

# Highlands and Islands Enterprise

## Main characteristics of your cluster policy evaluation methodology

### Theoretical Example.

(Highlands and Islands region (or Scotland) does not currently have a RIS3 or Cluster strategy).

Baseline data on the cluster's current performance needs to be gathered.

Some of this data will be cluster-specific; other data will be generic; e.g. number of firms in the cluster etc.

Over time, this baseline data should be reviewed.

In addition, information should be gathered on the extent to which the clustering initiative is adding value to the clusters stakeholders, and evidence behaviour changes.

### Challenges

- Truthful collection of data
- Accuracy of data
- Systematic collection of data
- Balance of qualitative and quantitative methods

### Success Factors

- Increase in number of SMEs in a cluster
- Increase in sales
- % traded beyond the region
- Increase in employees

## How/in what way do you use the results from the evaluation?

An evaluation should in particular provide inputs for strategy redefinition. A smart specialisation strategy should be strongly connected to the cluster eco-system from strategy definition to action plan leadership and to governance.

*A good approach to the concept of smart specialisation is the inter cluster approach, the intersection between clusters to exploit new business opportunities (e.g. Advanced packaging for the salmon industry)*