



THE
COMPETITIVENESS
INSTITUTE

Cluster Competitiveness Evaluation

*Symposium in
Barcelona,
April 27-28, 2006*

Session 1 – Objectives

TCl Meeting Room

Erik

Alexej

Harald

Simon

Hervey

Emiliano

Lyon Meeting Room

Nikos

Ines

Jens Erik

Norman

Anita

Petri

Foundation Meeting Room

Mika

Stephan

Valdis

Xavier

Klaus

Bergthóra

Jakarta Meeting Room

Alberto

Hjördis

Emily

Dmitry

Stephen

Reports – Objectives

- **Objectives Agencies**
 - Greenbook on evaluation standards/best practices
 - CCR needs to be improved (more robust method, tested in different areas)
- **Objectives Consultants**
 - Establish consultative process in framework of TCI (9 months: discuss different experience; 3 months: red book)
 - Book with explanations on evaluation (what is.., how..)
 - “Red book”
- **Objectives Academia**
 - Learning capacity of companies
 - Trust in the cluster
 - Prosperity growth in the community
- **Objectives InnoNet**
 - Awareness creation about need for evaluation (→ facilitate participation, exchanging best practices, establishment of performance indicators)
 - Dynamic approach → feedback into policies

Session 2 – Obstacles

TCI Meeting Room

Simon

Bergthóra

Nikos

Emily

Valdis

Lyon Meeting Room

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Jakarta Meeting Room

Klaus

Norman

Alexej

Alberto

Mika

Ines

Reports – Obstacles

- **Selected Objectives**
 1. Toolbox (book) setting out best indicators
 2. CCR needs improving
- **Selected Objectives**
 1. Toolbox (rainbow book)
- **Selected Objectives**
 1. Awareness, clarification, publication
 2. Content of evaluation, more dynamic approach (feedback)
 3. Toolbox
- **Selected Objectives**
 1. Awareness for best practices (green book, platform)
 2. Methodologies improvement
- **Obstacles**
 1. Who do it and who decides content
 2. Funding
 3. Awareness of business people
 4. Setup of service
- **Obstacles**
 1. Human resources
 2. Financial resources
 3. Danger of seeing consultants influence into TCI?
- **Obstacles**
 1. Include all stakeholders
 2. Time (6 month max.)
 3. Challenge of different views
 4. TCI as limitation
 5. Ownership?
- **Obstacles**
 1. Differences between countries
 2. Who should do it? Author, leader
 3. Financing
 4. Get good mixture to work on the subject

Session 3 – Actions

- **TCI Meeting Room**
 - Jens Erik
- **Process, time framework, limits of evaluation – right values**
- **Timeschedule**

Jul-06	Labelling ready to circulate
Aug-06	documents to circulate about what exists at DC Forum (Washington)
Oct-06	Launch of InnoNet
Nov-06	TCI Conference Lyon (stream on Evaluation)
Dec-06	Taxonomy of Tools and State of the Art Paper
Jan-07	EU Advisory Group (probably Jan)
Mar-07	Barcelona Symposium – Prototype of Toolbox? Showcase conference
Sep-07	Draft of Memorandum
Dec-07	memorandum of Understanding (EU)

Actions

- **Foundation Meeting Room**
 - Harald
 - trust, learning, “Scandinavian indicators”
- **Intangible group:**
 - sharing
 - learning, tacit knowledge
 - vertical trust (chemistry?, sense of belonging)
- **How to measure?**
- **Develop methodologies**
- **Find indicators without asking people (collect information)**
- **Workshop on intangible themes (in Lyon or before Lyon)**

- **Task forces: Harald and Hjördís**

Actions

- **Lyon Meeting Room**
 - Emiliano
- **Starting with what we have – toolbox**
 - Matrix for tools (listing)
 - First step: Framework for tools, descriptions, labeling (1 month)
 - Second Step: Scanning exercise
 - Third Step: Writing down the toolbox (after Lyon)
 - Lyon as diffusion point for labeling
- **Taskforce budget (10,000 Euros)**
 - Berthora, Xavier, Klaus, Emily, Emiliano, Stephan, Norman, Simon