

# CLUSTER EXCELLENCE DENMARK

- Supporting Danish Clusters to become even better

# THE DANISH CLUSTER LANDSCAPE

- ✓ they aim to build knowledge bridges between companies and knowledge institution and to create innovation and growth within a group of companies with shared interests
- ✓ they have a triple helix organisation, i.e. both companies, knowledge institutions and public partners/ civil society take an active part
- ✓ they have a formally established organisation of the cluster and its activities with at least one fulltime equivalent and have the resources to offer services and activities to the members. The aim is a long-term, sustainable effort
- ✓ they have a minimum of 20 committed participants from private companies
- ✓ they must have a valid label; Bronze, Silver or Gold (or be in process) of the ECEI - European Cluster Excellence Initiative

# 47 SIGNIFICANT CLUSTERS



8

**GOLD** Cluster Management Excellence  
PROVEN FOR CLUSTER EXCELLENCE

3

**SILVER** Cluster Management Excellence  
DEDICATED TO CLUSTER EXCELLENCE

36

**BRONZE** Cluster Management Excellence  
STRIVING FOR CLUSTER EXCELLENCE



# WHY COLLABORATE IN CLUSTERS?

- ✓ Meet companies, researchers and experts with a wide selection of competencies
- ✓ Get inspiration, ideas and new tools for innovation
- ✓ Find collaboration partners who add knowledge and value to you
- ✓ Cut corners to access international knowledge and collaboration
- ✓ Update yourself on the latest technological knowledge and research
- ✓ Get help to find financial support for your innovation projects
- ✓ Be involved in setting the research and innovation policy agenda

# OUTCOME OF COLLABORATING IN CLUSTERS

In 2015:

- ✓ almost 2700 companies developed new innovative ideas
- ✓ 3100 companies got new competences and tools
- ✓ 1200 companies developed new products, services or processes as a result of cooperating with a Danish clusters.

In general the Danish clusters succeed in engaging many SME's in their activities.  
Danish clusters involves around 12,000 companies every year.

# ECONOMETRIC ANALYSIS

Companies who are actively involved in cluster activities:

- ✓ Are four times more likely to innovate than similar companies who are not involved in cluster activities
- ✓ Obtain productivity growth which is 3,6 percentage points higher than other similar companies

# CLUSTER EXCELLENCE DENMARK

## - Facts and objective

- ✓ the national support function for the Danish clusters and innovative networks
- ✓ co-funded by the Danish Agency for Science, Technology and Innovation and the regions
- ✓ offices in Copenhagen and Holstebro
- ✓ a team with many years of experience with facilitating clusters, development processes, merger, analysis, funding, internationalisation of clusters, etc.
- ✓ the objective is to develop and provide a number of services for the clusters in order to stimulate and ensure optimum working conditions

# SUPPORTING SERVICES PROVIDED TO CLUSTERS

The key priority of Cluster Excellence Denmark is to support the Danish clusters and cluster managements on their way to becoming excellent.

Main activities:

- ✓ Daily contact and feedback to cluster managements
- ✓ Stimulate cross-cluster knowledge and experience exchange
- ✓ Thematic workshops on themes like internationalisation, branding and matchmaking tools
- ✓ Cluster Labs for development of new tools of general interest for the clusters
- ✓ Master Classes with international capacities for strategic development
- ✓ Annual Innovation Camp for cluster management
- ✓ Develop tools for and support clusters in their internationalisation process
- ✓ Certified benchmark expert and trained assessors within ECEI (bronze, silver and gold label)



# INTERNATIONALISATION

Two team members are international experts and in close collaboration with Enterprise Europe Network.

They help Danish clusters find relevant international contacts and partners, facilitate matchmaking events, arrange business and export promotion trips etc.

Over the last three years Cluster Excellence Denmark has organized four international cluster to cluster matchmaking events, which have led to a large number of international cluster collaborations.

# CLUSTER FORUM

- as a part of the government's growth partnership agreements with the regional growth forums; a forum for the cluster and network policy in Denmark was established in 2013
- consists of the eight ministries, the six regional growth forums, Danish Regions, Local Government Denmark, three large municipalities (Copenhagen, Aarhus and Aalborg) and Innovation Fond Denmark
- the forum is to support cluster development in Denmark and ensure cohesion and synergy between local, regional, national and international cluster efforts

## Most important focus areas:

- Cluster Excellence Denmark
- Catalogue of Clusters
- Cluster impact measurements (performance data and others)

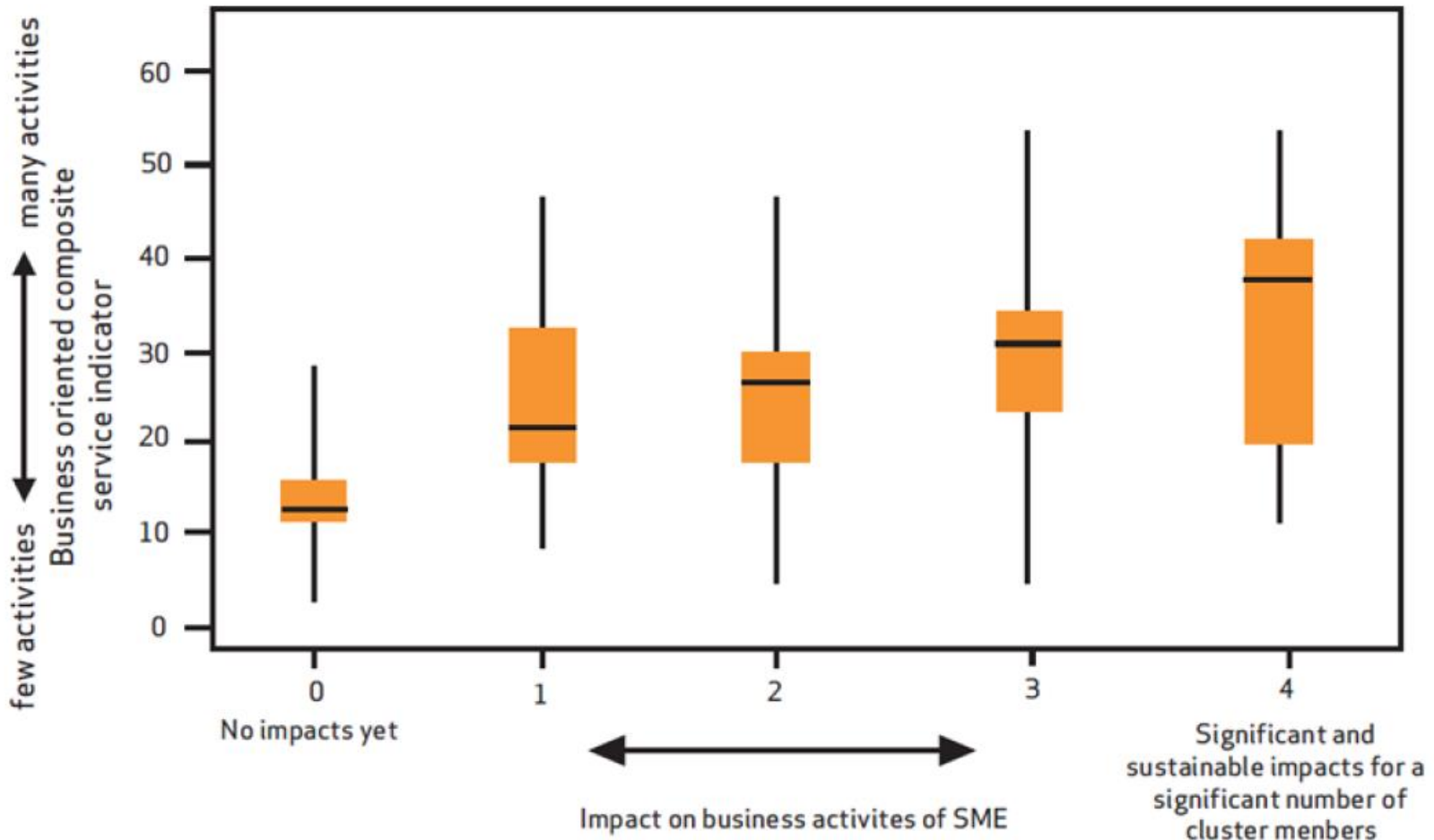
# CLUSTER STRATEGY 2016-2018

*Vision: A strong and efficient cluster structure with professional clusters that create value for companies and the community society*

## INDICATORS 2018

1. At least 2,000 enterprises have annually developed new innovations as a result of the cluster activities (status 2014: 1,600).
2. There is an appropriate regional distribution of the enterprises that have developed new innovations, reflecting that the policy benefits the whole of Denmark.
3. At least 2,500 enterprises participate annually in partnership projects with knowledge institutions through clusters (status 2014: 1,800).
4. At least 1,500 enterprises participate annually in international activities through clusters (status 2014: 900).
5. Denmark has at least 10 Gold and 10 Silver clusters (certified according to the EU's Cluster Label system).

# THE QUALITY AND INTENSITY OF SERVICES MAKES A DIFFERENCE



# CLUSTER ORGANISATIONS MATTER

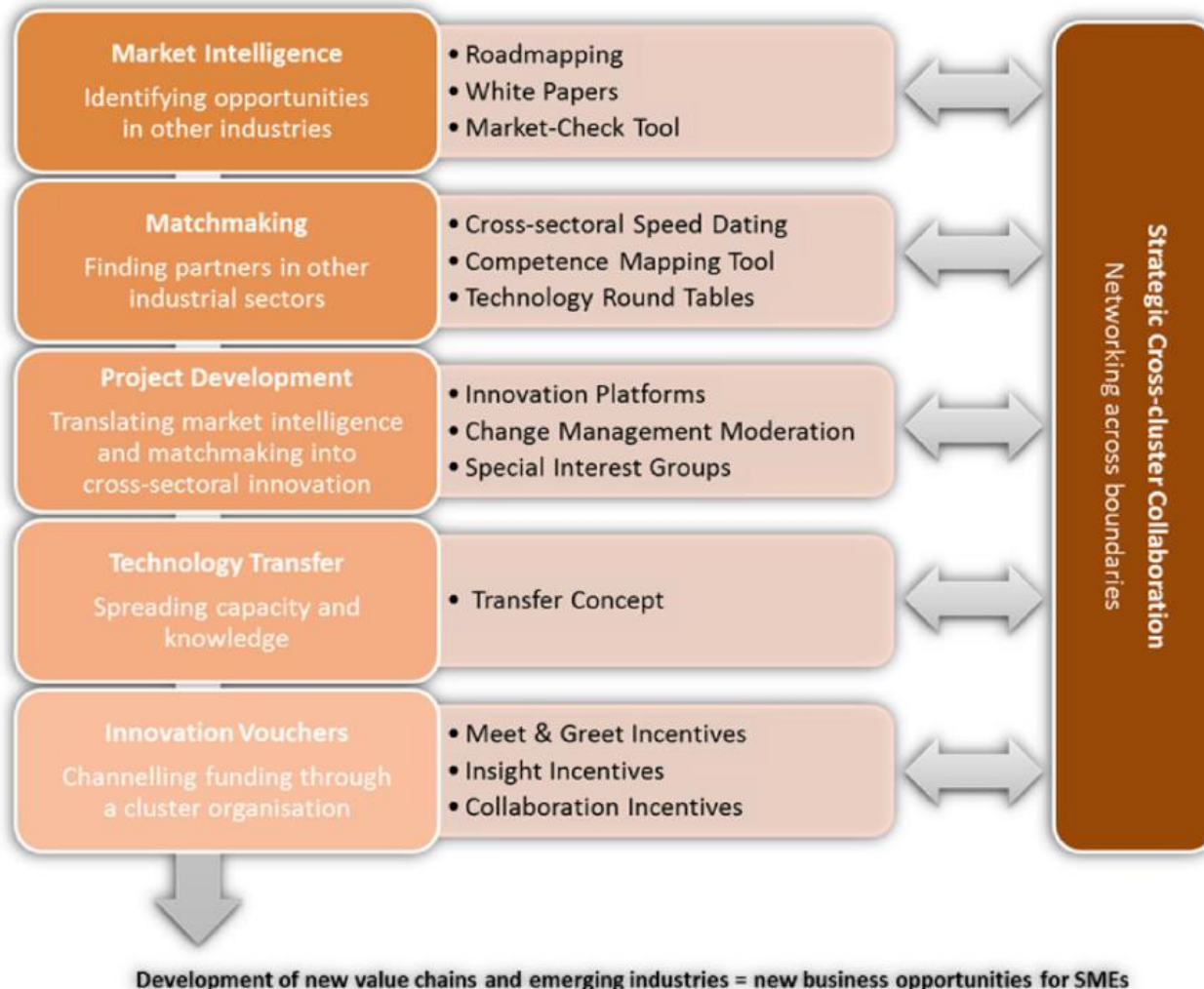
- ✓ Cluster management organisations are an important institution to bridge the gap between different industries and to broker contacts between companies, research institutions and universities and other relevant stakeholders
- ✓ Services for clusters members that are provided by the cluster management organisation are an important instrument to develop a cluster. Targeted and demand-oriented services offered by the cluster management organisation are key in this regards.
- ✓ Services facilitate the intensification and/or stabilization of interaction between cluster members, reduce the time and costs spent by cluster members and/or allow cluster members to focus on their core activities.

In order to be successful a cluster management organisation needs to:

- Be sufficiently equipped with financial means;
- Be operated by a professional, experienced staff;
- Have its operations being based on a strategy that was developed in collaboration with the cluster participants.

→ Successful clusters in Europe are managed by a cluster organisation!

# THE IDEAL SERVICE PORTFOLIO OF EXCELLENCE CLUSTER MANAGERS



Source: Lämmer-Gamp, Meier zu Köcker & Nerger: Collaboration and Business Support Tools to Facilitate Entrepreneurship, Crosssectoral Collaboration and Growth, European Cluster Observatory, 2014