

# StressTesting Regional Approaches Conducive to Implement S3 through Clusters

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*Salzburg Region in the framework of the INTERREG ALPINE SPACE Project  
S3-4AlpClusters*

*June 2017*

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# Concepts and Definitions

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For the purpose of this report the key concepts and definitions are understood as follows:

- **Clusters:** Clusters are generally described as groups of companies, mainly SMEs, and other actors (government, research and academic community, institutions for collaboration, financial institutions) co-locating within a geographic area, cooperating around a specialised niche, and establishing close linkage and working alliances to improve their competitiveness.
- **Cluster initiatives:** A cluster initiative is an organised effort aiming at fostering the development of the cluster either by strengthening the potential of cluster actors or shaping relationships between them. They often have a character like a regional network. Cluster initiatives are usually managed by cluster organisations.
- **Cluster organisations:** Cluster organisations are entities that support the strengthening of collaboration, networking and learning in innovation clusters and act as innovation support providers by providing or channelling specialised and customised business support services to stimulate innovation activities, especially in SMEs. They are usually the actors that facilitate strategic partnering across clusters. Cluster organisations are also called cluster managements.
- **Cluster participants:** Cluster participants are representative's industry, academia or other intermediaries, which are commonly engaged in a cluster initiative. Given the case a cluster initiative has a certain legal form, like associations, cluster participants are often called cluster members.
- **Cluster policy:** Cluster policy is an expression of political commitment, composed of a set of specific government policy interventions that aim to strengthen existing clusters and/or facilitate the emergence of new ones. Cluster policy is to be seen as a framework policy that opens the way for the bottom-up dynamics seen in clusters and cluster initiatives. This differs from the approach taken by traditional industrial policies which try (and most often fail) to create or back winners.
- **Programme:** Programmes are a vehicle to implement a policy, e. g. funding programme for R&D in environmental technology. In addition to programmes, policies are also implemented through regulation (= regulatory framework, e. g. law on consumer protection).
- **S3-Smart Specialisation Strategies:** Smart Specialisation is a strategic approach to economic development through targeted support for research and innovation. It involves a process of developing a vision, identifying the place-based areas of greatest strategic potential, developing multi-stakeholder governance mechanisms, setting strategic priorities and using smart policies to maximise the knowledge-based development potential of a region, regardless of whether it is strong or weak, high-tech or low-tech<sup>1</sup>.

We will clearly distinguish between clusters, cluster initiatives and cluster organisations to make it easier for the interviewee to understand what is intended with the corresponding question.

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<sup>1</sup> Foray (2015). *Smart Specialisation, Opportunities and Challenges for Regional Innovation Policy*, Routledge.

# Introduction

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Several EU regions have developed Smart Specialisation Strategies (S3) as integrated part of their regional innovation strategies. The challenge is to implement S3 through clusters in order to gain sustainable and inclusive growth while generating critical mass of economically viable activities.

There is a relative lack of knowledge about S3 in emerging economic regions of the EU. Both analytical and implementation tools must be developed in order to adapt S3 approaches in a way that will be fully beneficiary for SMEs.

The objective of the S3-4AlpClusters project is to improve framework conditions for innovations, induced by clusters and SMEs and to create new jobs and employment opportunities. As implemented by clusters and cluster organisations, S3 can offer an innovative approach to improve innovation in the Alpine Space. Cross-regional approaches can serve to support coordinated actions between the different sectors/regions. Transnational cluster cooperation helps to achieve a critical mass of SMEs and enhances cross-regional collaboration to innovate for new products in areas relevant to the Alpine Space. For further information about the S3-4AlpClusters project, you will find a short description at the end of the document. To learn more and to download additional resources please refer to the project website <http://www.alpine-space.eu/projects/s3-4alpclusters/en/home>.

Against this background, each of the 11 partner regions of the S3-4AlpClusters conducted a policy benchmarking (StressTesting) to learn how to implement S3 through clusters as individual benefit. Additionally the StressTesting provided a joint benefit to the S3-4AlpClusters partnership, by allowing for a better understanding of each other's policy instruments. The StressTesting addressed policy making and implementation processes, namely the role of clusters in the design of the S3, regional support schemes for cluster initiatives, coordination and alignment of S3 at the regional and national level and the role of clusters in the implementation of S3. Benchmarking also explores the role of a regional cluster excellence portfolio to provide inputs for development and testing innovation models initiated by cluster organisations and identifying areas for (common) improvements.

The present StressTest Report compares the approaches of 25 regions conducive to implement S3 by means of clusters. It aims to serve substantiated discussion and policy improvement, shows the state of play in each region and offers individual recommendations.

# The Context: Interplay between Smart Specialisation and Clusters

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Clusters are a fundamental part of the European industrial landscape as 38 % of European jobs are based in clusters. They are key drivers for the European economy with regard to competitiveness, growth and jobs. Over the last years, cluster policy in the EU has increasingly gained importance to improve competitiveness of local industries and facilitate industrial transformation processes by stimulating the development of infrastructure in support of business innovation. The recent economic crisis and on-going global industrial transformations have highlighted the need to modernise regional industrial structures and build new industrial competences in order to respond to global competition and to address societal challenges, such as environment, health and resource efficiency.

Starting from the observation that the implementation of Smart Specialisation Strategies often fails to generate the desired effects, there is a strong need to better understand the relationship between S3 and clusters. The underlying problem in the implementation of S3 has been detected at two fundamental levels: a lack of experience among regions on how to use clusters in the implementation of Smart Specialisation Strategies and a lack of alignment between and knowledge about other regions' strategies.

The interplay between S3 and clusters implies a two-way relationship between the two concepts. As suggested by the overall title of the project ("S3-4AlpClusters – Smart Specialisation Strategies to build an Innovation Model for Alp Clusters"), a first way to study the interdependency is to look at how S3 can be used to foster innovation processes and spark entrepreneurship within clusters ("S3 → Clusters"). Turning the relationship on its head, existing clusters can also be used as a tool in the implementation of S3 ("Clusters → S3"). The overall design of the project allows focusing on different aspects of the interplay between S3 and clusters in its different work packages.

Taking the above-mentioned into account, regions should apply a broad set of policy instruments when implementing their S3 through clusters. History has shown that there is no single policy appropriate to cope with all regional challenges<sup>2</sup>. This also leads the attention away from single clusters rather than to the **regional cluster portfolio**.

A well-balanced, matured regional cluster portfolio is necessary to have capable clusters and cluster managements in place as tool to support the entrepreneurial discovery and identify those opportunities a region can benefit most. Consequently, regions need

- Strong clusters, since enterprises located in strong clusters have a higher growth rate and higher productivities<sup>3</sup>.
- Strong cluster managements that can provide higher impact in terms of innovation and competitiveness than weak ones<sup>4</sup>.
- Systematic implementation approach. If a region intends to use clusters as a tool to implement S3, it has to follow a throughout and systematic approach.

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<sup>2</sup> Izsak, Ketels, Lämmer-Gamp, Meier zu Köcker (2016), *Smart Guide to Cluster Policy*, European Cluster Observatory, Brussels, [http://ec.europa.eu/enterprise/initiatives/cluster/observatory/cluster-mapping-services/services/index\\_en.htm](http://ec.europa.eu/enterprise/initiatives/cluster/observatory/cluster-mapping-services/services/index_en.htm).

<sup>3</sup> Ketels, Protsiv (2013): *Clusters and the New Growth Path for Europe*, WWWforEurope Working Paper, WIFO, Vienna.

<sup>4</sup> Lämmer-Gamp, Meier zu Köcker, Christensen (2012): *Clusters are Individuals. New Findings from the European Cluster Management and Cluster Program Benchmarking*, Danish Ministry of Science, Technology and Innovation, ISBN: 978-87-92776-22-8, Copenhagen/Berlin.



# The StressTest Approach

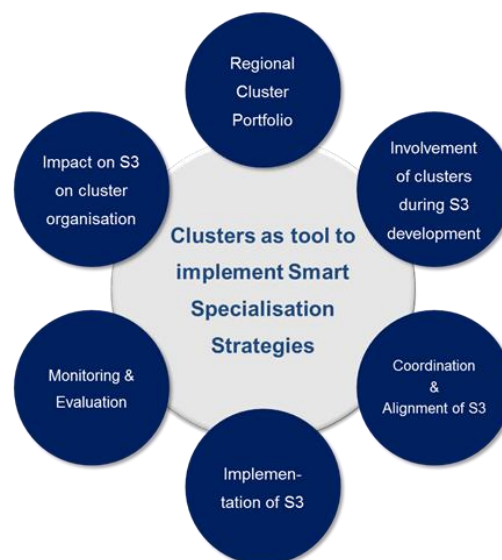
StressTesting is a transnational benchmarking-based approach that enables an empirical review and assessment of regional policies for implementation of Smart Specialisation Strategies (S3) through clusters. StressTesting determines how and where clusters can be most supportive of industrial transformation and growth in an integrated, coordinated and sustained manner. The overall aim is to develop new and better ways of designing and implementing modern cluster-based regional economic development policies. The approach draws maximum advantage from analysis of the regional cluster portfolio to better understand the forces that shape new industrial value chains and sectors. StressTesting is intended for regional implementation organisations, policy makers and business development entities that are interested in comparing their own region with European frontrunner regions.

The StressTest and its related report will thus mainly focus on the question of how clusters are used as a tool of S3 and study the modality of use and influence of clusters in the implementation of S3. By including questions about the ability of cluster initiatives to implement new innovation models, the results of the StressTest will nevertheless also pave the way for another important question of how S3 can contribute to define new innovation models in further detail. It thus fully considers the two-way interplay between clusters and S3.

StressTesting addresses both policymaking and implementation processes. The approach examines the role of clusters in the design of S3 and the regional support schemes for cluster initiatives. It provides insight views on the coordination and alignment of S3 at the regional and national level. Furthermore, it identifies the current and potential role of clusters in the implementation of S3.

The process of using clusters as tool to implement S3 is a multi-faceted and complex process. However, although regions are very different, it follows the six key dimensions shown in Figure 1.

**Figure 1: Dimensions of policy-making and implementation process in connection with S3**



The importance of the regional cluster portfolio and individual clusters already starts during the design phase of S3. Clusters can act as a more efficient tool, if the respective S3 is built upon them and takes the needs and potentials of the cluster actors into account. The main challenge then is the implementation of S3, meaning to turn the S3 into a set of policy instruments that helps to meet the desired objectives. Even if the concept of S3 helps to concentrate the resources on selected priority

areas, regions often do not have the critical mass or capacity to successfully develop the necessary transformative activities completely on their own.

Thus, aligning S3 related policy instruments with those on national level or with those of the neighbouring regions, enables regions to attract additional funding or other kinds of support. Evaluation and monitoring as tool to do better policies is also an important dimension, thus considered during the StressTesting.

## S3 Stakeholder Survey

The StressTesting exercise was completed by a representative group of regional stakeholders from three different levels

- Regional policy makers in charge with the development and implementation of S3
- Cluster managers
- Other stakeholders like representatives from regional development agencies, regional councils or other entities closely involved in the development and implementation of S3.

By means of an online questionnaire, these experts were asked to provide their opinions related to the six dimensions given in Figure 1. Thus, the data gathered provides a unique source of insight and a “snap-shot” portrait of each region’s theoretical and practical approach in order to implement S3 through clusters.

## The Indicator Approach

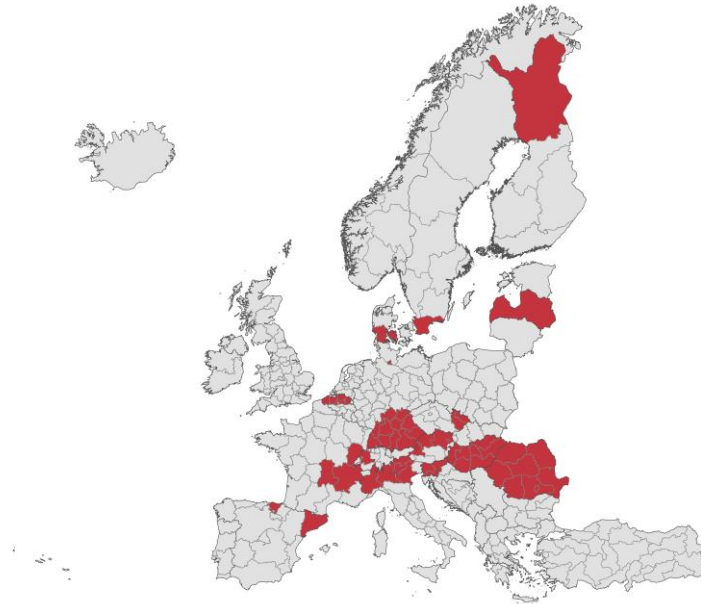
Based on the findings of the questionnaire and on the evaluation of the questions, 22 appropriate indicators for the respective dimensions were calculated (see Figure 2). A scale with the following indicators has been designed:

- Value “0” represents the indicator under worst operating conditions or in the worst possible situation, emphasising that it is poorly developed or non-existent.
- Value “1” means that an indicator basically exists, but on a very low level. Nevertheless, there is a strong need to improve its efficiency or functionality.
- Value “2” means that an indicator exists, but on an average level. Nevertheless, there is room for improvements in terms of operability or functionality.
- Value “3” means that an indicator is mature and the given region performs well in this regard. Not much room for further improvements is left.
- Value “4” corresponds to the indicator under its best operating condition. The approach behind can be considered as best practice.

## The Comparative Portfolio

The benchmarking aspects of StressTesting also provide a comparative view of the approaches and capacities of regions to implement S3 through clusters. This enables participating regions to identify areas for common improvements by comparing and mutual learning. To date, 25 regions have participated in the StressTesting exercises since June 2015 (s. Figure 2). The growing number of regions increases the comparative portfolio and enlarges the portfolio of good practices.

**Figure 2: Survey of regions having participated in the StressTesting exercises since 2015**



## Results

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The survey's results do not present the results of a representative survey as the participation of interviewed stakeholders is limited and the selection of the stakeholders was based on subjective decisions of the S3-4AlpClusters project managers. However, in total more than 130 stakeholders from all levels (cluster organisation, stakeholder responsible to implement S3 and policy makers) participated in the online survey, including 8 from Salzburg region. Consequently, the results present subjective perspectives of the different stakeholders. Thus, we are quite confident that the results represent the real status.

The results are presented according to the dimensions shown in Figure 1 and structured as follows:

- starting with a short introduction to describe the rationale of the related dimensions,
- followed by a short paragraph explaining how the cluster approach can leverage the impact of the implementation of S3,
- a good practice case from the comparative portfolio in order to demonstrate how it can work in practice,
- a short regional perspective that provides an explanation regarding the individual performance against the set of indicators



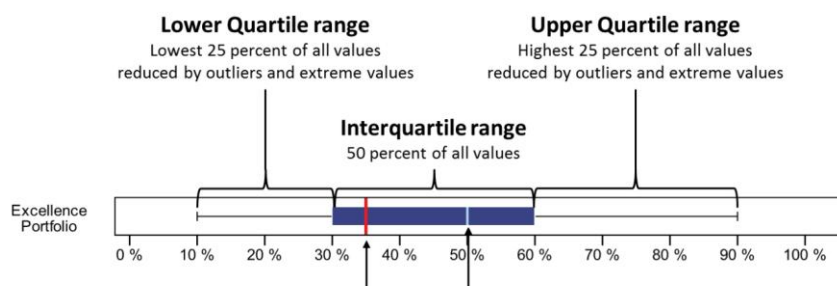
The chapter finishes with a broader discussion of the findings.

The findings of the StressTest are mainly presented by boxplots (s. Figure 3). Boxplots display information about the distributions of statistical data without making any assumptions about characteristics of this distribution. This means that the spacing between the different parts of the box helps to indicate the degree of spread and skewness in the data. The box represents 50 % of the indicators population (the interquartile range), 25 % higher and 25 % lower than the median value, which is marked inside the box. The whiskers represent the lower quartile and the upper quartile of the data. For more homogeneity and representativeness of the results, only a reduced set is included in the lower and the higher quartile and not the full 25 % of the data. The ends of the whiskers are determined by the following model: the length of the whiskers is determined by the lowest and the highest value of the presented data AND shall not be larger than 1.5x the size of the interquartile range. This way, the whiskers include up to 25 % of the entire data, reduced by significant statistical outliers.

When applying the described methodology for drafting the box-plot chart, in general at least around 80-90 % of the StressTest related data can be considered to be inside the box or inside the range of the whiskers. Very exceptional individual values are not considered.

The red line represents the data of the individual region. The figure does not feature a red line in case no data was available for the region.

**Figure 3: Boxplot Approach**



## Involvement of Clusters during S3 Development

S3 is a strategic approach to regional economic development, aiming at new combinations between a region's existing potentials and capacities and new opportunities<sup>5</sup>. However, the identification of these potentials and capacities is not an easy task and requires deep insights about the existing potentials and capabilities in the region.

Although there are statistical data helping to understand the situation in the region, these data can just offer a very general overview about the situation. Entrepreneurial discovery workshops can help to get some detailed insight about the opportunities and needs in the region. But, the risk that the results of such workshops strongly depend on the individual know-how of the attendees is often underestimated.

**Leverage through clusters:** By actively involving cluster initiatives in the development of S3, regions can better identify their main existing capacities and needs for upcoming transformative activities. By focusing the S3 on clusters, main regional economic assets are taken into consideration and, moreover, cluster organisations are involved as crucial regional moderators of transformative actions.

<sup>5</sup> Foray (2015): *Smart Specialisation, Opportunities and Challenges for Regional Innovation Policy*, Routledge.

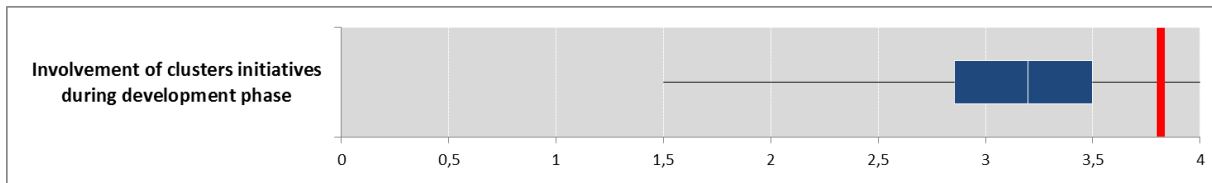
**Explanation:** Clusters represent existing regional strengths and are, as such, a cornerstone in the development of S3. Cluster initiatives are organised efforts aiming at fostering the development of the cluster. Cluster organisations are working together with their companies and partners over a long time, sometimes more than 10 years. Thus, professional cluster organisations have excellent insights about the weaknesses, strengths, opportunities and needs of their companies. Therefore, the involvement of clusters and cluster initiatives helps to identify place-based entrepreneurial resources and areas of greatest strategic potentials, which are crucial for a successful definition of strategic priorities to maximise the knowledge-based development potential of a region. Cluster organisations can provide the S3 stakeholder with “in-sight” information about needs, opportunities and ongoing transformative actions.

## Role of Cluster Initiatives during the Development Phase

### Regional Perspective

The S3 of Salzburg is embedded in the the Science and Innovation Strategy for Salzburg 2025 (WISS 2025) as well as Salzburg’s economic programm 2020 “Salzburg.Business Location – Future”. Salzburg’s principal concern is to further strengthen and expand the partly very heterogeneous and small scale science and research structures in a targeted and concentrated manner. Essential for “intelligent specialisation” is to make use of existing synergies and to avoid redundancies, to concentrate on attaining “critical mass” at the location based on the principle of “strengthening the strong points”, and to take guidance from the requirements of Salzburg’s economy and society when expanding the structural basis. The following five guiding principles of the Science and Innovation Strategy for Salzburg 2025 (WISS 2025), which was adopted in February 2016 by the Land parliament, pay due attention to this: 1. science, research and innovation are key competitive factors for Salzburg; 2. specialisation and cooperation are prerequisites for the further development of the regional innovation system; 3. success in science, research and innovation requires consistent internationalisation; 4. education, further education and career opportunities based on high standards; 5. governance for the strategic steering, implementation and evaluation opens new paths. The analysis and conceptual work done in an intense dialogue between science and business yielded five thematic fields with high potential for intelligent specialisation in Salzburg and the creation of critical mass there: (i) life sciences, (ii) ICT location Salzburg, (iii) smart materials, (iv) intelligent construction and settlement systems, (v) creative industries and innovation in services. This corresponds to Salzburg’s economic programme 2020: “Salzburg. Business Location - Future” (Salzburg. Standort Zukunft) (2011) whose objectives and measures specifically addresses the areas (i) “location development” along the knowledge triangle “economy-education-science” including a thematic profile, (ii) “corporate development” with a focus on entrepreneurial R&D and (iii) “governance”, among others, also with strategies to expand the system of regional innovation. For Salzburg, the aim is the specialisation of university and non-university research by bringing it closer to the needs of the business sector in the thematic priorities and the expansion of corporate innovation activity by systematically encouraging companies to engage in R&D. ITG was strongly involved in the analytical and conceptual work of the regional S3. As Salzburg’s provincial innovation agency ITG coordinates and implements the technology-, innovation-related policies of the regional government especially through SME support, Cluster Networks and knowledge/ technology transfer into SMEs.

**Figure 4: Involvement of cluster initiatives during the S3 development phase**



**Good Practice Case:**

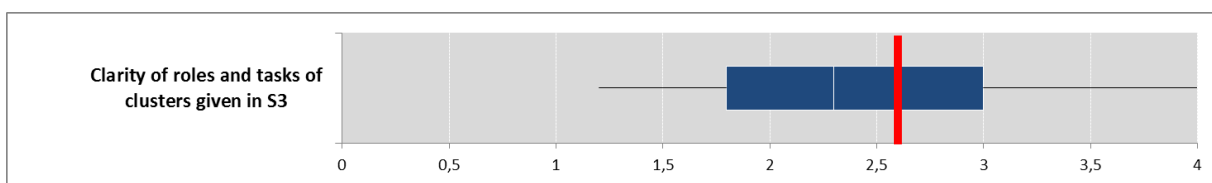
The approach of **Franche-Comté** can be considered as a good practice, since the Smart Specialisation Strategy was mainly built on the historical strengths and economic activities (clusters) of the region. The main cluster initiatives of the region (“Pôles de compétitivité”) were created in 2005, and are still an important part of the innovation landscape. These Pôles de compétitivité were strongly involved in the definition of the S3.

**S3 Focus of S3 on Clusters and Cluster Organisations**

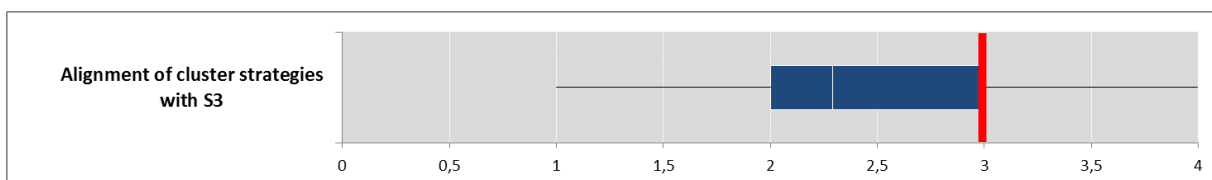
**Regional Perspective**

Based on the analytical and conceptual work, and in intensive dialogue with science, education, and companies’ management teams and workforces, the core elements of strategy, the priorities and the measures to take were defined. In setting up the Science and Research Council of the State of Salzburg, a committee was established that advises the states government and the two functional departments responsible for these areas (Economic Affairs and Science respectively) in strategic matters relating to science, research and innovation, as well as accompanying the implementation of WISS 2025. At operational level, ITG Salzburg takes on an important role as the State of Salzburg’s agency for transfer of innovation and technology, and as an intermediary between science, research, business, politics and public administration; the role requires it to organise the cooperation among stakeholders and protagonists, as well as developing, accompanying and carrying through the measures of implementation.

**Figure 5: Clarity of roles and tasks of clusters given in S3**



**Figure 6: Alignment of cluster strategies with S3**



### Good Practice Case:

The **Southern Denmark** approach can be considered as a Good Practice. Cluster initiatives were actively involved in the S3 development and even more, parts of the S3 are directly built on the individual strategies of the four cluster initiatives of the region. Thus, the S3 also contributed to better a coordination of the activities of the individual cluster initiatives among each other. As a result of the common undertaking between the cluster initiatives and the Regional Council of Southern Denmark, the role of the cluster initiatives is very clear and aligned with the S3.

## Coordination and Alignment of S3

In reality, clusters and place-based areas of greatest strategic potential do not stop at borders. They are often stretched over several regions. Thus, the priority areas of a S3 in a given region are likely to be also relevant for neighbour regions. In addition, in many cases, innovations are mobile and therefore can drive the dynamism of regional potentials from the outside.<sup>6</sup> Consequently, regions often do not have the critical mass or capacity to successfully develop the necessary transformative activities completely on their own.

**Leverage:** By aligning S3 related policy instruments with those on national level as well as with those of the neighbouring regions, synergies and related S3 objectives can be achieved faster and more efficiently.

**Explanation:** S3 is not a closed process but rather benefits from complementarities with other policies and regions. Aligning S3 related policy instruments with those on national level and / or with those of the neighbouring regions, enables regions to attract additional funding or gain critical mass through inter-regional cooperation. This can significantly help regions to meet the objectives defined in their S3 in a faster or more efficient way. Bundling resources also lowers the risk of individual regions.

## Alignment of the Implementation of S3 with Policy Instruments on National Level / of Neighbouring Regions

### Regional Perspective

Strengthening this federal state as a location for science, research and innovation requires increased expenditure on research across all areas. This relates both to public R & D spending at state, national and international level, and also to a sustained boost to R & D activities and investment on the part of Salzburg's private corporate sector. The effectiveness and efficiency in resource deployment will thus be derived from the following principles: additionality in relation to existing measures of financial support; maximum use of synergies with, and levers of finance connected to, national and European funding resources, as well as private investments; regular checking (monitoring and evaluation) of effectiveness; an orientation towards quality and output, as well as towards giving incentives and providing impetus to developments.

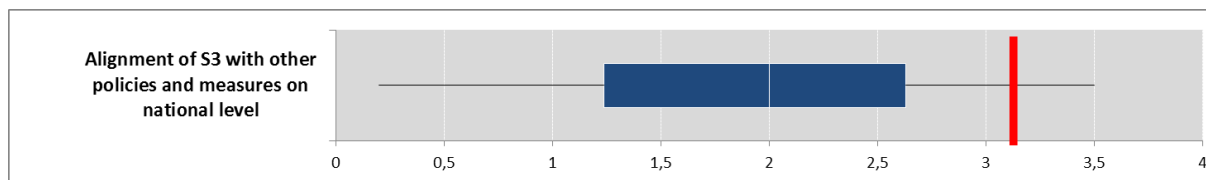
The federal government and the Länder coordinate their structural policies within the scope of the Austrian Conference for Spatial Planning (Österreichische Raumordnungskonferenz). At the instruments level, important RTI policy instruments are funded jointly by the federal government and Länder (e.g. COMET Programme) or are co-financed by the Länder (e.g. financial assistance for enterprise R&D projects). The exchange of information and coordination is also supported within the Cluster Platform.

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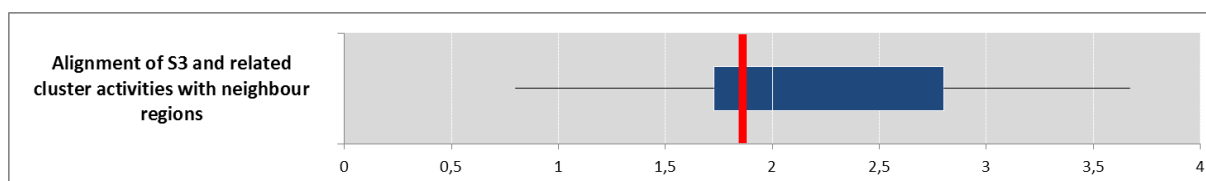
<sup>6</sup> Foray (2015): *Smart Specialisation, Opportunities and Challenges for Regional Innovation Policy*, Routledge.

With regards to the alignment with neighbouring regions, there is room for improvement.

**Figure 7: Alignment of S3 with other policy instruments on national level**



**Figure 8: Alignment of S3 with other policy instruments of neighbouring regions**



### Good Practice Case:

The Salzburg case is considered to be Good Practice case. The strategy of the canton of Fribourg is well aligned with policy instruments of neighboring regions. The cantonal implementation program for the 2016-2019 phase of the *Nouvelle Politique Regionale* foresees cross regional cooperation both within and across the boundaries of Switzerland. The priority area Food and Nutrition is centred on a cross regional cluster initiative. While the *Nouvelle Politique Regionale* is a nationwide policy framework, it is put into execution at the level of the cantons and, thus, leads to a good alignment on canton-level.

## Implementation of S3

S3 is a comparable new and multi-faceted approach. Not much experience exists on how to implement S3 by different policy instruments and what implementation tools or entities work best. To seriously implement a given S3, it has to be backed by appropriate policy instruments and public funding. Besides, an interactive communication among all S3 stakeholders is beneficiary during the implementation phase.

**Leverage through clusters:** Cluster initiatives are promising tools, not only during the development phase of S3 but also during its implementation. Respective cluster organisations can serve policy makers in multiple ways. They can be considered as representatives of the groups / sectors the policy instruments are targeting at.

**Explanation:** There are different ways, how cluster policy makers can make use of cluster initiatives in practice. The most relevant ones are:

1. Cluster initiatives are funded with the dedicated objective to implement certain elements of the S3. In this case, the individual strategy of the cluster initiative is well-aligned with the objectives of a S3. Thus, the cluster organisations take over parts of the implementation of S3. Close monitoring is required to assure high conformity of S3 and of the measures of the cluster organisation.

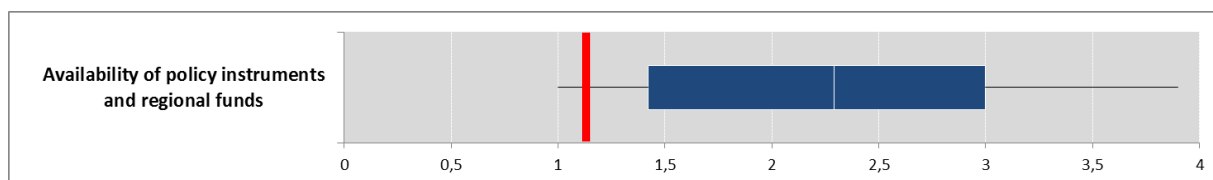
2. Cluster initiatives become an active partner for regional policy makers during the S3 implementation process. In that case, cluster organisations have good relationships and intensive communication with regional policy representatives. This kind of interaction can be very diverse, like providing expertise on demand, structured information exchange, expert workshops, studies and white papers, roadmapping etc.
3. Cluster initiatives as a strategic tool for regional development. Regional policy makers actively use the knowledge and proximity to the key actors of the cluster initiatives to jointly cope with upcoming challenges and further develop areas of greatest strategic potential. Cluster organisations are considered to act as key partners for policy makers.

## Alignment of Demand and Availability of Policy Instruments

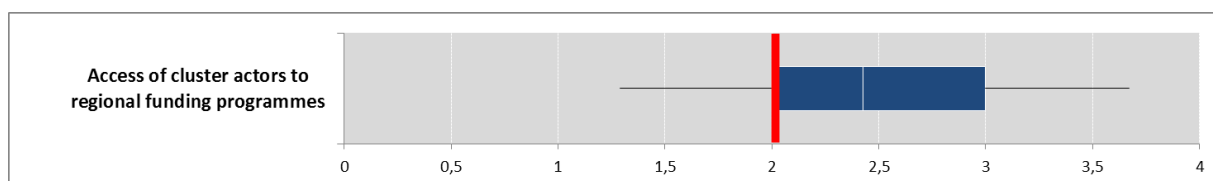
### Regional Perspective

The regional thematically-open funding programmes for businesses have the aim of boosting R&D activities of companies in general, increasing the number of companies engaged in R&D and innovation as well as supporting the development of technology leaders across all industries. There is a below-average level of research and innovation in the region's corporate sector: this is attributable to the region-specific industry structures in non-technology areas and to the large number of small business enterprises. Yet, this technologically-open approach to financial assistance takes into account the fact that scientific innovation, trends and specialisations emerge from existing research environments or are adopted and implemented in such settings. No dedicated budget is foreseen for cluster organisations nor cluster participants / members.

**Figure 9: Availability of policy instruments and regional funds**



**Figure 10: Access of cluster participants to regional funding programme**



### Good Practice Case:

**Baden-Württemberg** invests around EUR 1,5 Bio in Science, Research and Innovation per year in the context of the implementation of its Regional Innovation Strategy. This is operationalised by a broad set of policy instruments which are targeting very specific objectives. In total, there are more than 30 different programmes in place. Due to the fact that majority of the funding is not coming from ERDF rather than from own regional sources, Baden-Württemberg has significant flexibility to adopt or design new policy instruments if needed. Dedicated focus is given to the support of Science and



Technology, cross-sectoral innovation, SMEs in the context of digitalisation, workforce development and the development of new enterprises.

Cluster actors in **Upper Austria** have preferred access to a regional innovation support programme, provided the project application has been created within an Upper Austrian cluster initiative. The cluster management plays an important role as facilitator (bringing the “right” actors together) and coach (turning ideas into a common proposal). Although neither the funding volume nor the funding rate is really high, there is a strong demand by many applicants since incentives to jointly innovate are given.

<b>Object</b>	Innovative cooperation projects within the cluster-initiatives
<b>Cooperation criteria</b>	→ At least three companies → At least one SME
<b>Costs eligible for funding</b>	Personnel costs, external services, consulting and other costs
<b>Funding amounts</b>	30 % of the costs eligible for funding
<b>Max. funding per cooperation partner:</b>	€ 30,000 ('technological' projects) € 15,000 ('organizational' projects)
<b>Max. funding per project:</b>	depending on number of projectpartners ('technological' projects) € 50,000 ('organizational' projects)

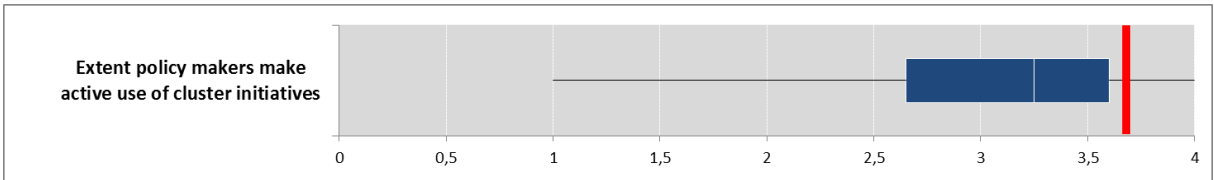
**Practical Use of Clusters as Tool to Implement S3**

**Regional Perspective**

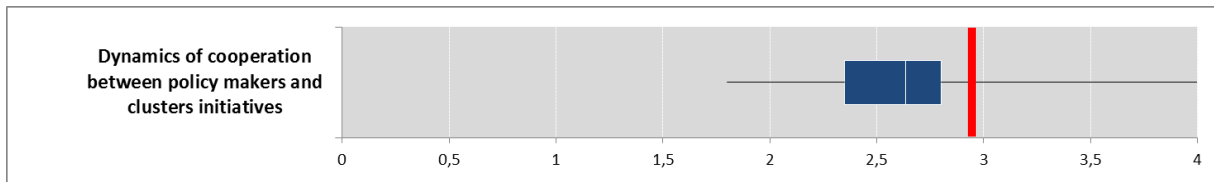
As Salzburg’s provincial development agency, ITG promotes Salzburg’s business and academic sectors, in particular by supporting appropriate collaboration and coordination of the state’s technology and innovation policy. This includes acting as a strategic intermediary between the business world, university and non-university institutions, and other academic institutions in order to promote collaboration with one another, particularly with regard to research facilities based in Salzburg; developing, actively shaping and implementing projects and support measures, particularly in terms of knowledge, innovation and technology transfers; implementing relevant informative events or other activities suitable for supporting the company’s purpose; developing and implementing important strategic innovation projects as the project executing organisation; supplying research and development results to both the business and academic sectors and participating in research and development projects in this regard as well as supporting the creation of networks and clusters.

In setting up the Science and Research Council of the State of Salzburg, a committee was established that advises the states government and the two functional departments responsible for these areas (Economic Affairs and Science respectively) in strategic matters relating to science, research and innovation, as well as accompanying the implementation of WISS 2025. Directing the implementation and the processes involved, that project group – having coordinated the set-up of WISS 2025 – will continue as a task force. It will also steer the implementation, based on a continuous monitoring, and to further develop the measures taken. At operational level, ITG Salzburg takes on an important role as the State of Salzburg’s agency for transfer of innovation and technology, and as an intermediary between science, research, business, politics and public administration; the role requires it to organise the cooperation among stakeholders and protagonists, as well as developing, accompanying and carrying through the measures of implementation.

**Figure 11: Extent policy makers make active use of cluster initiatives**



**Figure 12: Dynamics of cooperation between policy makers make and cluster initiatives**



**Good Practice case:**

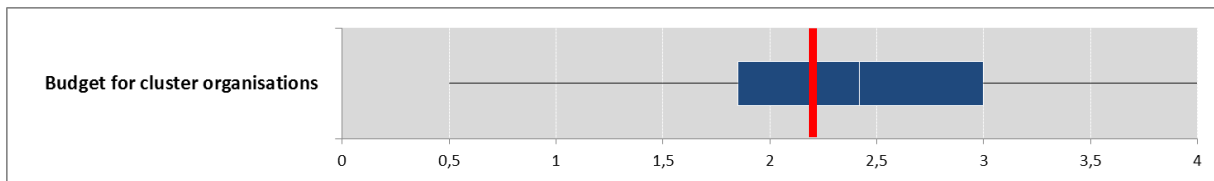
**Skane** (Sweden) can be considered to make most strategic use of clusters when implementing S3 through clusters. There is a very close cooperation between the Regional Council (responsible for the S3 implementation) and the related cluster initiatives. The Regional Council set up common tools with the cluster organisations to identify and cope with upcoming regional challenges. The Regional Council and cluster organisation interact on an operational and strategic level. Cluster organisations are considered as peers with high “business and market intelligence” in this process. Representatives from the Regional Council are represented in the boards of all cluster initiatives to keep close ties.

**Cluster Support Schemes**

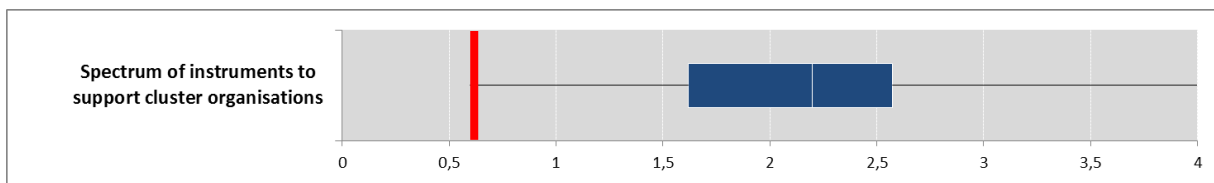
**Regional Perspective**

The amount of funding available for cluster organisations to fulfil their role as tool to implement S3 is low compared to the tasks given in S3. Financial support for basic operations is available for cluster organisations like ITG since the beginning.

**Figure 13: Budgets for cluster organisations**



**Figure 14: Spectrum of instruments to support cluster organisations**



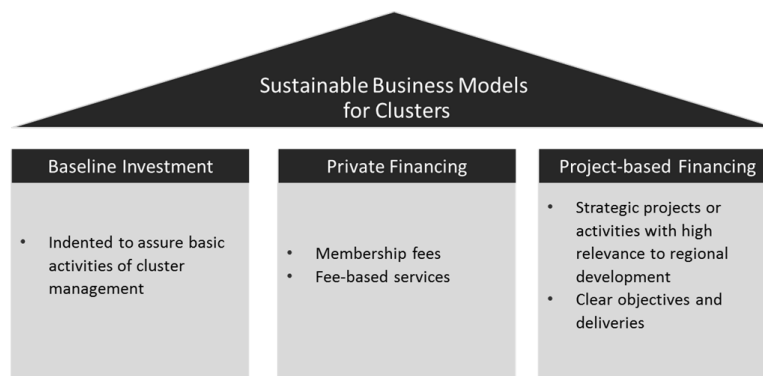
**Figure 15: Continuation and sustainability of support of cluster organisations**



## Good Practice case:

**Baden-Württemberg** supports cluster development since a long period. Over time, the funding of cluster organisations followed the life cycle and new tasks of cluster initiatives. At the beginning, funding was mainly provided to set-up cluster organisations. In the meantime, this kind of “baseline funding” was reduced and new funds for internationalisation and quality labelling of cluster organisations have been implemented. Since 2014, the ClusterAgentur Baden-Württemberg provides coaching, training and individual strategy development for cluster organisations. In 2015 a call for proposals was launched in order to support the development of new cluster services. Furthermore, in 2017 there will be an additional call for cross-sectoral cooperation with cluster initiatives from Scandinavia. Over time, the overall aim, among others, to support cluster organisations has been reduced to the benefit of a “smarter” cluster funding (s. Figure 16)

**Figure 16: Smart funding approach of cluster initiatives**



## Monitoring and Evaluation

One of the basic ideas of S3 is the process of experimentation and learning. Not all investments in new activities will be successful and not all policy instruments are equally efficient to reach the defined objectives. Evaluation and monitoring help assuring policy objectives and meeting desired goals. Due to the novelty of S3, the evidence whether a given policy instrument could effectively contribute to the realisation of S3 related objectives, is moving towards the focus of policy makers.

**Leverage through clusters:** Given the case that clusters are used as an important tool to implement S3, applying a tailor-made monitoring and evaluation system that properly measures cluster development and its contribution to the implementation of S3 is an efficient way.

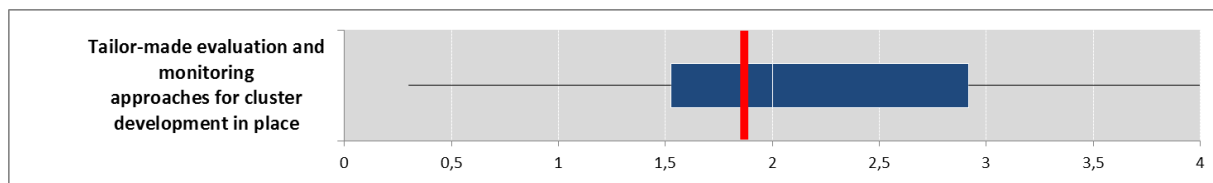
**Explanation:** Evidence on how the different tools used in the implementation of S3, notably cluster initiatives, effectively contribute to the realisation of the defined objectives, is becoming increasingly important for political decision-makers. Relevant aspects hereby include, on the one hand, the legitimacy of fiscal expenditure and, on the other hand, the possibility to intervene in relevant processes in a proactive way. There is a dedicated trend from the traditional ex-post evaluation towards a formative evaluation and monitoring in order to enable a learning and improvement process during the S3 implementation.

## Approach to Monitor and Evaluate Cluster Development according to S3

### Regional Perspective

To be able to ascertain and to assess whether the goals set within the framework of WISS 2025 are indeed reached, the strategy implementation is to be comprehensively evaluated between 2018 and 2022. The new insights gained from this and the conclusions to be drawn are to be taken up accordingly into the strategy's further development.

Figure 17: Tailor-made evaluation and monitoring approaches for cluster development



### Good Practice Case:

The Balanced Scorecard System (BSC) of **Lower Austria** is one of the most advanced approaches. On one side, it is very tailor-made according to the tasks the cluster initiatives have to complete. On the other side, it is also well aligned with the specific objectives of the Lower Austrian S3. By using the BSC, there is a highly transparent approach in place. The indicators and KPI are agreed between policy makers and cluster organisations and vary between the different cluster initiatives. There are regular monitoring meetings in order to jointly discuss the progress and whether adaptations are needed. The overall system is pretty flexible and allows cluster organisations to react properly on changing framework conditions. However, such modifications have to be agreed with policy makers beforehand. Moreover, the BSC is designed in a way that dedicated success stories can be indicated and communicated to the public.

## Impact of S3 on Cluster Organisations

The interplay between S3 and Clusters implies a two-way relationship between the two concepts. As an important tool in the implementation of S3, cluster organisations can directly benefit from their new tasks defined in the S3 and the thereby related increased recognition. Furthermore, “generating a vibrant innovative cluster” is considered to be “a logical outcome” of S3.<sup>7</sup> “Smart Specialisation Strategy focuses on the early effort, the opening of a domain and the emergence of a new activity”.<sup>8</sup> In other terms, S3 is about the “genetic causal moment”,<sup>9</sup> the spark of entrepreneurship which will create spillovers and foster the development of new activities, notably within cluster initiatives. As such, S3 can help cluster organisations to explore their potentials for newly emerging transformative activities and value chains. To achieve this goal, cluster initiatives should not only be used to provide networking among companies, they should be seen as integrative part of the regional development approach. However, cluster initiatives must be open to adapt the ideas and concepts of S3 and integrate them into their daily work.

<sup>7</sup> Foray, Dominique (2015): *Smart Specialisation, Opportunities and Challenges for Regional Innovation Policy*, Routledge, p.59.

<sup>8</sup> Ibid. p.15.

<sup>9</sup> Ibid. p.59.

## Effects of S3 Implementation on Cluster Organisations

### Regional Perspective

The Science and Innovation Strategy Salzburg 2025 has been made accessible to the general public. It is precisely the smallness of Salzburg's structures that requires a high degree of networking and cooperation both internally and externally, so as to attain critical sizes, capacities and competences as well as creating an unmistakably distinctive profile for this region. Specialisation means that development priority is placed on those areas where existing knowledge, technologies and possible application-users provide reason to expect that there is an added-value for the region. ITG plays a key role in the implementation on operational level with the activities that will be set.

Figure 18: Awareness of S3

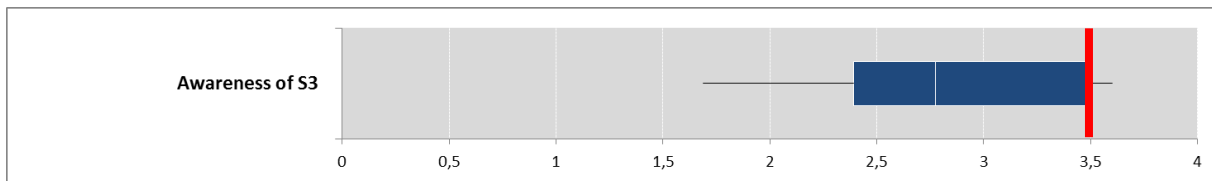
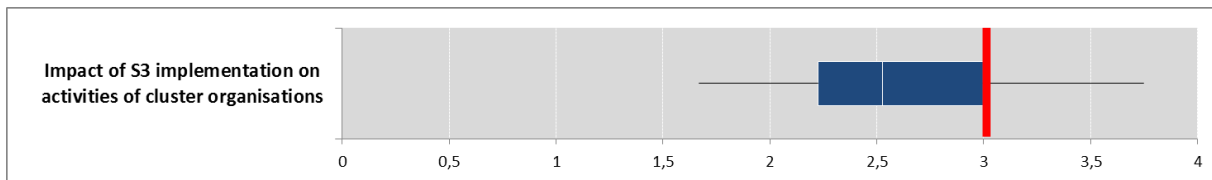


Figure 19: Impact of S3 implementation on activities of cluster organisation



### Good Practice Case:

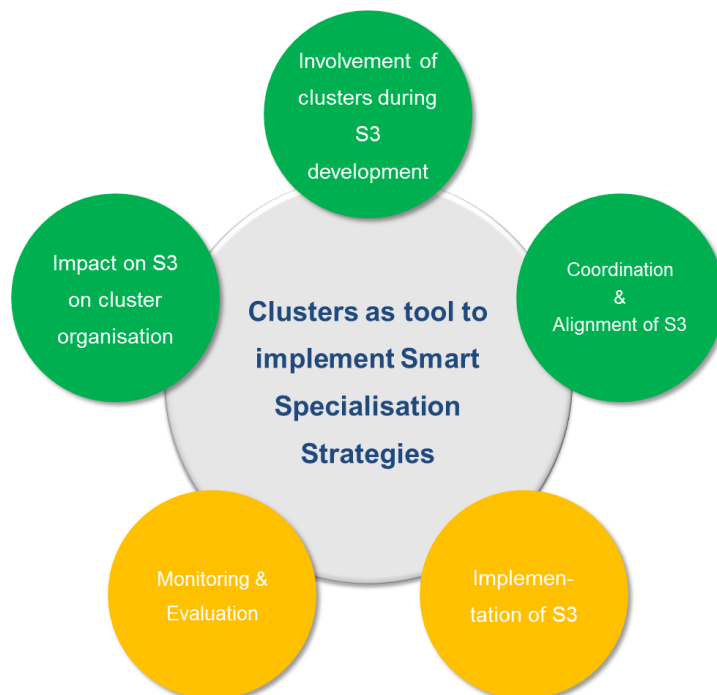
Basically **Slovenia** is a Good Practice that demonstrates how seriously a region (nation) considers the approach of S3. Due to the close involvement of the S3, concerning all relevant stakeholders during the development phase, there is, consequently, a high awareness. The SRIPs approach will have, even not fully implemented yet, a significant impact on the cluster landscape in Slovenia, especially after a longer discontinuation.

Another Good Practice, showing how especially smaller regions benefit from the S3 approach, is **Salzburg**. The Science and Innovation Strategy Salzburg 2025 has been made accessible to the general public. It is precisely the smallness of Salzburg's structure that requires a high degree of networking and cooperation, both internally and externally; So as to attain critical sizes, capacities and competences as well as creating an unmistakably distinctive profile for this region. Specialisation means that development priority is placed on those areas where existing knowledge, technologies and possible application-users provide reason to expect that there is an added-value for the region. ITG as S3-4AlpClusters-Partner plays a key role in the implementation on operational level in context with the activities that will be set.

# Summary

StressTesting addressed both the cluster-based development and implementation process of S3. The approach examined the role of cluster initiatives in the design phase of S3 and investigated to what extent clusters are being used in order to implement the procedure. The findings of the StressTest revealed a strong focus of the S3 on cluster- initiatives<sup>10</sup> in Salzburg region. Figure 25 summaries these findings according to the dimension of the policy-making and implementation process in connection with S3 (s. Fig. 1)<sup>10</sup>. Significant attention has been put on the involvement of cluster initiatives during the development process. The S3 is well aligned with policies on national level due to the fact that Austria has a national S3-approach. Room for improvements exists to better align with the neighbor regions, which will facilitate cross-regional cooperation in the future. No formative monitoring or evaluation are ongoing, the next evaluation is foreseen in 2018. Evaluation approach and related indicators are not fully defined yet.

**Figure 20: Maturity of the dimensions of the policy-making and implementation for Salzburg region**



Composite indicators for all dimensions. Red: values between 0 – 1.4; yellow: values between 1,5 – 2,5; green: values over 2.5

Figure 26 displays all individual indicators for Salzburg region in comparison with the average value of the composite portfolio. The average value for Salzburg region lies at 64,5, compared to the average value of the 25 regions gathered in the comparative portfolio, which is 62,5. Consequently, the overall approach conducive to implement S3 through a cluster-based approach is very consistent in Salzburg region. How policy makers from Salzburg region involved cluster initiatives during the S3 development and how they are currently used during the implementation phase can be considered as Good Practice Cases.

<sup>10</sup> or similar entities, since Salzburg region follows a slightly different approach. Thus there is no consideration of the Regional Cluster Portfolio for Salzburg region as indicated in Fig. 1



**Figure 21: Survey of the StressTest indicators for Salzburg region**

Dimensions	StressTest Question	Determinants	Indicators	Salzburg	Median
Development phase of S3	b 1.1	Role of cluster organisation during development and design of S3	Involvement of clusters initiatives during development phase	3,8	3,2
Development phase of S3	b 1.2	Focus of S3 on clusters, cluster organisations	Alignment of cluster strategies with S3	3	2,315
Development phase of S3	b 2.1	Focus of S3 on clusters, cluster organisations	Clarity of roles and tasks of clusters given in S3	2,6	2,35
Composite indicator Development Phase				3,1	2,6
Coordination & Alignment	c 1.1	Alignment of the implementation of S3 with other policies instruments on national level.	Aligned of S3 with other policies and measures on national level.	3,1	2
Coordination & Alignment	c 2.1	Alignment of the implementation of S3 with other policies instruments of neighbouring regions	Alignment of S3 and related cluster activities with neighbour regions	1,9	2
Composite indicator Coordination & Alignment				2,5	2,0
Implementation (of approach to use clusters as tool)	d 2.1	Practical use of clusters as tool to implement S3	Extend policy makers make active use of cluster initiatives	3,6	3,25
Implementation (of approach to use clusters as tool)	d 2.2	Practical use of clusters as tool to implement S3	Dynamics of cooperation between policy makers and clusters initiatives	3	2,635
Implementation (of approach to use clusters as tool)	d 3.1	Cluster support schemes	Budget for cluster organisations	2,2	2,42
Implementation (of approach to use clusters as tool)	d 3.2	Cluster support schemes	Spectrum of instruments to support cluster organisations	0,6	2,2
Implementation (of approach to use clusters as tool)	d 3.3	Cluster support schemes	Continuation and sustainability of support of cluster organisations	3	3
Implementation (of approach to use clusters as tool)	d 1.2	Alignment of Demand and Availability of Policy Instruments	Availability of policy instruments and regional funds	1,2	2,29
Implementation (of approach to use clusters as tool)	d 1.1	Alignment of Demand and Availability of Policy Instruments	Access of cluster actors to regional funding programmes	2	2,425
Composite indicator Implementation				2,2	2,6
Impact of S3 on cluster organisation	a2	Effects of S3 Implementation on Cluster Organisations	Awareness of S3	3,47	2,78
Impact of S3 on cluster organisation	d 2.3	Effects of S3 Implementation on Cluster Organisations	Impact of S3 implementation on activities of cluster organisations	3	2,525
Composite indicator Impact on cluster organisations				3,2	2,7
Monitoring / evaluation	e 1.1	Approach to monitor cluster development according to S3	Tailor-made evaluation and monitoring approaches for cluster development in place	1,8	2
Regional cluster portfolio	f 1.1	Capabilities of cluster organisations to Imp	Critical mass of cluster actors		3,2
Regional cluster portfolio	f 1.2	Capabilities of cluster organisations to Imp	Capacities of the cluster organisations		2,5
Regional cluster portfolio	f 1.3	Capabilities of cluster organisations to Imp	Maturity of the cluster organisations		3,6
Regional cluster portfolio	f 1.4	Capabilities of cluster organisations to Imp	Interdependency of cluster organisations from public funding		2,3
Regional cluster portfolio	f 1.5	Capabilities of cluster (organisations)	Common long term financial model for clusters		2
Composite indicator Regional Clusterportfolio					2,7
Regional cluster portfolio	composite indicator	Capabilities of cluster (organisations)	Capability Cluster Initiatives		3,11
<b>Overall Score</b>				<b>64,5</b>	<b>62,5</b>

# S3-4AlpClusters in a nutshell

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**Interreg**



**Alpine Space**

*Smart Specialisation with Smart Clusters*

**S3-4AlpClusters**

Smart Specialisation Strategies (S3) are a lever of EU Cohesion Policy. One of the biggest challenges is to make use of the interplay between S3 and clusters. How can S3 be used to foster innovation processes and spark entrepreneurship within clusters? How can S3 be implemented through clusters to gain sustainable and inclusive growth? There is a lack of experience among regions on how to use clusters in the implementation of S3 and how to develop implementation tools to fully benefit SMEs. In addition, alignment between and knowledge about other regions' strategies are very limited.

This is exactly the focus of the S3-4AlpClusters project, which believes that the interplay between S3 and clusters is an innovative approach that could spread innovation in the whole Alpine Space. S3-4AlpClusters will launch cross-regional coordinated actions between the different sectors/regions involved and enhance transnational cluster cooperation. The final aim is to generate critical mass for SMEs and to improve the framework conditions for innovation in the Alpine Space.

S3-4AlpClusters will develop:

- ✓ A joint transnational cluster action plan to improve transnational, cluster-based cooperation
- ✓ An S3-based innovation model for cluster development
- ✓ A fully synchronized call scheme
- ✓ New services validated by pilot clusters

The S3-4AlpClusters community includes cluster managers, entrepreneurs, academics and policymakers, and is supported by public authorities and S3 experts.

## The NUMBERS of S3-4ALPCLUSTERS

**15** Partners

**9** Observers

**830** SME

**35** decision makers

**11** Alpine Regions

**10** pilot clusters to be involved

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