

United States – European Union Workshop on Cluster Mapping and Cluster-based Economic Policy

**November 17 – 19, 2015
Boston, Massachusetts and Washington, D.C.**

This workshop brings together cluster policy-makers, experts and policy-oriented researchers from the United States and the European Union to exchange best practices on cluster mapping, cluster portals and cluster-based economic development policies and programs. It aims to enable an active dialogue between the invited participants. The presentation slots in the program are intended to provide speakers an opportunity to give short overviews of key practices, learnings, or ideas to stimulate that dialogue. More extensive background on existing policies or organizations can be shared electronically with the workshop participants through the organizers.

Speakers should plan to speak for a maximum of ten minutes unless otherwise indicated. Please focus on implications and findings that might apply to others; limit the profiling of own programs. Both discussions of what works and where challenges exist are welcome. This workshop wants to help identify where effective solutions can be shared and where new solutions might be developed in future cooperation.

Tuesday, November 17, 2015

**Harvard Business School
Aldrich Hall – Room 211
Boston, Massachusetts**

Moderated by Christian Ketels, Institute for Strategy and Competitiveness, Harvard Business School

9:00 a.m. Welcome and Introduction/Opportunities for research and policy

Michael Porter, Bishop William Lawrence University Professor
Institute for Strategy and Competitiveness, Harvard Business School

9:30 a.m. Cluster Mapping for Economic Development: Core tools, emerging insights

Introduction: Scott Stern, Massachusetts Institute for Technology

- *Identifying established clusters: the value of benchmark definitions*
 - Mercedes Delgado, Temple/Massachusetts Institute for Technology
 - Sergiy Protsiv, European Cluster Observatory/Stanford University
 - Frank Neffke, Harvard University Kennedy School of Government
- *Capturing clusters of emerging industries: using traditional and new data sources*
 - Christian Ketels, European Cluster Observatory
 - Hasan Bakhshi, NESTA, UK (by videolink)
 - Sammis White, Water Council/University of Wisconsin Milwaukee Water Cluster
- *Questions and answers*

This session will discuss the nature of cluster definitions as the core tools for cluster mapping. Scott Stern and Mercedes Delgado will in the first section focus on the benchmark cluster definitions that are

at the heart of the U.S. cluster portal. They will discuss the value of such benchmark definitions and describe the key choices they have made in arriving at the current set of definitions. Sergiy Protsiv will comment on how these definitions have been applied in Europe. Frank Neffke will then give a perspective on other approaches to identify linkages across industries, talking about differences in objectives and implementation.

The second section of this session will then focus on ways to capture clusters that due to their characteristics are not well matched by the benchmark cluster definitions. Christian Ketels will report on the way the European Cluster Panorama identified clusters of emerging industries. Hasan Bakshi will talk about the way NESTA profiled new cluster types in the United Kingdom. And Sammis White will outline the approach taken to map the water cluster in Wisconsin.

11:45 a.m. Coffee break

12:15 p.m. Cluster Portals as Platforms for Collaboration

- *European experiences: European Cluster Collaboration Platform* - Mark Spinoglio, SPI, Portugal, representing the ECCP consortium
- *Cluster Portal Baden-Wurttemberg* – Gerd Meier zu Koecker, Germany
- *Questions and answers*

This session will move to the online portals that have been created alongside the core cluster portals to enable collaboration in the community of cluster-oriented organizations. The first intervention will outline previous efforts and plans for the new European Cluster Collaboration Platform, which will soon be relaunched. Gerd Meier zu Koecker will then talk about a regional effort in Baden-Wuerttemberg that tries to connect the many cluster initiatives in this German state.

1:00 p.m. Lunch

2:00 p.m. How Do Policy Makers and Practitioners use Cluster Mapping Portals?

- *The US experience: the federal view*; Tom Guevara, U.S. Department of Commerce, Economic Development Administration
- *The US regional view* – Joey VonNessen, South Carolina Competitiveness Council
- *The EU view* – Carsten Schierenbeck, European Commission, DG GROWTH
- *The EU Member State view* – Merete Daniel Nielsen, Cluster Excellence Denmark
- *Plenary discussion*

This session will aim to provide a realistic perspective on how cluster data and the portals that offer them are currently used by policy makers and economic development practitioners. The four speakers will address this from their respective perspectives, discussing both the usage already occurring and the additional pieces that would help them to gain more value from the cluster data.

3:15 p.m. Coffee break

3:45 p.m. Enhancing the Value of Cluster Mapping Portals to Policy Practice

- *Creating a community of practice* – Mark Skinner, SSTI; Christian Ketels, TCI
- *Training cluster managers* - Rezah Zadeh, European Foundation for Cluster Excellence
- *Including cluster data in policy practice* - Marzena Rogalska, European Commission, DG GROWTH
- *Plenary discussion*

This final session will aim to start developing ideas on how cluster mapping portals can be made more valuable to practitioners, drawing on all previous discussions of the day. Mark Skinner and Christian Ketels will talk about organizing a community of practice in this field, exploring the potential to link such communities closer to the data portals. Rezah Zadeh will report on training programs for cluster managers in Europe, and discuss how the use of cluster data might be integrated more in such programs. Marzena Rogalska will then move into the policy arena and highlight the needs for analysis, followed by a discussion how cluster data might be more effectively used in the design and implementation of cluster policy programs.

5:00 p.m. Closing

Christian Ketels
Institute for Strategy and Competitiveness
Harvard Business School

Wednesday, November 18, 2015

**Harvard Business School
Spangler Hall
2nd Floor East Lounge Area
Boston, Massachusetts**

10:00 a.m. Brief introductions to Boston-area clusters available for meetings.

10:15 a.m. Concurrent Small Group Breakout Sessions with Boston-area Clusters

Room 274: Water Innovation

Michael Murphy, Director of Water Innovation, MassCEC

<http://www.masscec.com/blog/2013/08/19/masscec-employees-news>

Karen Golmer, Executive Director, NEWIN

Nicole DeSantis, Director of Research, NEWIN

<http://www.newengland-win.org/>

Maggie Theroux, US Environmental Protection Agency – Boston

<http://www2.epa.gov/clusters-program>

Room 275: Massachusetts Clean Energy Center

<http://www.masscec.com/>

Alison Ernst, Senior Manager of Investments, MassCEC

Tom Reid, Senior Manager of Business Development, MassCEC

Galen Nelson, Director of Market Development, MassCEC

Nils Bolgen, Program Director for Wind, Mass CEC

Room 276: Life Sciences

<http://www.masslifesciences.com/>

Beth Nicklaus, General Counsel and VP for Academic and Workforce Programs, MLSC

Room 277: Robotics

<http://www.masstlc.org/?page=Robotics>

Joyce Sidopoulos, Robotics Cluster Community Manager, MassTLC

Room 278: Massachusetts Technology Collaborative

<http://masstech.org/>

Pamela Goldberg, CEO, MassTech

Pat Larkin, Deputy Director, MassTech

1:00 p.m. Lunch at participant's expense (Spangler Hall Cafeteria – First Floor)

Afternoon Travel to Washington, D.C.

Thursday, November 19, 2015

**Ronald Reagan Building and International Trade Center
1300 Pennsylvania Avenue, N.W.
Horizon Ballroom
Washington, D.C.**

Moderated by Emiliano Duch, World Bank

9:00 a.m. Opening Remarks

Matt Erskine, Deputy Assistant Secretary, Economic Development Administration

9:15 a.m. Current Programs and Priorities in Cluster Policy

United States

- *White House Office of Science and Technology Policy* – Dan Correa
- *Economic Development Administration cluster initiatives* - Tom Guevara
- *Small Business Administration cluster initiative* – Tameka Montgomery
- *State and regional efforts*
 - Mike Kennealy, Massachusetts Executive Office of Housing and Economic Development
 - Ann-Marie Stieritz, South Carolina Council of Competitiveness,
 - Robin Barnes, Greater New Orleans, Inc.
- *Discussion*

Europe

- *Cluster initiatives in European Commission programs* – Carsten Schierenbeck, European Commission, DG GROWTH
- *The French “pôle de compétitivité” program* – Yves-Laurent Mahe, Embassy of France
- *Basque Cluster Policy* – Alexander Arriola, SPRI, Basque Country/Spain
- *German Cluster Programs and Regional Cluster Policy* – Christian Ketels; Rudiger Hintze, City of Hamburg/Germany
- *Discussion*

The aim of this session is to give participants a quick overview of some of the key cluster efforts on both sides of the Atlantic. For the United States, the White House Office of Science and Technology Policy, the Economic Development Administration and the Small Business Administration will discuss the programs that have been launched at the federal level in recent years. Mike Kennealy, Ann-Marie Stieritz, and Robin Barnes will talk about regional efforts that have in some cases gone on for much longer.

For Europe, Carsten Schierenbeck will provide an overview of European Commission's approach towards clusters. The French and the German interventions will profile the large cluster programs in these two countries, focusing also on more recently introduced elements. The Basque cluster policy will then give an example of a region policy, which in this case has been running for 25 years.

11:15 a.m. Coffee/Tea Break

11:30 a.m. Key choices in successful cluster policies: what to support, who to support, and what goals to achieve?

Panel discussion

- Karen Maguire, Organization for Economic Cooperation and Development
- Christian Ketels, Lead of U.S. Cluster Mapping project, Harvard Business School
- Gerd Meier zu Koecker, Lead of the European Cluster Observatory
- Charles Wessner, Georgetown University
- Alberto Pezzi, Catalan Agency for Competitiveness

The aim of this panel discussion is to identify key design choices in cluster policy on the background of the prior review of programs. It will test whether there is any emerging consensus on what type of programs work best under which conditions, or whether there are general rules that apply to cluster policies everywhere. Karen Maguire will provide an introductory statement, followed by shorter reactions from the other panelists and then a general discussion. Alberto Pezzi will then be asked to make closing statement, reflecting upon this discussion from the perspective of an agency designing and implementing cluster programs.

12:30 Lunch at participant's expense

2:00 p.m. Evaluating the Impact of Cluster Policies and Cluster Organizations

- *Evaluation of cluster programs*
 - Roland Stephen, SRI International
 - Alexandre Monnard, Optimal Solutions, Inc.
 - David Gronbaek, Denmark Agency for Science, Technology and Innovation
 - Florence Hennart, Public Service of Wallonia, Belgium
 - Carlo Pietrobelli, Inter-American Development Bank
- *Labeling of cluster organizations*
 - Thomas Lämmer-Gamp, European Secretariat for Cluster Analysis (ESCA), Germany

This session will focus on performance and impact evaluation in the field of cluster programs.. It will include reflections based on specific evaluations done of the U.S. Economic Development Administration cluster programs, impact evaluation of cluster policies by the Inter-American Development Bank as well as of evaluations of the Danish and Wallonian cluster programs in Europe. In a short second segment of this session Thomas Lämmer-Gamp will then outline the approach towards the labeling of cluster organizations that has been developed by ESCA and implemented across cluster organizations in Europe and beyond.

3:30 p.m. Coffee/tea break

3:45 p.m. Collective learnings, open questions, and next steps

Interactive "world café" inspired session to gather the collective insights from all participants on the workshops, to draw joint conclusions, and to identify next steps.

Participants will gather in parallel groups to conclude in changing groups on each of the following four key topics:

- Cluster mapping
- Cluster portals
- Cluster policies & programs
- Cluster evaluation

Participants will rotate and discuss each topic for 10 minutes (total of 40 minutes). One rapporteur is allocated as a "host" to each topic group, who stays with the same topic. (Depending on the final number of participants, two groups might discuss simultaneously the same topic). Rapporteurs should take notes on a poster that can be displayed and serve to briefly introduce key insights to new groups during the process.

For each topic, the discussion should address the following three questions:

- What were the most important issues?
- What were the most innovative and successful approaches and which are the open questions that remain?
- What are the next steps to get it right?

At the end of the process, the rapporteurs shall present the three most important points of the collective learnings to all participants for 3-5 minutes each.

5:00 p.m. Closing

Tshanda Kalombo
U.S. Department of Commerce/International Trade Administration

Carsten Schierenbeck
European Commission/ Directorate-General for Internal Market, Industry,
Entrepreneurship and SMEs (DG GROWTH)