



European Union

European Regional Development Fund

ChemClust

Improving Innovation Capacity in
European Chemical Clusters

**Introduction to Benchmarking Study and
Pilot Action**

**Working Group Meeting
8 June 2010, Magdeburg**

Introduction Benchmarking Study

- Benchmarking Study first activity of C3 Exchange of Experience
- Objectives:
 - Compare Cluster Development in Partner regions
 - Initiate discussion for exchange of experience and mutual learning
 - Identify topics for cooperation and needs for actions
 - Preparation of pilot actions
- 1st Benchmark Report at project start to set basis for cooperation
- 2nd Benchmark Report at project end to measure success and give recommendations for activities after project end

Work Plan Benchmarking Study

- Discussion and Agreement on Methodology and Content in Magdeburg
- Implementation of Study by each project partner
- Integration of regional benchmarks to joint 1st Benchmarking Report
- Discussion of results during ChemLog WG in September
- Joint Development of Recommendations and Conclusions for implementation of Pilot projects
- Implementation of 2nd Benchmark Report in 2nd half 2012

Methodology Benchmarking Study

- Thematic focus on cluster development and innovation
- Combination of quantitative and qualitative description
- Use of questionnaire to collect information
- Use of interviews with experts for qualitative questions and assessments
- Reference to topics of Pilot actions “Open Innovation”, “Knowledge Sites” and “Skills Foresight”
- Respect regional circumstances and ensure comparability of results
- Implementation of 2nd Benchmark Report in 2nd half 2012

Content Benchmarking Study

1. **Description of chemical industry**

Quantitative description of development of chemical industry in the past 5-6 years

Collection and comparison of statistical data

2. **Analysis of Chemical Clusters**

Description of chemical cluster (organisation, members, activities)

Description of innovation focus of cluster and integration into networks

3. **Needs for Actions and future potential**

Description of need for action for further development of cluster, strengthening innovation profile, strengthening cooperation with other industry clusters and cooperation at European level

1. Description of chemical industry

- Collect Data for chemical industry and rubber and plastics (2002-07/08)
- Turnover – Turnover growth
- Employment / Employment Growth
- Investments / Investment rates
- Wage Costs
- Exports / Export Rate
- Industry Density / Productivity
- R&D Intensity
- Employment Gap
- GDP
- Population Development, Age Structure, Forecast Population Development

2. Analysis of Chemical Clusters

- Description of Cluster provided by cluster organisation
- Cluster Structure (Geogr. coverage, Staff, Members, Contact)
- Cluster Activities, Stakeholders and (companies, parks, R&D)
- Innovation Focus of Clusters
 - Activities of the cluster to promote innovation
 - Description of selected best-practice solutions for innovation development in the cluster
 - Successful solutions for financial support of innovation development
 - Successful policy approaches and cluster strategies with focus on innovation development
- Integration into innovation networks (regional, national European)

3. Need for Action and future potential

- Answer questions with help of expert interviews
- Further development of cluster
- Which activities should be further developed in the future for the cooperation inside the cluster?
- How can you improve the work of the cluster and the cluster management?
- Which stakeholders will be further integrated, which new members will be acquired and which networks should be further developed in the cluster?
- **Strengthening Innovation Profile**
- How can you improve the cooperation between academia and industry?
- How can industry and academia develop a joint research agenda?
- How can we improve framework conditions for the financing of innovation activities?
- How can chemical parks be further developed as knowledge sites?
- Which strategies for human resource development must be developed in view of future innovation development and changing demographic framework conditions?
- How can we support innovation development of especially small and medium-sized companies?

3. Need for Action and future potential

- Strengthening Cooperation with other industry clusters
- Which theme and joint interests are existing between different industry clusters as attractive innovation topics?
- Which form of cooperation between different industry clusters can be further developed?
- Which future innovation areas are priorities for your cluster development?
- **Cooperation of Clusters at European Level**
- Which objectives and joint activities should be developed by an international cluster cooperation? Innovations promotion, Chemical park development, Human Resource Development
- Which organisation form for international cluster cooperation should be developed? How can regional clusters be integrated in international networks?
- Which joint activities towards external stakeholders (EU, international organisations, EIB) can be developed?

Timeline

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|------------------|--|
| 8 June | Discussion of structure and content within ChemClust WG |
| 18 June | Final Comments on content – Agreement on Structure Content |
| 30 July | Partner complete Questionnaire and send it to isw |
| 30 August | Bring together regional contributions – finalisation of joint benchmarking study |
| September | Presentation of Results during next WG Meeting |



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Introduction Pilot Actions

- Implementation of 3 Pilot Actions from Jan to Dec 2011
 - P 1: Open Innovation - LIM (Partner: EGB, Idepa)
 - P 2: Knowledge Sites - LP (NRW, Usti, Novara)
 - P 3: Skills Foresight - Tees Valley (Cheshire, Masowia)
- Objective: Transfer and implementation of best-practice
- Agreement on Joint Methodology
- Specification of topics and regional projects within Seminars
 - Magdeburg: Knowledge Sites June
 - Tees Valley: Skills Foresight: September
 - Limburg: Open Innovation: November
- Pilot Action Coordinator takes leadership and ensures communication and cooperation with partners
- Each partner implements regional projects in interaction with other partners

Methodology Pilot Actions

- Specification of Topics and Regional projects
- Initiate Exchange of Experience between PA Partners
- Involvement of external experts (Cluster and innovation stakeholders) – Subcontract implementation of regional projects
- Organisation of 2 separate workshops for each PA (February and September 2011)
- Mid-term and final implementation report
- Feedback about progress and results during ChemClust WG Meetings and Dissemination Conference
- Development of conclusions and positions paper with recommendations

External Expertise for Pilot Actions

LIM	50.000
IDEPA	20.000
EGB	35.000
NRW	35.000
Usti	24.000
Novara	35.000
Tees Valley	50.000
Masovia	23.000
Cheshire	35.000

Themes for PA Knowledge Sites

- **Development of innovation networks inside and between chemical parks**
Networks SME and global players, settlement of R&D on-site, development innovation profiles, marketing strategies
- **Integration of Chemical Parks into regional innovation landscape**
Cooperation with universities, identification of research needs of companies, participation at research projects
- **Active shaping of economic and innovation policy**
Articulation of joint interests towards policy, new financial measures to promote innovation on chemical parks, new approaches for site development, coordination of marketing activities
- **Development of international cooperation of chemical parks**
Contribution to European networks and associations, joint interests of chemical regions and parks, joint field of actions, joint cooperation platform

Regional Project Knowledge Sites Saxony-Anhalt

- Further development innovation location network CeChemNet (Grieger)
- Cooperation with Chemical Park Zeitz (Dr. Schwarz)
- Development of innovative materials network
- Cooperation between Companies and Research Institutions for development of bio mass gasification
- Highly innovative production process – extension of value added chain
- Also interesting development of coal to chemical – Substitution of oil and gas with regional lignite resources – Demonstration Site Leuna (Presentation Naundorf)

Time Plan

- PA Coordinators develop thematic background information with proposal for objectives, activities and expected results of PA (until July)
- Each partner contributes to this process by integrating regional interest
- Each partner identifies topics for regional projects for implementation within PA (Sept)
- Each partner will select external experts to support implementation of regional projects (Dec)
- Discussion of thematic focus and specification of regional projects during next meetings in UK (Sept) and Limburg (Nov)
- Start Pilot Actions in January 2011
- Finalisation until December 2011