

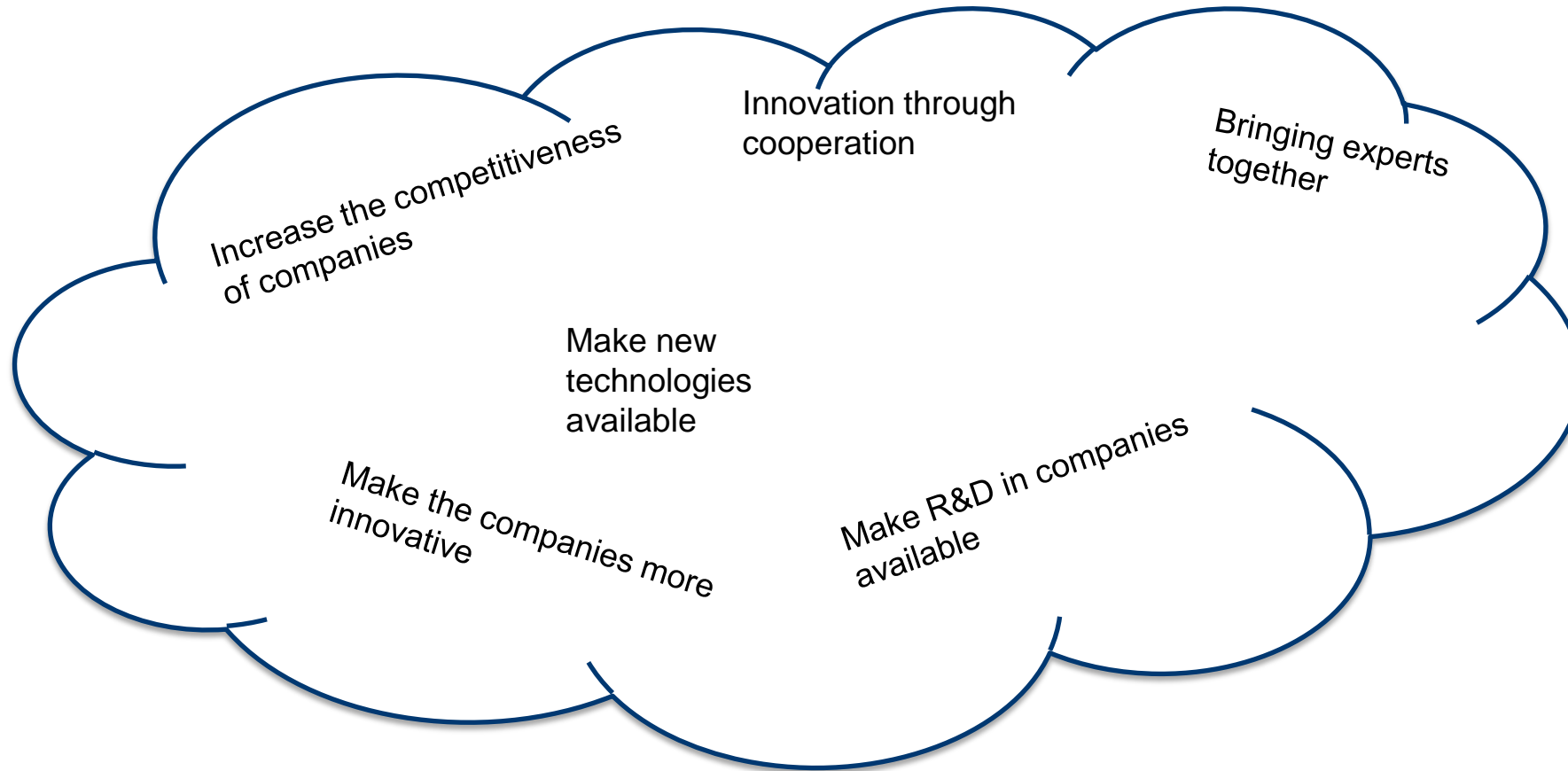


How to develop collaborative multi-firm projects – look behind the scenes of cluster management

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Date: November 30th 2017



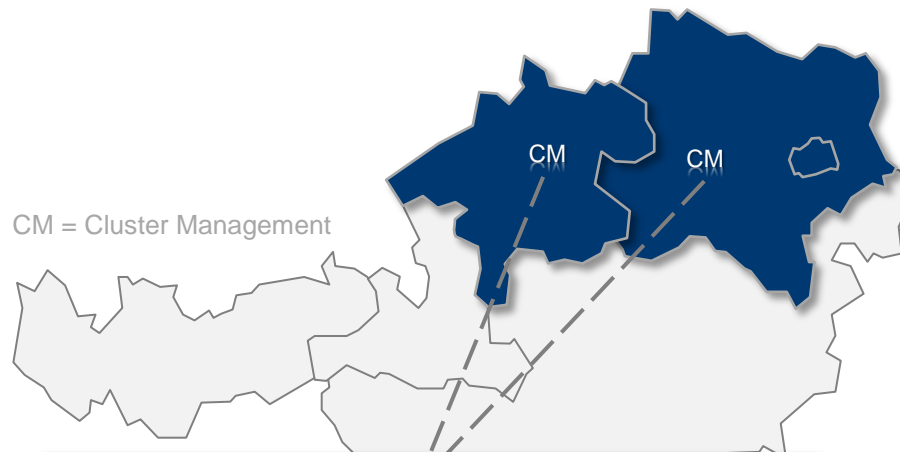
Tasks of a cluster manager are...



~~clusters,~~
~~companies, R&D~~
people

TASKS OF A CLUSTER

Cooperation Lower- and Upper-Austria since 2005



CM = Cluster Management

Regional Services

- Cooperation projects
- Customer services
- Regional marketing
- Regional focus
- Regional funding instruments

Centralised Services

- Info-point
- Data management
- Web presence
- Events
- Trainings





Cluster Team

CM



PM



ADVISORY BOARD

The easy part...

- To know a lot of people
- To bring them together
- To make events

The hard part...

- To make the people trust each other
- To convince them to cooperate
- To work on cooperative projects

Advisory Board



ROLES OF THE PLAYERS

Advisory Board

- multiplier
- feedback
- new topics
- work in projects

Cluster

- find experts
- find interested companies
- set up the project
- project management
- program management
- new topics

R&D

- introduce new technologies / know-how
- work on projects
- implementation into practice and value chain

The networks we are working with

Network of Clusters



R&D network



Member network



EXISTING NETWORKS

Topics can bring together the players of the networks

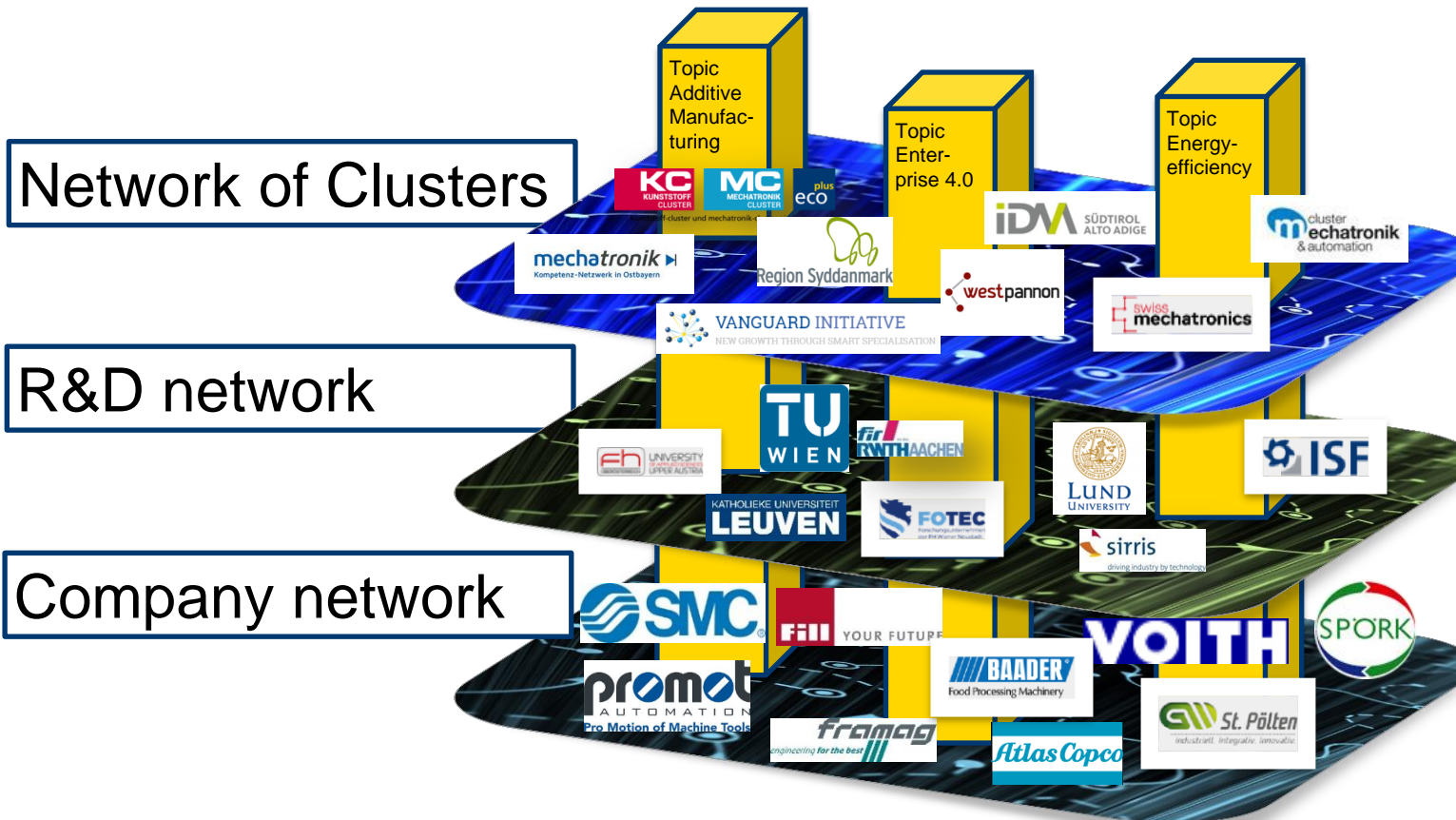
The easy part...

- To find a topic every body is interested
- To talk about projects

The hard part...

- To find a topic where companies are willing to pay spend money for it
- To set up and work on a project

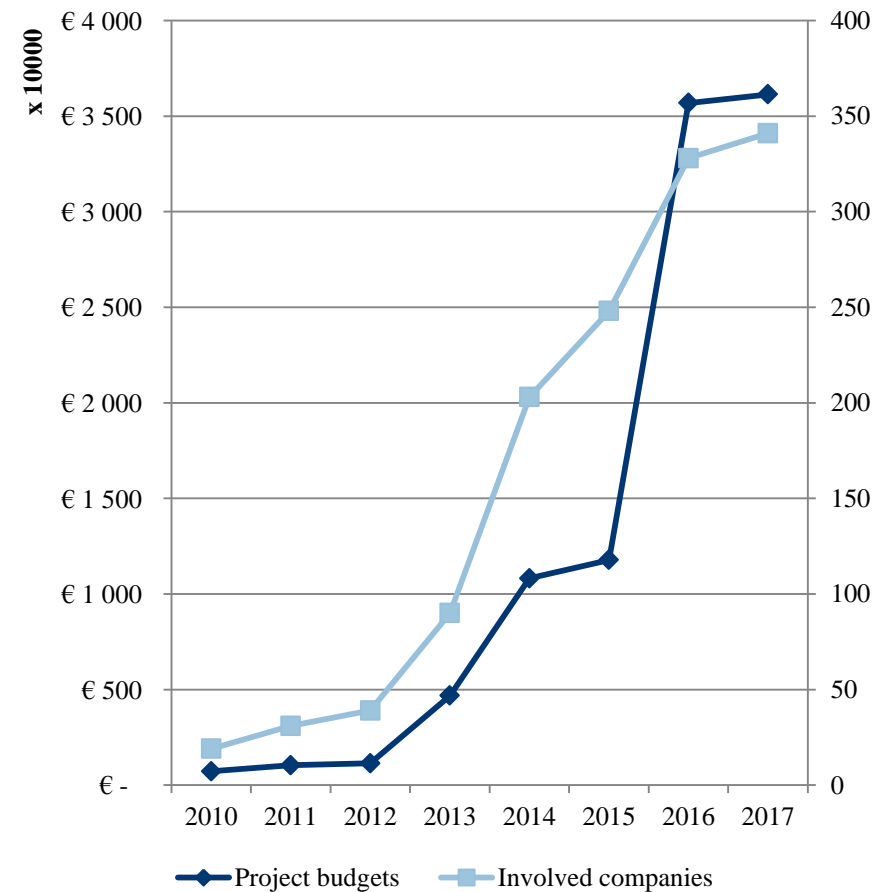
TOPICS



FACTS & FIGURES

- 46 projects since 2009
- 36 Mio project budget
- 12 projects with budget > € 300.000
- 341 company partners

	1 Cluster-manager	5 Project Manager
hours at companies	1.300	2000
km on the road	24.000	45.000



SUCCESS FACTORS

Trust

- between the networks
- to get started



Time & Budget

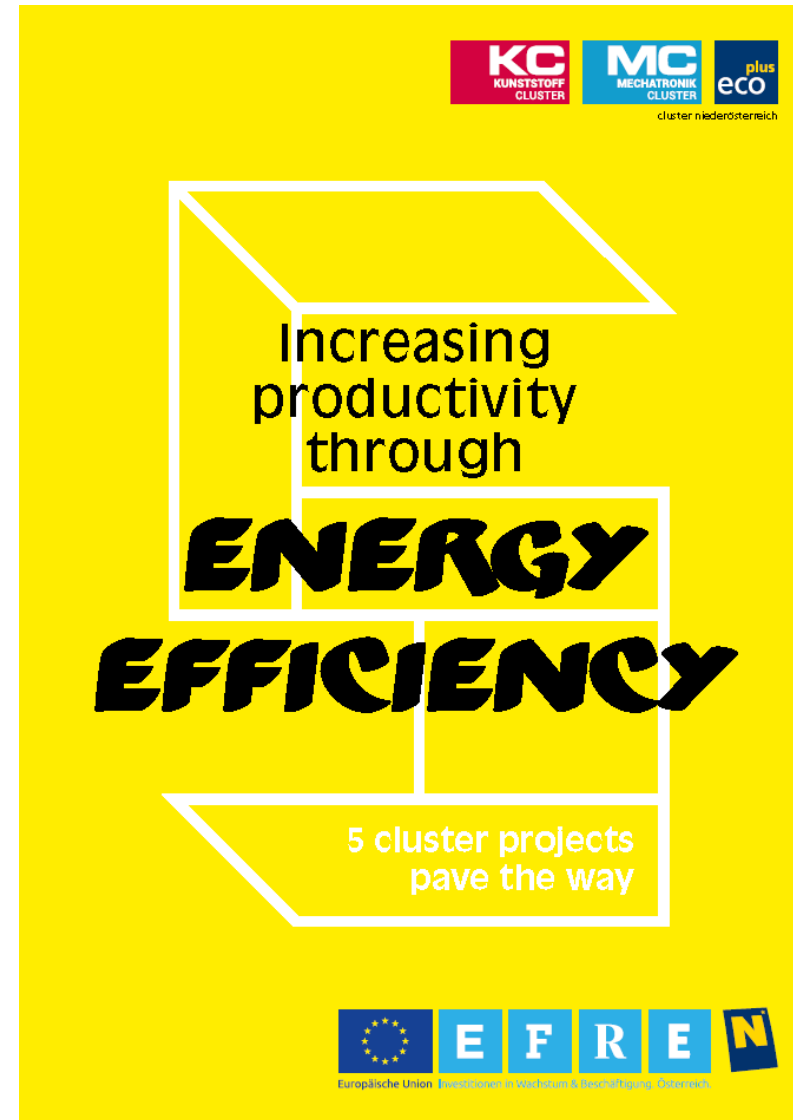
- to find an actual topic
- to set up a project
- to manage the project

Courage

- to close old topics
- to get free capacities for new topics

Energy Efficiency

- 2010 – 2017
- 7 Projects
- Project budget € 7.7 Mio
- 58 companies involved
- Last MC-managed project ended 2015
- Find the whole story in the brochure



Example



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innovation and
cooperation

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