

S3-4AlpClusters

Intervention logic

Challenge:

The implementation of Smart Specialisation Strategy within Alpine Space Area does not have the needed effects.

Causes:

Lack of experience among regions on how to implement S3, lack of alignment between and knowledge about S3 other regions. In addition, cluster policies did not reflect enough a real economic and entrepreneurial dynamic.

Overall objective:

Improve framework conditions for innovation induced by clusters and their SMEs.

Specific objectives:

1. Initiate mutual knowledge exchange and learning of regional policy makers from different regions in involving quadruple helix actors.
2. Facilitate innovation and gain critical mass through cluster initiatives across regions with strong technology orientation and high complementarity.
3. Initiate trans-regional cluster to cluster cooperation in involving quadruple helix actors.

Results:

Innovation within participating Alpine Space Regions increased through better implemented and aligned S3 by better use of clusters in participating regions; new tools and methodologies available to non-participating regions.

Target groups:

Multi-level stakeholders represented by quadruple helix actors involved in smart technologies, creative industries, eco-innovation, digitalisation and circular economy.

Outputs:

1. Joint transnational cluster action plan.
2. Outline for a synchronised call.
3. Innovation model for cluster development based on S3 concepts.
4. Better framework conditions for SMEs through tested innovation model

June 23rd 2016

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Communication strategy

Project specific objective:

On top of this communication set the activity Start-up activities including communication strategy and website set up (with mandatory activities)

1. Initiate mutual knowledge exchange and learning of regional policy makers from different regions in involving quadruple helix actors.
 - a. Communication objective
Promote the experience gained during entrepreneurs workshops
Promote the use of the transnational cluster action plan and stress test methodology
 - i. Target groups
 1. Regional public and national authorities
 2. Sectoral agencies
 3. Cluster managers
 - ii. Approaches
 1. Entrepreneurial workshops
 2. Diffuse training packages (ITG T1)
 - iii. Activities (from drop down list)
 1. Promotional activities
 2. Digital activities (former WP C 5.2 activity)
 3. Publication (former WP C 5.5 activity)
2. Facilitate innovation and gain critical mass through cluster initiatives across regions with strong technology orientation and high complementarity.
 - a. Communication objective
Promote the new services developed and tested within clusters at transnational level
 - i. Target groups
 1. Clusters managers
 2. Enterprises
 - ii. Approaches
 1. Cluster workshop
 2. Diffuse training packages (ITG T2)
 - iii. Activities (from drop down list)
 1. Promotional activities (to be grouped with previous)
 2. Digital activities (to be grouped with previous)
 3. Publication (to be grouped with previous)
3. Initiate trans-regional cluster to cluster cooperation in involving quadruple helix actors.
 - a. Communication objective
Promote the transregional call
 - i. Target groups
 1. Regional public and national authorities
 2. Sectoral agencies
 3. Cluster managers
 4. Enterprises

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- ii. Approaches
 - 1. Conference
 - 2. Workshops
- iii. Activities (from drop down list)
 - 1. Promotional activities (to be grouped with previous)
 - 2. Digital activities (to be grouped with previous)

Mandatory communication activities

Always point out the project was implemented through financial assistance from ERDF funds of the Interreg programme AS

Use the programme logo, the project acronym or project logo and textual reference to ERDF

Launch a project web site within the first 6 months after the project start. Host by the programme website.

Organise a public final event (our 4th International Conference on Clusters)

Produce posters with info on the project (min. A3), including financial support

July 12th, 2016

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