

Cluster Organisations User Survey

Expectations from a future on-line collaboration platform

The European Commission launched a number of cluster related projects and initiatives aiming at strengthening cluster policies within Europe and improving the efficiency of existing efforts in cluster management, as well as fostering international cluster cooperation. **The European Cluster Observatory** and **Cluster-Excellence.eu - the European Cluster Excellence Initiative** constitute two central pillars within this approach.

The European Cluster Observatory will offer an **online collaboration platform for cluster organisations and their members** enabling them to get easily in contact, to find a wide range of branch information, to find cooperation partners and to benchmark their performance within a virtual marketplace.

The Cluster-Excellence.eu project will develop a **European Club of Cluster Managers** that will have its contact point on the collaboration platform of the European Cluster Observatory.

In order to develop a user-oriented collaboration platform and a European Club of Cluster Managers based on your real needs and interests, we kindly ask you to give us your feedback on your expectations by filling in this questionnaire.

1 Your background

Name of the organisation
(in English), website

Name and email address of
the author filling in the
information

Sector

Country

In the spirit of user-driven development, **we would like to know your expectations from an on-line collaboration platform** for cluster organisations, in order to design the technical development around them.

2

Expected benefits

How important is this benefit for you?

2.1. Increased **visibility** of your cluster organisation internationally

- very important
- rather important
- less important
- not important at all

2.2. Access to specific **sectoral information** (developments and trends) through news, thematic discussion groups, library, blogs, etc.

- very important
- rather important
- less important
- not important at all

2.3. Easier/quicker ways of **identifying cluster organisations** in Europe with particular competences you are interested in

- very important
- rather important
- less important
- not important at all

2.4. Easier/quicker ways of establishing and **maintaining contacts** with cluster managers internationally

- very important
- rather important
- less important
- not important at all

2.5. Enhanced exchange of **experiences and methods** with experts on issues like cluster management, SME support, etc.

- very important
- rather important
- less important
- not important at all

2.6. New channels to promote the interests of **cluster members** internationally

- very important
- rather important
- less important
- not important at all

2.7. Improved information about **(European) projects** with access to a larger pool of potential **partners**

- very important
- rather important
- less important
- not important at all

2.8. Enhanced **competence** of the cluster management through information and knowledge-sharing

- very important
- rather important
- less important
- not important at all

2.9. *Other (please describe):*

- very important
- rather important
- less important
- not important at all

In order to provide you the potential benefits above, **which functions/tools would you regard as meaningful?** What is your opinion?

3

Functions/Tools

How important is this function/tool for you?

3.1. **Advanced search** function for cluster organisations (“who can do what”, competences, regions, industry keywords, etc.)

- very important
- rather important
- less important
- not important at all

3.2. **Event** calendar, where you can post your own events and presentations and see what others are doing

- very important
- rather important
- less important
- not important at all

3.3. **Discussion** fora and thematic discussions/community building for industry issues, best practices, etc.

- very important
- rather important
- less important
- not important at all

3.4. **(EU) project marketplace** for finding information and partners for (EU) projects

- very important
- rather important
- less important
- not important at all

3.5. Cluster organisation **benchmarking**, to compare your organisation to others

- very important
- rather important
- less important
- not important at all

3.6. **Communication** tools directly available on the platform (internal email services, Skype, video conference, etc.)

- very important
- rather important
- less important
- not important at all

3.7. **News sharing** through blogs, newsroom, RSS feed, etc

- very important
- rather important
- less important
- not important at all

3.8. **Project** and document administration system; presentation sharing, video clips

- very important
- rather important
- less important
- not important at all

3.9. **Cluster WIKI**, where you can find and provide knowledge on cluster management and other cluster issues (similar to the Wikipedia website)

- very important
- rather important
- less important
- not important at all

3.10. **Library** on sectoral studies/documents/information

- very important
- rather important
- less important
- not important at all

3.11. *Other (please describe):*

- very important
- rather important
- less important
- not important at all

Many of the functions/tools above are based on the data received from the cluster organisations in form of a **profile in English. The better quality the data has, the better the performance of the platform and the higher the satisfaction of the users (you).** It is of particular importance for us to know which data you would be ready to provide and you would be interested to know about others:

4

Profile of the cluster organisation

4.1. Contact information for cluster organisations

e.g. address, website, logo, cluster management team, telephone, photo, etc.

Would you provide it?
 yes
 no

Would it be useful for you?
 very useful
 rather useful
 less useful
 not useful

4.2. Sector classification

Identification from a choice of approx. 40-50 pre-defined sectors (including new emerging industries), multiple choice is possible.

Would you provide it?
 yes
 no

Would it be useful for you?
 very useful
 rather useful
 less useful
 not useful

4.3. Industry keywords

Possibility to fill in several descriptive industry keywords (sub-categories of specialisation). E.g. for wood cluster: wood construction, furniture, architecture, etc.

Would you provide it?
 yes
 no

Would it be useful for you?
 very useful
 rather useful
 less useful
 not useful

4.4. Competences of the cluster

Descriptive elements for the top 10 competences of the cluster (members) in certain technologies, product and process competences, etc.

Would you provide it?
 yes
 no

Would it be useful for you?
 very useful
 rather useful
 less useful
 not useful

4.5. Main activity areas for the cluster organisation

Aims to show the activity focus of the cluster organisation, e.g. information & communication; training and HR attraction; cooperation; firm formation; marketing/PR; internationalisation; location marketing/attraction of foreign investment; start-up support; others...

Would you provide it?
 yes
 no

Would it be useful for you?
 very useful
 rather useful
 less useful
 not useful

4.6. Cluster organisation factsheet

No. of members, type of organisation (public, private, PPP), no. of employees, financing, success stories, no. and details of (international) cluster projects, etc.

Would you provide it?
 yes
 no

Would it be useful for you?
 very useful
 rather useful
 less useful
 not useful

4.7. Mission statement

(reason for the foundation of the cluster organisation, history of the organisation)

Would you provide it?
 yes
 no

Would it be useful for you?
 very useful
 rather useful
 less useful
 not useful

4.8. Interest areas of the cluster organisation:

Technology/sectoral information, markets, R&D projects, IPR issues, cl. management methodologies, financing, trends, marketing, events, etc.

Would you provide it?
 yes
 no

Would it be useful for you?
 very useful
 rather useful
 less useful
 not useful

4.9. List of services/info offered to the collaboration platform by you

Partnership for (EU) projects, events, trainings, news, best practices, studies, etc.

Others: please mention

Would you provide it?
 yes
 no

Would it be useful for you?
 very useful
 rather useful
 less useful
 not useful

4.10. List of services requested by you from the collaboration platform

Partnership for (EU) projects, best practices, benchmarking, studies, club services, etc.

Others: please mention.....

Would you provide it?
 yes
 no

Would it be useful for you?
 very useful
 rather useful
 less useful
 not useful

Do you estimate that there is a **need to involve the cluster members (companies, research units, universities) in the on-line collaboration platform for the cluster organisations?** Which of the following models would be appropriate for this?

5

Involvement of the cluster members

Model A

A platform for cluster organisations only but with a listing of members

- direct link to the listing on the cluster website or
- another listing form (e.g. excel file)

Model B

A platform for cluster organisations plus a reserved area with special functions for cluster members, based on their special cluster member profiles.

Who would supply the information for the member profiles?

- The members themselves
- The cluster organisations – as a service for their members
- Both

The collaboration platform will also **support the services offered by the future European Club of Cluster Managers.**

Your answers to the questions below are helpful to understand your networking needs for the club design:

6

Cluster Managers Club

6.1. Are you interested in interacting directly with other cluster managers?

Why?

In your region

yes no

.....

At national level

yes no

.....

At European level

yes no

.....

6.2. Can you name any organisation (club, network) of cluster managers you know?

.....

If you are a member, how do you benefit from it?

.....

At level

European

national

regional

Expected benefits

.....

.....

.....

.....

6.3. Please rate the significance of following objectives of a European cluster managers club:

- Provide services for social networking
- Organise working groups on topics of interest
- Facilitate the access to services to their cluster members (business/tech. matchmaking, etc.)
- Promote qualification and trainings for cluster management
- Representing the interest of cluster managers in the EU, raise the recognition of cluster management as a profession
- Others, please name:

How important?

very important
 rather important
 less important
 not important

very important
 rather important
 less important
 not important

very important
 rather important
 less important
 not important

very important
 rather important
 less important
 not important

very important
 rather important
 less important
 not important

WE THANK YOU FOR THE TIME YOU TOOK TO GIVE US YOUR FEEDBACK AND SHOULD YOU SEE IT AS AN INVESTMENT; WE WILL DO OUR BEST TO PROVIDE YOU A GOOD RETURN ON IT!

Should you have any further question, please contact:

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