



Baltic Christmas Cluster Forum
December 9, 2021

BSR Cluster Manager Education

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Funded by
SI. Swedish
Institute

Co-funded by the
Erasmus+ Programme
of the European Union





Background

- Thorough preparatory work
 - Baltic Leadership Programme for Cluster Managers (Swedish Institute)
 - Feasibility study has identified the real need for Cluster Managers and points at a need for a systemic multi-level leadership within clusters
- SMEs need to increase their capacity for international competition according to EUSBSR
- There is a need to support the innovation process within SMEs, that often constitutes the heart of clusters and cross-clustering activities.
 - Competence development and the sharing of knowledge and tools for development
 - Creating incentives for cross-cluster collaboration on innovation
- Cluster development and life-long learning is identified as strategically important areas in a macroregional perspective in Baltic Sea Area
- There is no clear definition of the work role Cluster Manager
- No defined education for Cluster Managers
- Many Cluster Managers are well educated, but lack of education and tools to lead their clusters in a strategic and efficient way
- Cluster Managers in different countries have different preconditions to lead their clusters





BSR Cluster Manager Education

- Co-funded by the Erasmus+ Programme of the European Union
- 42 approved projects of 129 applications in Sweden 2019
- 36 months
 - started September 1 2019
 - ends August 31 2022
- 409 000 EUR
- 7 partners (Sweden, Finland, Lithuania and Germany)
- Supported by BSR Cluster Network Platform, funded with Seedfunding from Swedish Institute, 500 000 SEK (≈50 000 EUR)





Partners

Coordinator and Lead Partner:



HYPER ISLAND



Partners





Objectives

The main objective is to create and agree on one common definition of the work role Cluster Manager. This will be achieved by developing and piloting a 1-year cross-border Cluster Manager training with ECVET validation

20 Cluster Managers will be trained in Cluster Management (8 from the project organisations and 12 external participants).

At least 100 European clusters will be made aware of the new Cluster Management curriculum and training programme.





The Cluster Management Education



Module 1

Collaboration and Leadership

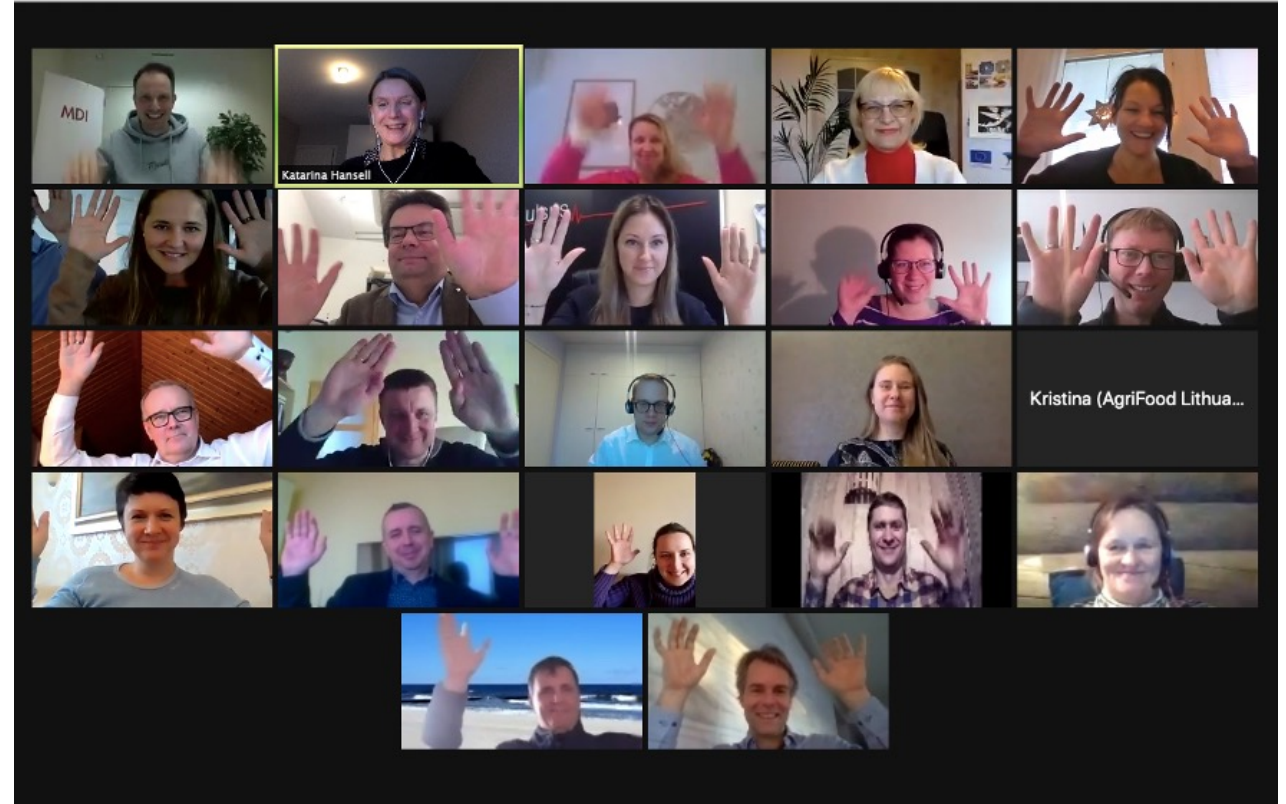
- The first module, led by Hyper Island in Sweden, focused on improving collaboration and leadership skills and was highly appreciated by the participants for the “learning by doing” approach, and resulted in improved leadership and collaboration skills of the participating cluster managers.



Module 2

Strategic Management and Internationalisation in business

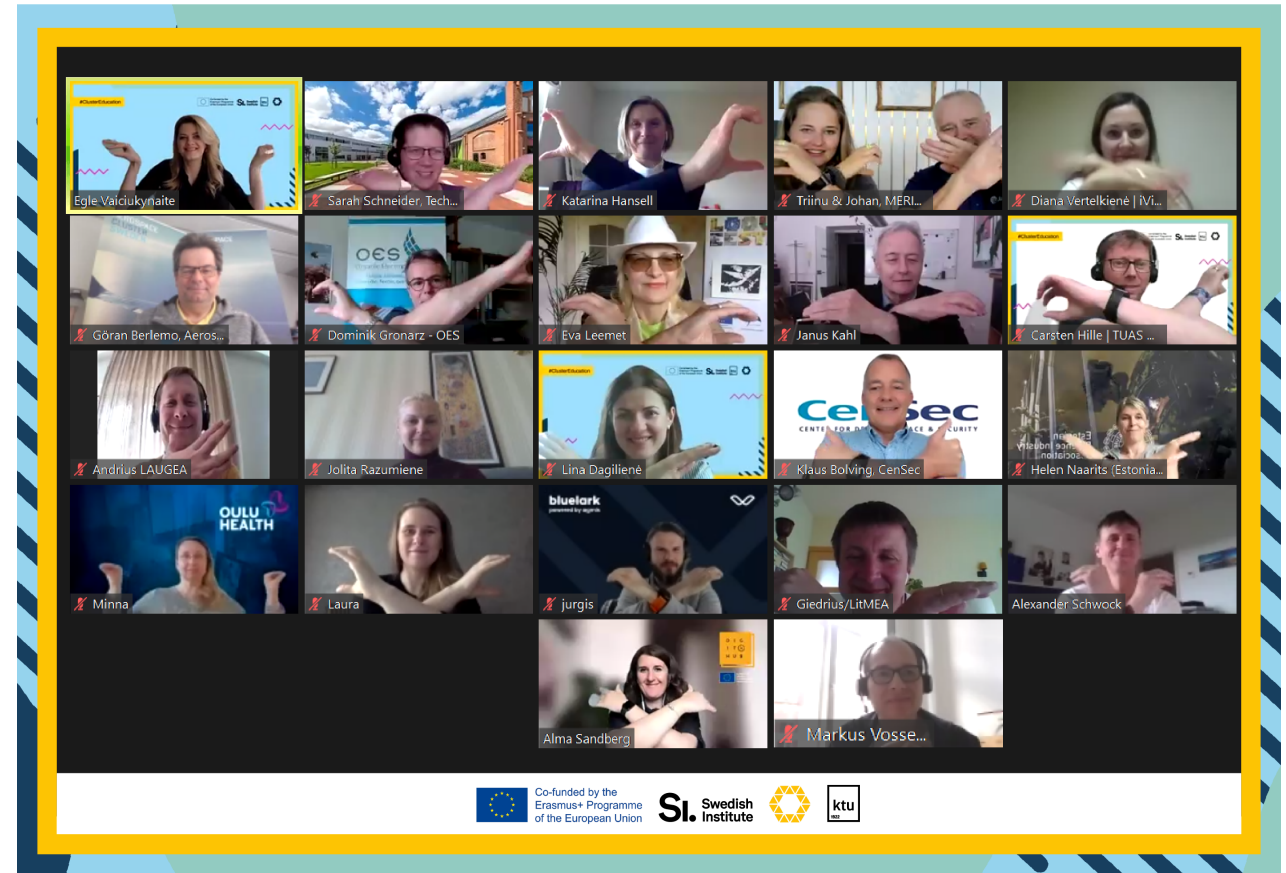
- In the **second module**, developed and led by Vaasa University in Finland, the participants were introduced to the strategy preparation process, related challenges and tools, which were applied in a strategy processes as examination projects.
- The participants especially appreciated tools for strategy preparation, practical exercise and exchange of experiences with the other cluster managers



Module 3

Digitalisation in business

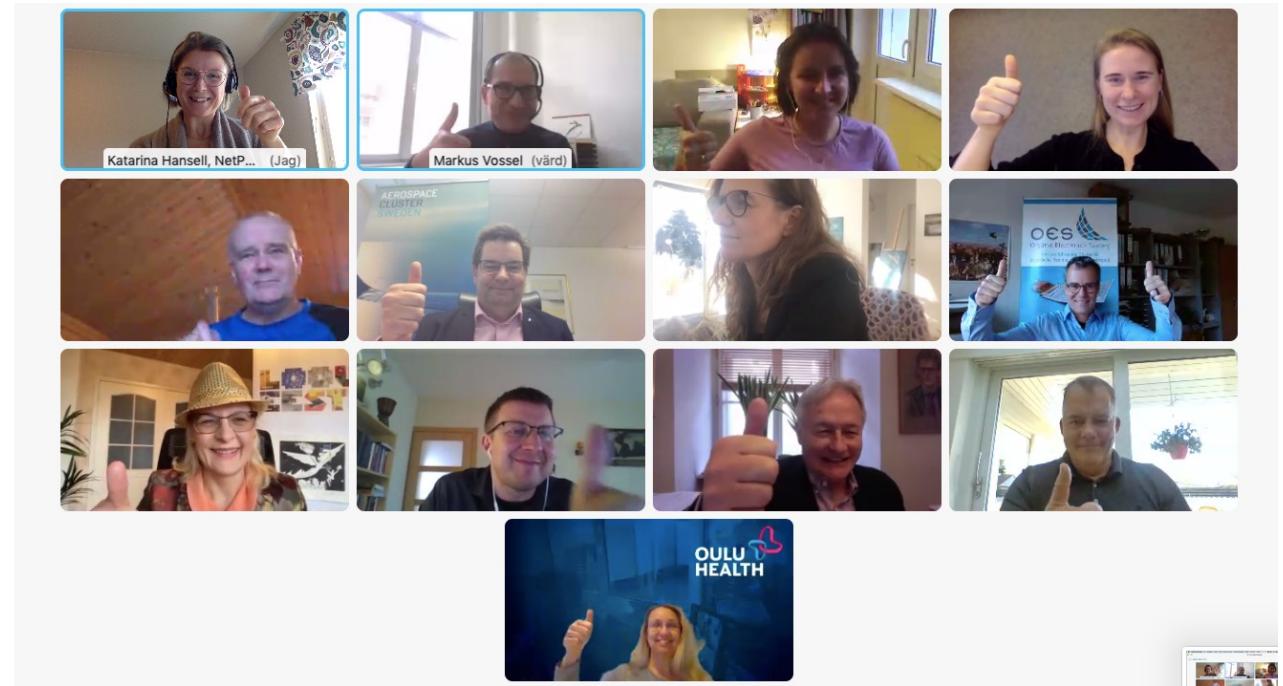
- In the **third module**, developed and led by Kaunas University of Technology in Lithuania, the main topics were technological trends related to Artificial Intelligence , Big Data, the values that these bring for business and how clusters can use digital technologies to drive creative and strategic decisions and improve their management and work efficiency.
- The participants especially appreciated the variety in teaching methods and the good overview of digitalization and practical digital tools



Module 4

Scouting for innovation

- The **fourth module**, developed and led by Technical University of Applied Sciences Wildau in Germany, was designed to enable participants to deal better with uncertainty and changes. The focus was on scouting methods that support transfer processes between different actors where the participants could explore transfer and technology radars, technology boards and signal scanning. The assignment was connected to trying the tools out in respectively cluster environment.





Graduation Day December 8

In the project, today we have reached an important milestone:

We have trained **22 Cluster Managers**

We have continuously sent updates about the program and project to 275 clusters in Baltic Sea Region



- Listen to Christmas songs 🎵🌲
- When your name gets picked, unmute your mic and share whatever you wish for 1-2 minutes (Thank you, highlight, story, appreciation)
- Celebrate together! 🎉

Co-funded by the Erasmus+ Programme of the European Union

SI. Swedish Institute

Great Group

Katarina Hansell

Eglė Vaičiukynaitė

Kevin Sanikidze

Markus Vossel, TH Wildau

Dominik Gronarz





Learnings

- Well working project-TEAM, we work hard and have fun
- In the pilot, elaborating with tools, communication and teaching methods learning what works and what does not work
- Feedback from participants in the pilot
- Cluster Managers learn through theoretical lectures, by implementing into their own cluster and through exchange with the other participants
- Increased network in Baltic Sea Region for everyone
- Cultural differences
- On-line setting due to the pandemic
- A wish to meet IRL
- Need for more interaction between participants, more integration in education and more networking





Next steps

- Evaluation of pilot education and reporting
- Participant Booklet – all participant will be presented on LinkedIn
- Final conference in May/June in Finland (on-site, digital or hybrid)
- Future education for new Cluster Managers
- Continuous collaboration for Cluster Managers and other stakeholders in BSR Cluster Network Platform community





BSR Cluster Networking Platform

- Funded by Swedish Institute – Seedfunding
- 8 partners from 5 countries
- 500 000 SEK
- Develop a flagship plan for a multi-level Cluster Networking Platform in Baltic Sea Region
- Support BSR Cluster Manager Education





BSR Cluster Networking Platform

- Detailed definition of the community – spring 2022
- Activities for Cluster Managers in Baltic Sea Region – spring 2022
 - Lectures
 - Funding possibilities for clusters
 - Presentation of relevant digital tools for Clusters
 - Networking possibilities
- Newsletter to 275 clusters in Baltic Sea Region
- Final conference with BSRCME in May/June in Finland (on-site, digital or hybrid)





Follow us on LinkedIn: Cluster Manager Education



Thank you for your attention!
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