

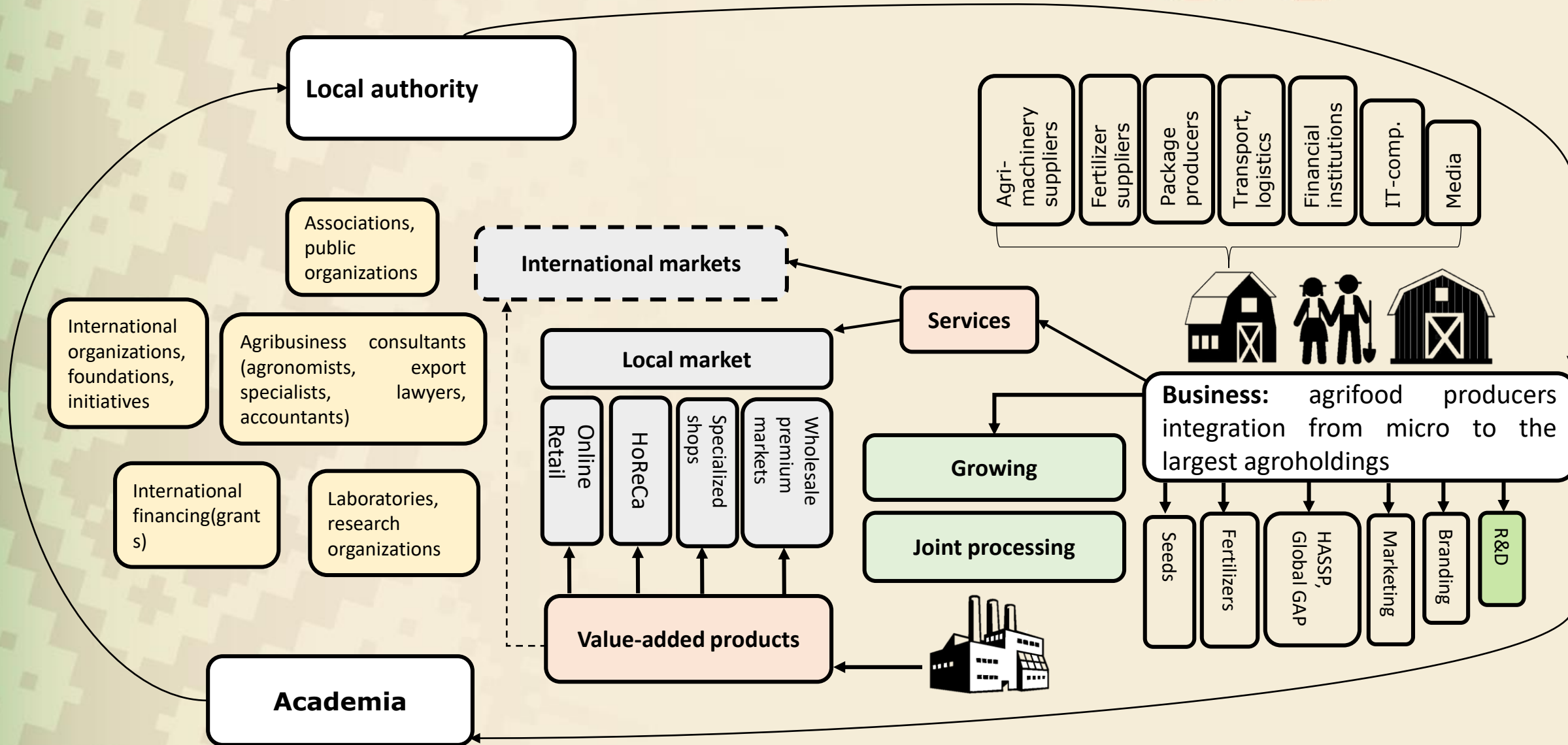


Modern cluster movement in Ukraine. An example of synergy of UniClaD consortium members

Developed by the Ukrainian Food Valley
for UniClaD project, ERASMUS+
2024

THE CLUSTER'S STAKEHOLDERS MODEL

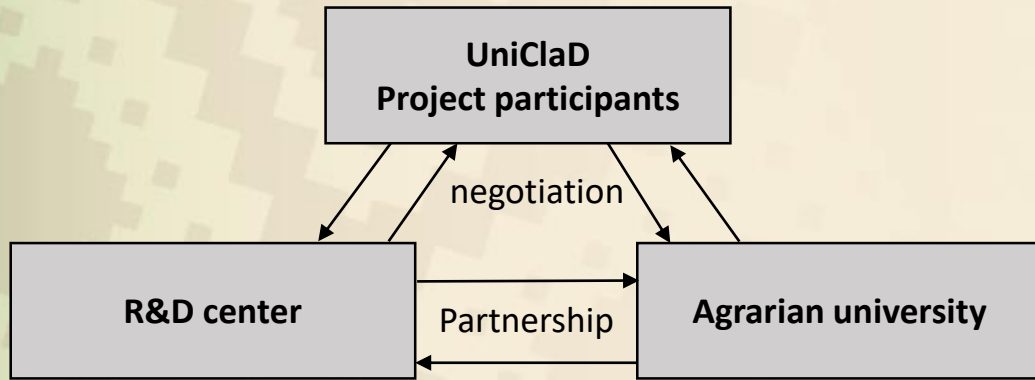
Cluster of tomato producers and processors in Cherkassy region, Ukraine.



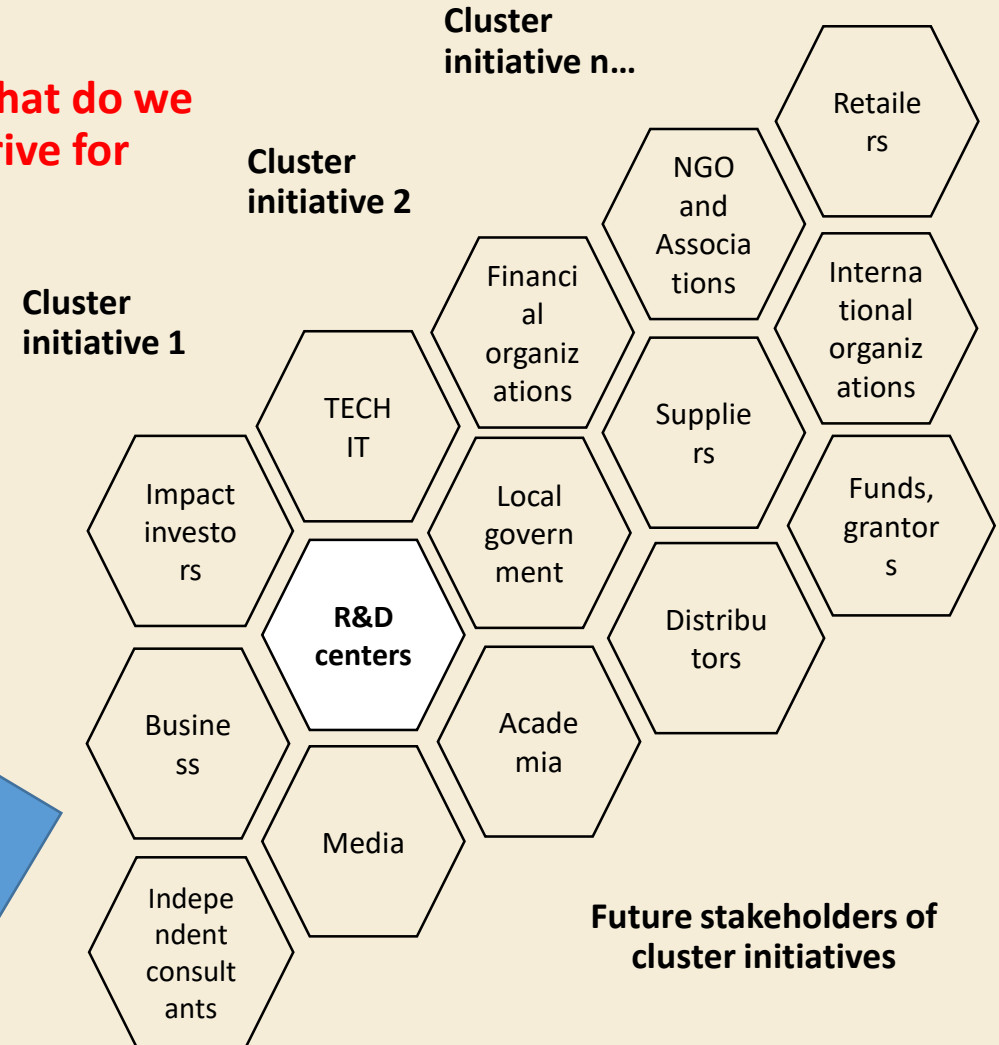
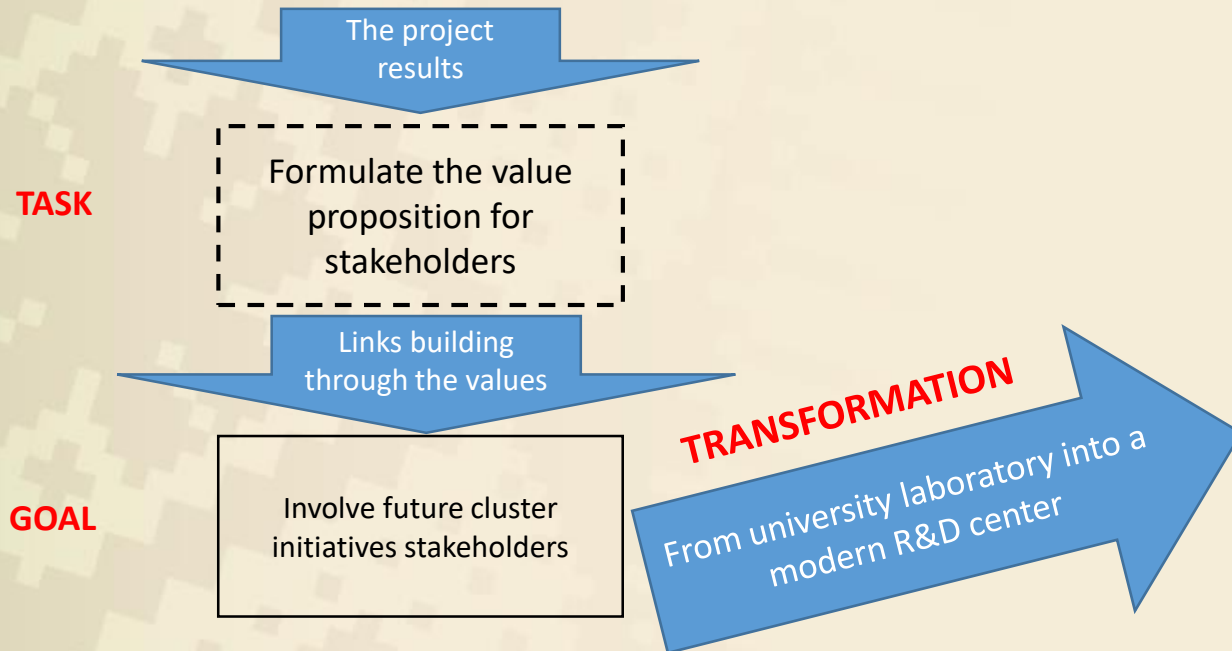
THE UNICLAD'S PROJECT MISION



Existing model



What do we strive for

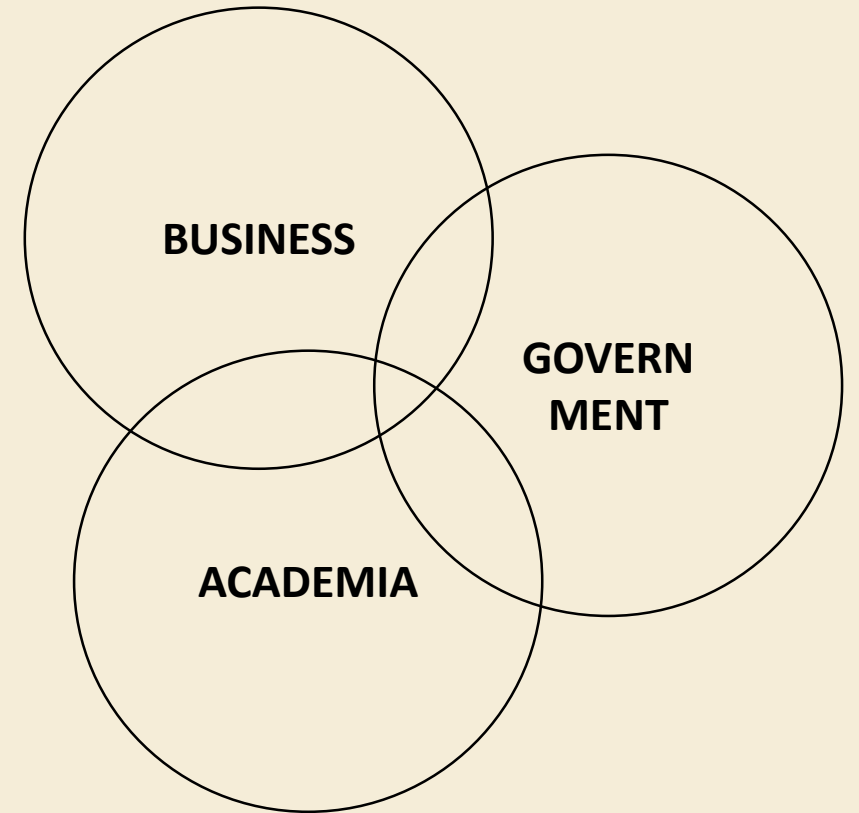


Michael Porter / Ifor Ffowcs- Williams



«To see», to identify the cluster:

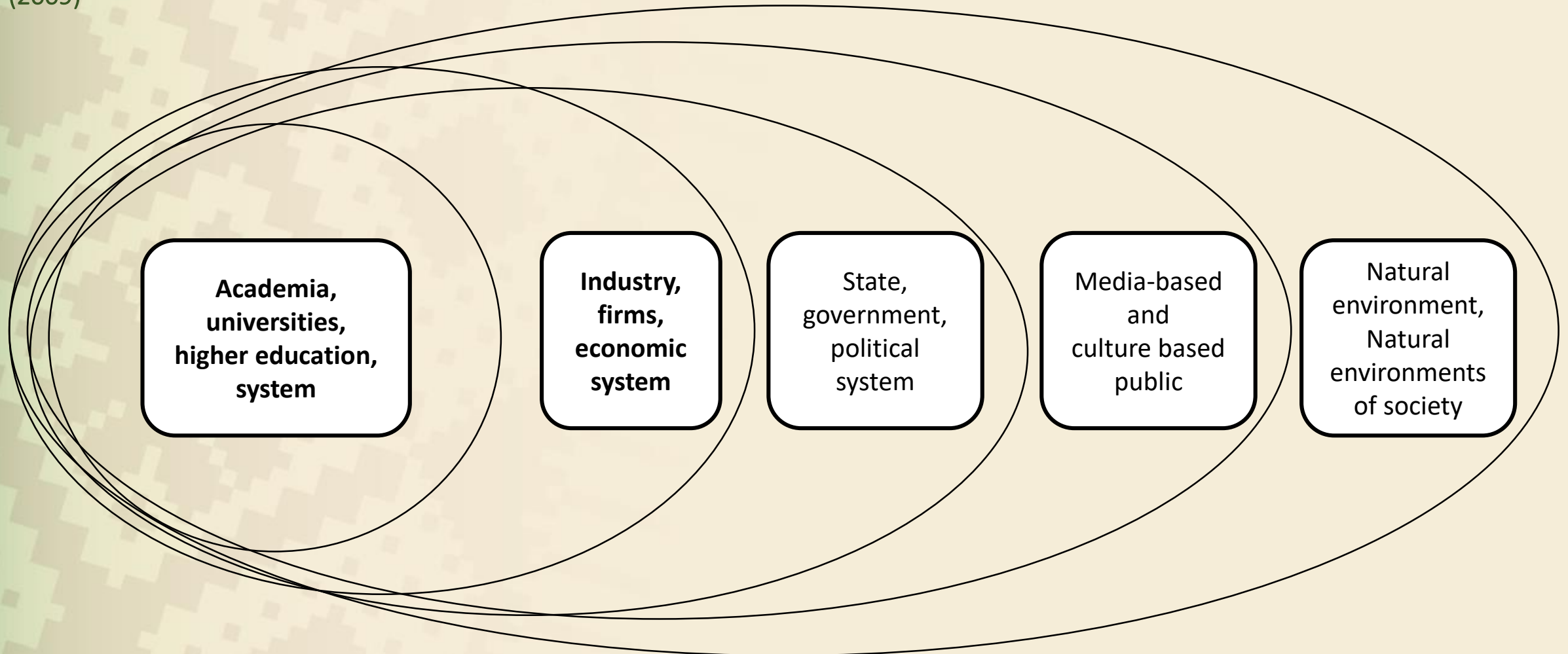
- 1. Specialization, «smart specialization», idea***
- 2. Network, interaction***
- 3. Geographic concentration, location***



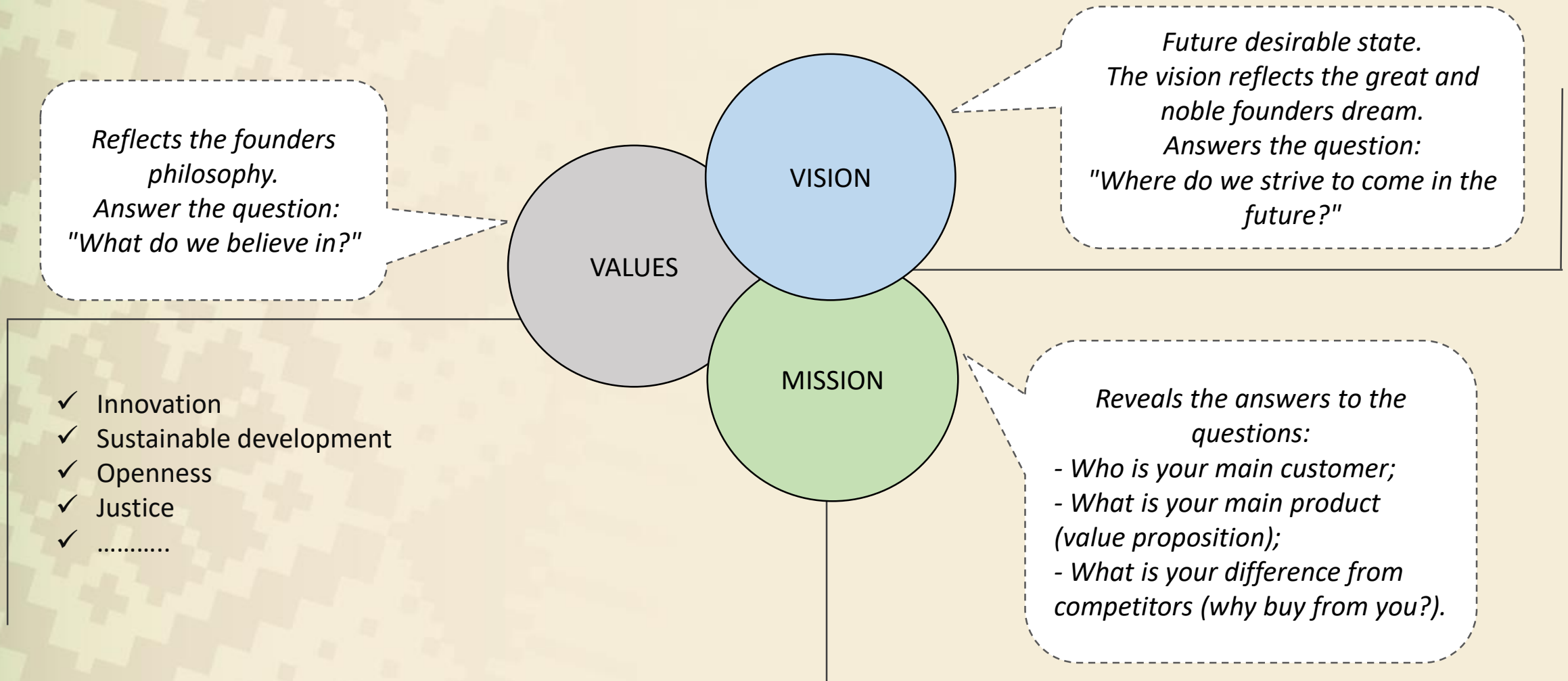
Triple Helix Model

The subsystems of the Quintuple Helix model

Modified from Etzkowitz and Leydesdorff (2000) and Carayannis and Campbell (2009)



STRATEGIC IDEA OF R&D CENTER



CANVAS BUSINESS MODEL



Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segment
	Key Resources		Channels	
Cost Structure		Revenue Streams		

CLUSTER BUSINESS MODEL



<p>Key Partners Medvedivska OTG (Local authority) NULESU Ukrainian HoReCa Ukrainian fresh wholesale markets/niche stores: ✓ "Shuvar"/"Dido store"; ✓ "Stolichnyi" Healthy fast food chains Online Retail Niche retail: ✓ "Le Silpo"; ✓ "Good Wine" Food producers and processors SEEDS, AgroFM</p>	<p>Key Activities Transfer of knowledge and technologies Marketing researches Strategic sessions providing Strategic plans development</p>	<p>Value Propositions Creation of modern business community instead of hobby market. Building added value chains - direct connections in between stakeholders on Ukrainian HoReCa, fresh wholesale, healthy fast food, online retail and retail markets.</p>	<p>Customer Relationships Long term contacts Pro Bono</p>	<p>Customer Segment Farmers Households Golovkivka's Coop COSME USAID EBRD UHBDP Ukrainian government Large agribusiness</p>
<p>Cost Structure Representative costs Communication costs Transportation costs</p>	<p>Revenue Streams Grants (1st year, honorarium from grant financing) Fees (2nd year, honorarium for consulting) Franchise (3rd year, education and trainings for similar communities, as a part of social responsibility of large agribusiness in regions)</p>			



**UKRAINIAN
FOOD VALLEY**

UFV's information resources:

Website <http://ukrainianfoodvalley.org/>

Facebook <https://www.facebook.com/uafoodvalley/>

YouTube <https://www.youtube.com/c/UkrainianFoodValley>

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