



Greater Poland clusters & cluster policy

Poznan Univeristy of Life Sciences, Poland

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Source: https://pl.wikivoyage.org/wiki/Wojew%C3%B3dztwo_wielkopolskie

Wielkopolskie Voivodship

- the province in the west of Poland, whose name is derived from the historic and geographic region of *Greater Poland*. The regional capital is Poznań.
- the region is quite industrialized (light industry like machine-building or foodstuffs, no heavy industry, a fair amount of intact nature)

Source: <https://en.wikivoyage.org/wiki/Wielkopolskie>

Regional Innovation Strategy for Wielkopolska 2010-2020

The implementation of seven strategic programmes:

- Partnership for innovation
- Innovative companies
- Innovative office
- Effective business environment institutions
- Cooperation between science and industry
- Education for innovation
- Pro-innovative local government

Source: "Development Strategy of the Wielkopolskie Voivodship by 2020",
https://www.umww.pl/attachments/article/11584/2.SRWW_wersja_ang.pdf

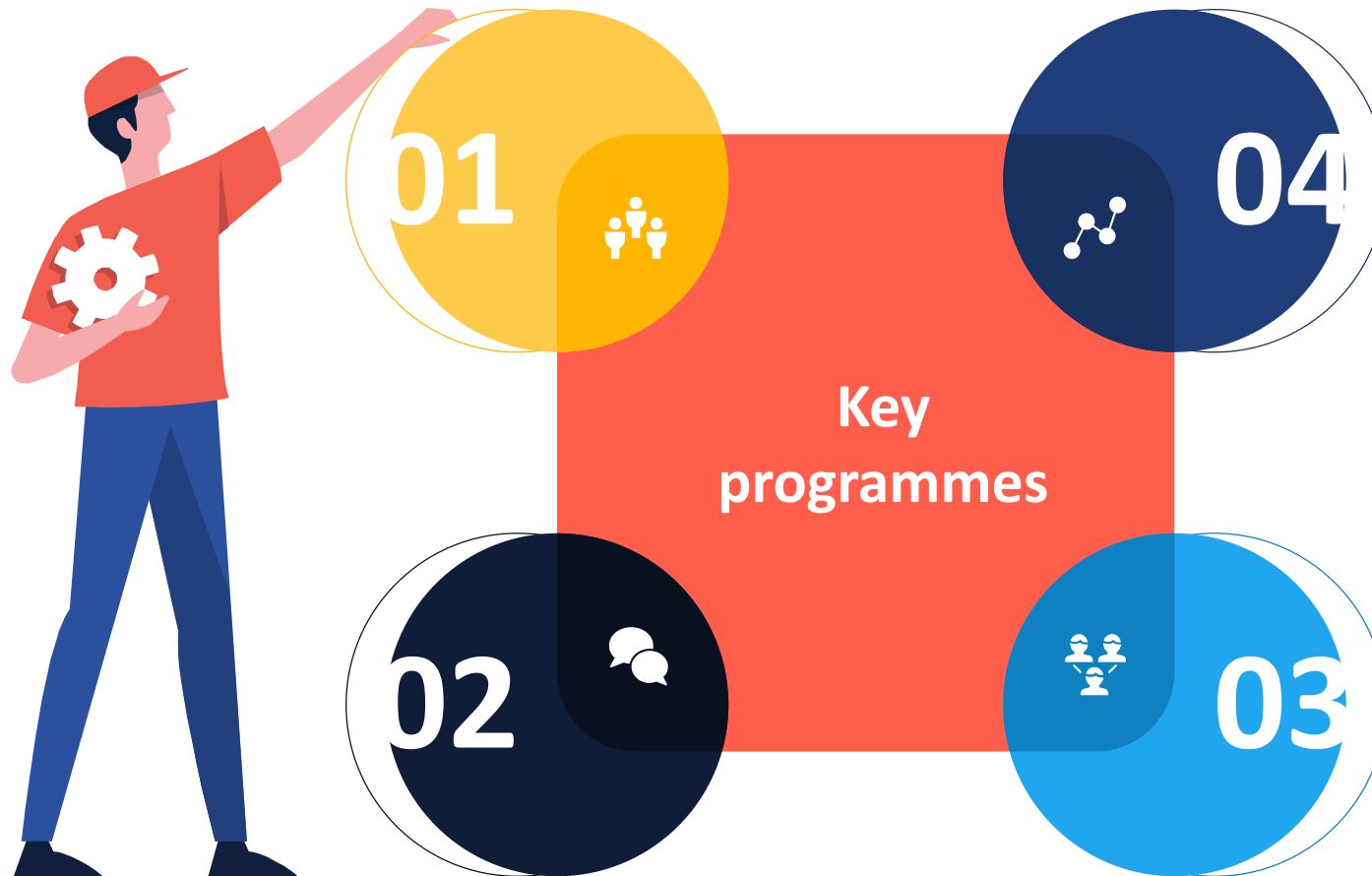
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Regional Innovation Strategy for Wielkopolska 2010-2020



01. Partnership

Partnership for innovation

02. Innovation

Innovative companies.

03. Cooperation

Cooperation between science and industry.

04. Education

Education for innovation

General objective:

Effective use of development potentials for the increase of competitiveness of the region, to improve the quality of life of the residents in conditions of sustainable growth

Strategic objective 1

Improvement of the availability and communication cohesion of the region

Strategic objective 2

Improvement of condition of the environment and rational management of its resources

Strategic objective 3

Better energy management

Strategic objective 4

Increasing competitiveness of major growth centres in the region

Strategic objective 5

Increasing coherence of the region

Strategic objective 6

Strengthening economic potential of the region

Strategic objective 7

Increase in competencies and employment of the residents

Strategic objective 8

Increasing resources and equalizing social potentials of the region

Strategic objective 9

Increase of safety and efficiency of management of the region

Source: “Development Strategy of the Wielkopolskie Voivodship by 2020”,
https://www.umww.pl/attachments/article/11584/2.SRWW_wersja_ang.pdf page 87

Implementation of the Strategy

Objective 6: STRENGTHENING ECONOMIC POTENTIAL OF THE REGION

01

Support

Support for creation of clusters and factors enhancing their development.

02

Cooperation

Cooperative relations that lower costs



03

Improvement

Improvement of competitiveness and innovation

04

Responding

Responding to the global challenges

Implementation of the Strategy

Strategic objective 6

STRENGTHENING ECONOMIC POTENTIAL OF THE REGION

Operational objective 6.3.

DEVELOPMENT OF NETWORK AND COOPERATION IN THE ECONOMY OF THE REGION

- Support for creation of clusters and factors enhancing their development
- Cooperative relations that lower costs
- Improvement of competitiveness and innovation
- Responding to the global challenges

Source: "Development Strategy of the Wielkopolskie Voivodship by 2020",
https://www.umww.pl/attachments/article/11584/2.SRWW_wersja_ang.pdf page 129

Implementation of the Strategy

Strategic objective 6

STRENGTHENING ECONOMIC POTENTIAL OF THE REGION

Operational objective 6.3.

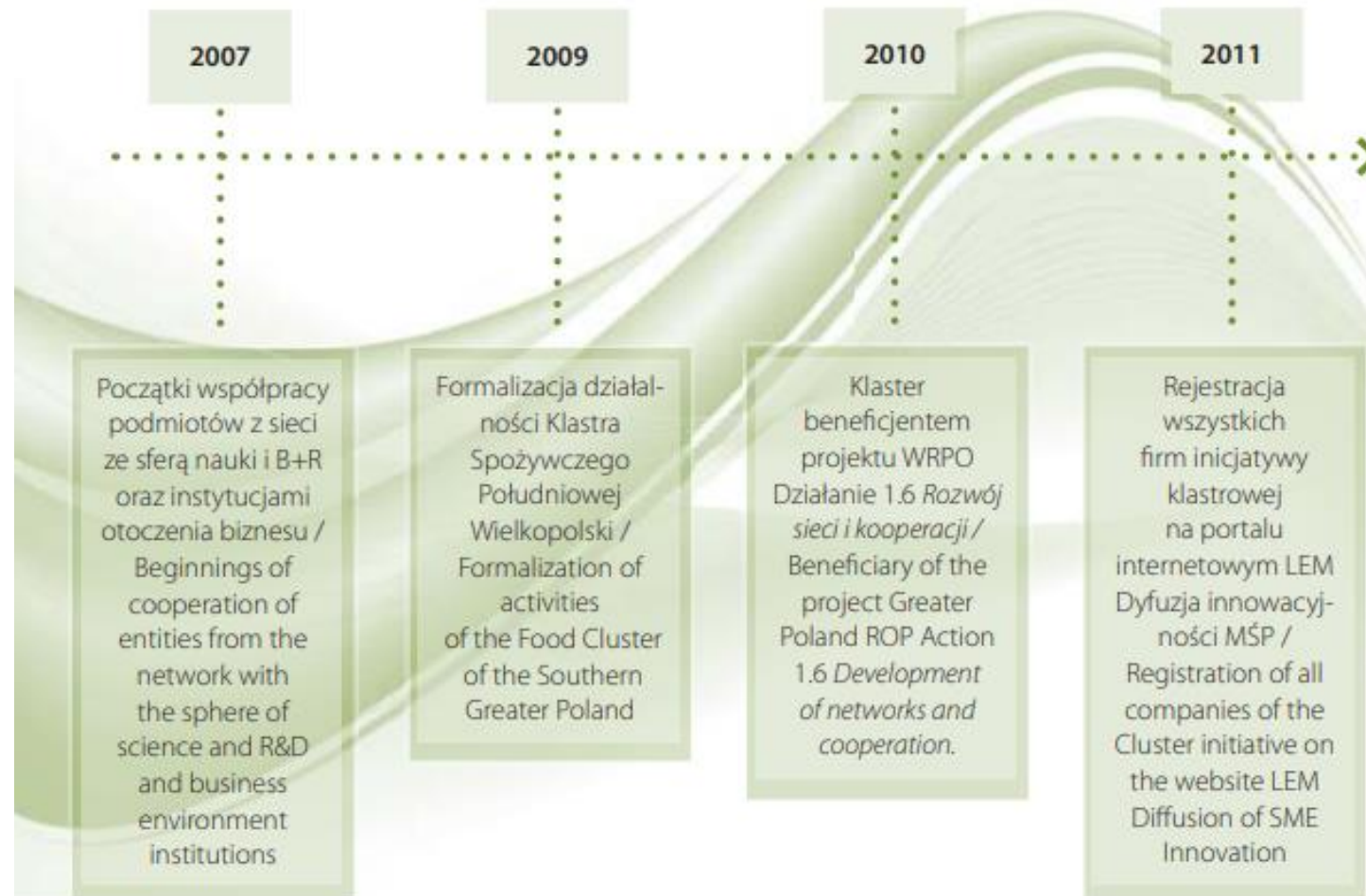
DEVELOPMENT OF NETWORK AND COOPERATION IN THE ECONOMY OF THE REGION

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- Cooperative relations that lower costs
- Improvement of competitiveness and innovation
- Responding to the global challenges

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Example of Cluster dynamics

The Food Cluster of the Southern Greater Poland on the initiative of Regional Chamber of Commerce in Kalisz



Clusters in Wielkopolskie Voivodship

- Cluster name
- Topic
- Objectives
- Managing organisation
- Type of managing organisation
- Types of participating organisations
- Number of participants
- Scope of activity (regional, national, international)
- Structure of cluster organisation
- Dimension of cluster (vertical/horizontal)
- Connexion to education institutes, educational
- Programmes or exchange
- Website

Clusters in Wielkopolskie Voivodship

- FOOD CLUSTER LESZCZYŃSKIE FLAVOURS
www.leszczynskiesmaki.pl



- THE WASTE-CLUSTER



POZNAŃSKI PARK
NAUKOWO-TECHNOLOGICZNY
Fundacji Uniwersytetu im. A. Mickiewicza

- SOUTHERN WIELKOPOLSKA FOOD CLUSTER



KLASTER SPOŻYWCZY
Południowej Wielkopolski
Stowarzyszenie w Kaliszu



FOOD CLUSTER LESZCZYŃSKIE FLAVOURS

TOPIC:

- A network enabling the production and promotion of traditional food produced in the region under a common brand. It covers meat and cold cuts, dairy products, prepared meals, processed vegetable and fruit products and sweets.
- The cluster integrates the food industry, science, business environment institutions, local authorities and establishes cooperation with foreign partners.

FOOD CLUSTER LESZCZYŃSKIE FLAVOURS

OBJECTIVES:

- building and developing effective cooperation
- the use of joint actions in economic processes
- creation of a network promotion strategy, "Leszczyński flavours" brand strategy and implementation of a promotional campaign
- to increase the level of competitiveness and innovation of network participants
- adapting education in secondary and higher schools to the needs of companies from the food sector

FOOD CLUSTER LESZCZYŃSKIE FLAVOURS

MANAGING ORGANIZATION:

The organizational and administrative service of the Cluster's operations is provided by the Leszczyńskie Centrum Biznesu Limited liability company based in Leszno

TYPE OF MANAGING ORGANIZATION:

- Leszczyńskie Centrum Biznesu Limited liability company
- Agreement on cooperation within the "Leszczyński smaki" Cluster since 2010.
- Cluster no legal personality



Leszno Coat of Arms

FOOD CLUSTER LESZCZYŃSKIE FLAVOURS

TYPES OF PARTICIPATING ORGANISATIONS:

Local food producers and business support organizations: business support institutions, research and development centers, universities, local authorities, entrepreneurs connected with the food sector or offering services to people and entities in this sector

NUMBER OF PARTICIPANTS:

12 food producers, 5 institutions, 5 universities

SCOPE OF ACTIVITY: regional, national, international

FOOD CLUSTER LESZCZYŃSKIE FLAVOURS

STRUCTURE OF CLUSTER ORGANISATION:

Leszczyńskie Centrum Biznesu Limited liability company

DIMENSION OF CLUSTER:

vertical and horizontal

FOOD CLUSTER LESZCZYŃSKIE FLAVOURS

CONNEXION TO EDUCATION INSTITUTES, EDUCATIONAL PROGRAMES OR EXCHANGE:

Direct focus on cooperation with educational institutions:

- exchange of information and knowledge (conferences, seminars, workshops and advisory services)
- conducting research tailored to the needs of business partners
- development and implementation of innovations resulting from research conducted by universities
- implementation of the topics of master's thesis, engineering thesis, projects within the scope responding to the needs of enterprises operating in the cluster concerning, among others, commodity evaluation of food quality, shaping food quality and developing new products
- joint organization of unpaid student internships
- joint organization of lectures for students with the participation of representatives of business practice

WEBSITE: www.leszczynskiesmaki.pl

THE WASTE-CLUSTER

TOPIC:

- Building cooperation between companies and institutions
- Field of waste management
- To join the worlds of science and business, strengthen innovative potential and competitive advantage on the market

THE WASTE-CLUSTER

OBJECTIVES:

- Laboratory tests
- Cooperation with specialists from research and development centres
- Participation in professional trainings and workshops
- Support in obtaining EU funds
- Aid for technology transfer
- Promotion of companies through the Waste Cluster brand

THE WASTE-CLUSTER

MANAGING ORGANIZATION:

The institution coordinating the activities of the Waste Cluster is the Poznań Science and Technology Park.

The logo for PPNT (Poznań Science and Technology Park) consists of the letters 'PPNT' in a bold, black, sans-serif font. The letter 'T' is stylized with a vertical bar on its right side that extends upwards, resembling an arrowhead.

Fundacja Uniwersytetu
im. Adama Mickiewicza

TYPE OF MANAGING ORGANIZATION:

Poznan Science and Technology Park is part of the Adam Mickiewicz University Foundation

THE WASTE-CLUSTER

TYPES OF PARTICIPATING ORGANISATIONS:

- waste management companies
- environmental education and consulting entities
- private research and development companies
- universities
- other entities (law firms, printing houses and others)

THE WASTE-CLUSTER

NUMBER OF PARTICIPANTS:

- Research and development: 15
- Counselling and training: 12
- Waste management: 19
- Production: 12
- Universities and institutes: 8
- Others: 12
- One entity qualified in the research and development, consulting and training and waste management categories

THE WASTE-CLUSTER

SCOPE OF ACTIVITY:

The offer of the cluster is mainly addressed to companies and institutions operating within the city of Poznań, however, assistance in the field of technology transfer and promotion gives national and foreign rank.

THE WASTE-CLUSTER

STRUCTURE OF CLUSTER ORGANISATION:

- The Cluster coordinator is the Poznań Science and Technology Park.
- The team coordinating the work of the Waste Cluster is headed by the coordinator, to whom the laboratory manager, the quality specialist and the technical specialist are subordinated.

DIMENSION OF CLUSTER:

vertical and horizontal

THE WASTE-CLUSTER

CONNEXION TO EDUCATION INSTITUTES, EDUCATIONAL PROGRAMES OR EXCHANGE:

Cluster's activity is directed mainly at **cooperation** with enterprises from the waste and sanitary industry (before all the provision of laboratory services).

However, the cluster also offers services within the scope of **trainings** and **workshops**. They mainly concern **innovation** and **raising funds** for innovative and business activities.

WEBSITE: <https://waste-klaster.pl/>

SOUTHERN WIELKOPOLSKA FOOD CLUSTER

TOPIC:

The aim is to create joint actions to increase the competitiveness of Kalisz food industry companies, implement new products, innovative technologies and solutions



SOUTHERN WIELKOPOLSKA FOOD CLUSTER

OBJECTIVES:

- Increase in the value of intellectual capital of cluster members
- Creation of cooperative networks within the cluster and networks of connections in the scope of R&D, logistics and information and accounting services.
- Increase in sales of goods and services of cluster members on the domestic and foreign markets
- Using the image of a cluster as an efficient and effective market institution
- Raising public funds for the development of the Research and Development Centre with laboratories, workshop and teaching rooms, server room and headquarters of the cluster

SOUTHERN WIELKOPOLSKA FOOD CLUSTER

MANAGING ORGANIZATION:

Southern Wielkopolska Food Cluster – Association in Kalisz

TYPE OF MANAGING ORGANIZATION:

Association funded in 2009, affiliated with Regional Chamber of Commerce in Kalisz (the member of the board and director of the RCC office is the cluster deputy president and coordinator, the cluster president is representant of the Poznan University of Life Sciences)

SOUTHERN WIELKOPOLSKA FOOD CLUSTER

TYPES OF PARTICIPATING ORGANISATIONS:

Scientific and research units, local government units, business support organizations, food producers, wholesalers, machine producers, other organizations

NUMBER OF PARTICIPANTS:

31 organizations including: scientific and research units – 5, local government units – 1, business support organizations – 3, food producers – 16, wholesalers – 2, machine producers – 2, other organizations – 2

SCOPE OF ACTIVITY:

Regional, national, international

SOUTHERN WIELKOPOLSKA FOOD CLUSTER

STRUCTURE OF CLUSTER ORGANISATION:

The network is dominated by medium-sized companies. The links between companies are initiated by their owners. They are connected by strong informal connections. The network is characterized by a lack of capital ties and **close direct cooperation of companies with the R&D unit**. The role of network coordinator is diagnosing the needs of enterprises in the network, attracting new companies and promoting the development of existing ones, building the awareness of entrepreneurs, training for network managers, taking care of improving legal regulations and encouraging investors to start business in the region

DIMENSION OF CLUSTER: vertical and horizontal

SOUTHERN WIELKOPOLSKA FOOD CLUSTER

CONNEXION TO EDUCATION INSTITUTES, EDUCATIONAL PROGRAMES OR EXCHANGE:

- conducting research on various product concepts, developing formulas, production processes and packaging
- developing marketing concepts, conducting market research
- qualitative assessment of products and all components included in products or semi-finished products
- research for the use of food production line technologies to reduce the incidence of civilization diseases, including cardiovascular diseases, obesity, diabetes and anaemia
- research on reducing energy consumption in production processes
- conducting research and expertise on the technologies used to implement product innovations
- cooperation with universities of the region in order to educate students as future staff for the benefit of cluster companies or companies from the region and to promote the principles of healthy nutrition

WEBSITE: <http://www.klaster.kalisz.pl>

CONCLUSIONS (University perspective)

- Participation of PULS in the clusters is mainly based on **supporting** innovativeness of products (eg. food products) offered by members and includes joint activities aimed at optimization of costs of their acquisition
- In turn, the university gains the possibility to conduct **scientific research** and **implement new solutions** in the field of food technology
- The vertical and horizontal integration of the various players in the designated industry makes it possible to develop cooperation for the future

CONCLUSIONS (Cluster perspective)

- The cluster has strong links and experience with research centres and universities of our region, which enable the **implementation of research** and project activities for the purpose of **searching for product concepts** and developing them for successful market implementation
- Tasks undertaken by the cluster serve the purpose of further building structures facilitating the **flow of information**, supporting **learning** processes and stimulating **innovativeness** and greater involvement in the **development** of companies