



# Project “Enhancing capacity of universities to initiate and to participate in clusters development on innovation and sustainability principles” (UniClaD)

EU program Erasmus +, project KA2 n° 609944-EPP-1-2019-1-LT-EPPKA2-CBHE-JP

WP 2, Task 2.2: Study tour

12-16 June 2023

Poznań University of Life Sciences, Poland



Team:

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## **FOOD CLUSTER IN POLAND** *Izabela Lipińska*

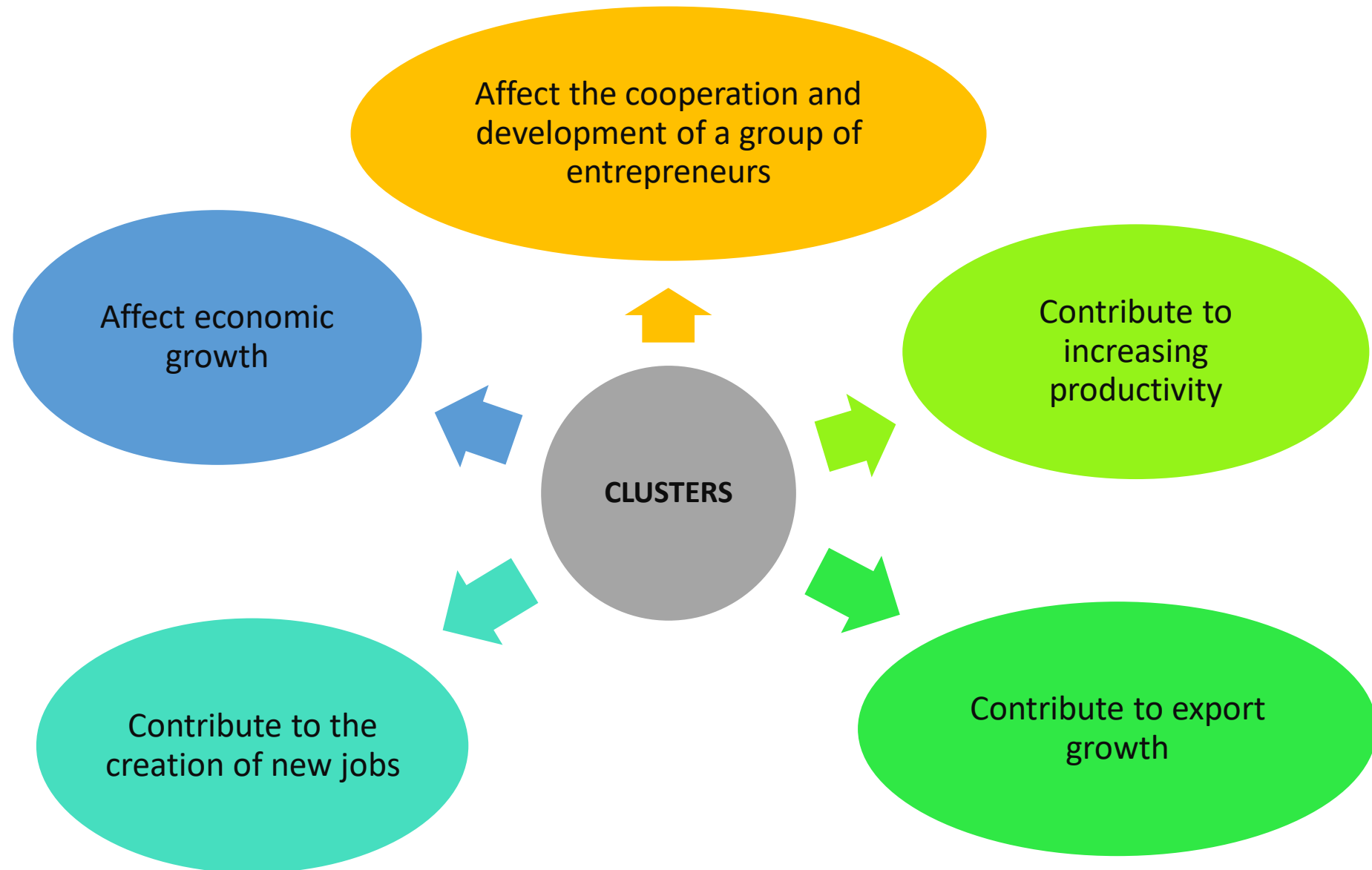
Poznan University of Life Sciences, Poland

Przybroda – Study Tour 15.06.2023

Day 4

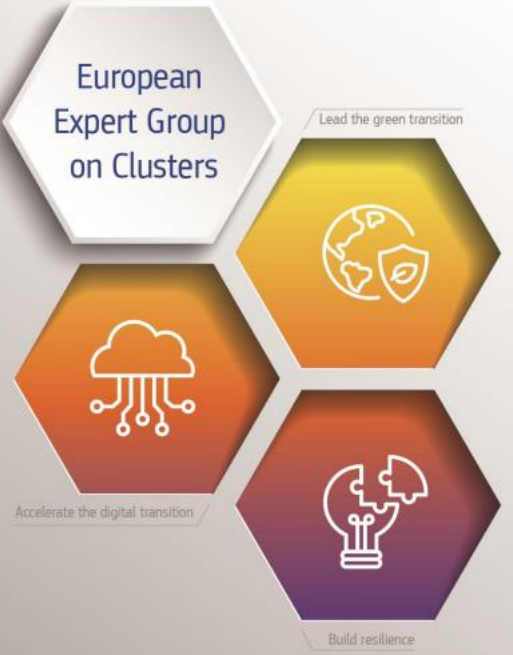


# THE ROLE OF CLUSTERS





European Commission



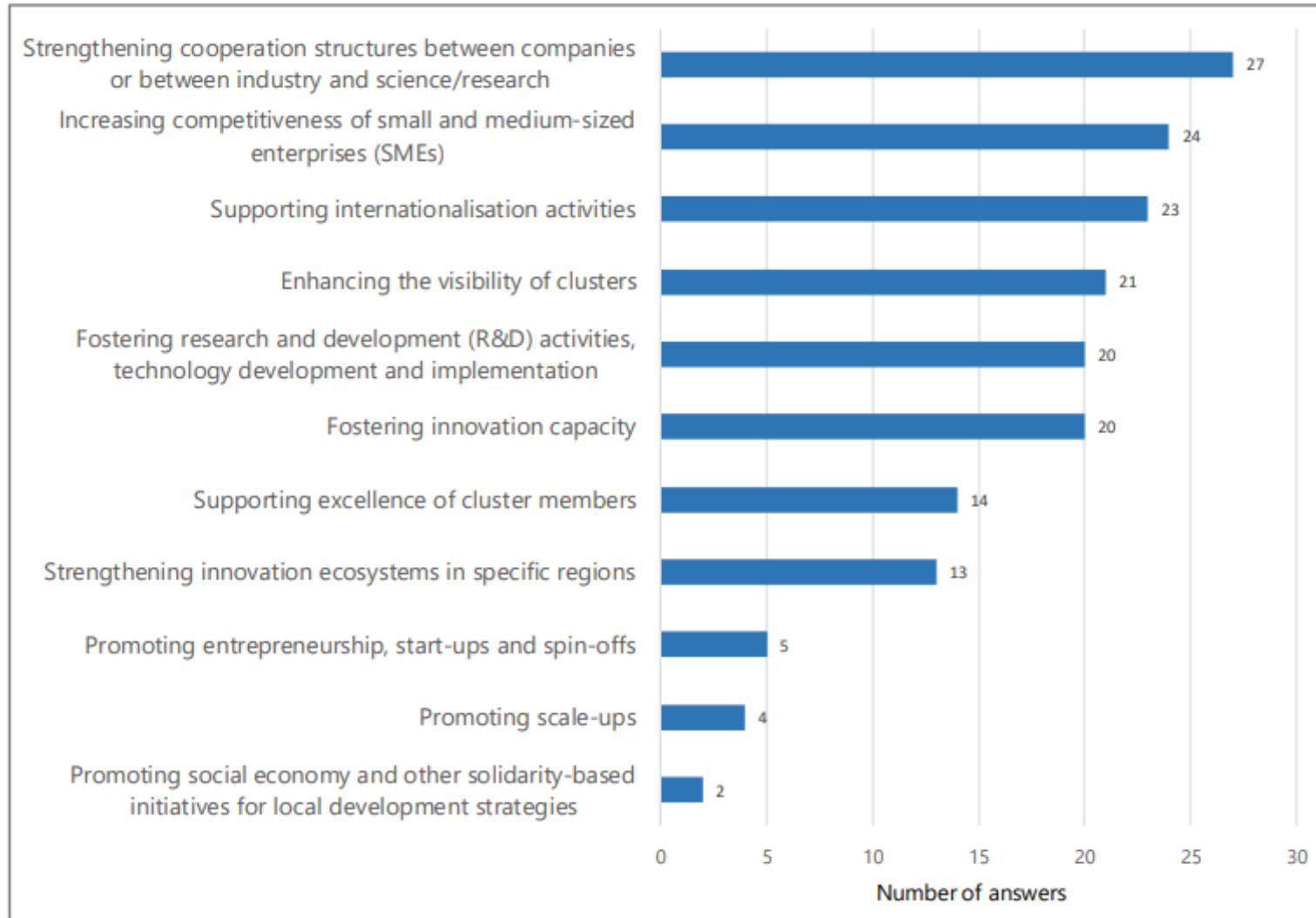
# European Expert Group on Clusters

Recommendation Report

Internal market, Industry, Entrepreneurship and SMEs



# MOST IMPORTANT OBJECTIVES OF CLUSTER PROGRAMMES



Source: European Observatory for Clusters and Industrial Change, online survey on national cluster programmes 2018 (answers for 29 programmes)

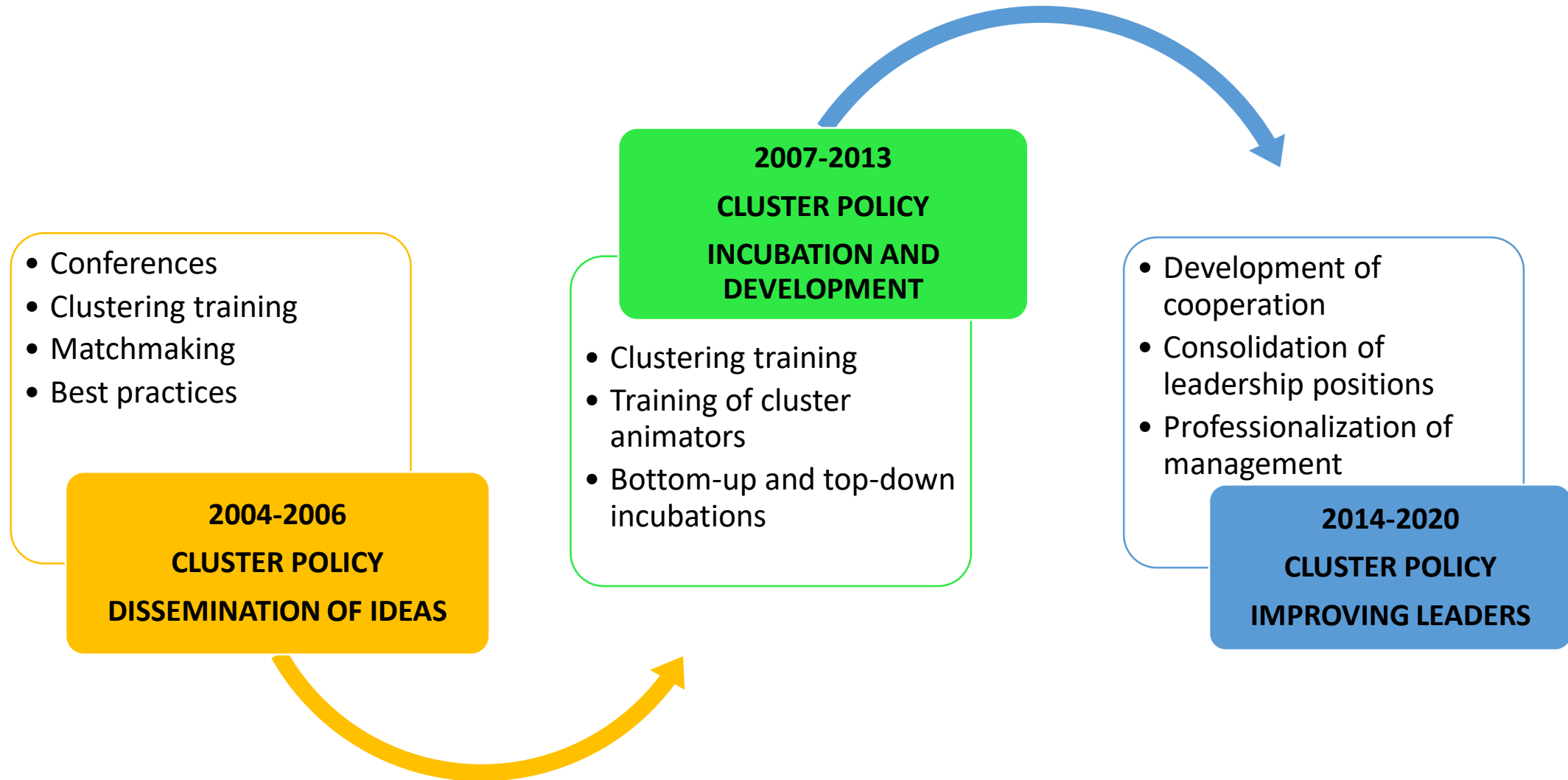
# CLUSTER DEFINITION IN POLISH LAW

## In practice (legal act repealed)

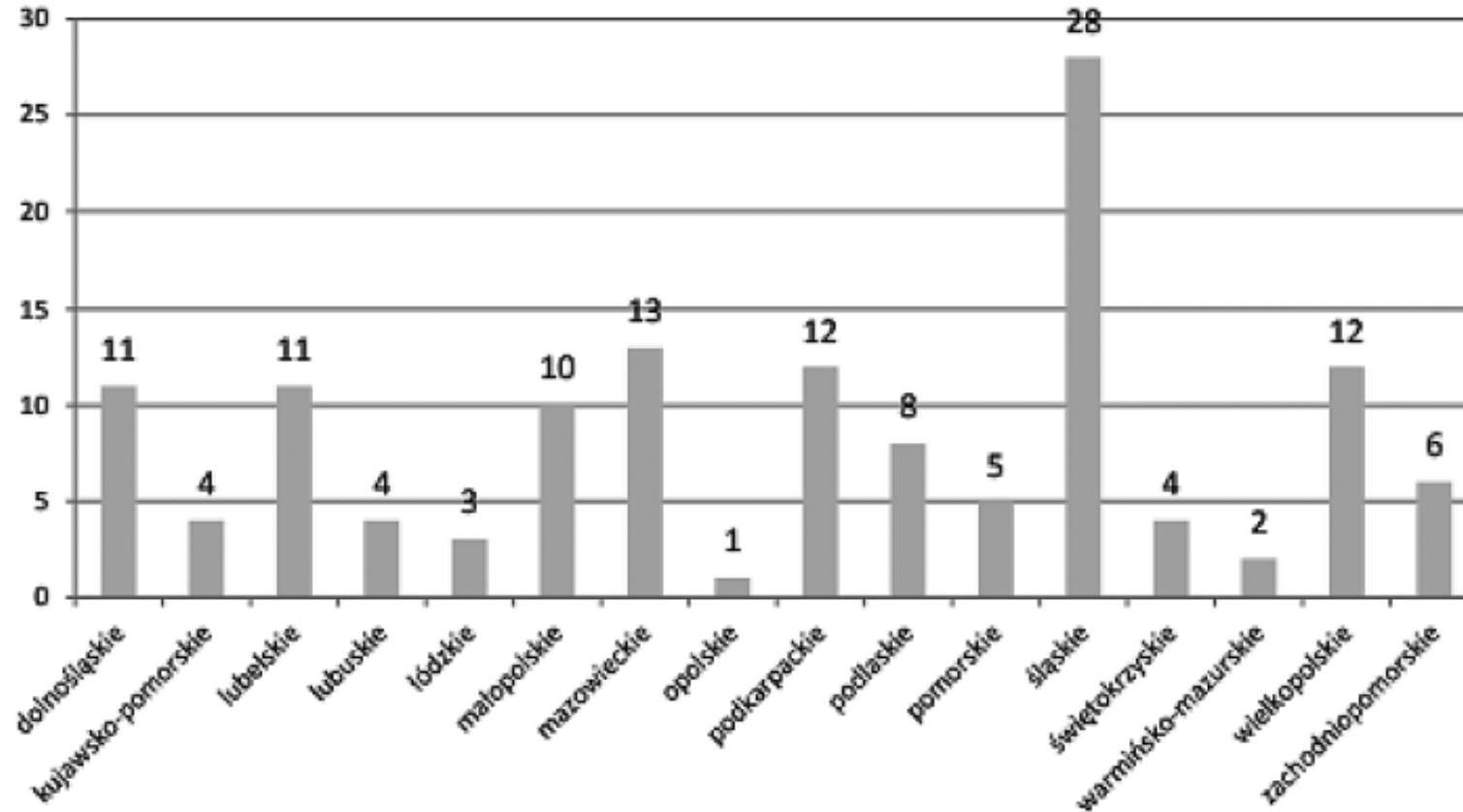
A cluster is understood as a spatial and sectoral concentration of entities working for economic development or innovation and at least ten entrepreneurs, performing business activities in one or more neighboring provinces, competing and cooperating in the same or related industries and linked by an extensive network of relationships of a formal and informal nature, with at least half of the entities operating within the cluster being entrepreneurs



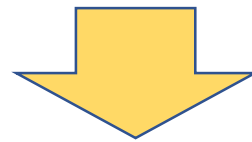
# DEVELOPMENT OF CLUSTER POLICY IN POLAND



## POLISH CLUSTERS IN 2015







**Poland**



Currently more than 4 programmes in place. The most important are:

Internationalization of the Key National Cluster Programme

<http://poir.parp.gov.pl/poir233/poddzialanie-2-3-3-umiedzynarodowienie-krajowych-klastrow-kluczowych>

2014-2020



Krajowy Klaster Kluczowy

[http://www.pi.gov.pl/Klastry/chapter\\_95922.asp](http://www.pi.gov.pl/Klastry/chapter_95922.asp)

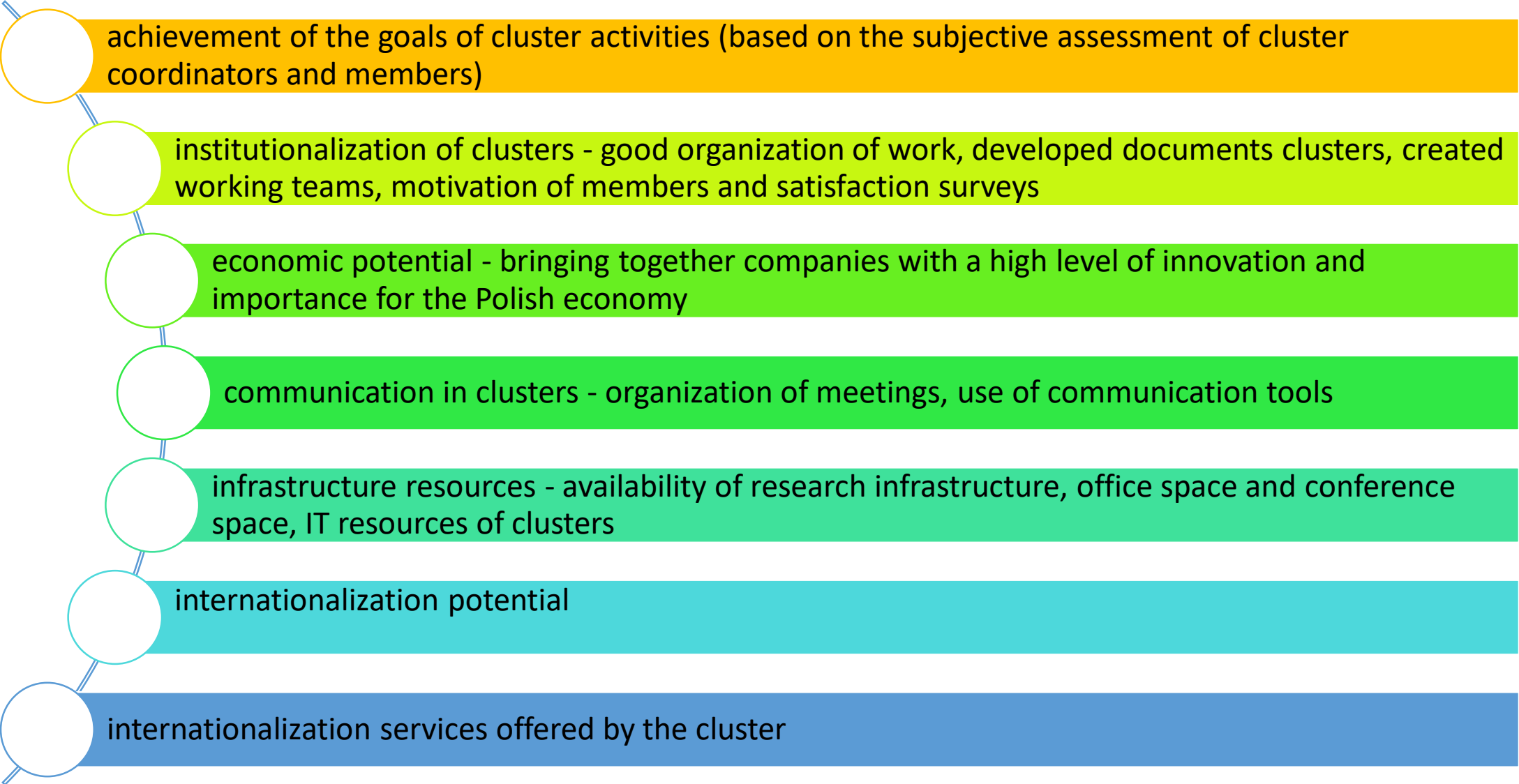
2015-2018



**Agriculture Innovation Cluster** (AIC; Monterey – Santa Cruz – San Benito, Calif.) The AIC focus is on agricultural innovation, including production, related physical and human capital infrastructure, and leading-edge agriculture research. This project was envisioned to be a truly regional economic development programme

**Biofuels and Energy Agriculture Cluster** - Israeli start-ups and technology companies are at the cutting edge of agricultural biotechnology research and development.

# STRENGTHS OF CLUSTERS



achievement of the goals of cluster activities (based on the subjective assessment of cluster coordinators and members)

institutionalization of clusters - good organization of work, developed documents clusters, created working teams, motivation of members and satisfaction surveys

economic potential - bringing together companies with a high level of innovation and importance for the Polish economy

communication in clusters - organization of meetings, use of communication tools

infrastructure resources - availability of research infrastructure, office space and conference space, IT resources of clusters

internationalization potential

internationalization services offered by the cluster

## STRENGTHS OF CLUSTERS

### MARKETING ACTIVITY OF CLUSTERS

- PRESENCE IN THE MEDIA, USE OF BRANDING, TRADE FAIR AND EXHIBITION  
ACTIVITY

# WEAKNESSES OF CLUSTERS

Financing of cluster activities, especially new projects and development activities

Joint R&D&I activities

Knowledge transfer

Protection of industrial property

Incubation of new business activities

Availability of pro-innovation services, market reports, technology audits In clusters

Deficiencies in common production infrastructure

## WEAKNESSES OF CLUSTERS



**JOINT MARKET OFFERINGS**

## ANIMATOR COODINATOR

- ✓ organizes,
- ✓ animates the development of interactions, linkages, knowledge flows and cooperation in the cluster,
- ✓ provides specialized services to companies and other entities operating in the cluster,
- ✓ represents the cluster in external relations,
- ✓ handles day-to-day administration,
- ✓ performs other functions necessary for the proper functioning of the cluster.



## ANIMATOR COODINATOR

Lp.	Nazwa klastra	województwo	Koordinator klastra	Lokalizacja klastra
1.	Agro Klaster Kujawy	kujawsko-pomorskie	Agro Klaster Kujawy — Stowarzyszenie na Rzecz Innowacji i Rozwoju	Bydgoszcz
2.	Klaster Dolina Ekologicznej Żywności	lubelskie	Wyższa Szkoła Przedsiębiorczości i Administracji w Lublinie	Lublin
3.	Klaster „Podkarpackie Smaki”	podkarpackie	Stowarzyszenie na Rzecz Rozwoju i Promocji Podkarpacia „Pro Carpathia”	Rzeszów
4.	Klaster „Leszczyńskie smaki”	wielkopolskie	Leszczyńskie Centrum Biznesu Sp. z o.o.	Leszno
5.	Klaster Spożywczy Południowej Wielkopolski — Stowarzyszenie w Kaliszu	wielkopolskie	Regionalna Izba Gospodarcza w Kaliszu	Kalisz



# CLUSTER RECOMMENDATIONS



for scientific institutions and research and development units

**for coordinators**

for government institutions, government agencies

for business organizations

For business environment institutions

# CLUSTER COORDINATOR

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## Functions

to organise and animate the development of interactions links, knowledge flows and cooperation in the cluster

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to provide specialised services to companies and other entities operating in the cluster

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to represent the cluster in external relations, deals with its current administration and performs other functions necessary for the proper functioning of the cluster

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## THE ROLE OF CLUSTER COORDINATOR

### TASKS

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

encouraging investors to start business in the region

# RECOMMENDATIONS FOR GOVERNMENT INSTITUTIONS, GOVERNMENT AGENCIES GOVERNMENT

## Recommendations

Developing assumptions for a coherent cluster policy at the national and regional levels;

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Building a cluster support system at the regional level;

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Consideration of the role of coordinators in support systems;

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# RECOMMENDATIONS FOR SCIENTIFIC INSTITUTIONS AND RESEARCH AND DEVELOPMENT UNITS

## Recommendations

Participation in clusters as a method of commercializing research results;

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International cooperation;

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Co-creation of new educational directions.

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# RECOMMENDATIONS FOR SCIENTIFIC INSTITUTIONS AND RESEARCH AND DEVELOPMENT UNITS

## Recommendations

Participation in clusters as a method of commercializing research results;

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International cooperation;

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Co-creation of new educational directions.

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# RECOMMENDATIONS FOR FOR BUSINESS ENVIRONMENT INSTITUTIONS

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## Recommendations

Building tailored offerings for clusters;

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Cooperation in facilitating access to financing for enterprises in the cluster;

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## IMPORTANT

Lack of financial support and the lack of a cluster law and its subjectivity

are the main obstacles to the operation and development of cluster activities.



## SOURCES

- European Commission (2019). Cluster programmes in Europe and beyond, European Observatory for Clusters and Industrial Change. Belgium: European Commission;
- Wielec, Ł. (red.). (2018). Benchmarking klastrów w Polsce edycja 2018 — Raport ogólny. Warszawa: Polska Agencja Rozwoju Przedsiębiorczości;
- Buczyńska, G., Frączek, D. i Kryjom, P. (2016). Raport z inwentaryzacji klastrów w Polsce 2015. Warszawa: Polska Agencja Rozwoju Przedsiębiorczości;