



Cluster Examples – Good Practice

Results of the Erasmus+ Project UniClaD - Enhancing capacity of universities to initiate and to participate in clusters development on innovation and sustainability principles

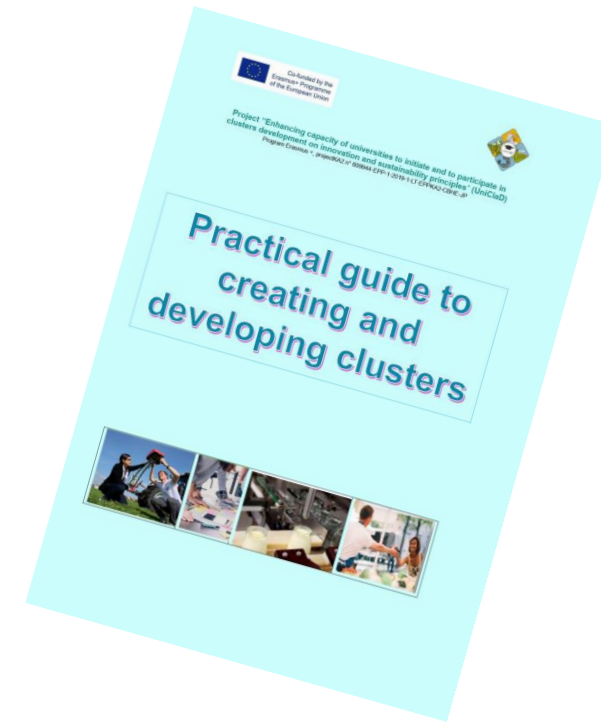
2024_10_02, Baku

Klaus Wagner

Federal Institute of Agricultural Economics, Rural and Mountain Research, Vienna, AT

Collected information

- Topic and objectives
- Zone of Activity
- Management
- Members
- Organisation
- SWOT Analyses



Photos: © K. Wagner, BAB



12 Clusters

Country	Cluster	Sector	Main focus
Italy	GAL Seb	Agrifood	scientific, technological excellence
Spain	VITARTIS	Food Industry	innovation, regional development
Spain	NAGRIFOOD	Agrifood	competitiveness
Poland	Klaster Spozywczy	Agrifood	cooperation, innovation
Lithuania	National Food Cluster	Food Industry	competitiveness
Hungary	Pharmapolis Innovative Food Cluster	Food Industry	innovation, utilization of research
Austria	Holiday on the Farm	Agritourism	development, diversification of farms
Austria	Food Cluster Lower Austria	Food Industry	innovation, competitiveness
Ukraine	Horbo Hory	Agritourism	income, competitiveness
Moldova	Pomusoarele Moldovei	Berries sector	improving economic activities
Moldova	Antrim	Tourism	promotion
Azerbaijan	Pomegranate Production and Export Association	Pomegranate sector	cooperation, internationalization

Topic and objectives

- Economic and social development of the region
- Foster sector's visibility and representing
- Sustainability, competitiveness, responsibility of the food industry
- Innovation of companies and organisations

Zone of Activity

- Region Castilla y León (Valladolid)

Management

- “Innovative Business Association”

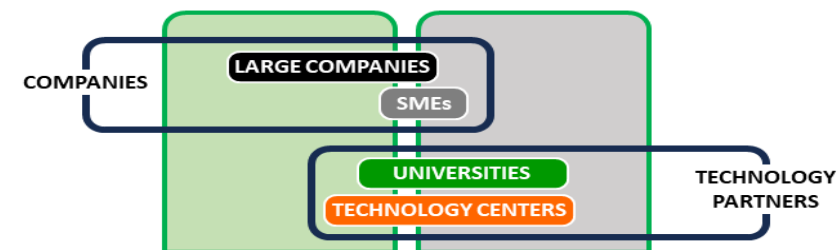


Vitartis, Spain



Members

- 126 members, 65% SMEs 35% large companies, institutions



source: <https://autoconsumo.unef.es/grupo-operativo-alimenta-solar/asociacion-la-industria-alimentaria-castilla-leon-vitartis/>

Organisation

- Decisions by board of directors representing different groups of members
- Consultative president's council
- Vitartis team

S: High quality raw materials, knowledge, expertise, strong connection among stakeholders	W: Collaboration , shared resources, vertical coordination, innovative practices
O: Internationalisation in the arab market, Cutting edge technology, specialized markets	T: Local, regional, international food policies

Topic and objectives

- Promote new forms of territorial aggregation between businesses
- Foster territorial development, cohesion and social inclusion by encouraging the integration of activities characterized by territorial proximity
- Strengthen food security, decrease the environmental impact of production and reduce food waste
- Safeguard the territory and rural landscape through agricultural and agribusiness activities

Zone of Activity

- Acts regional in the province of Apulia, connected to wider networks

Management

- Company supported by public authorities



GAL Sud Est Barese, Italy



Members

- >100 members, agriculture, animal feed, food processing, food retail, gastronomy, research, educational, development institutes, upstream and downstream industries

Organisation

- Decisions by board of directors representing different groups of members
- Technical scientific committee

S: Favorable natural resources and products	W: Structure of enterprises, education of farmers, propensity of networking
O: Global demand on Mediterranean products, agritourism	T: Climate change and diseases, low cost producers in other countries

Holidays on the Farm, Austria

1991/2015 <https://www.farmholidays.com/en>



Topic and objectives

- Diversification and additional income for members
- Marketing and development
- Tools, services and knowledge



© Urlaub am Bauernhof, source:
www.farmholidays.com

Zone of Activity

- Whole Austria



Prechtthof, © Urlaub am Bauernhof/Bernd Suppan,
source: www.farmholidays.com

Management

- Non profit, non charitable umbrella organization with eight independent regional associations, membership fees and public funds

Holidays on the Farm, Austria



Members

- 2.200 family farm enterprises (2019), networking with various tourist organisations, agricultural chambers and businesses

Organisation

- Management team, executive board, project groups with different provincial managing directors

S: Direct contact with members, regular knowledge exchange, quality assessment, networking	W: Cooperation with education, research not formally ensured
O: Touristic trends to regional specific offers, growing nature awareness	T: Funding partly dependent on public funds/programs, weak crisis resilience of tourism (e.g. COVID), legal barriers, regulations, competition (e.g. Air BnB)

Common key aspects and success factors of clusters (1)

- Cluster management and organization:
 - Clear objectives
 - Clear management structure with clear responsibilities and tasks (board, external advisory, team, general assembly, controlling...)
 - Diversity of members (enterprises, associations, research, education, consultants, policy)
 - Quality assurance, certification activities, evaluation
 - Participation in umbrella organisations, national/EU

Common key aspects and success factors of clusters (2)

- Cluster activities:
 - Strong and regular involvement of all members
 - Trust building measures
 - Making use of synergies, combine local/regional expertise/skills with national/international experience
 - Seminars, vocational trainings, conferences, workshops, study tours
 - Knowledge and information exchange (technical, political developments, chances...)
 - Fostering cooperation and innovation opportunities

Résumé

- Cluster objectives focus mostly on competitiveness, economic viability of partner enterprises
- Via innovation, education, trainings... access to research, new challenges, trends, knowledge, technologies
- New developments also on environmental and social aspects find their way easier and quicker to the enterprises
- This offers new options which would not be the case without cluster activities
- Sustainability, resilience often are aspects
- **Social, environmental, green transition not integrated, only very indirect a topic - topic to improve in future cluster activities**

UniClaD Contacts:

<http://uniclad.net>

<https://www.facebook.com/UniClaDErasmusplusKA2>

<https://www.linkedin.com/groups/8943305/>

Klaus Wagner

Federal Institute of Agricultural Economics, Rural and Mountain
Research

Dietrichgasse 27, 4th floor, 1030 Vienna, AT

Klaus.wagner@bab.gv.at



Photos: © K. Wagner, BAB

