



**Coventry**  
University  
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**TWG Clusters and Business Networks**

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Networks or clusters?

Measuring the Impact

Information Flow and relationships

Policy Points

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Porter's Diamond Model

Competitive Advantage of Nations...Regions.....Firms?

Clusters comprise co-located and/or interconnected, functionally related firms/actors in a particular field

Innovation systems serve as a framework for the development of firms in a variety of sectors

Innovation systems can appear almost everywhere and may contain several clusters

Innovation systems do not depend on clusters for existence

# Clusters and innovation systems

# Networks or clusters?

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>• Access to specialised services</li><li>• Restricted membership</li></ul>  | <ul style="list-style-type: none"><li>• Attract specialised services</li><li>• Open membership</li></ul>                 |
| <ul style="list-style-type: none"><li>• Contractual agreements</li><li>• Easier to engage in complexity</li></ul> | <ul style="list-style-type: none"><li>• Trust and reciprocity</li><li>• Demand similar or related capabilities</li></ul> |
| <ul style="list-style-type: none"><li>• Based on cooperation</li><li>• Common business goals</li></ul>            | <ul style="list-style-type: none"><li>• Cooperation <u>and</u> competition</li><li>• Collective visions</li></ul>        |

**Are these mature Clusters?**

**Are these young Networks?**

# Cluster characteristics driving policy

- Multiple actors
  - Dynamic, interactive and functional relationships
  - Social infrastructure and information flow
- Physical or virtual proximity
  - Life Cycle
  - Specialisation
- Competition and cooperation
  - Critical mass
  - Innovation

# Policy Points

- Platforms for dialogue
- Activating Collaboration
- Applied Research
- Cluster Management Systems
- Sharing Knowledge
- Human Capital
- Clustering Cultures
- Mapping Activity
- Impact Measurement
- Scenario based planning

Source: Cluster Management experience of Erik partners 2007

# Policy Points

# Action Points

- Platforms for dialogue
- Activating Collaboration

- Create virtual and physical platforms for communication – a portal, an entity
- Facilitate cooperation with triple helix model Business, Universities and Public Sector

- Applied Research
- Cluster Management Systems

- Enable demand led research processes
- Provide leadership and inspiration

- Sharing Knowledge

- Disseminate old and new knowledge for new applications

Source: Cluster Management experience of Erik partners 2007



# Policy Points

# Action Points

- Human Capital
  - Innovation Cultures
  - Mapping Activity
  - Impact Measurement
  - Scenario based planning
- Upgrade and share skills and competences in support of innovation
  - Implement uniform and systematic innovation culture development processes
  - Improve knowledge of own environment in relation cluster development
  - What impact can be attributed directly to clustering?
  - Encourage long term planning perspectives using Foresight principles

Source: Cluster Management experience of Erik partners 2007



# Coventry University

Enterprises Limited

**The phoenix, the symbol for Coventry University, is a mythological bird that represents continuous self-creation, opportunity and abundance.**

