

Overview about the Cluster building

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27th January, 2016 Riga

Kaido Väljaots - project manager / management consultant

- Date of birth: October 14, 1970
- Education:
 - University of Tartu (BA) 09/89 - 06/94, Major: Econometric models
 - Swedish School of Economics and Business Administration 09/93 - 12/93, Specialisation:
 - - International marketing management
 - - Service marketing management
 - Concordia International University Estonia (MBA) 09/98 – 07/03, Major: International business administration, graduated “magna cum laude”.
- Key qualifications: employee and customer satisfaction, management, strategy, quality management and marketing. I offer counseling and conduct research, analysis and training for public sector, research institutions and companies.
- 2000-2001 EFQM - SME Award Assessor, Belgium, Brussels. Assessing the management of small and medium sized companies according to the European Quality Award framework.
- 1994 - Management consultant in 13 different cluster project
- 1993 - The founder of HeiVäl Consulting and Cleantech Estonia NPO
- 1993 AIESEC trainee / expat in Amer Group Ltd./Amer-Tobacco Export director’s assistant, Finland, Helsinki
- 1991 - 1993 AIESEC Estonia - Vice president
- Languages: English, Russian, Finnish, Estonian



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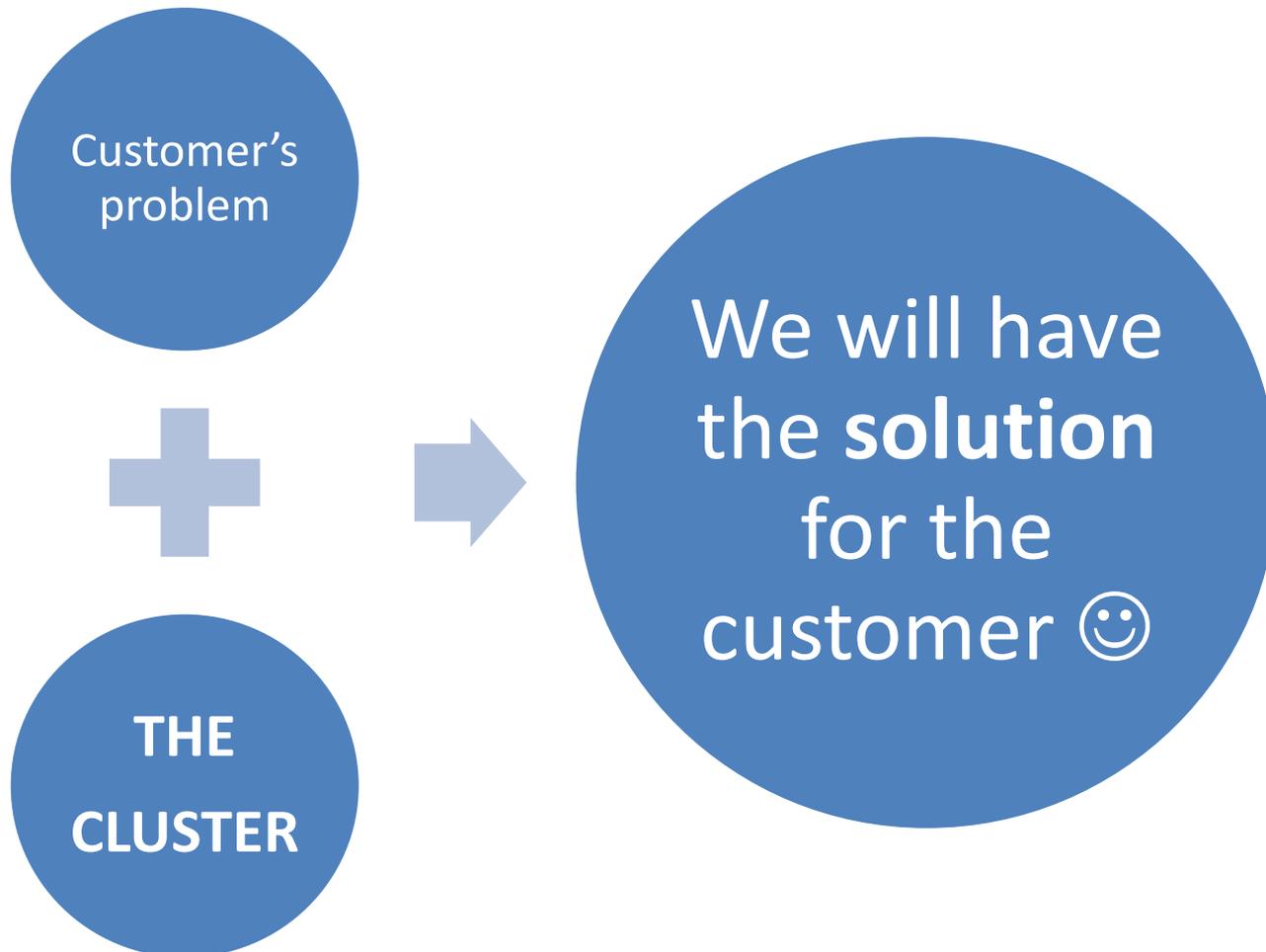
The Problem or The Challenge

- 600 000 cows in on farm
- 1 km from the sea => all trash goes to the ocean

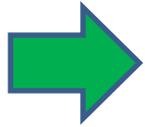




I have a dream – 2016? our business model will work



Topics



- What is the cluster building, my experiences?
- Baltic Flows Cluster

Cluster & Cluster Initiatives

Cluster Initiatives = organised regional sectorial networks among economic partners aiming

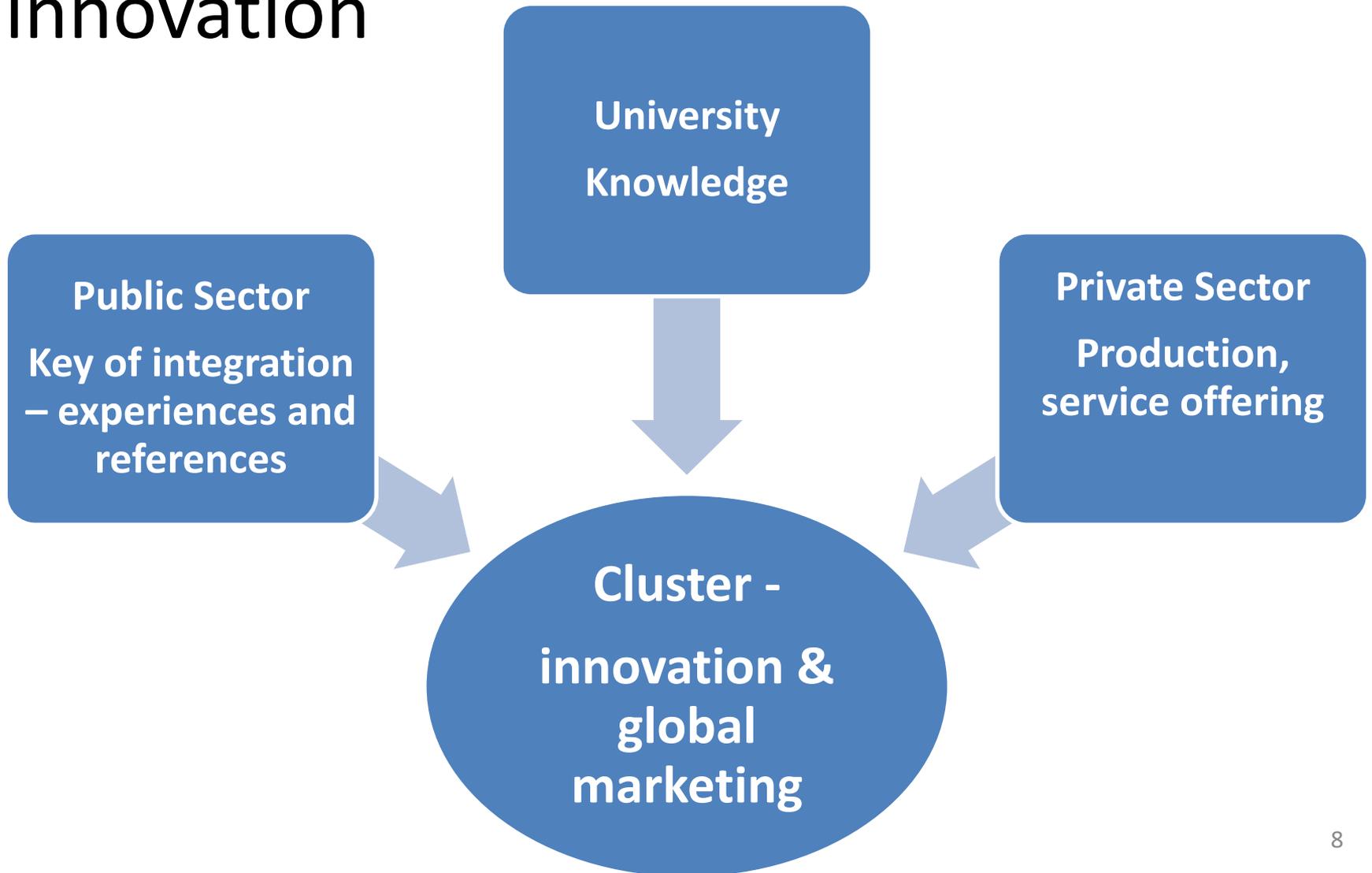
- at improving innovation performance and international competitiveness
- = “tool for innovation policy”
- = Our project: BalticFlows

Cluster = vertically and horizontally related economic partners of a certain industrial

- sector in a defined region with international competitiveness
- Our project partners and found partners from our survey and networking

Cooperative / kooperatīvs

The concept of Triple Helix Systems of innovation





Development of cluster initiatives step by step

Detection of need for a cluster building process

Step 1 – Cluster mapping & survey

Step 2 - Cluster Strategy

Desk research (feasibility study)

- Survey of current economy and cluster policy
- Analysis of economic strengths and weaknesses
- Definition of relevant industries
- Analysis of companies
- Analysis of company needs
- Analysis of actors

Questionnaires for involved actors (companies, R&D, Academia)

Multilateral talks with actors

Strategic positioning within the region

Definition of objectives, tasks and activities

Establishment of a project team

Set up of a financial budget

Definition of indicators

Establishment of a cluster advisory board

Establishment of an information and communication concept

Definition of a financial structure

Establishment of a monitoring system

Definition of responsibility body

Step 3 – Business model

Launching the Cluster Initiatives

Step 5 - Launching

Step 4 - Performance measurement

Ongoing monitoring

Day-to-day work in the five fields of action

Step 6 – Day-to-day work

Information and Communication

Training and Qualification

Co-operation

Marketing and PR

Internationalisation

Important steps for the cluster building

Step 1

- Cluster mapping & survey => **Idea of the cluster (1+1=3+)**

Step 2

- Cluster Strategy => **At least one leader and Joint Action Plan to achieve "3+"**

Step 3

- Business model => **How we can earn money in the end of day**

Step 4

- Performance measurement => **What is important?**

Step 5

- Launching the Cluster Initiatives => **Leader(s) with sunny eyes**

Step 6

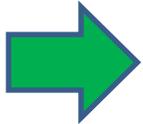
- Day-to-day work =>

Estonian experiences

The Cluster		Idea of the cluster (1+1=3+)
The Estonian Health Tourism Cluster	 <p>HEALTH REPUBLIC ESTONIA. 200 YEARS OF SPA CULTURE.</p>	Marketing - developing the field of health tourism in Estonia, improve its competitiveness and promote it abroad as well locally.
ICT Cluster		Marketing and innovation - increase the usability of ICT in other economic sectors in domestic and foreign markets.
Estonian Wooden Houses Cluster		Marketing and R&D – raise added value and turnover through co-operation and joint marketing. 90% of turnover is export.
Estonian Wind Power Cluster		Marketing and R&D – increase added value and export through co-operation.
Rakvere Smart House Competence Centre		R&D - regional competence centre that focuses on smart house/intelligent building technologies.
Crops Cluster		R&D – innovative solutions in agriculture.
Digital Construction Cluster		Marketing and R&D – developing innovative construction software and joint marketing to foreign markets.

Topics

- What is the cluster building, my experiences?
- Baltic Flows Cluster

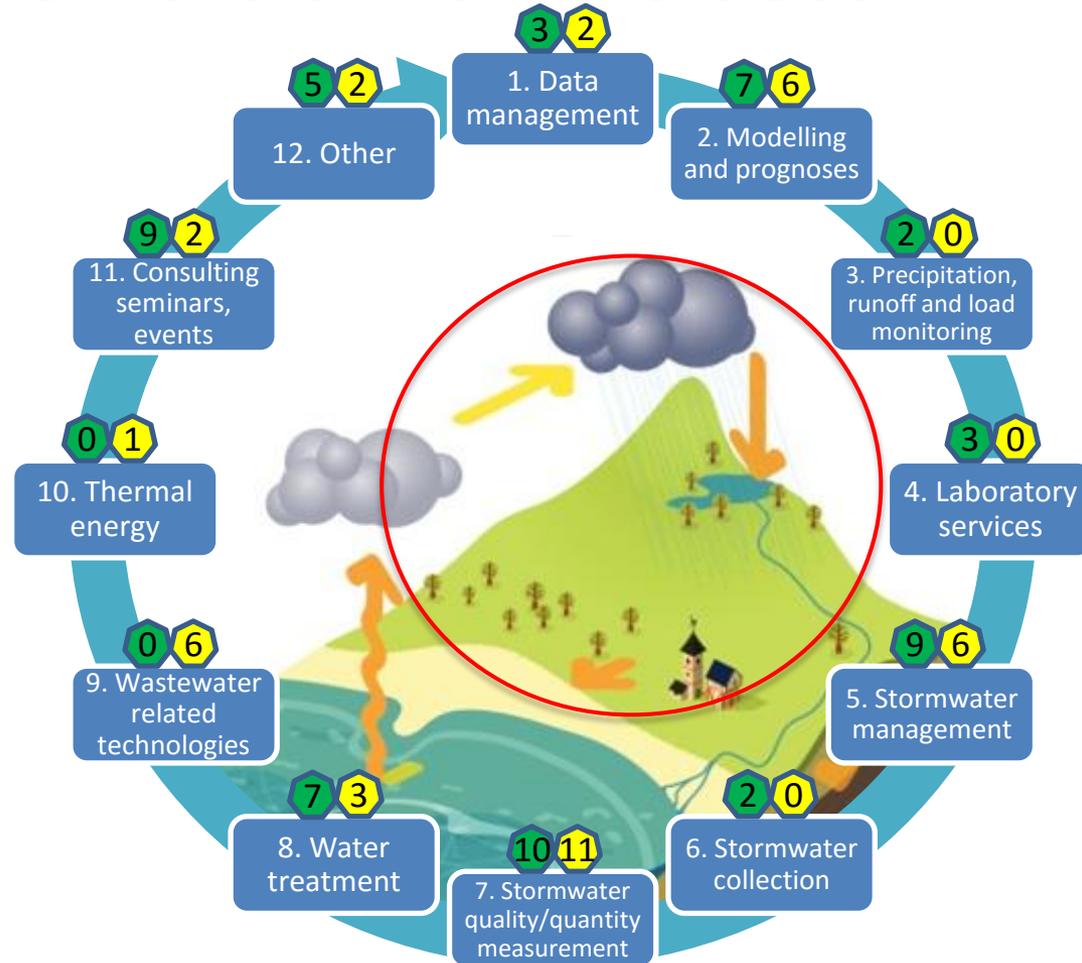


Step 1 – (Sub)Cluster & Cluster Initiatives Mapping (1) ✓



The Focus of the Baltic Flows cluster

- The goal of the cluster is to gain a **competitive edge** with **increasing innovation capacity** through shared knowledge, experience, networking and cooperation in research driven clusters.
- The focus of the Baltic Flows cluster is the **whole stormwater monitoring and management cycle**, from a raindrop until entering the sea.
- The stakeholders are Baltic Sea Region's public authorities, research institutions and SMEs.



 Number of products on the market in the cluster area

 Number of technologies in development in the cluster region

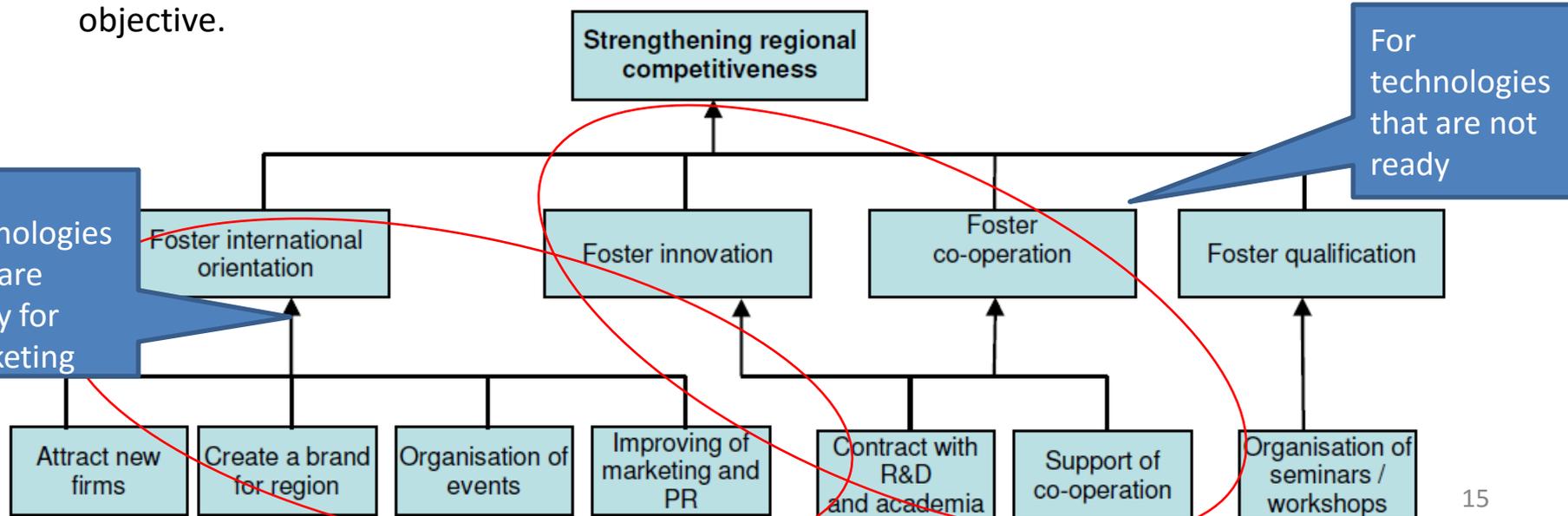
Step 2 - Objectives, tasks and activities

2.1 Strategic positioning within the region

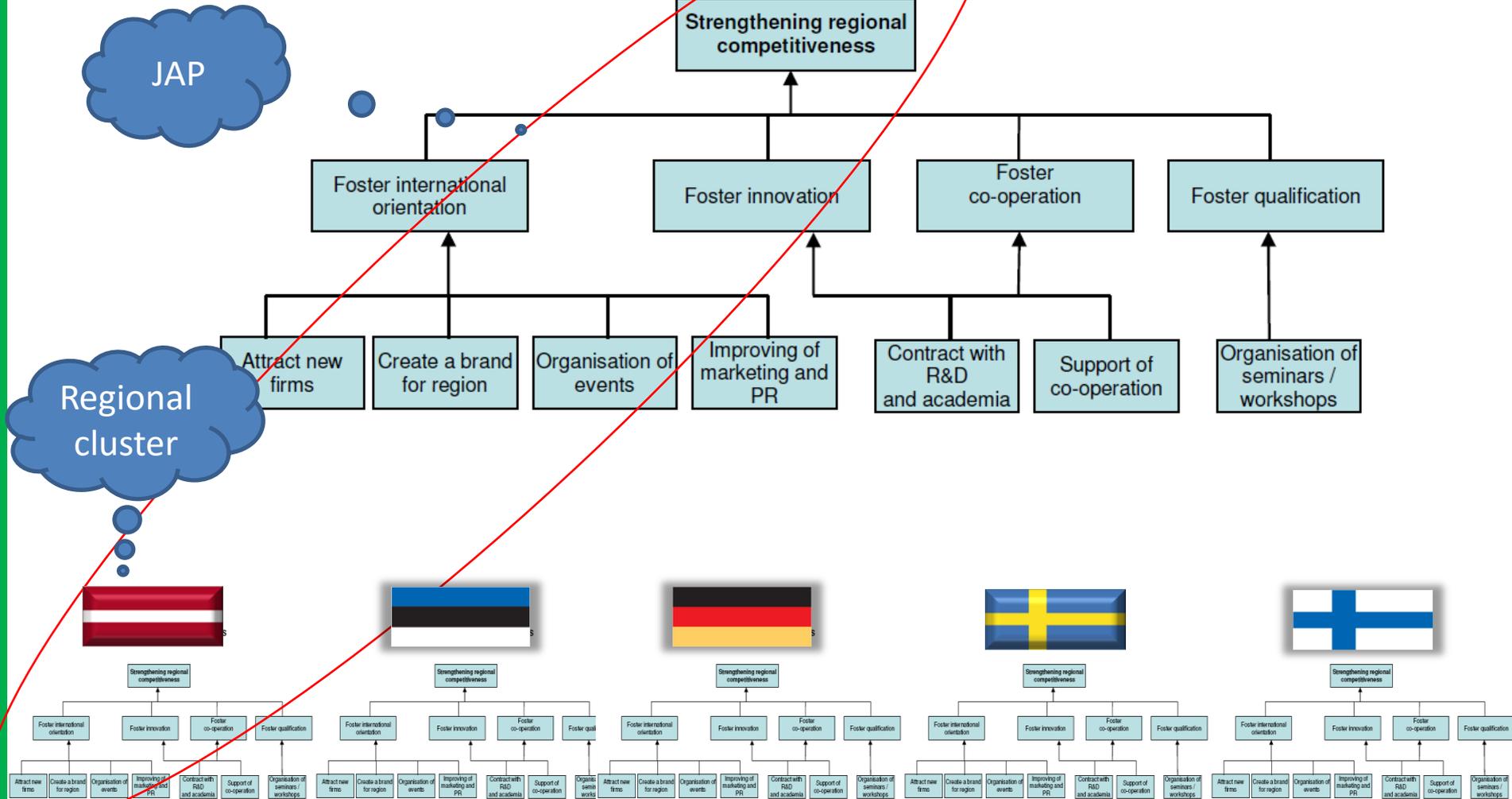
- The cluster initiative needs an ideological framework to exist and act within.
- The definition and correlation with other policies and especially the implementation in the regional strategy are to be clearly defined.
- For transparency reasons this should be communicated to all relevant actors within the region.

2.2 Definition of objectives, tasks and activities

- In a first step every initiative is to define short-term, mid-term and long-term objectives.
- Within the second step the tasks and activities are to be defined necessary to reach these targets.
- Thereby the objectives are hierarchically arranged so that several sub-objectives lead to a higher objective.



Regional clusters forming BSR cluster



Cluster vision:

- By 2025 the amount of pollutants entering the Baltic Sea has reduced by **X%**.
- Baltic Flows cluster is a globally well-known expert on stormwater management.
- The Baltic Flows cluster members are exporting their know-how, technologies and products to developing and developed markets around the world.

Feel free to give your opinion on what should our vision be!

Cluster mission:

- **What is our mission?**
The cluster gathers actors from every aspect of the stormwater management cycle to increase innovation capacity, reduce water pollution and increase competitiveness.
- **Who are our members?**
Cluster members are Baltic Sea Region public authorities, research institutions and SMEs working in the water monitoring and management field.
- **Why are we doing it?**
Our goal is to clean the Baltic Sea and to increase the regions competitiveness by exporting the acquired know-how, technologies and products in other parts of the world.

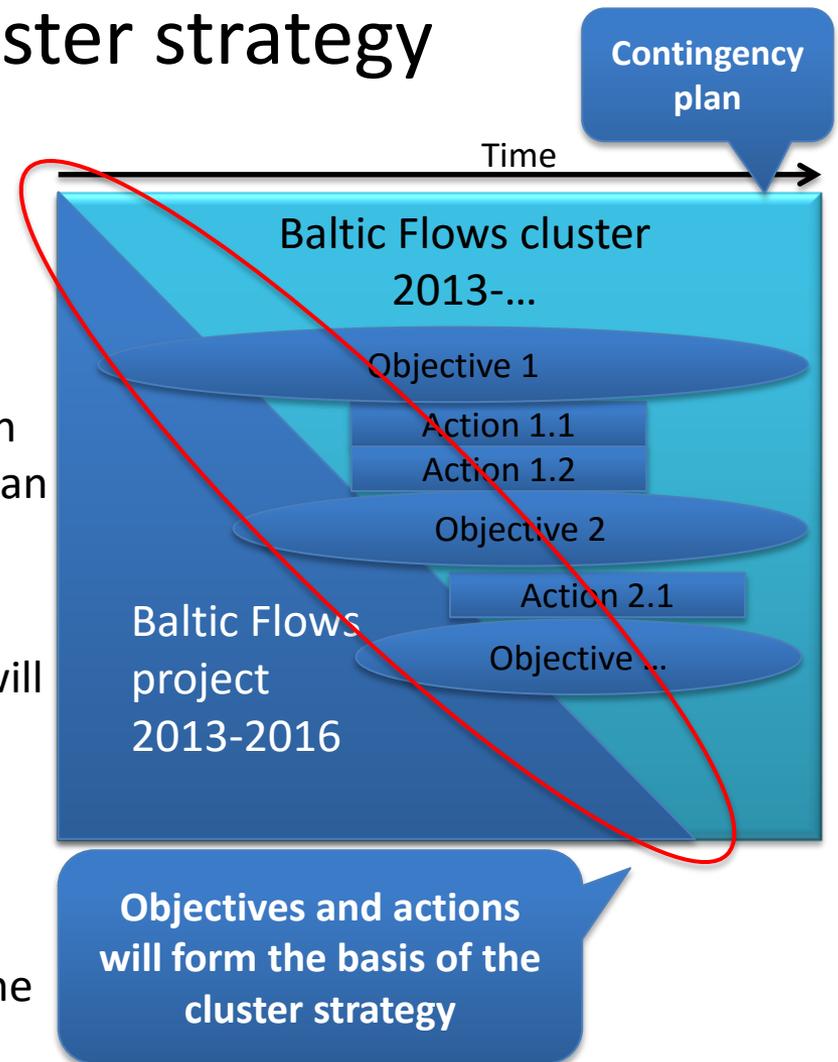
Cluster Initiative / Strategy Plan

- During the autumn and winter of 2014 project partners developed regional and project level actions. They have probably been updated and developed, so we would also like your feedback on the current status.
- **Now we should gather our existing regional partners**, invite new interested parties and ask them what would they like to do together. If they are interested in some field that has already been brought up, they can add their name to the action.
- You can also set up **new objectives and actions**, both on local and BSR level.
- A **template** for setting up new ideas is at the end of the presentation.



Baltic Flows cluster strategy

- The Baltic Flows project aims to achieve world-class excellence and sustainable competitive edge in the stormwater monitoring and management sector, which will **boost economic growth** in the European regions.
- In order to achieve this, project partners will create **Baltic Flows cluster**.
- This document will grow into the **cluster strategy**, which unites all regional stakeholders and will become the backbone for further actions and contingency plan.



Cause-and-Effect Relationship

VISION

OBJECTIVES

ACTIONS

FINANCIAL
CUSTOMER
INTERNAL PROCESSES
LEARNING & GROWTH

Growth of exports revenue and profits

Reduction of pollutants entering the Baltic Sea

We can adjust the current objectives and actions and set new ones!

1. Cluster marketing and joint offerings to foreign markets

2. To develop new products

3. To update legislation and tariff systems

4. Doing Research & Development

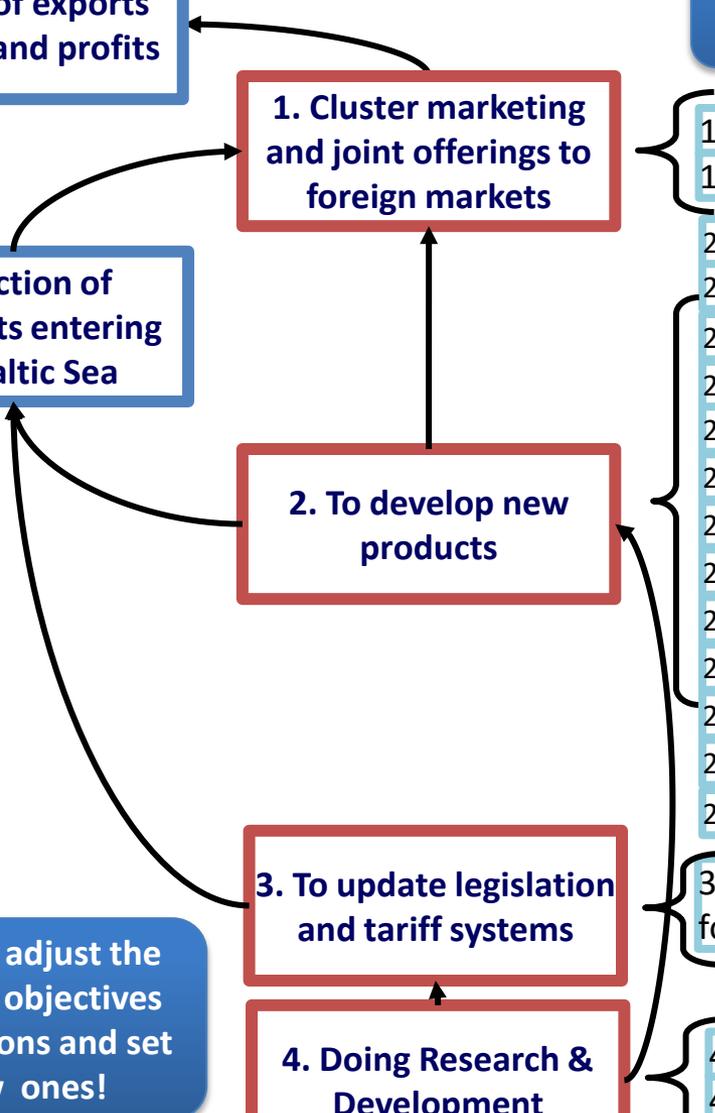
The reduction of pollutants entering Baltic Sea and increase in global competitiveness will be achieved by the following cause and effect actions:

- 1.1 Cluster Building
- 1.2 Communication and Dissemination

- 2.1 SENSor NETwork for sewage monitoring
- 2.2 Automated nitrogen load monitoring from nonpoint source
- 2.3 WMS - Water Monitoring System
- 2.4 Implementation of Sustainable Urban Drainage Systems
- 2.5 Platform of total stormwater sewerage network
- 2.6 Platform – Test field of Technologies, certification
- 2.7 Cleaning and utilizing mining and industrial waters
- 2.8 Developing sensors for the detection of phosphorus
- 2.9 Water Sustain
- 2.10 AGRIwaters
- 2.11 Detection and removal of pharmacological contaminants
- 2.12 Monitoring by citizens
- 2.13 Substitution of FeCl₃ bind phosphorus and arsenium

- 3.3 Storm water management - methods and incentives for sustainable city planning

- 4.1 Urban Stormwater Management
- 4.2 Diffuse Load Monitoring



What we need?

Detection of need for a cluster

- Local coordinators need to organise partner seminars or meetings
- Partner seminars should follow this model:
 1. Introductory presentation of themselves by each stakeholder (1 ppt slide)
 2. Presentation of results and project ideas from the survey
 3. Defining project ideas (1+1=3+)- ***Cluster Initiatives***
 - Objectives & activities – both local and BSR level

2. Project ideas - *Cluster Initiatives*

Objective no 1:

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Tasks and/or activities	Budget	Deadline	Partner

Find out concrete objectives and activities for your regional stakeholders

1. Local level
2. Baltic Flows level

Upcoming events for cluster building

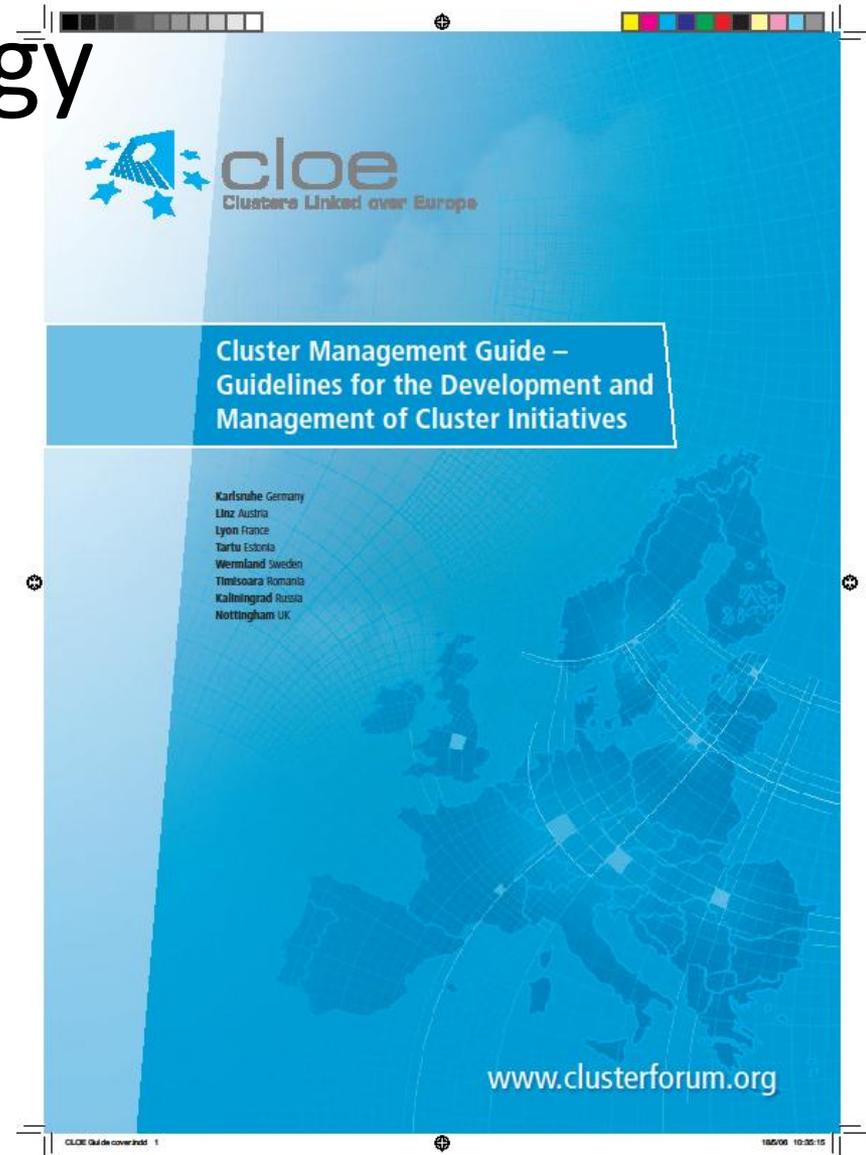
- 17–18.03.2016 – “Towards Smart Specialization in Urban Stormwater Management: Integrating Principles into Practice” – Barcelona, Spain.
- 07-09.06.2016 – Open Seminar in Turku, Finland.

Cluster methodology

Notes:



Microsoft Office
Wordi dokument



Thank You 😊

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