

STRATINC

'Strategic Intelligence and Innovative Cluster'

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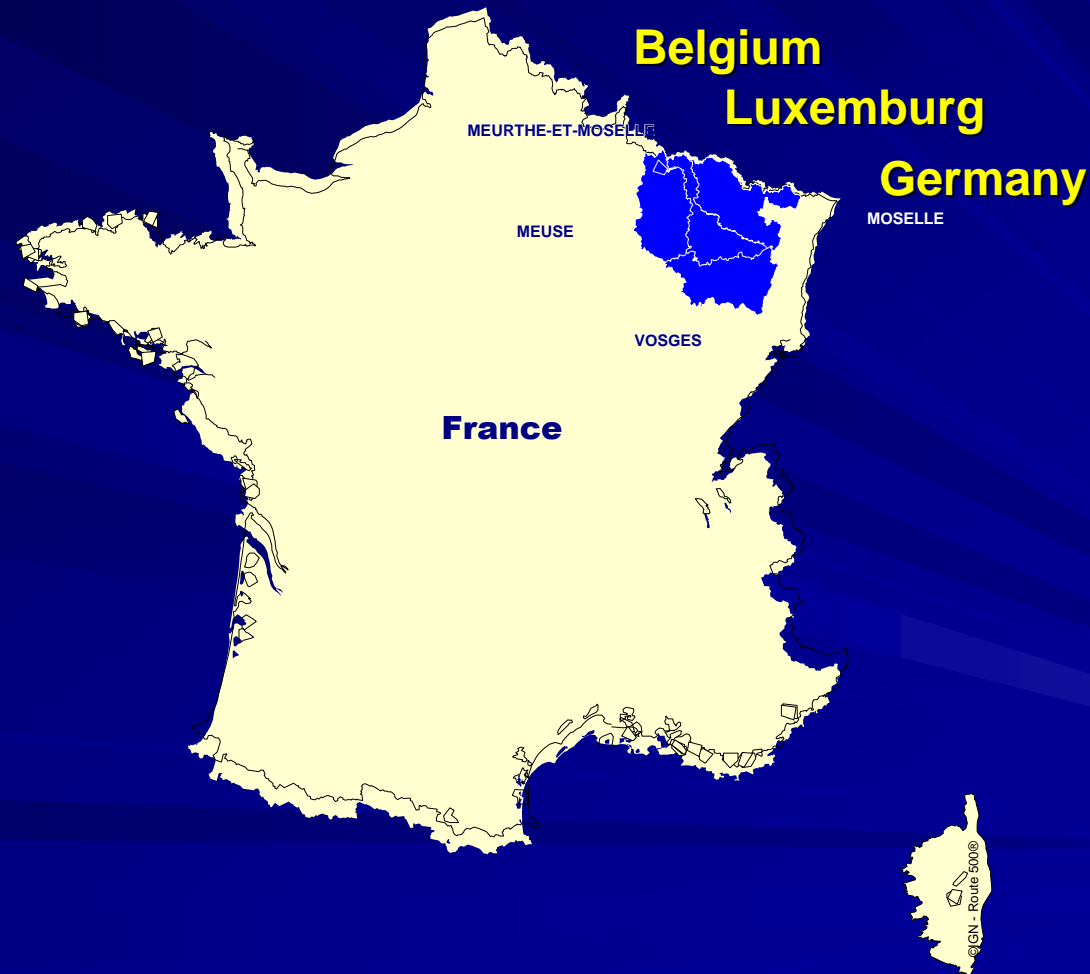
Regional Council of Lorraine



ALSO Final Conference
4th and 5th October 2007

The Lorraine Region

The Lorraine Region: geography



Lorraine Key figures

- 23 500 km²
- 2.3 million of inhabitants
- The only french region with tree borders (Germany, Luxembourg, Belgium)
- 3 towns with more than 100 000 inhabitants
- 79 000 students
- 80 000 enterprises
- 80 000 daily cross border commuters
- Served by the high speed train 'TGV Est Europeen' and now at 2 hours from Paris and 3 hours from Francfort

The Regional Council of Lorraine



General information

⇔ The regional Parliament of the citizens from Lorraine

Result of the decentralization Laws

The Regional Council of Lorraine is composed by:

- A regional assembly composed by 73 members
- An executive power composed by the President and 15 Vice Presidents
- A regional administration in charge of the application of the decision of the assembly.

Budget information

The budget for 2007: 868,79 million €.

For 100€ invested by the Regional Council of Lorraine:

- 6.14€ are spent for the economic development
- 4.15€ for innovation
- 41.83€ for education
- 39.75€ for land settlement
- 7.83€ for culture, tourisme, sport...
- 0.30€ for Europe and transborder cooperation

The Regional Council and the Lisbon Strategy

Aware of the 'golden triangle' of innovation, research and education
The regional policy of economy in general and the policy of innovation more specifically are taking these elements into account.

Valorisation of:

- Research and results of the local laboratories (ex: cancer research studies)
- 2 universities of the Region: financial help, conventions and grants for the PhD students...+ support of the regional schools of excellence (engineering schools)
- Innovative enterprises: Regional funds for innovation in Lorraine (FRIL)
- 2 pole of competitiveness and a cluster on aeronautics (+ a potential one in environment)
- Cooperation in this field: interregional cooperation with Alsace and of course European cooperation

The project STRATINC 'Strategic Intelligence and Innovative Cluster'



North East South **WEST**
INTERREG IIC



**PROJECT PART-FINANCED
BY THE EUROPEAN UNION**

Key definitions

Strategic intelligence: intelligence provided in support of strategic decision making business. We include foresight, benchmarking, knowledge management and economic intelligence in this definition.

Cluster: a business led Public-Private-Partnership, which draws on its members' capabilities to realise new commercial project.

These two definitions are taken from the blueprint of the project

The project: generalities

A project from the INTERREG III C West Programme

Started in 2003 – finished in 2006

Part financed by the European Union and the ERDF

Global budget: 1 445 660.10€

ERDF grant: 665 927.55€

Consortium of 6 regions

The consortium



The Regional Council of Lorraine (France)

Lead Partner



General Secretariat of Central Macedonia
(Greece)



Community of North
Tenerife (Spain)



Zenit GmbH North Rhine /
Westphalia (Germany)



Oslo Teknopol IKS
(Norway)

Objectives of the project

Observation of the partners: clustering can contribute to enhance the competitiveness and attractiveness of territories. (goal of Lisbon strategy)

Need to pursue the reflection on the clustering process. This reflection was already started by some of the partners (ex. The network DECiLOR in Lorraine). It was the base of the STRATINC process.

The main objective of STRATINC: work on the support of clusters policy by strategic intelligence tools (economic intelligence, knowledge management, benchmarking, foresight)

The reflection is based on a sectorial approach: wood for Lorraine, Biotechnologies for OSLO, Agro-food for Murcia and Tenerife, New materials for Zenit and ICT for Central Macedonia

Links to the Lisbon Strategy:

SMEs are the basis for economical growth but they need to be more competitive and attractive by:

- Being aware of what the others companies (local, national and international) are doing → use of Strategic Intelligence tools (↔ knowledge economy)
- Being more innovative than the rest of the world → innovative clusters (↔ concentrate on new technology)

The results of the project

First: the 'material' results

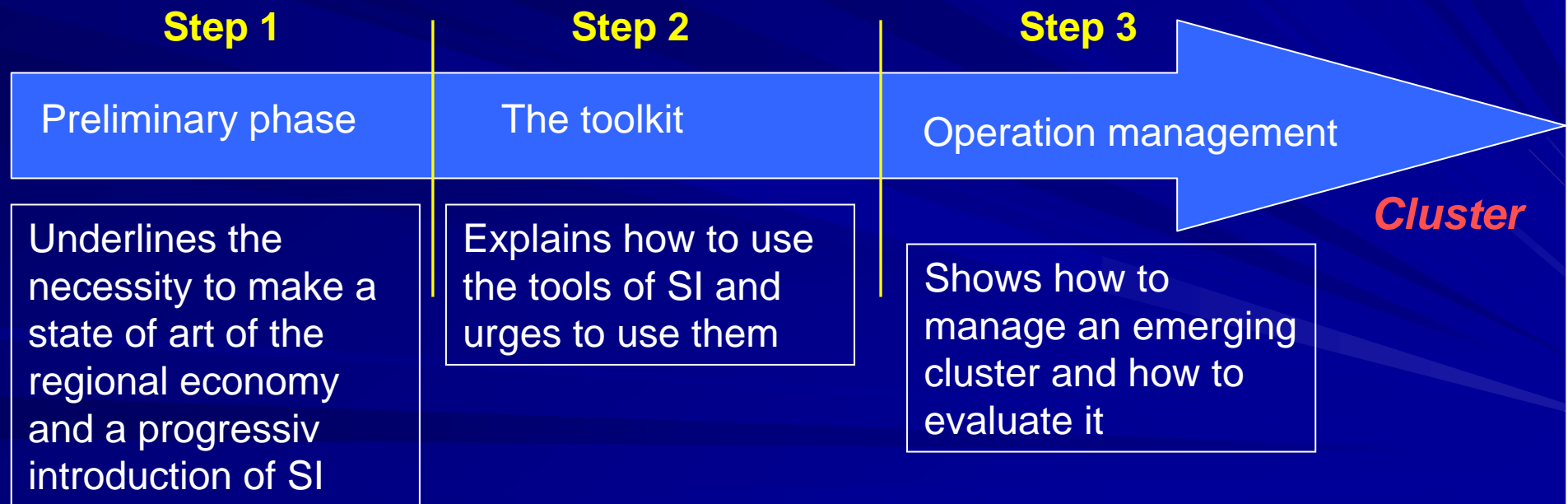
- 2 information days in the direction of the local stakeholders to inform them on foresight (in Mulheim, DE, 11/01/06) and benchmarking (in Metz, FR, 19/04/2006)
- A final conference in Brussels, the 7th September 2006, to present the result of the project
- A study on the possibility to create strategic intelligence platform in the different fields of the project
- A blueprint « a regional policy blueprint highlighting the uses of strategic intelligence in cluster policy ». It is the main result of our project

The results of the project

The 'intellectual' result of the project, even the main result!

Cooperation of all the partners to wreath their experiences and generalize it in a guide dedicated to the local stakeholders, governments, students...and everyone who would like to start such an experience

The structure is in three parts which draw the necessary steps to build a cluster. Each step has its own recommendations to achieve the building of an innovative cluster



Recommendations of the 1st Step : Preliminary Phase

1. Sensibilize and develop the capabilities in strategic intelligence
2. Build a consensus between actors (take care of regional, national and European environment)
3. Guarantee action in duration and don't believe that the results are certain and visible on the long range

Recommendation for 2nd step: the Toolkit

Develop a sensitiveness, a demand and a regional competence on the 3 pillars of intelligence :

- ✓ Foresight (areas and scenarios)
- ✓ Information mastering (economic intelligence, knowledge management)
- ✓ Benchmarking (practices and indicators)

Recommendations of the 3rd step operation management

1. Adopt manager capabilities adapted to the task to do
2. Use management tools for project (roadmap and action plan)
3. Keep a bird eye on regional economy and more to identify new clusters and to develop existing clusters
4. Introduce an evaluation prolocy at the very beginning

General conclusions of the Project

The partners have identified the following conclusions:

- Cluster policy is a sophisticated but demanding approach
- Put firms at the centre of the analysis. They, and the market, are the drivers
- Organisational solutions must be coherent with regional (stakeholder) needs and strategy.

Conclusions 2

- Cluster policy is not a 'quick fix', it is a medium to long term diversification/innovation strategy with no guarantees
- It is probably not a policy 'fad'
- As policy actors we have an obligation to persevere and to learn from each other to achieve the goal of the Lisbon Strategy

Thank you for your attention!

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