Cluster Policy Life Cycle in Poland & Research-Business Collaboration Across the Visegrad (V4)
Cluster Policy Life Cycle in PL

- Inception 2003–2007
  - Promotion of clustering
  - Training of cluster organization managers
  - Incubation of cluster initiatives

- Extensive growth 2008–2014
  - Financial support - funds directly dedicated to cluster organizations
  - Rapid increase in the number of cluster organizations

- Decline 2015–2020
  - Limited public support for cluster organizations
  - Gradual extinction of cluster organizations
  - Professionalization of several cluster organizations and their services

- Rebirth? 2020–
Model of B2R collaboration in cluster organizations across the Visegrad

Motives
- Personal
- Intraorganizational
- Interorganizational
- External

Initiation
- B2R
- R2B
- B2CO
- R2CO
- CO2B
- CO2R
- Other

Cooperation
Forms of cooperation

Results
- Personal
- Organizational
- External
- Research-related
- Education-related
- Industry-related
- Other

Factors: facilitators
- Cooperation

Factors: inhibitors
- Cooperation

Government

Funding
What occupies cluster organization managers across the Visegrad? [% of time, average]

<table>
<thead>
<tr>
<th>Area</th>
<th>Networking</th>
<th>HR</th>
<th>R&amp;D&amp;I</th>
<th>Internationalization</th>
<th>Marketing</th>
<th>Admin</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>V4</td>
<td>25%</td>
<td>13%</td>
<td>16%</td>
<td>21%</td>
<td>11%</td>
<td>12%</td>
<td>2%</td>
</tr>
<tr>
<td>CZ</td>
<td>17%</td>
<td>13%</td>
<td>34%</td>
<td>16%</td>
<td>9%</td>
<td>10%</td>
<td>1%</td>
</tr>
<tr>
<td>HU</td>
<td>31%</td>
<td>12%</td>
<td>1%</td>
<td>23%</td>
<td>13%</td>
<td>18%</td>
<td>4%</td>
</tr>
<tr>
<td>PL</td>
<td>24%</td>
<td>13%</td>
<td>16%</td>
<td>29%</td>
<td>10%</td>
<td>8%</td>
<td>0%</td>
</tr>
<tr>
<td>SK</td>
<td>29%</td>
<td>15%</td>
<td>10%</td>
<td>16%</td>
<td>13%</td>
<td>14%</td>
<td>3%</td>
</tr>
</tbody>
</table>
## Results of research-business collaboration

<table>
<thead>
<tr>
<th>Results</th>
<th>V4</th>
<th>Poland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scientific papers/monographs</td>
<td>39%</td>
<td>40%</td>
</tr>
<tr>
<td>Other publications</td>
<td>48%</td>
<td>50%</td>
</tr>
<tr>
<td>Applications/project proposals</td>
<td>54%</td>
<td>45%</td>
</tr>
<tr>
<td>Receiving grants (international)</td>
<td>33%</td>
<td>25%</td>
</tr>
<tr>
<td>Receiving grants (domestic)</td>
<td>43%</td>
<td>30%</td>
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<tr>
<td>Trademarks</td>
<td>11%</td>
<td>15%</td>
</tr>
<tr>
<td>Patents</td>
<td>15%</td>
<td>20%</td>
</tr>
<tr>
<td>Prototypes</td>
<td>22%</td>
<td>15%</td>
</tr>
<tr>
<td>Extending one’s network</td>
<td>70%</td>
<td>75%</td>
</tr>
<tr>
<td>Product innovations</td>
<td>28%</td>
<td>20%</td>
</tr>
<tr>
<td>Business innovations</td>
<td>17%</td>
<td>20%</td>
</tr>
<tr>
<td>Marketed product or service</td>
<td>17%</td>
<td>20%</td>
</tr>
<tr>
<td>Trainings for cluster members</td>
<td>26%</td>
<td>30%</td>
</tr>
<tr>
<td>Presentations, panels, etc.</td>
<td>48%</td>
<td>65%</td>
</tr>
<tr>
<td>Students’ theses</td>
<td>26%</td>
<td>15%</td>
</tr>
</tbody>
</table>
Cluster Policy in Poland—Failures and Opportunities

Dominika Kuberska 1 and Marta Mackiewicz 2,*

1 Department of Market and Consumption, University of Warmia and Mazury in Olsztyn, 10-719 Olsztyn, Poland, dominika.kuberska@uwm.edu.pl
2 Department of East Asian Economic Studies, SGH Warsaw School of Economics, 02-554 Warsaw, Poland
* Correspondence: mmackiewicz@sgh.waw.pl

Abstract: The EU has been leaning towards evidence-based policy making with the aim of ensuring coherence between industrial, environmental, climate, and energy policy. It focuses on supporting the development of a business environment which would enable sustainable growth, job creation, and innovation. It is generally agreed upon that, at the current level of development, the EU should focus on boosting innovations and theory and practice deliver an array of suggestions on how to achieve this goal. Among them clusters and cluster-led development play a prominent role. Poland inherently follows this belief and has introduced cluster policy to its policy mix by supporting cluster initiatives and cluster organizations. The objective of the paper is to investigate the evolution of cluster policy in Poland, identify its success factors, and propose recommendations for cluster policy. This case study of cluster policy in Poland is based on a series of in-depth interviews as well as secondary data. The conclusions resulting from this case study indicate that adoption by the government of a cluster policy at the national level and implementation of a comprehensive strategy for cluster development at regional and national levels is a basic condition for cluster policy success. Positive results can be achieved if public intervention is continuous and tailored to the needs of cluster organizations at different development stages with particular emphasis on the internationalization of cluster activities, which was a key measure highly evaluated by the respondents. The paper touches upon the timely issue of the future direction of cluster policy. The debate on it is accompanied by another debate on how to build an economic ecosystem capable of reaching sustainability goals.

Keywords: cluster; cluster organization; cluster policy; competitiveness

Clusters as platforms for business/research (B2R)/research-business (R2B) relations

Edited by Marta Mackiewicz

V4: Visegrad Fund
THANK YOU