

# WHAT THE GOLD-LABEL MEANS TO US

1st Meeting of European Gold-Label Clusters  
4 December 2019, Brussels

Carmen Schmidt, Logistics-Initiative Hamburg



# CLUSTERPOLICY IN HAMBURG

The hamburg metropolitan region is a respected centre of successful cluster development. Awarded as one of six european "model demonstrator regions for modern cluster policy" (2014), hamburg's cluster policy constantly strives to improve and promote inter-organisational cooperation for more progress and competitiveness.

Hamburg's cluster policy is part of an overarching innovation strategy aimed at developing Hamburg into an innovation capital for Europe.

In a further development step, cooperation between the clusters is to be intensified in order to tap new learning, development and synergy potentials.



# WHO WE ARE



Four Hamburg cluster initiatives have the gold label and are here today. We represent different industries and member structures and have different experiences with the gold label.

Members:  
Gold-Label  
since:

185

2013



Dr. Franz-Josef Kirschfink

560

2019



Uwe Jens Neumann

265

2016



Dr. Hinrich Habeck

567

2013



Carmen Schmidt

# WHAT THE GOLD-LABEL MEANS TO US

## A strategically important instrument for cluster management

Great Quality-Management-System

Valuable feedback during audit

Strengthening the ‚we feeling‘ within the cluster

Constructive suggestions to improve our work (e.g. CRM system)

Supports the positioning towards interest groups; especially the Policy makers (e.g. FTEs)

Established tool for measuring the performance

Benchmarking provides evidence of the performance of the cluster organization



# ROOM FOR IMPROVEMENT (1)

Scope of Definitions (e.g. Life Long Learning Aspects)

Qualitative measurability (e.g. Success Stories)

As larger a cluster, the more difficult becomes the scale of quantitative indicators (e.g. Degree of cooperation within the cluster, Direct Personal Contacts Between the Cluster Management Team and the Cluster Participants).

Social Media is not part of the audit



# ROOM FOR IMPROVEMENT (2)

Cost for audit (especially re – audit)

No need for an additional category above “Gold”

EU calls to enable Gold Clusters to share their knowledge with interested “non Gold” clusters and/or between Gold Clusters

“Real” continuous improvement of the benchmarking tool (e.g. in group of experienced cluster managers, facilitated by new organization)



# THANK YOU FOR YOUR ATTENTION

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