

# ESCA: UPDATE ON ECEI 2 TRANSITION PROCESS

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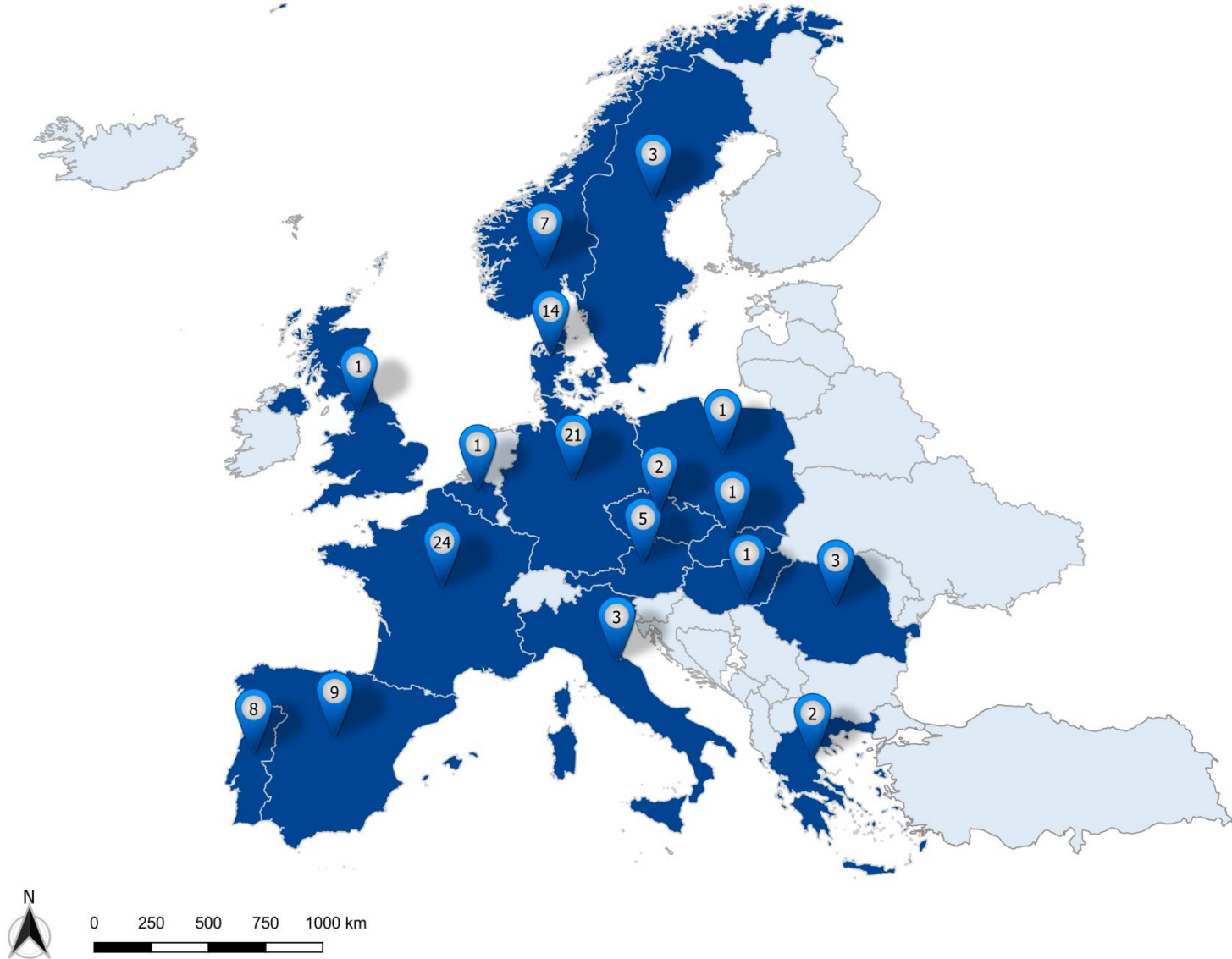
# RATIONALE OF ECEI LABELLING APPROACH

- Provides methodologies to demonstrate achievements and stimulate learning process in cluster organisations
- Helps improve management skills, capacities and knowledge
- Increases visibility for marketing and (international) cooperation
- Raises credibility vis-à-vis (local, regional, (supra-)national) funding providers
- Facilitates comparability among Cluster Organisations

# LABELLED CLUSTER INITIATIVES IN EUROPE (2010-2019)



# GOLD LABELS 2010-2019



# ECEI A SUCCESS STORY

- ESCA coordinates network of 200 trained ECEI experts with activities in 46 countries
  - Quality Labels have become credible *international* standard for cluster management
- Requires high level of trust in **Integrity** of the Labels and high **Quality** of work of experts and reports!
- Value of Labels can be enhanced by official endorsement of EC

# ECEI 2: A TWOFOLD APPROACH

- Preparing a new Governance Structure (European dimension)
  - upon establishment, ECEA to take over the full responsibility for the “ECEI Cluster Labelling Scheme”
  - ESCA ready to operate „Labeling Office“
- Assuring **Integrity** and **Quality** of the system
  
- Revision of Labelling Processes, Criteria and Geographic Scope
  - revising the general methodologies and labelling procedures
  - improving the quality and quantity of ESCA experts

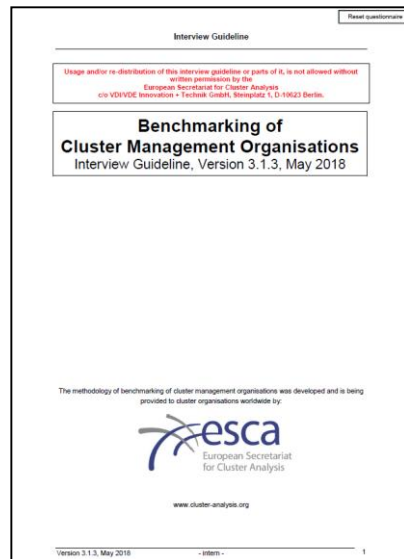
# IMPLEMENTATION OF RESULTS

## **BRONZE** (November 2019)

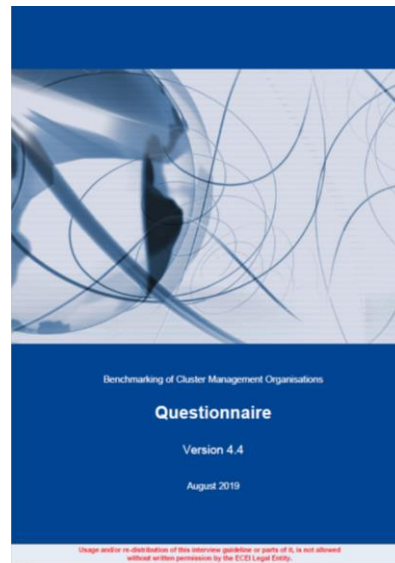
- *New: “Eligibility Criteria for Cluster Management Excellence Labels”*  
(6 aspects: Organisation, Participants, Geographical Focus, Thematic Focus, Services and ECCP listing)  
→ strengthening value of *all* Labels
- *New: Video-conferencing option to reduce costs and CO<sup>2</sup>*
- *Revised Questionnaire and Report (i.a. Digital Transformation, Green Transition, Social Economy)*

# REVISED BRONZE LABEL PROCESS

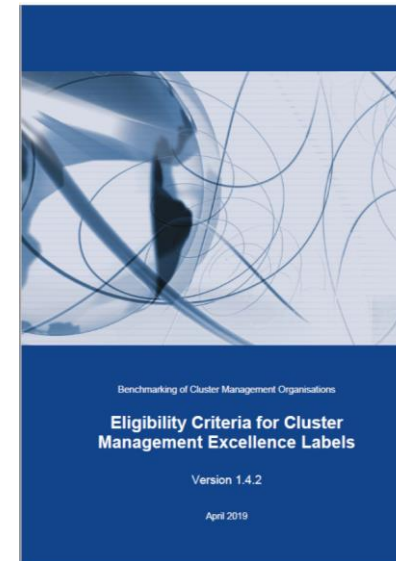
Old process:  
Version 3.1.3



As of Nov 2019  
Version 4.4



+ additional Eligibility  
check (Version 1.4.2)





# IMPROVING THE LABELLING PROCESS METHODOLOGY, PROCESSES, INDICATORS

## **GOLD** (Summer/Fall 2020)

- *New*: Current self-assessment of Cluster Management Organisation to be replaced by a (Video-) Benchmarking Interview + Report
- *Revised* set of underlying quality indicators (22 indicators compared to 32 indicators in the past)
- *New Priority Areas*: Community Building, Location Branding, Research, Development and Innovation, Business Development, Development of HR, and Development of Entrepreneurship, Supporting Policy Development (Agents of Change)

# IMPLEMENTATION OF RESULTS

## **GOLD Renewal** (currently being tested)

- *New*: Methodology for Impact Assessment (+ Minimum Criteria)
- Alternative EFQM/ISO options for renewal still available

## **SILVER** (Fall 2020)

- *New*: Current self-assessment of Cluster Management Organisations to be replaced by a (Video-) Benchmarking Interview
- *New Report*: *visualising* significant changes of the organisation's performance

# DEVELOPING THE EXPERT NETWORK

- Training of new Experts
  - Theory training (face-to-face/webinar)
  - Practical Training (participation in a real assessment exercise) (ongoing)
- Experience Exchange for Experts (and Cluster Managers)
  - Stimulation of a peer-learning process (webinar)

Thank you!

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