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 CO²

▪ 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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