

# The European Consortium INNO-DROP learns from the Danish Cluster Model

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The European consortium formed by four Clusters working towards strengthen management excellence, has participated in the last two days in a study visit to Copenhaguen (Denmark), a country with a long and successful track record in Cluster policy and Cluster organizations. The agenda included a training with Quercus Group, an advisory firm specialized in regional economic development through clusters, including the participation of the National Cluster Network in Denmark ([Cluster Excellence Denmark](#)). A joint meeting with two world class Clusters based in Denmark [Welfare Tech](#) and [MedTch Innovation](#) completed the study visit.

INNO-DROP consortium is formed by [BalticNet-PlasmaTec](#) (Germany) – Coordinator, [Nanoprogess](#) (Czech Republic), Water sensors and membranes [WSM](#) (France) and [ZINNAE](#) Water Cluster (Spain). The objectives of this study visit were to learn from Cluster Policy in Denmark, with direct interview with some of the most relevant stakeholders; and to increase the INNO-DROP skills on Cross Cluster cooperation and Project management within a cluster organization.

On Tuesday 27<sup>th</sup> the INNO-DROP consortium participate in one day training with the ambition to strengthen cluster management excellence. The training has been carried out by Quercus Group, a niche hands-on advisory firm specialized in regional economic development through clustering, innovation platforms and multi-stakeholder project development and management. Nicolai Sederberg Rottbøll, CEO of Quercus Group, has been the principal trainer. Mr. Sederberg is an experienced trainer, having trained cluster managers from more than 25 countries since 2012. Before starting Quercus Group, Nicolai initiated and was a main driver in the development of Copenhagen Cleantech Cluster (now CLEAN), which became the largest and fastest growing cluster initiative in Danish history. The training has focused in the following topics:

- I. Project management and planning, preparation of EU proposals: start with the main question WHY; where do you want to go and what is your value proposition.
- II. Cross-cluster cooperation: the example of the International Cleantech Network
- III. Cluster Management, resource efficiency: the need to do strategic choices, not trying to do everything.
- IV. The role of the cluster manager: facilitator.

The training included the expertise of two additional Danish experts: Mr. Kim Fredenslund, CFO of CLEAN, and Kaspar Nielsen, International Manager in Cluster Excellence Denmark, presenting the role of Cluster Policy Evaluation.

The study visit finalizes today with a joint meeting with two relevant Danish Clusters:

- Ms. Lene Vistisen, from Welfare Tech
- Ms. Anette Rye Larsen, from MedTch Innovation



Photo 1. INNO-DROP Consortium at Copenhagen



Photo 2. INNO-DROP partners at the Training



Photo 3. Quercus Group Trainers