



PROSPECTS

TO PROMOTE ENTREPRENEURSHIP AND NEW SMES

Newsletter n° 4

www.prospects-project.com

June 2011



Supporting clusters in the coalfield regions

About the PROSPECTS project

Key objectives:

- To promote the entrepreneurship regional policies in the current or former regions heavily dependent on mining or on other traditional mono-industries
- To identify and analyze a significant number of good practices in the field of the local/regional promotion of entrepreneurship and select the best of them
- To improve the partners' policies by setting up 10 Transfer Plans
- To contribute to the improvement public policies on entrepreneurship throughout Europe

4 strategic sub-themes:

- Business support structures
- Attractiveness of territories
- Clusters
- Innovation and knowledge economy

PROSPECTS partners

- ACOM France (Lead Partner)
- Houthalen-Helchteren (Belgium)
- District of Karvina (Czech Republic)
- County council of Pas-de-Calais (France)
- Tatabanya (Hungary)
- ACOM Poland
- Labour Fund Zasavje (Slovenia)
- Laviana (Spain)
- Wigan council (United-Kingdom)
- Science Park Gelsenkirchen (Germany)

FOREWORD



Upper Silesia region is situated in the southern part of Poland. Its population of 4,83 Million of inhabitants corresponds to 12,5% of the whole population in Poland. This region belongs to the group of the most industrialised Polish regions— over 13% of the Gross National Product (GNP) is produced there, which places the region at the second position in Poland. 23 coal mines closed after the restructuring of the mining industry. However there are still currently 38 active coal mines in the region.

The first three clusters in Silesian voivodeship have been created as a “bottom-up initiative” with the support of European Social Fund and the State Budget in 2005-2008. The main purpose was to increase the competitiveness of enterprises by creating networks of cooperation and structures supporting them. Today, as a result, 15 clusters can be identified in the Upper Silesia region. In addition, there is an increase of other European projects focused on supporting clusters. As concerns this theme, the Upper Silesia region was happy to host the third thematic task group meeting of PROSPECTS project and its participants in Katowice. This event was a good opportunity to exchange the experience that each partner of the project has on supporting clusters.

Pawel MOCEK,
ACOM Poland National Coordinator

Supporting clusters Partners' good practices

More than 60 participants attended to the third thematic task group meeting of the PROSPECTS project (Katowice, Poland 6-8 April 2011). After the attractiveness of territories in the coalfield regions, the 10 partners exchanged their experiences on the supporting clusters theme. ACOM Poland, as a PROSPECTS project partner, hosted this event.

ACOM Poland, the Association of mining communities in Poland, gathers 35 cities from 3 up to the 4 mining regions in Poland. Municipalities belonging to ACOM Poland have more than one million inhabitants.

The event in Poland was an opportunity to see places connected with the clusters subject: Bielsko Technology Park – Aviation, Enterprise and Innovation and Avio Polska - aerospace industry (Research & Development Centre, Production Centre), which is part of Silesian Aviation Cluster.

In this issue

Cluster of eco-enterprises to develop innovative eco-technologies- CD2E (France)

Waste to Materials and Waste to Energy - cluster - Houthalen-Helchteren (Belgium)

Clusterland Moravia-Silesia - District of Karvina (Czech Republic)

The various staggered stages of progress of several clusters in the Pas-de-Calais County: take advantage of the clustering of territories - County Council of Pas-de-Calais (France)

Metallurgic Cluster of Komárom-Esztergom County - City of Tatabanya (Hungary)

Supporting Silesian Clusters - ACOM Poland (Poland)

Development Center New Materials - Labour Fund Zasavje (Slovenia)

The Clusters policy in Asturias - City of Laviana (Spain)

Sector Networks / Sector Development - Wigan Council (United Kingdom)

"Supporting Clusters" in Gelsenkirchen – using the example of the competence field "Future Energies"- Science Park Gelsenkirchen (Germany)



PROSPECTS PROJECT : SUPPORTING CLUSTERS IN THE COALFIELD REGIONS

Waste to Materials and Waste to Energy' Cluster (Houthalen-Helchteren Belgium)



The presence of the second biggest landfill site of Flanders and of a classical waste incinerator in Houthalen-Helchteren contributed to image of the city as a 'non-place' or a 'wasteland'. Actions taken by entrepreneurs, local groups and the Flemish government led to an awareness that Houthalen-Helchteren can transform this weakness into an economic strength within the framework of the new cleantech economy: waste becomes new raw material. One example of this transformation is the preparation of the plan to clean up the landfill-site of 16 million ton of waste. First experiments were successful and led to the organization of an international symposium on 'Enhanced Landfill Mining'.

Existing companies are challenged to become a partner and organize the transition towards this new vision. Actions to involve local people in the project have also been implemented: creation of a visitor centre, organization of cultural events, creation of cleantech ambassadors etc.

Contact: Paul Boutsen, Cleantech Development Manager
paul.boutsen@cleantechcampus.be

CD2E – Cluster of eco-enterprises to develop innovative eco-technologies (France)



CD2E has been created as a centre of expertise for eco-technologies in 2001 by the mayor of Loos-en-Gohelle (Jean-François CARON) in order to convert the former mining zone with unsustainable activities to a zone with new sustainable activities. With the help of local territories, research

centres and industrials and thanks to the funding from regional council, French government, European Union and contributions of companies, CD2E supports the development of eco-enterprises, the use of new eco-technologies and helps to develop new thematic clusters such as TEAM² in recycling and valorization, has been recognized as a centre of competitiveness by French government in May 2010. The yearly organization of an European congress on eco-technologies, the implementation of a show-room for eco-materials, the realization of a solar panel platform and the implementation of a LCA platform that measures the impacts of the products of the enterprises on the environment are some examples of the achievements of CD2E.

Contact: Hatice ANIS International consultant
h.anis@cd2e.com
Website: www.cd2e.com

Clusterland Moravia-Silesia (Czech Republic)

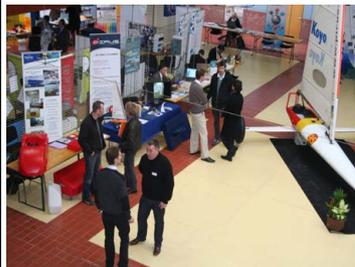


Moravia-Silesia was the first region to carry out cluster policy (2002) and to establish a cluster (2003) in Czech Republic as a joint initiative of national investment agency, University of Ostrava, regional development agency and regional authorities. This regional initiative was supported from 2004 by the launch of the first national cluster development programme and by the access to European funds. At a national level almost a quarter of all public aid was allocated to the region. Eight clusters focusing on various sectors were established in the period 2005-2008 thanks to this support. Analyses show that these clusters have a positive role in the increase of innovative potential in region employment, the growth of

social capital and the strengthening of links between industry and academia. Today the number of member companies is growing and exceed 50 in leading regional clusters.

Contact: Prof. Ing. Karel Skokan
karel.skokan@vsb.cz

Groupe d'Action Plasturgie Artois Flandre (France)



The plastic industry, coming from the carbochemistry, has been developing since the 50s, on the former mining territory. In parallel, the car industry has played a central role in the economic reconversion of the coal mining basin of the Nord – Pas-de-Calais since the 1970's : major user of plastic, it accelerated the development of the plastic industry. Plastic manufacturing has been developed to support this industry which uses a lot of plastics. In 1992 some entrepreneurs created a plastic manufacturing hub to exchange views and experiences on common issues. In 1998 they officialised their partnership and connections through the creation

of the Artois Flanders Plastic Industry Action Group. The group was labelled as a cluster of excellence in plastic by the State and the Regional authorities in 2007 and was the first cluster of excellence to receive the financial backing of the Regional Council in 2011. The cluster organizes "innovation days", networking events, workshops and business meetings. Research & Development, industrial performance, international, training, economic intelligence and communication were its main lines of work in 2010. It counted 62 subscribers in 2011.

The County Council of Pas-de-Calais is a partner and is a co-financing organization for 3 years, of the association that supports the cluster. For the County Council, the goal is to encourage the creation of networks and other clusters, but also to recognize the action on the field, that is set up on Artois Comm.

Contact: Pierre MOREAU, Vice-president / Pierre FERRIER, Chief executive officer
Website: www.portailplasturgie.com

Solar City Gelsenkirchen (Germany)



Gelsenkirchen has started to build its vision of "Solar City" in the mid-90s. Inaugurated in 1995 its Science Park represents the "embryonic cell" of a network in the area of solar technology and future energies that gathers public institutions, private companies and universities. A corporate body that can pool the activities of the Science Park and private companies, a "Job Fair – Renewable Energies", the conceptualization of marketing activities, a "Solar Roof Register" that indicates possible locations for solar panel in the city and geodata that demonstrate the potential uses of the solar panels are some of the achievements of the "Solar City". Thanks to these actions 5,000 jobs

have been secured or created in the field of "future energies". Moreover the intense communication has allowed Gelsenkirchen to achieve a considerable gain in image as a business location, which in turn has had positive effects on the development of the entire city.

Contact: Corinna Arent
Website: www.solarstadt-gelsenkirchen.de

PROSPECTS PROJECT : SUPPORTING CLUSTERS IN THE COALFIELD REGIONS

The Clusters Policy in Asturias (Spain)



In the 80s, given the serious industrial problems in the Asturias, the regional government began to adopt measures which aimed at revitalizing and diversifying the industrial framework. It is in this context that the Regional Development

Agency today known as IDEPA was created (1983). The first step of cluster development took place in 2002 under a Regional Programme for Innovative Actions. Eight sectors were selected to create clusters. Between 2007 and 2010 IDEPA elaborated strategic plans with these sectors and encourage companies to take part to the initiative. Five clusters were constituted and six clusters were promoted by other sectors. IDEPA opened a call for proposals to support these eleven clusters in their initial management and coordination activities. Four clusters have been qualified as Excellent by the Ministry of Industry, Tourism and Trade. Indeed Innovative Business Groups are part of the Plan for Business Development of the Spanish Government.

Contact: Jaime Fernández Cuesta,
jaime@idepa.es
Website: www.idepa.es

Cluster creation initiatives in Silesian region (Poland)



Local authorities of the Silesian region started to carry out cluster policy in 2005 with the project "Creation of sector cooperation networks and supporting entities in the Silesian region". Local and regional agencies as well as universities and Research & Development entities were strongly involved. As a result three clusters dealing with rail transport, tourism and medical activities were established in 2008 thanks to bottom-up initiatives. Within a second project running from 2007 to 2013 the authorities have chosen to focus on eight key technology fields. Five regional animators have also been hired to identify the needs of

the companies in the field of innovation, encourage their cooperation with the academic sector and with other enterprises and present the offer of scientific institutions and Research & Development entities to the entrepreneurs. The region counted 15 clusters in 2011.

Contact: Lilla Knop, PhD / Sławomir Olko, PhD
Website: www.cebbis.eu

Metallurgic Cluster of Komárom-Esztergom County (Hungary)



From the beginning of the 90s several companies in the fields of electronic and metalworking industry have been founded in Komárom-Esztergom County. The Metallurgic Cluster was created in 2008 to enable more effective cooperation between these companies and improve their economic competitiveness. The cluster is an open association coordinated by the Chamber of Trade and Commerce of Komárom-Esztergom County and lead by a Management Committee of 5 people. The cluster provides a cluster webpage and database, regular consultations, exchange of members' experiences by visits and collaboration with the Hungarian government's investment and trade development agency ITD (monitoring call for tenders, horizontal communication with ITD members). Development of local vocational education for skilled workforce, research & development activities and monitoring of calls for tenders are some fields of collaboration between members.

Contact: Ms. Emese Halász-Szántói
Website: www.femipariklaszter.hu

Development Centre New Materials (Slovenia)

The Development center New Material (RCeNeM) will start to operate in June 2011. RCeNeM is organized as a company with twelve stakeholders including the Regional



development center. The key activity of RCeNeM will be research and development in the field of new materials. The aim is to develop new nano, varisto and ceramic materials that will be used to

develop innovative industrial activities. Generated skills and knowledge will be transferred on to RCeNeM stakeholders in order to enhance their activities. The RCeNeM will provide 11 new spin off companies, 11 international patents and 45 new high added value employments. The activities are financed by ERDF, 60 % of the activities will be realized in the Zasavje region while 40 % of them in other Slovenian regions.

Contact: Staša Baloh Plahutnik,
Regional Development Center

Creative / Digital / New Media sector network in Wigan (United-Kingdom)



Wigan Council has identified Creative / Digital / New Media as one of the key sectors for cluster advancement in the borough. The development of this sector network will increase the productivity of the companies and increase the spread of innovation, which is central to economic growth. A network forum was created in the summer of 2009 and met several times to discuss a wide range of issues. This approach has facilitated the establishment of a relationship of trust and the development of initiatives such as access

to supply chain working, collaboration to develop new products or opportunity to lobby collectively. The network proximity to major players (e.g. BBC) located in wider Manchester Region is an opportunity to access to emerging technologies, attract new investors and offer new high grade jobs.

Contact: Keith Cunliffe
Website: www.wigan.gov.uk



FOCUS on the aeronautics cluster in Silesia: the Bielsko Aviation Technology Park (Poland)

Bielsko Technology Park – Aviation, Enterprise and Innovation is a company which is co-financed by the EU funds (project within the Sectoral Operational Program that aims to increase the competitiveness of enterprises and the innovation) and that is located nearby the coal mine KWK „Brzeszcze-Silesia Ruch II” in Kaniów. Project participants are local authorities, represented by Powiat Bielski (Bielsko County) and private investors.

The area on which the Park was built was heavily degraded, used for many years as a slag heap of a nearby coal mine, and was practically a wasteland. Due to heavy exploitation by the mining industry, any attempt of using this land required thorough rehabilitation. The Park was created on a 18 - meter embankment on top of a rehabilitated post-mining slag heap.

The Bielsko Aviation Technology Park in Kaniów has the infrastructure necessary for aircraft brand companies development, including over 10 000 m2 modern production halls and hangars, asphalt runway (length of 700 m), taxiways, parking lot, parking space for aircrafts, petrol station offering JET A1 and AV-GAS fuel and air traffic control tower with office facilities and professionally equipped conference room.

In the area of the Bielsko Aviation Technology Park and in surrounding areas, the Silesian Science and Aircraft Industry Technology Centre will be created. The project assumes developing premises base and equipment of laboratories carrying out research and development works in composites and in aircraft technology. Experimental and commercial base for composite materials will be also created within the Centre.

The plant of composite materials for aircraft industry will be created – in this area, all industries in which composites can be used are invited to cooperate.

In the Bielsko Aviation Technology Park, premises production, service, training, research and experimental activities within aircraft industry can be developed. The Park develops trainings which will be gradually expanded. Park possesses a splendid place with potential facilities and human resource in production and science (cooperation with Silesian Universities), allowing to develop aircraft industry in innovative way.

The Bielsko Aviation Technology Park also has developed areas for investments, where aircraft industry companies and companies working for aircraft equipment can be establish. 30,000 m2 of additional production halls, warehouse and hangars can be build on adjacent areas of the park (10,000 m2 of additional production space will be built in the near future). There are practically unlimited possibilities of investing in all branches of business.



News:

. The fourth and last thematic task group meeting was held on 22-24 June 2011 in Tatabanya (Hungary)

The "innovation and knowledge economy" was the last theme discussed within the PROSPECTS project. 10 good practices were presented to the 64 participants.

. The cross-cutting seminar in October 2011 in Pas-de-Calais (France)

A year and a half after the PROSPECTS project's start, 40 good practices have been identified by the 10 partners. As a result, a good practices guide will be presented during the cross-cutting seminar which will be held in October 2011. This event will end up the first stage of the project and will start the second phase. It will be organized by both the County Council of Pas-de-Calais and ACOM France.

. PROSPECTS website

The Prospects project website is now online. The information about the project and the documents from the different project meetings are also available.

Website: www.prospects-project.com

Contact: LEAD PARTNER -
ACOM France,
Centre administratif
« Les Grands Bureaux »,
B.P. 49, 62801 Liévin Cedex – France
Email: acom.france@nordnet.fr,
Tel: +33 3 21 44 86 25,
Fax: +33 3 21 44 86 22

Editorial staff: Patrice Delattre,
Anne-Catherine Michel, Soraya Asmani
Pawel Mocek

Page setting: Gaëtane Hotte

Photo credit

The contents of this document reflect the authors' views. The INTERREG IVC managing authority is not liable for any use that may be made of the information contained herein.

This project is co-financed by the ERDF and made possible by the INTERREG IVC programme.