

## Project Outline: Cluster-Excellence.eu – European Cluster Excellence Initiative



How can cluster initiatives be managed professionally? And what skills do Cluster Managers need when striving for cluster excellence? These questions are being explored by the consortium around Cluster-Excellence.eu – the European Cluster Excellence Initiative. 14 Project Partners from 9 countries – all well experienced in the field of cluster management and -support – create a uniform set of cluster quality indicators and develop a quality label for professional cluster management which is accepted and recognized all over Europe. The European Cluster Managers' Club and the Cluster-Collaboration Platform are modules in the framework of Cluster-Excellence.eu to promote excellence in cluster management.

### European Cluster Collaboration Platform

Cluster Management, training needs as well as already available training programmes for Cluster Managers. This composes the basis for the activities and contents of the following work packages.

#### Cluster Management Excellence – Status Quo:

Get an overview of the existing quality indicators in Cluster Management, training needs as well as already available training programmes for Cluster Managers. This composes the basis for the activities and contents of the following work packages.

#### Cluster Management Excellence – Quality Label for Cluster Management Excellence:

The overall approach behind the Quality Label currently developed within the European Cluster Excellence Initiative is to create an independent, voluntary proof of cluster management excellence which is accepted and recognised all over Europe. The Quality label will motivate cluster managers to compare with each other and to learn from the best. The element of “mutual benchmarking” plays an important role.

#### Cluster Management Excellence – Cluster Management Knowledge:

Design efficient and professional knowledge materials to train cluster managers and assist them to achieve excellence in Cluster Management. The teaching methodology will be self explanatory with cases that cover the fields of knowledge in Cluster Management. That way cluster management trainings stop being only experience based and are enriched by a methodological approach.

#### Cluster Management Excellence – Promotion:

Create the ‘European Club of Cluster Managers’ open to professionals to disseminate and promote Cluster Management Excellence. The Club will raise the recognition for cluster management as an attractive profession.

#### European Cluster Collaboration Platform:

Cluster-Excellence.eu provides access to the European Cluster Collaboration Platform with online information and networking support for cluster organisations.

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