

Become an ESCA cluster benchmarking expert benchmarking training

Colleretto Giacosa TO/Italy, January 28-29, 2012

Invitation for a training workshop
to become a ESCA cluster benchmarking expert

ESCA – The European Secretariat for Cluster Analysis

ESCA promotes cluster management excellence through benchmarking and labelling of cluster management organisations. Its experts have developed a methodology for cluster benchmarking that has been widely acknowledged in Europe. This methodology has informed the development of a cluster quality scheme in the context of the European Cluster Excellence Initiative (ECEI).

Since 2007 ESCA experts have benchmarked more than 330 cluster management organisations all over Europe in the context of various projects. The benchmarking is focused on the cluster management organization that is responsible for managing the cluster and its activities and on the community of the cluster actors. Economic or other effects of the cluster on entire industrial sectors or the development of regional strengths cannot be reliably measured through benchmarking and are therefore not part of the analysis.

The benchmarking covers 36 indicators that analyze the cluster and the cluster management organization with regard to six dimensions, including the structure of the cluster, governance and strategy of the cluster, financing of the cluster management organization, services provided by the cluster management organization, contacts and interaction with relevant players.

Benchmarking for cluster analysis is based on a personal interview with the manager of a cluster management organization. Conducted by an impartial benchmarking expert the interview (which takes about three hours) captures data on the different dimensions of the cluster. The data is compared to a portfolio of at least 180 clusters from different European countries. The results of the analysis will draw a detailed picture of the cluster in comparison to its peers in terms of the structure of the cluster, cluster management and cluster governance, financing, services provided by the cluster management organization and achievements of the cluster management organizations. Based on the findings recommendations for further action are made.

Are you interested in analysing cluster management organisations? Do you have a proven track record in cluster management or policy? Then you might be interested in becoming an ESCA benchmarking expert.

In January 2013 ESCA offers the next opportunity to become a certified benchmarking expert.

Upon successful participation in the training each participant will receive a certificate and can conduct benchmarking projects in collaboration with ESCA.

Please see programme below for further details.

Programme

Jan 28, 09-13:00 h

Benchmarking training – the theory part

Introduction to cluster benchmarking and the European Cluster Excellence Initiative

- Cluster Management Excellence – Success Factor of Clusters
- Assessing Cluster Management Excellence – Methodologies and Tools
- Introduction to and discussion of the interview guideline and selected aspects of the data analysis and results presentation

Jan 28, 15-19:00 h

Benchmarking training – the practical part

Real-life benchmarking interview with the cluster manager of **bioPmed innovation cluster** – test your skills

Jan 29, 09-12:00 h

Final discussion – De-briefing

Discuss your experiences with the trainer, further procedures

The location of the training:

bioPmed innovation cluster

Bioindustry Park Silvano Fumero S.p.A. - Bi.P.Ca S.p.A.

Via Ribes, 5

10010 Colleretto Giacosa (TO) – ITALY

Ph. +39 0125 561313

Fax +39 0125 538350

info@biopmed.eu

Registration form:

ESCA training, Colletterto Giacosa, January 28/29, 2013

First name / surname

Organisation

Street address

Postal/zip code

City

Country

Telephone

Fax

E-mail

Signature and date

- Participation fee for the training is EUR 550 plus 19% VAT and includes training materials, refreshments during the training. Registered participants will receive an invoice prior to the training.
- In order to participate in the training candidates should fulfill the following requirements:
 - Professional experience in cluster and/or network management and/or cluster policy or similar experiences (min. 2 years)
 - Fluent English Language Skills (oral and written)

- Signed IP agreement with VDI/VDE-IT (to be signed by the employing organisation of the Benchmarking Expert and the Benchmarking Expert) – payment of the participation fee of the training sessions
 - Good knowledge of national and European cluster landscape
 - Awareness of individual potential conflicts of interest in relation to acting as a Benchmarking Expert
- Please attach a current CV indicating your qualifications and professional experiences in the area of cluster management and/or cluster policies.
 - Please note that it is mandatory to sign an IP agreement regarding the ESCA benchmarking methodology and its use prior to the training.

Please return your signed registration by fax or e-mail by Jan 11, 2013 to

European Secretariat for Cluster Analysis (ESCA)
c/o VDI/VDE Innovation + Technik GmbH
Helmut Kergel, Director ESCA
E-mail: helmut.kergel@vdivde-it.de
Fax: +49 30 31 00 78 222

Please call +49 31 00 78 154 if you need further information.

Intellectual Property Agreement

for Cooperation in the Context of the Benchmarking of Cluster Organisations and the Use of Related Materials Provided by ESCA for this Purpose

Between

European Secretariat for Cluster Analysis (ESCA), c/o VDI/VDE Innovation + Technik GmbH (VDI/VDE-IT), Steinplatz 1, D-10623 Berlin, referred hereafter as "ESCA"

And

Organisation: _____ ,

Address: _____ ,

Nominating the following employee to become an external expert for benchmarking activities of cluster organisations together with ESCA:

Title, First Name, Name: _____ ,

referred hereafter as "the Benchmarking Expert"

ESCA and (Organisation Name) _____
jointly referred as "Parties"

Preamble

Over the years, ESCA has developed a methodology to perform a benchmarking of cluster organisations. The benchmarking consists of two parts: A benchmarking interview and the data analysis resulting in an individual benchmarking report. Whereas the latter always has to be performed by ESCA (due to the fact that all comparative data and the routines for data analysis must be hosted at one point), the interviews can be conducted by any (local) Benchmarking Expert, who has to be appointed by ESCA after having participated in an according interview training provided by ESCA.

ESCA is interested in establishing an international network of approved Benchmarking Experts for disseminating the methodology and for conducting benchmarking interviews according to a given interview guideline. ESCA furthermore encourages all approved Benchmarking Experts to raise interest among cluster organisations in participating in the ESCA benchmarking projects.

The Parties agree as follows:

1. The Parties agree to perform any benchmarking projects in good cooperation and with due diligence.
2. The parties agree to handle all data strictly confidential which was assessed during any benchmarking project.
3. Concerning potential incomes and expenses in relation to the performance of any benchmarking projects, the Parties in all cases will conclude a separate individual agreement.
4. ESCA can perform complete benchmarking projects without involving any external experts. The Benchmarking Expert however in any case will always have to involve ESCA for the data analysis and the elaboration of the individual benchmarking report. The Benchmarking Expert and his/her employing organisation ensure to inform ESCA in advance of all his/her planned benchmarking exercises in written form and that all activities are performed jointly with ESCA.
5. An approval of Benchmarking Experts relates to the individual person, not to his/her employing organisation. An approval of a Benchmarking Expert however automatically expires upon any change of his/her employing organisation.
6. ESCA is not required to accept every interested individual person applying to become a benchmarking expert. Upon refusal of an individual person, specific reasons will be explained.
7. ESCA provides a training for selected individuals to be enabled to act as a Benchmarking Expert after signature of this Intellectual Property Agreement. In order to be eligible for a training, professional experience of the potential Benchmarking Expert in cluster management and/or the evaluation of clusters and/or cluster policy is mandatory.
8. ESCA provides a benchmarking interview guideline and a sample benchmarking report to the Benchmarking Expert. Additionally, ESCA is available for the Benchmarking Expert for any clarification questions in relation to the interview guideline and the entire benchmarking methodology as such. The benchmarking interview guideline is mandatory and cannot be changed by the Benchmarking Expert without written consent of ESCA.
9. The Benchmarking Expert and his/her employing organisation ensure that ESCA's copyright of all materials received is acknowledged.
10. After having trained a Benchmarking Expert, ESCA requires at least two benchmarking interviews to be performed by the Benchmarking Expert within six months after the training, after that two benchmarking interviews within one year, in order to maintain the approval status of the Benchmarking Expert.
11. The Parties agree on a general openness to jointly discuss issues of further development of the methodology of benchmarking of cluster organisations.
12. The agreement is permanent, if not terminated due to insufficient activity of the Benchmarking Expert (see 10.). The Parties have the right to terminate the agreement in written form without any reasons with three months period of notice.
13. If the agreement is terminated, whatever the cause of the termination is, the Benchmarking Expert and/or the employing organisation will return to ESCA and/or delete any electronic or printed copy of the materials received.

14. The agreement is submitted under German law. Any litigation relating to this agreement, its interpretation or execution, which cannot be resolved amicably, will be submitted to the Berlin courts.

Signed on behalf of VDI/VDE-IT:

Signed on behalf of the employing organisation of the
Benchmarking Expert:

Peter Dortans
(Managing Director)

Name:

Position:

Date:

Date:

Company stamp:

Dr. Werner Wilke
(Managing Director)

Content of this agreement acknowledged by the
Benchmarking Expert:

Date:

Name:

Content of this agreement
acknowledged by ESCA:

Position:

Date:

Name:

Position:

Date:

Thomas Lämmer-Gamp
(ESCA)