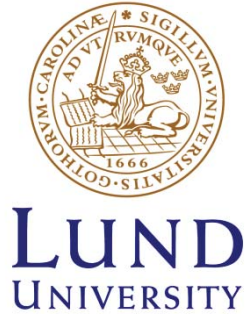


**INNOVATION  
SCHOOL  
THE GLASGOW  
SCHOOL OF ART**



# Cluster Evaluation Working Group Meeting

**Cork**

**14/15<sup>th</sup> May 2018**



the global practitioners network for  
competitiveness, clusters and innovation



**V-LINC**  
CLUSTER PERFORMANCE MEASUREMENT

**ecoRIS3**  
Interreg Europe

# Agenda – Day 1

- 13:00 Welcome and introduction to cluster efforts in Ireland  
(Madeline Smith & John Hobbs)
- 13:30 Introductions and TCI Evaluation WG Story So Far (Madeline Smith)
- 14:00 **THEME 1: Evidencing the benefits of clusters: Where are we?**  
  
An international review of cluster programme effects: towards a framework  
(Emily Wise, James Wilson and Madeline Smith)
- 15:30 Ongoing work: Following up on previous WG activities  
  
Human element survey & pilot results (Madeline Smith, James Wilson and Emily Wise)  
  
Other ideas for measuring collaboration (Knut Senneseth)  
  
'Beyond GDP' cluster evaluation/shared value (Marc Sanso)
- 17:00 Wrapping-up Day One
- 17:30 Transfer to Cork City Centre
- 18:00 Brewery & Tasting Tour and Informal Dinner: Franciscan Well

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 **Orkestra**  
BASQUE INSTITUTE  
OF COMPETITIVENESS  
DEUSTO FOUNDATION



# Cluster Evaluation Working Group

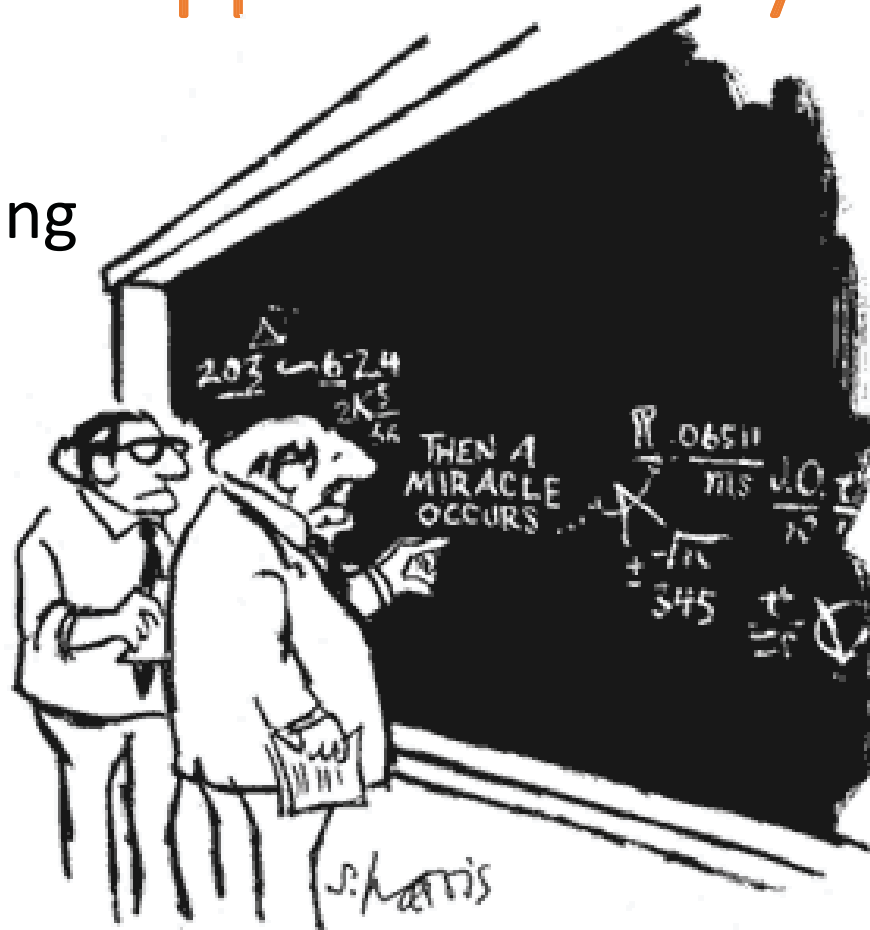
The Story so far...



the global practitioners network for  
competitiveness, clusters and innovation

# Exploring what happens and why?

- Better understanding the “magic in the middle”



"I THINK YOU SHOULD BE MORE EXPLICIT HERE IN STEP TWO."

# Evaluation Questions



- What are we proposing to do?
- What are we aiming to achieve?
- Who cares or wants to know?
- Who needs to be involved?
- How much should we do?
- When should we start?

# Evidencing Value



- Evidencing value – ROI
- - for Participants
- - for partners and stakeholders
- - for funders
- - for policy makers

# Evaluation Scope

**Why?**

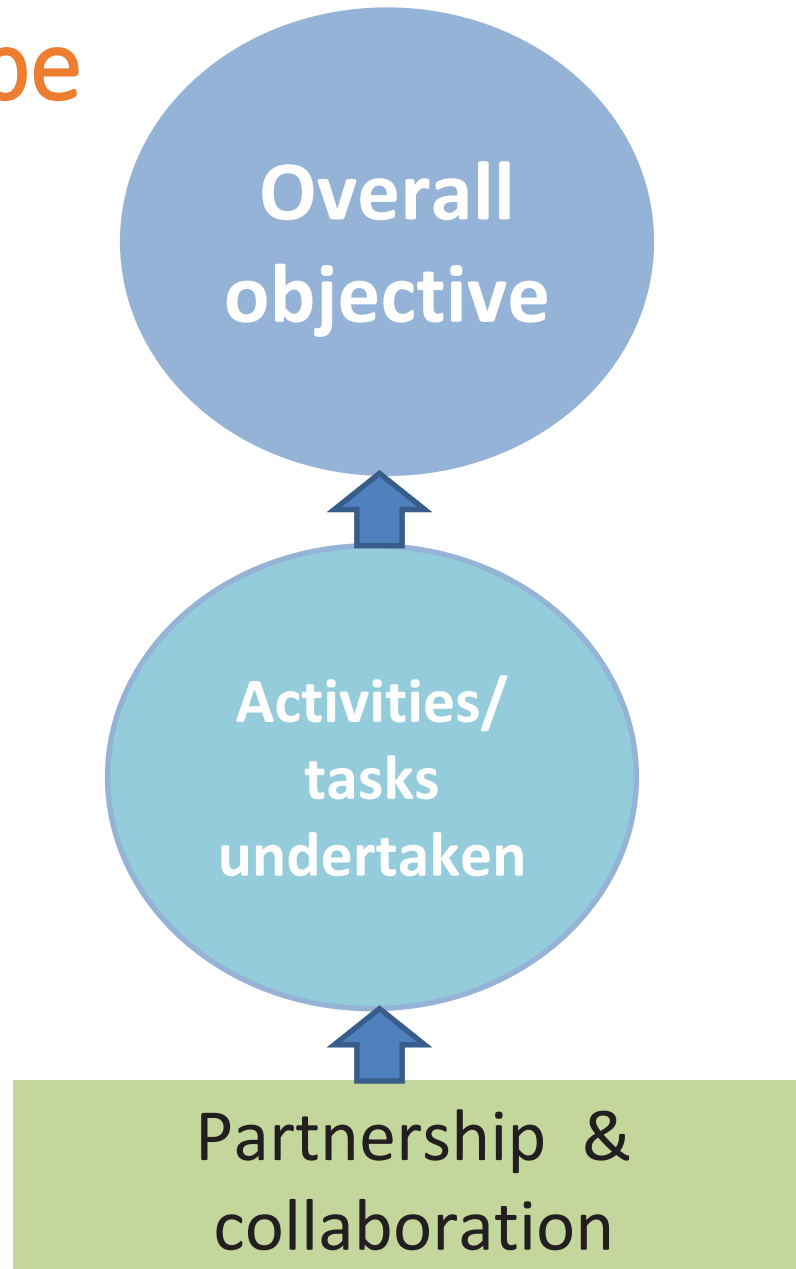
Overall  
objective

**What?**

Activities/  
tasks  
undertaken

**How?**

Partnership &  
collaboration



## TCI CLUSTER EVALUATION WG

- A forum for learning collectively around common, complex & important cluster evaluation challenges
- Sharing learning
- Identifying gaps
- Trying new approaches







**18 ENTHUSIASTS FROM 9 INTERNATIONAL COUNTRIES**

WORKING GROUP | SCOTLAND | 2013

# TCI CLUSTER EVALUATION WG



Workshop  
**Forres**



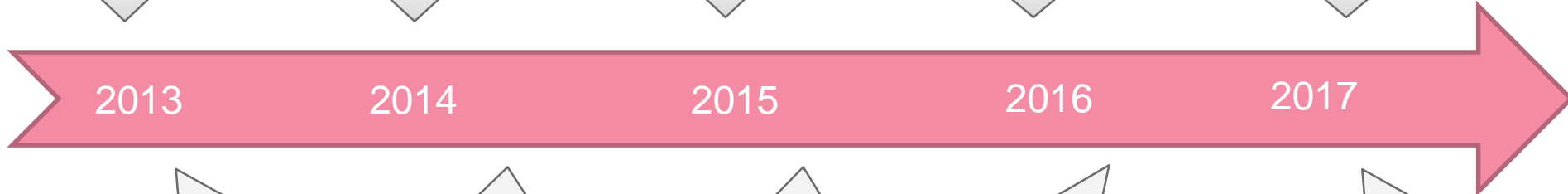
Workshop  
**Belfast**

Workshop  
**Rzeszow**



Workshop  
**Barcelona**

Workshop  
**Oslo**



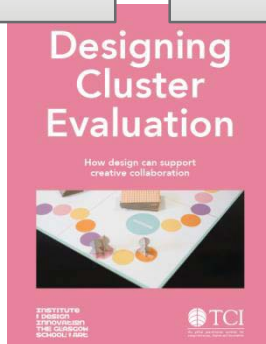
TCI  
Conference  
**Kolding**

TCI  
Conference  
**Monterrey**

TCI  
Conference  
**Daegu**

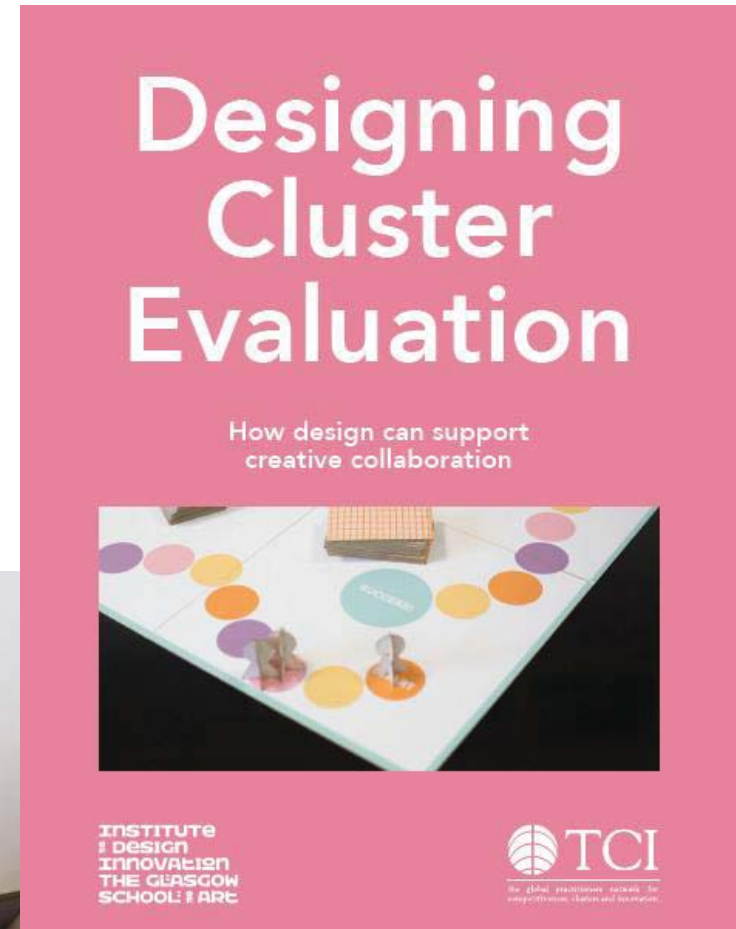
TCI  
Conference  
**Eindhoven**

TCI  
Conference  
**Bogota**



## SOME KEY OUTPUTS

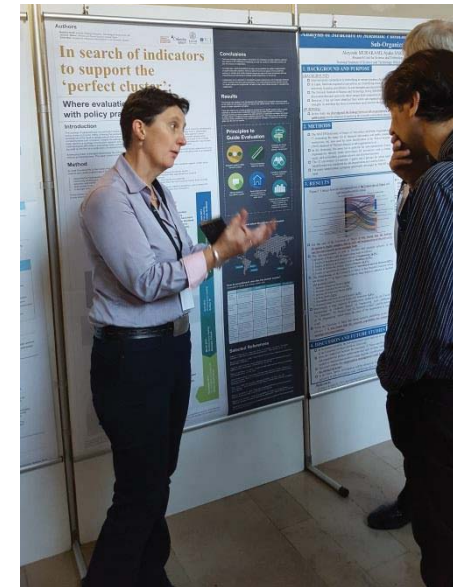
- Conference presentations
- Booklet on *Designing Cluster Evaluation* (2014)
- Cluster evaluation boardgame (2014)





## SOME KEY OUTPUTS

- Perfect cluster evaluation framework (2016)
- Principles to guide cluster evaluation (2016)
- Set of firm-level survey questions aimed at capturing the human element of clusters (2016)
- Poster & short paper presented at OECD Blue Sky Forum (2016)
- Collected together on website:  
[www.tci-network.org/evaluation](http://www.tci-network.org/evaluation)



# **THEME 1: Evidencing the benefits of clusters: Where are we?**

## **Ongoing work: Following up on previous WG activities**

# Agenda – Day 2

- 9:00 Re-cap and reflections from Day One
- 9:30 **THEME 2: Evidencing the Role of Clusters in Smart Specialisation Strategies**  
  
(James Wilson, Linda Jamison and John Hobbs)
- 11:00 Evaluation at different levels: system-programme-organisation-project (POPS)  
(Emily Wise, James Wilson and Madeline Smith)
- 11.30 Other new ideas and sharing of experiences (All)
- 12.00 Review of WG progress – where are we against our original ambition  
- Developing a cluster evaluation toolbox / fruit salad  
- Human element  
- Evidencing critical success factors  
- WG Outputs
- 12:30 Next steps (All)
  - Evaluation WG contribution to TCI Toronto
  - Ongoing working group activities
  - Specific actions to follow-up from this workshop
- 13:00 Farewell lunch

## **THEME 2: Evidencing the Role of Clusters in Smart Specialisation Strategies**



**Evaluation at different levels:  
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