



V-LINC

CLUSTER PERFORMANCE MEASUREMENT

V-LINC is a research group that maps, visualises and analyses the strength of key relationships within Cluster Ecosystems, informing policy at a regional and national level.

Partner with V-LINC to identify your regions' strengths, showcase your global reach, and develop and attract industry in your clusters.



V-LINC: Increasing Regional Competitiveness

Regions endeavour to invest their resources to develop strengths, increase employment, attract MNC and SME investment and support highly connected innovative industry clusters.

As all regions have their own identity, policy makers seek to use the best mixture of policy instruments and supports as conduits to increase competitiveness. V-LINC investigates specific industry sectors at a regional level, to help cluster organisations, regional/national development agencies and policy makers understand and visualise their regions' ecosystem. The strength of the V-LINC analysis is its ability to assess and articulate the business impact of inter-firm linkages within a cluster. The analysis develops targeted strategic short, medium and long term policies based on leveraging a regions strengths and capabilities.



V-LINC maps visualise linkages at four geographic scopes: Local, National, EU and International. The above maps showcase the linkages of the ESCA 'Gold' labelled Systematic ICT Cluster in Île-de-France.

How Does Your Region Benefit

1

V-LINC is the only analysis globally that can map and visualise your regions key relationships, and showcase their importance regionally, nationally and internationally.

2

V-LINC identifies the firms and organisations that are key connectors within your cluster ecosystem. These organisations can be conduits for implementing new policy initiatives across the ecosystem.

3

V-LINC analyses engagement in areas such as research, development, innovation and training.

4

V-LINC develops targeted policy recommendations to increase collaboration between firms (both SMEs and MNCs), increase R&D collaborations, develop internationalisation strategies and improve the value of cluster/industry organisations.

How V-LINC Works With Cluster Organisations

V-LINC has worked with a number of cluster and regional development organisations that have used the analysis and recommendations to develop strategy, increase public funding, grow membership and promote their cluster.



David Marí, senior ICT consultant and project manager at Eurecat “The technology centre and cluster responsible for the ICT sector in Catalonia believes “the V-LINC analysis was extremely beneficial. V-LINC mapped the Eurecat cluster ecosystem, provided industry feedback to Eurecat, identified initiatives targeted at strengthening collaboration between cluster members and proposed strategies for the internationalisation of SMEs.”

Ronan Murphy, Chairperson European Technology Cluster – it@cork, notes “V-LINC provided a detailed account of the global reach and strengths the European Technology Cluster has developed in the South West Region. The cluster has utilised the analysis findings and policy recommendations to attract public funding at a national level and to improve our value to members.”



How V-LINC Works With Government Agencies

The V-LINC research group has collaborated with government departments and development agencies to identify existing and emerging industry sectors, develop policy to build on regional strengths and grow SME and MNC investment in regions. The research outputs feature in national and regional policy documents:



Excerpt from the Department of Jobs, Employment and Innovation’s South-West Action Plan for Jobs 2015 – 2017 “The existing V-LINC cluster research underway in Cork Institute of Technology on connections and levels of collaboration at industry sector level, through the EU funded Be Wiser project, provides an important input to the development of ecosystems in the South West Region. The process of cluster development can identify new innovative cluster opportunities for the region e.g. pharmaceutical and medical technologies, areas where there may be an opportunity to develop the South West as a centre of excellence.”

John Forde, Senior Executive Officer, Cork County Council, “The V-LINC research team worked on a research piece commissioned by the Cork County Council, to investigate the potential for an Agri-Food cluster in West Cork. The report the Council received was informative, professional and contained actionable policy recommendations aimed at developing this growing sector of regional importance.”



The V-LINC research group has experience working on European and Nationally Funded Cluster projects. The analysis is currently being utilised in the following EU funded FP7 projects.



www.be-wiser.eu



www.remcap.eu

Experience and Project Portfolio:

V-LINC analysis has been applied across Europe in collaboration with clusters in the following sectors: Agri-food, Biopharma, ICT, Maritime, Mining and Tourism.



Other experience includes:

- Smart Specialisation Peer Review
- Executing SWOT & PESTLE Analysis
- Undertaking Market Analysis
- Animating Policy Roundtables
- Joint Action Planning
- Dissemination Activities
- Academic Publications
- Developing + Conducting Online Surveys & Analysis

V-LINC was developed in the School of Business & Humanities of Cork Institute of Technology by Dr John Hobbs, Eoin Byrne and their research team. The V-LINC research team is interested in discussing potential regional, national or EU funded projects with you. For further information on how we can work together, please contact:



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