

## ROADMAPS TO IMPLEMENT EACH ACTION

### 1. Roadmap WG Clusters of Excellence

Action: “To foster cooperation and exchange of knowledge between SMEs, academia and the public sector in areas of competence in the Danube Region.”

Action: “To eliminate cross border barriers and bottlenecks to people and business - Seamless Europe for a liveable Danube Region.”

Action: “To improve business support to strengthen the capacities of SMEs for cooperation and trade.”

Action: “To improve framework conditions for SMEs in areas where competitive infrastructure is missing.”

#### **Milestone n°1a : Establish a Cluster directory for the Danube Region**

- *Work:* Each country should identify/list its clusters that are capable and willing to participate/cooperate in the Cluster-Subgroup. Furthermore, existing projects and project-ideas shall be identified in order to look for potential project-partners through the Danube Region cluster group.  
✓ *Output:* LIST OF CLUSTERS AND PROJECTS  
*Responsible:* SG members; *Deadline:* submit your information until 20<sup>th</sup> of May to [florian.plocek@tmg.at](mailto:florian.plocek@tmg.at)

#### **Milestone n°1b : Establish a Cluster map for the Danube Region**

- *Work:* Each country should identify/list its decision makers at political, administrative and agency level, particularly with regard to community building for a cluster group in the Danube Region.  
✓ *Output:* LIST OF DECISION MAKERS OF EACH DANUBE REGION  
*Responsible:* SG members; *Deadline:* until fall/12
- *Existing Projects:* “European Cluster Alliance”, “Cluster Observatory”, “Cluster Collaboration Platform” where additional data can be found

#### **Milestone n° 2: Identification of existing initiatives and projects at European level**

- *Work:* Analysing existing initiatives and projects at EU level, including the participating organisations.  
In order to get significant data, cooperation with the technical secretariats of the relevant programmes should be envisaged.  
✓ *Output:* LIST OF EXISTING INITIATIVES AND PROJECTS; DIVIDED IN ORGANIZATIONAL AND POLICY LEVEL  
*Responsible:* SG members; *Deadline:* until summer/13

Organizational Level	Policy Level
ECEI	ECPG
ECCP	TACTICS
...	CEE



...	RIS3
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### **Milestone n°3 : Analysing existing papers on recommended procedures for clusters, with focus on the Danube Region**

- *Work:* Analysis of conclusions or recommended procedures for clusters from other projects that might be relevant for the Danube Region Cluster Group (e.g. TACTICS Handbook for Internationalization, European Cluster Policy Group's Conclusions, etc.)

✓ *Output:* recommended procedures for cluster/policy in the Danube Region

*Responsible:...*; *Deadline:* until summer/13

### **Milestone n°4 : Cluster management/benchmarking in the Danube Region**

- *Work:* To identify strengths and weaknesses of different clusters and their structures in the Danube Region and to create a possibility to compare the quality how the clusters are managed and to derive steps to improve the cluster management.

✓ *Output:* best practice examples of cluster management in the Danube Region/knowledge transfer

*Responsible:...*; *Deadline:*

### **Milestone n°5 : Screening topics for future collaboration on cluster policy and operational level in the Danube Region**

- *Work:* Discussion on fields of collaboration and relevant addressed topics for further collaboration in the Danube Region. Communication of the strategic importance of a “Danube Region Cluster Group” through each SG member should be mandatory, relating to take influence on the upcoming funding period/topics at an early stage.

✓ *Output:* topics for future collaboration in the Danube Region, including projects development for 2014+

*Responsible:* SG members; *Deadline:* ??/14

### **Milestone n°6 : Establishment of a Danube Region Cluster Platform**

- *Work:* In order to strengthen and foster future cluster cooperation in the Danube Region the cluster subgroup shall be established as a permanent Danube Region Cluster Platform.

✓ *Output:* Danube Region Cluster Platform, Membership Label for cluster organisations

*Responsible:* SG members; *Deadline:* 2014+

### **Flagship projects**

- **Clusteratlas**

- **Technology Transfer Centres**

- **Blue Danube** – Pilot model project on fourstage clarification plants

- **Seeged+ Innoinfo** - Increasing the Competitiveness and Innovation Capacity of SME's in the South East European Region

- **SIRA** - Smart and Innovative Rural Areas



## 2. Roadmap WG Competitiveness in Rural and Urban Areas

Action: “To improve the competitiveness of rural areas and in particular of the agricultural sector.”

Action: “To improve framework conditions for SMEs in areas where competitive infrastructure is missing.”

Action: “To support enterprises through high performing training and qualification schemes.

### a) General Objectives

1. Contributing to the increasing of the competitiveness in the Danube rural areas;
2. Development and introduction support instruments targeted to provide a long-term answer to the challenges within the Danube Region.

#### **Vision:**

Competitive and developed rural areas within the Danube Region in accordance with the priorities set in Europe 2020 Strategy and the Common Agricultural Policy

#### **Possible activities:**

1. Analysis of the Danube rural areas specifics as a pilot project – Danube rural areas are not equally developed and balanced in terms of production, environment, employment conditions, etc. That is why an analysis is needed in order to outline the major differences, gaps and needs and propose the relevant mechanisms for intervention contributing to the sustainable development of the rural areas.
2. On the basis of the conducted analysis the following intervention possibilities could be considered:
  - a. Common strategic Umbrella projects will be developed addressing the identified problems in the whole Danube area;
  - b. Development of pilot projects for transfer of know-how and establishment of small agricultural clusters in regions where such clustering is not existing in order to provide multiplication model for the whole region;
  - c. identification of existing models with multiplying potential in the region;
  - d. Development and introduction of a common financial engineering instrument (with regional and local scope of action) – a Revolving Fund supporting the businesses in rural areas for impact on basic areas of intervention;
  - e. Creating synergies and integrated approach with existing services for business support, transfer of innovation and start-ups support in rural areas; networking (identification of appropriate existing organization and structures).



**Topics within the scope of the Working Group to be considered:**

1. Food production and supply chain;
2. Renewable sources of energy and use of biomass for meeting local energy needs;
3. Sustainable use of natural resources in rural areas;
4. Sustainable use of economic and natural assets for development of diversified value-added activities such as establishment and development of rural tourism clusters for eco-destinations, transfer of green know-how and technologies for environment protection, enhancing of business links and common branding of products.

Integrated approach with other Priority Areas jointly addressing identified common problems and proposing project solutions relevant to more than one PA:

Priority Area 2

Priority Area 3

Priority Area 7

Priority Area 9

**b) Implementation of Cluster of Competence Centres “Smart and Innovative Rural Areas” (SIRA DANUBE) in the Danube Macro Region**

**Initiation Stage - Milestone 1:** Identification of potential Rural Danube innovation competence centres' for rural development at higher and/ or vocational education institutions with focus on agri-food chains, economic diversification with focus on renewable energies and efficient resource utilisation.

Until 09/ 2012:

- Identification of potential partner institutions and other contact persons/ institutions: (potential institutions: University of Timisoara/ Voitec Agrarian Vocational training Centre, Osijek University – Faculty of Agriculture/ Faculty of Food Science, Croatia; University Novi Sad – Faculty of Agriculture; Science and Research Institute for Food Technologies, Serbia; Romania; Agriculture University Plovdiv, Plovdiv/ Bulgaria; University of Szeged - Faculty of Agriculture, Hódmezővásárhely/ Ungarn; DEULA Training Centre, Kirchheim Baden-Wurttemberg)
- Search for funding for the implementation of the follow-up preparatory measures

Until 12/ 2012:

- Commitment of 3-5 pilot partner institutions for the competence centres signed
- Preparation for the implementation of feasibility studies to assess the situation, potentials, needs;



**First half 2013:**

- Implementation of the feasibility studies including the development of a common, but flexible approach in setting up the competence centres and establishing a roadmap for the identified and committed institutions based on the assessment results
- Identification of potential (young) professionals/ executives across the sectors and regions and commitment of their (institutional) participation in and facilitation of the process

**In 2013:**

- Elaboration of first project application(s) ready for submission based on the roadmap and effective use of different finance instruments / EU funds, identification of adequate financing instruments (realisation of milestones 2 – 4)
- Identification of national cofinancing sources and further cooperation partners (f.ex. in Baden-Wurttemberg: existing clusters, DEULA centres, agro-food industry and manufacturers) for the implementation of measures/ projects

**Milestone 2:** Establishment of the pilot Competence Centres “Smart and Innovative Rural Areas (SIRA)” in the Danube Macro Region (CC-SIRA DANUBE) for competitive rural development

Timeframe: 2014 – 2016

**Milestone 3:** Cluster development for economic diversification and agri-food value chain development in rural Danube regions by using the resources of the Competence Centres (SIRA DANUBE)

Timeframe: 2014 – 2020

**Milestone 4:** Expansion and formalisation of the Competence Centre network “Smart and Innovative Rural Areas” in the Danube Macro Region (SIRA DANUBE) for competitive rural development

Timeframe: 2014 – 2020

**Flagship projects**

- **SIRA** - *Smart and Innovative Rural Areas*
- **SEECCEL** – *South East European Centre for Entrepreneurial Learning*
- **SEeDual**- *Introducing dual vocational training systems in South East Europe*
- **Seeged+ Innoinfo** - *Increasing the Competitiveness and Innovation Capacity of SME's in the South East European Region*



### 3. Roadmap WG Innovation and Technology Transfer

Action: “To improve business support to strengthen the capacities of SMEs for cooperation and trade.”

Action: “To improve framework conditions for SMEs in areas where competitive infrastructure is missing.”

Action: “To foster cooperation and exchange of knowledge between SMEs, academia and the public sector in areas of competence in the Danube Region.”

Action: “To eliminate cross border barriers and bottlenecks to people and business - Seamless Europe for a liveable Danube Region.”

Action and Pilot Project	Work Packages*	Duration (Start May 2012)
<b>1. Developing institutional infrastructure for technology transfer</b>  1.1 Setting-up 3 pilot centres	<b>Definition Phase</b> - Identifying suitable region - Choosing partner/host institution - Establishing legal model for running pilot centres - Contracting; registration centres	<b>3 months</b>
	<b>Implementation Phase</b> - Training TT partner - Analysing needs of industry in region - Developing services	<b>6 months</b> <u>Until 31.12.12</u>
	<b>Operational Phase</b> - Coaching centres in developing projects with industry - Stimulating demand; generating ideas for innovation - Acquisition of transfer	<b>18 months</b>
<b>2. Human Resources Development in Technology Transfer and Innovation</b>  2.1 Training Program Innovation Management in 2 countries  (150-200 participants from industry per country; 6 trainers per country)	<b>Definition Phase</b> - Identifying suitable region - Choosing partners for promoting training and for acquisition of participants	<b>3 months</b>
	<b>Implementation Phase</b> - Adapting training program for innovation managers that is successfully established in Romania to needs of other regions - Elaborating training program for local trainers	<b>3 months</b> <u>Until 01.09.12</u>
	<b>Operational Phase</b> - starting training courses for innovation managers in industry - starting training course for trainers in innovation management	<b>12 months</b>







#### 4. Roadmap WG Vocational Educational Training

Action: “To support enterprises through high performing training and qualification schemes.

Action: “To eliminate cross border barriers and bottlenecks to people and business - Seamless Europe for a liveable Danube Region.”

Action: “To prioritise the effective implementation of measures provided for under the Small Business Act for Europe.”

**Milestone n°1:** Establishing a VET cluster with the involvement of chambers, major enterprises, and academic and vocational education institutions in the region

- *Work:* preparation of organization rules and organizing stakeholder and contributors. Public Administration institutions, employer organisations as well as employee organisations should be involved from the member countries which are interested in vocational education and training system.
  - ✓ *Output:* creating cluster
  - *Responsible:* DCCA members; *Deadline:* as soon as possible

**Milestone n°2:** Examining which model (dual or school) is more effective for specific groups of professions.

- *Work:* analysing of the models. These models could be country-specific. National characteristics has to be taken into account and consultations among the participating members are needed continuously.
  - ✓ *Output:* list of qualifications
  - *Responsible:* Expert Working Groups; *Deadline:* as soon as possible

**Milestone n°3:** Reforming the Hungarian VET system in the framework of a PILOT project

*Work:*

- The German and Austrian chambers will provide the know-how
- Other participants will monitor as well as give professional advice and prepare for the utilization of experience
- Reviewing and streamlining the National Register of Qualifications and aligning it with other systems in the region
- Revising some of the qualifications in line with the labour market demand
- Simplifying the examination system, making those competencies already acquired contribute to it
- Establishing and operating independent examination centres
- Improving the VET programmes based on the experience obtained



- Establishing an effective career orientation and follow-up system that also relies on labour market forecasts
- Sharing experience with other countries in the region
- ✓ *Output:* 1. Independent Test Centre 2. Best Practices
- *Responsible:* Budapest Chamber of Commerce and Industry; *Deadline:* 01/08/13

**Milestone n°4:** Adapting the findings of the Hungarian PILOT project to other countries of the region, taking into account the national characteristics and with a view to facilitating the free flow of capital and workforce

- *Work:* Adaptation. The Austrian and German partners will hold the supervisor post and the Hungarian chamber will hold the operative post. The Hungarian experience need to utilize in the countries of the Region.
- ✓ *Output:* Effective Vocational Training System
- *Responsible:* Chamber of Commerce of partner countries; *Deadline:* 31/12/13.

**Milestone n°5:** Improving the prestige of skilled work

*Work:* Public procurement to find constructors and supervisors to develop the ports.

- ✓ *Output:* Promote the Results. The Region wide media campaign as well as local road shows required which will focus on the results.
- *Responsible:* DCCA members; *Deadline:* 31/12/13.

### **Flagship projects**

- ***SEeDual-*** *Introducing dual vocational training systems in South East Europe*
- ***Seeged+ Innoinfo*** - *Increasing the Competitiveness and Innovation Capacity of SME's in the South East European Region*