

Clustere existente în spațiul european

Eco-energy in Upper Austria
ICT in Bulgaria
Food packaging in Southern Denmark
Microelectronics in Grenoble, France
Chemicals in Central Germany
Sports footwear in Montebelluna and Timișoara
Flora industry in Holland
Tourism in Malta

Studiile de caz și rapoartele aferente fiecărui „cluster” sunt disponibile pe site-ul Observatorului European pentru Clustere:
www.clusterobservatory.eu

Transfer de „know-how” și inovații tehnologice

Finaliști ai premiilor REGIO STARS 2008

AT - Upper Austria - Regional Innovation System
BE - Province de Namur - Cluster Eco-construction
FI - Oulu - Mobient
IT - INTERREG Emilia-Romagna - Region-Enterprises Forum on Logistics

Câștigători ai premiilor REGIO STARS 2008

UK - Wales - OptIC Technium
SE + DE - INTERREG Øresund - Øresund Science Region
UK - South East of England - Profitnet

http://ec.europa.eu/regional_policy

Creșterea competitivității în spațiul european prin „clustere”

31 august - 01 septembrie 2009



Universitatea din
Bacău



Consiliul Județean
Bacău



Primăria Bacău



Primăria
Slănic-Moldova



Asociația „Repere”
Bacău

Universitatea din Bacău
Amfiteatrul B1

Parteneri media:

Ziarul de Bacău Observator de Bacău

Ziarul de Bacău
Media online

Observator de Bacău

Colaborator:
ECONOMIX NEWS

CENTRUL
DE INFORMARE
TEHNOLOGICĂ
ECONOMIXNEWS INFO · ROMÂNIA

Concepte

Cluster

“*Clusterul* reprezintă o concentrare geografică de companii interconectate, furnizori specializați, prestatori de servicii, firme din industriile conexe și instituții asociate (ex. universități, entități de C-D-IT, entități de standardizare, asociații profesionale, camere de comerț), dintr-un anumit domeniu de activitate, care colaborează sub o strategie comună de dezvoltare, dar care rămân în competiție.”

Michael E. Porter (1998), *On Competition*

Inițiativă de cluster

“*Inițiativa de cluster* reprezintă un efort organizat de a spori creșterea și performanța economică a clusterelor dintr-o regiune, actorii implicați fiind companiile, autoritățile publice și/sau comunitatea cercetătorilor.”

Örjan Sölvell, Göran Lindqvist & Christian Ketels (2003),
The Cluster Initiative Greenbook

Competitivitate

“*Competitivitatea* este un concept care compară capacitatea de a oferi servicii și produse și performanța economică și financiară unei firme, a unui sub-sector sau a unui stat, utilizând indicatori specifici fiecărui nivel.”

Franziska Blunck (2006), *What is competitiveness?*

Cluster mapping

“*Cluster mapping-ul* sau cartografierea *clusterelor* reprezintă un instrument puternic pentru factorii decizionali, ajutându-i pe aceștia să identifice *clusterelor* aflate într-una din etapele de evoluție (aparitie, dezvoltare, disparitie), pornind de la o analiză statistică a regiunii și să determine punctele tari și punctele slabe ale regiunii pentru a putea stabili mai bine eforturile de dezvoltare economică.”

Europa INNOVA, www.europe-innova.org

Clusters - a transdisciplinary approach

Main objectives:

1. To support the setting up of research clusters based on the promotion of trans-disciplinarity;
2. To promote transdisciplinarity among researchers, stakeholders, the media when discussing a common theme;
3. To adapt and mobilize knowledge in order to transcend the boundaries of individual disciplines;
4. To overcome disciplinary differences in order to reach a common ground for a more efficient result;
5. To produce collaborative work;
6. To develop a multiplicity of perspectives (science, art, culture; economy, culture, IT; religion, sociology, science; etc.) on an issue that cannot be dealt with from a single perspective (eg. medicine, food industry, environmental and humanistic studies);
7. To prioritize scientifically-based practices over non-scientific methods;
8. To foreground the necessity of symmetrical strategies of researching, disseminating, communicating, evaluating and managing activities.

Transdisciplinarity [a bridge; a pool]

1. Transdisciplinarity is the (post)modern matter of deliberate innovation connecting partially interacting clusters of disciplines;
2. It avoids single-discipline learned societies;
3. It engages the academic community in meaningful dialogue and exploration of various fields of activity;
4. It defines central research issues, concepts and expertise linked to a common theme (eg. bio-economy; empathy);
5. It concerns the dynamics engendered by the action of several levels of reality at once (Basarab Nicolescu);
6. It entails both a new vision and a lived experience. It is a way of self-transformation oriented towards the knowledge of the self, the unity of knowledge, and the creation of a new art of living. (Basarab Nicolescu);
7. It sends to a new art of dialogue. (Basarab Nicolescu).

Cluster (s)

1. It promotes innovative research and communication among research groups (from both universities and other research centres from enterprises etc.) in order to enrich the competitive climate and to support the economic growth of the community;
2. It carries out the qualitative participatory research work at a local, national and European level;
3. It provides comparative analysis at a synchronic and diachronic level;
4. It brings together (European/national/local) stakeholder groups (eg. agriculture: farmers, consumers, retailers, environmental groups, administrative authorities), academic experts, policy makers, media representatives;
5. It provides the opening of the university (as a transdisciplinary space of a new production of knowledge) towards the civil society, towards other places of production of the new knowledge (private institutions and laboratories, industrial companies, non-profit organizations etc.), towards the cyber-space-time, towards globalization, towards a redefinition of values governing a human being's/a self's own existence, towards promoting and communicating one's values.