

# Introducing Cluster 2020

## Informed. Efficient. Expert.

Milan 27-28 Feb 2012



**David Furmage**

david.furmage@sgs-lab.com

Serious Games Institute  
Coventry University Enterprises  
West Midlands, UK

**Cluster 2020**

[1 INTRO] [2 VISION] [3 INFORMED] [4 EFFICIENT]



*This initiative is financed under the Competitiveness and Innovation Framework Programme (CIP) which aims to encourage the competitiveness of European enterprises.*

\*

# Vision of Cluster 2020

**support** creative industries



overcome **barriers**  
achieve sustainable **growth**  
create new **jobs**

by working towards  
***creative cluster excellence***

**developing a blueprint**

enable cluster  
organisations  
to provide  
better support  
in their  
region

our aim

**make businesses & clusters**  
**INFORMED. EFFICIENT. EXPERT**

**understanding  
new markets  
and sector trends**



*example*  
innovative CReATE approach to  
**regional analysis and foresight**

**using open data for  
competitive advantage**

*example*  
**innovate** open data, software tools, hack  
days. bringing **Insight** for new sales

# making businesses More Efficient

**facilities and services  
within incubation, co-working  
start-up & internationalisation  
support**



*example*  
*Digital Creative  
Hub, Munich  
testing Cluster  
2020 ideas*

*creative industry friendly  
productivity and  
business tools*



*Example*  
**finding tools that will identify  
business metrics that will work  
for the creative sector**

# making businesses More Expert

identifying and accessing  
**new knowledge to better  
understand emerging key  
business issues**

*example*  
innovation in use of video & metadata  
to exchange content in targeted way

selling into **international  
markets & identifying high  
growth sector opportunities**



*example*  
**extensive connections and day-to-day  
contacts around the world**

# what Impacts does Cluster 2020 expect?

## cluster organisations

**practical insight**  
**hands-on approach**  
**software tools**  
**feedback & understanding**  
**data insight**

engage with  
**700 businesses**  
**11 clusters**

## creative businesses



**efficiency and sustainability**  
**experimentation for growth**  
**extensive connections**  
**new understanding**

# Consortium Partners



**Serious Games Institute, Coventry University, West Midlands, UK**  
*expertise: Serious Games, Internationalisation, trade missions, offices and activities in Far East, Africa, etc. Creative Sector Support Cluster.*



**European Business & Innovation Centre Network, Brussels**  
*expertise: Leading non-governmental pan-European Network, 200+ Business & Innovation Centres (BIC's), Cross-Industry, Cross-sectorial*



**Gate Garching, Munich, Germany**  
*expertise: Technology, Innovation & Co-working Centres. Currently launching new creative business space. Business Clusters & Support.*



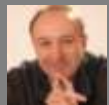
**Creative England, England-wide (excluding London) UK**  
*expertise: Government funded national organisation tasked to support the creative industries. Extensive Cluster membership and reach.*



**BlackSwan, Provence, France**  
*expertise: Business innovation Centres & Co-working with extensive connections into technology related clusters such as aerospace.*

# In Summary...

**Cluster 2020 is practical *hands-on* stuff**  
bringing real impact and growth  
**making businesses and clusters**  
more informed, efficient and expert  
**providing a blueprint for**  
business support and cluster  
organisations to use in their region  
for more information: [www.howtogrow.eu](http://www.howtogrow.eu)



**David Furmage**  
david.furmage@sgs-lab.com

thanks for listening!

