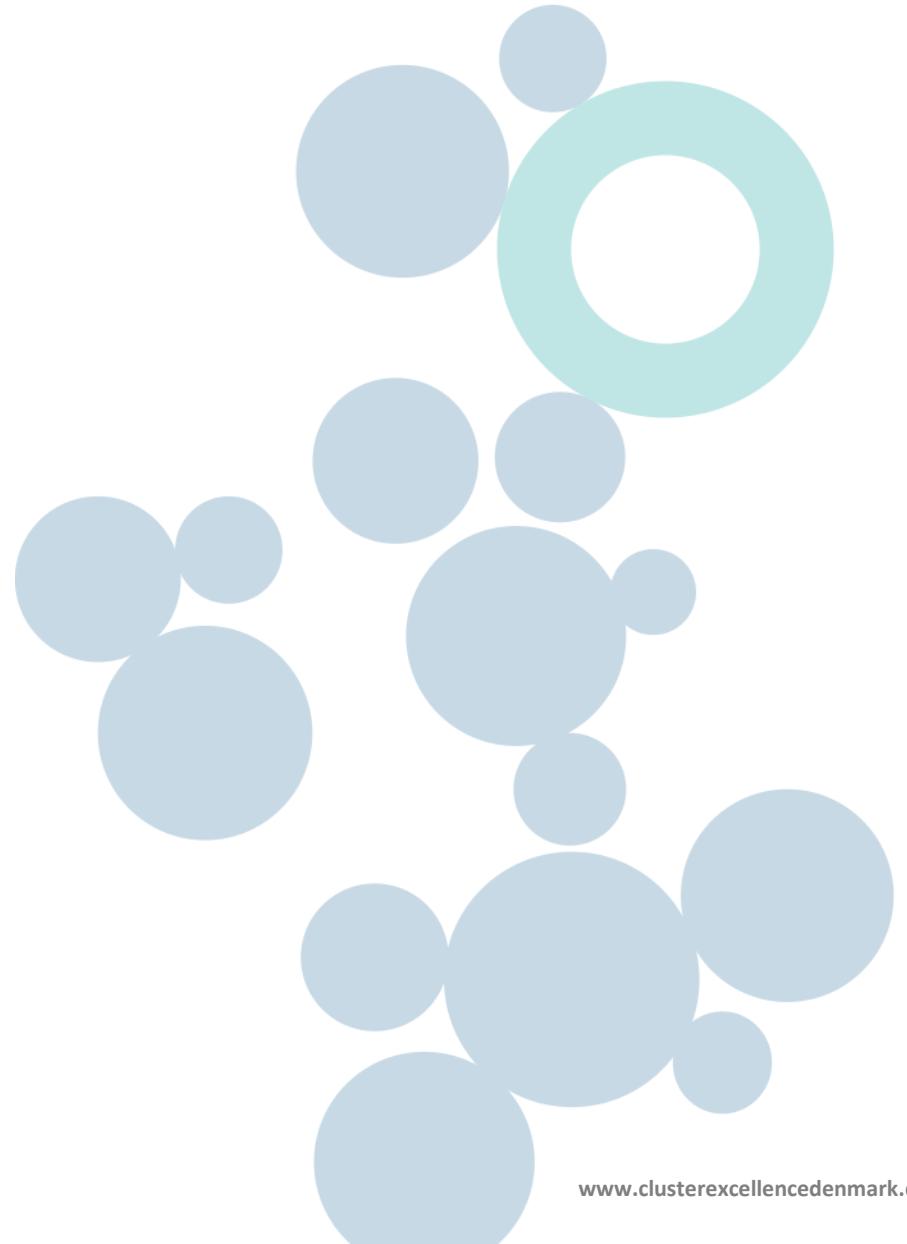


**CLUSTER
CO-CREATION
THROUGH
CO-SPECIALISATION
-
EXPLORING THE
POTENTIAL FOR
COLLABORATION**

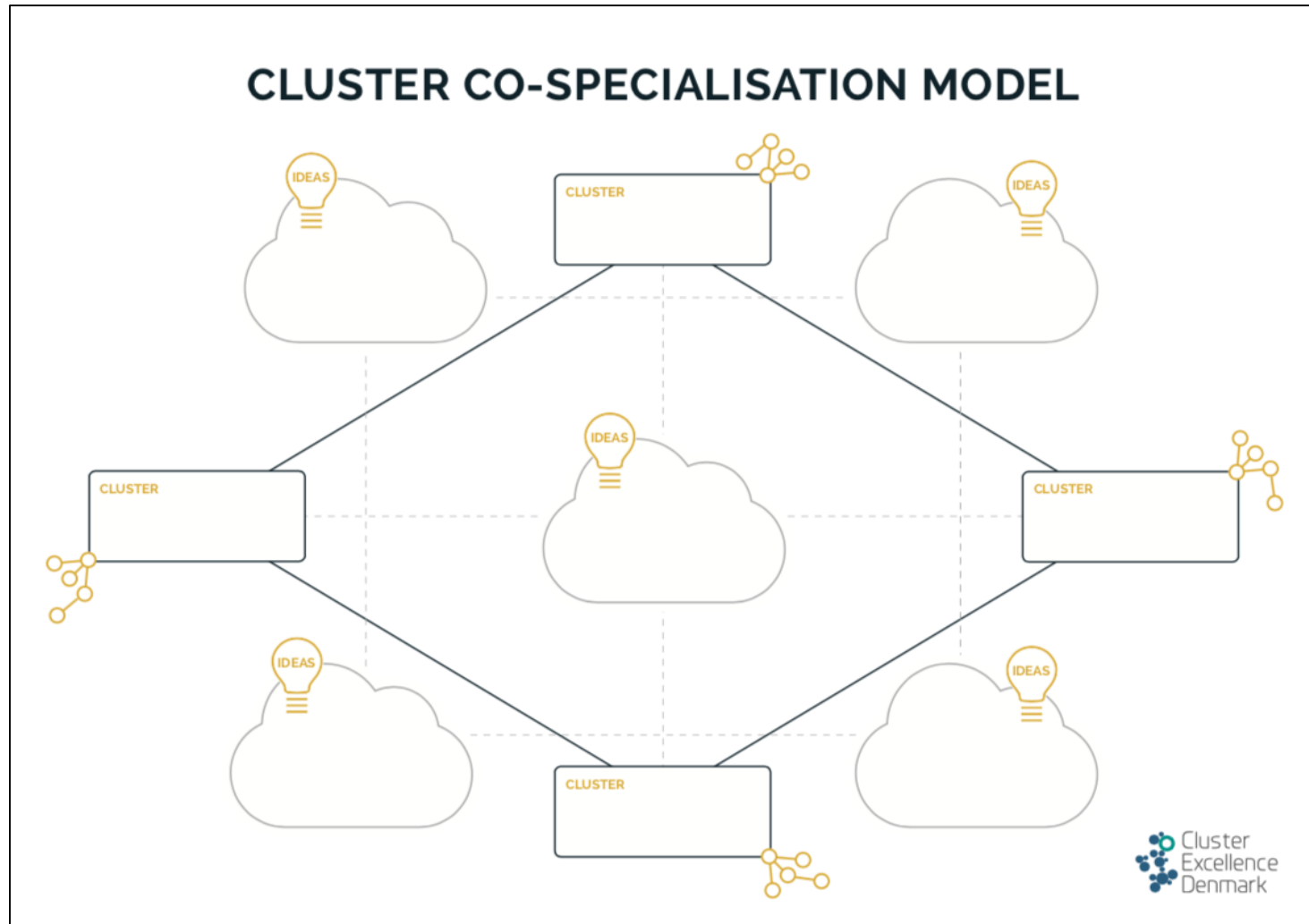


THE CONCEPT

- New tool for co-specialisation between clusters – developed with clusters or for helping clusters to dig deeper
- Based on the experiences with cluster matchmaking and other idea creation processes with clusters
- The idea:
 - Clusters represent a stronghold or a specialisation in a given sector.
 - Between clusters there is a big potential for further collaboration building on these strengths – but also exploring new areas, new emerging industries, specific ideas



MODEL FOR IDEA GENERATION THROUGH CLUSTERS



THE RULES OF CLUSTER CO-SPECIALISATION

- ✓ Split up into groups with 4-6 people
- ✓ Do not group up with colleagues from your own cluster/organisation
- ✓ Think cross sector collaboration and out of the box
- ✓ Do not only chose people you know
- ✓ Try to get different countries included
- ✓ Try to describe this as specific as possible – avoid buzzwords... be critical

