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CLUSTER AS AN ELEMENT SUPPORTING PASSIVE WOODEN BUILDING DEVELOPMENT



concentration

social bond

Notions related to the cluster

region development

national innovation system

innovation

Social bond: the sociological notion determining *the whole of social relations, lasting for the institution and binding individuals into groups and social circles and assuring them centres of the public inspection.*

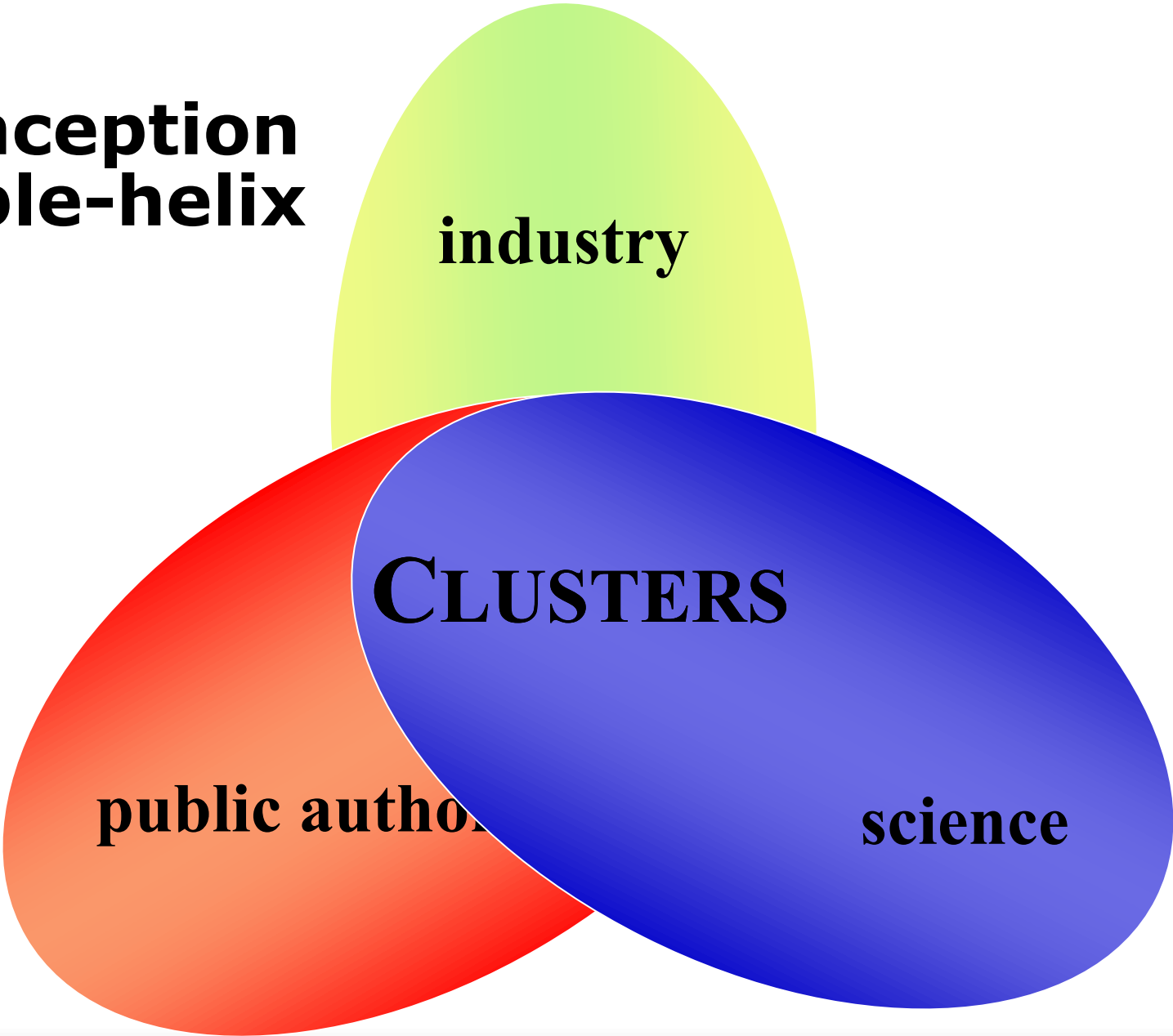
The cluster should be understood as the *spatial concentration of enterprises, institutions and organizations, an extensive network of interlocking relationships of formal and informal nature based on a common trajectory development (e.g. technology, common target markets, etc.) simultaneously competing and cooperating in certain aspects of the action.*^[1]

According to the UNIDO, regional clusters and territorial concentration of companies producing and selling similar or complementary products, and thus forced to overcome similar problems and challenges. As a result, it can cause the formation of specialized suppliers machinery and raw materials and cause the development of specialist competencies and skills, as well as faster development of specialized and personalized services.^[1]

^[1] PORTER M.E.: *Porter o konkurencji*. Polskie Wydawnictwo ekonomiczne, Warszawa, 2001, p. 15.

^[1] UNIDO: *SME Cluster and Network Development in Developing Countries: The experience of UNIDO*, Private Sector Development Branch, Working Paper no 2, 1999.

**Conception
Triple-helix**



Bonds creating in the cluster....

- the institution-coordinator,
- cluster tutor,
- cluster initiative group,
- cluster agreement,
- agreement of cooperation between members of cluster,
- agreements between institutions-coordinators and other institutions cooperating with the cluster,
- business and economic agreements.

Features of the cluster:

- geographical concentration,
- different kinds' actors
(companies, institutions of public administration, financial institutions, R&D institutions),
- specialization,
- cooperation and competition,
- innovations,
- dynamical production structure.

In accordance to OECD there are following **types of clusters** that can be identified:

- **Clusters based on the knowledge** (specific to the companies belonging to sectors with high R&D intensity and the intensity of patenting). Usually they arise around a strong public sector research institutions.
- **Clusters based on economies of scale** (typical for companies having own research on a very small scale, focusing on production systems on a large scale. It is characteristic for food processing and other materials processing mass.
- **Clusters depend on the supplier** (companies importing technology, mainly in the form of capital goods and intermediates, their innovative activity depends on a large extent on their ability to interact with suppliers and after-sales services. Found in agriculture, forestry and traditional processing industry).
- **Clusters of specialized suppliers** (based on firms with high R&D intensity, with emphasis on product innovation and relationship with the user. Typical of the companies producing complex production systems, such as equipment and computer software).
- **Intensive clusters in information** (specific to companies managing complex information processing systems to provide services and goods to meet customer needs. Typical for financial services, wholesale trade, publishers, travel companies, etc.).

**Actions in the cluster and bonds
creating...**



Cluster activities and its relations

- creating social networks,
- creating enterprises networks,
- innovations and new technologies promoting
- creating of the region brand,
- support in the business,
- analysis of the technological trends,
- promotion of „other additional” enterprises creating.

Cluster activities and its relations

- supporting enterprises,
- monitoring of the cluster functioning,
- promoting of existing enterprises development,
- supporting of innovation creating,
- attracting of new companies and new talented workers,
- conducting business intelligence,
- building awareness of entrepreneurs,
- technical trainings,
- encouraging investors to undertake business in the region,
- lobbying of new technical solutions (contact with government),
- Law regulations improvement
(„*passive construction under construction*”)
- diffusion of new technologies etc.

Clusters policy

Clusters are an element of:

- Policy of innovations,
- Regional policy,
- Industrial policy.

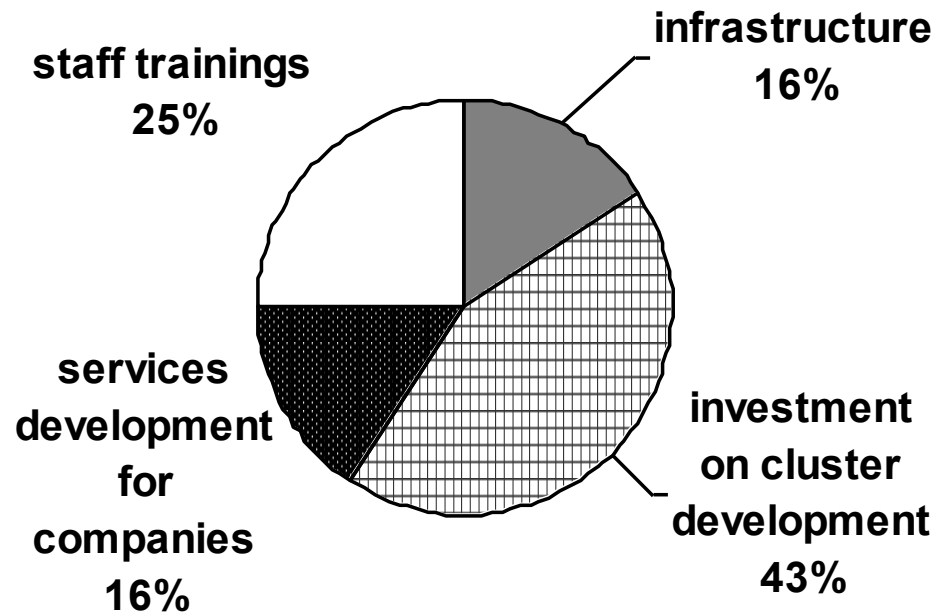


Fig. 1. Initiatives of clusters which are financed by European Funds.

Source: www.stat.gov.pl (Polish Central Statistical Office).

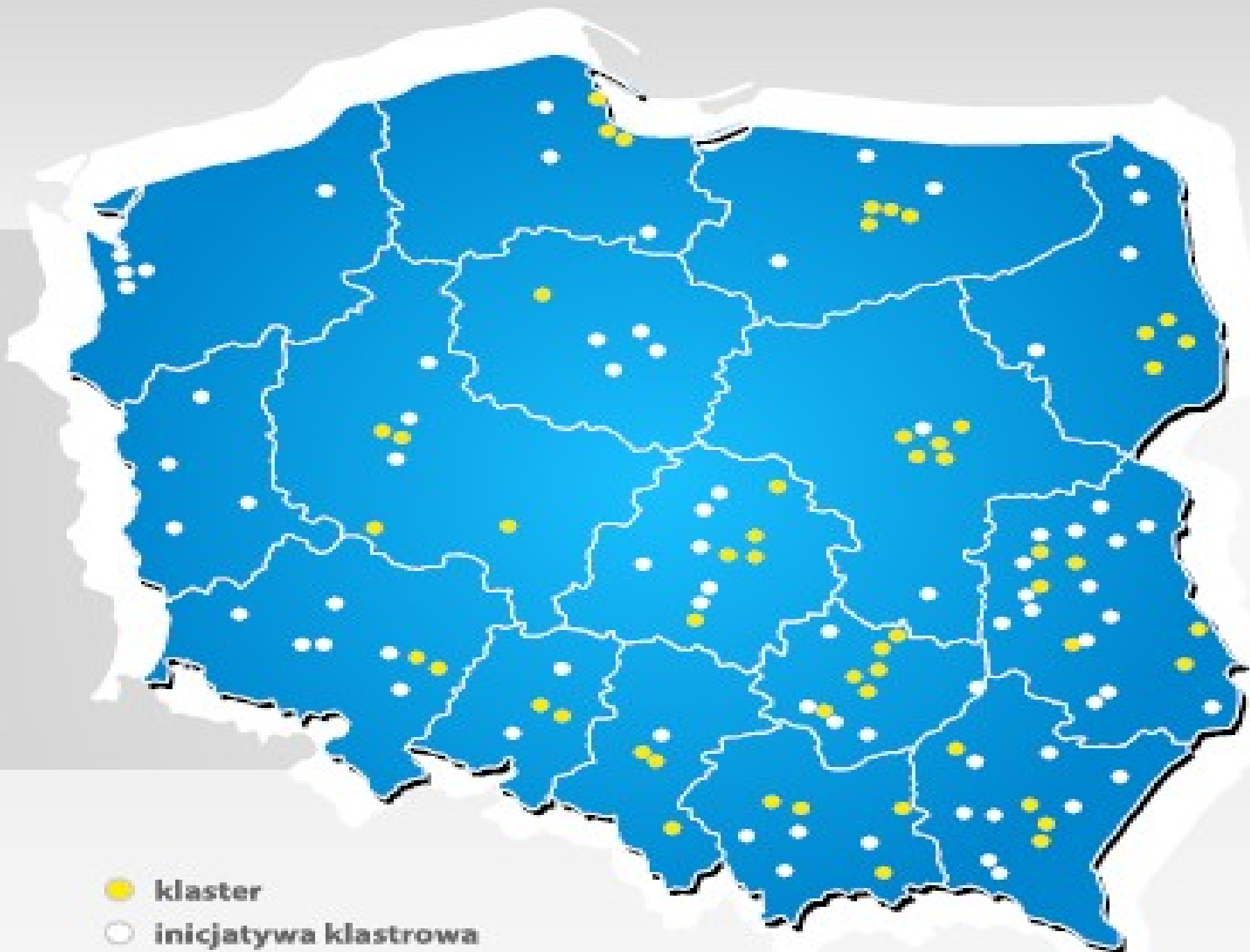
NEW CHALLENGES for clusters:

- **Globalization and economical integration**
=> possible flow of resources and increased specialization in the value chain across national borders

- **European Alians of Clusters PRO INNO**
(PRO INNO European Cluster Alliance)
 - BSR InnoNET (*Baltic Sea Region Innovation Network*),
 - INNET => program Innovation Express,
 - CEE-ClusterNetwork.

BSR InnoNet: Pilot Programmes on Innovation Systems and Clusters (PIC)

	Project 1	Project 2	Project 3	Project 4
Sector	Biotechnology with environmental aspects	Food Sector	ICT sector <i>Information and Communication Technologies</i>	Woodworking and furniture industry
Polish participants	<i>Baltic Eco-Energy Cluster</i>	group of enterprises represented by Warsaw University SGGW	<i>ICT West Pomeranian Cluster</i>	<i>Wielkopolska Furniture Cluster</i>
Other countries as participants	Sweden Finland Norway	Sweden Finland Norway	Sweden Finland Norway Latvia Denmark	Finland Latvia Lithuania Sweden



- klaster
- inicjatywa klastrowa

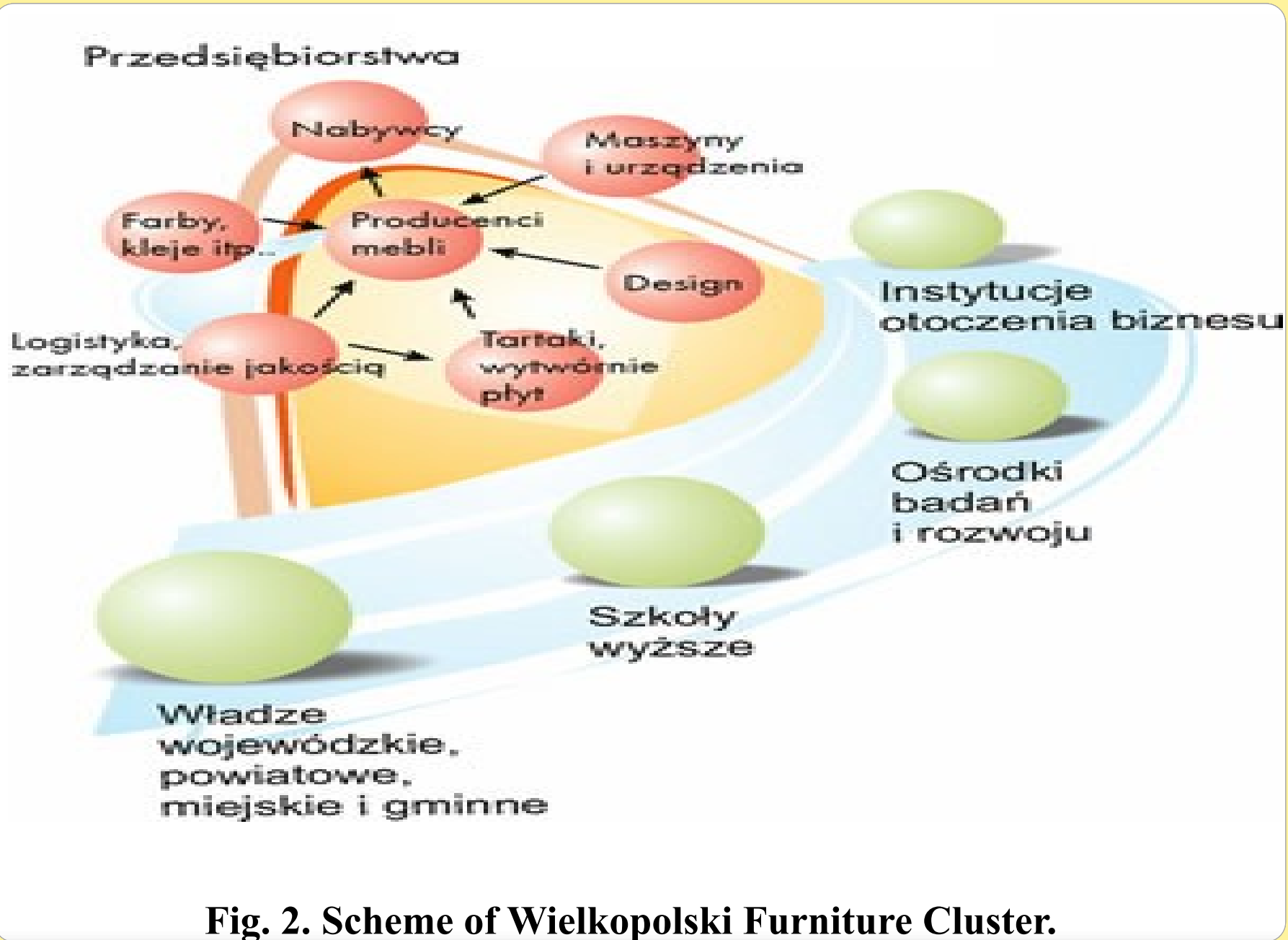


Fig. 2. Scheme of Wielkopolski Furniture Cluster.

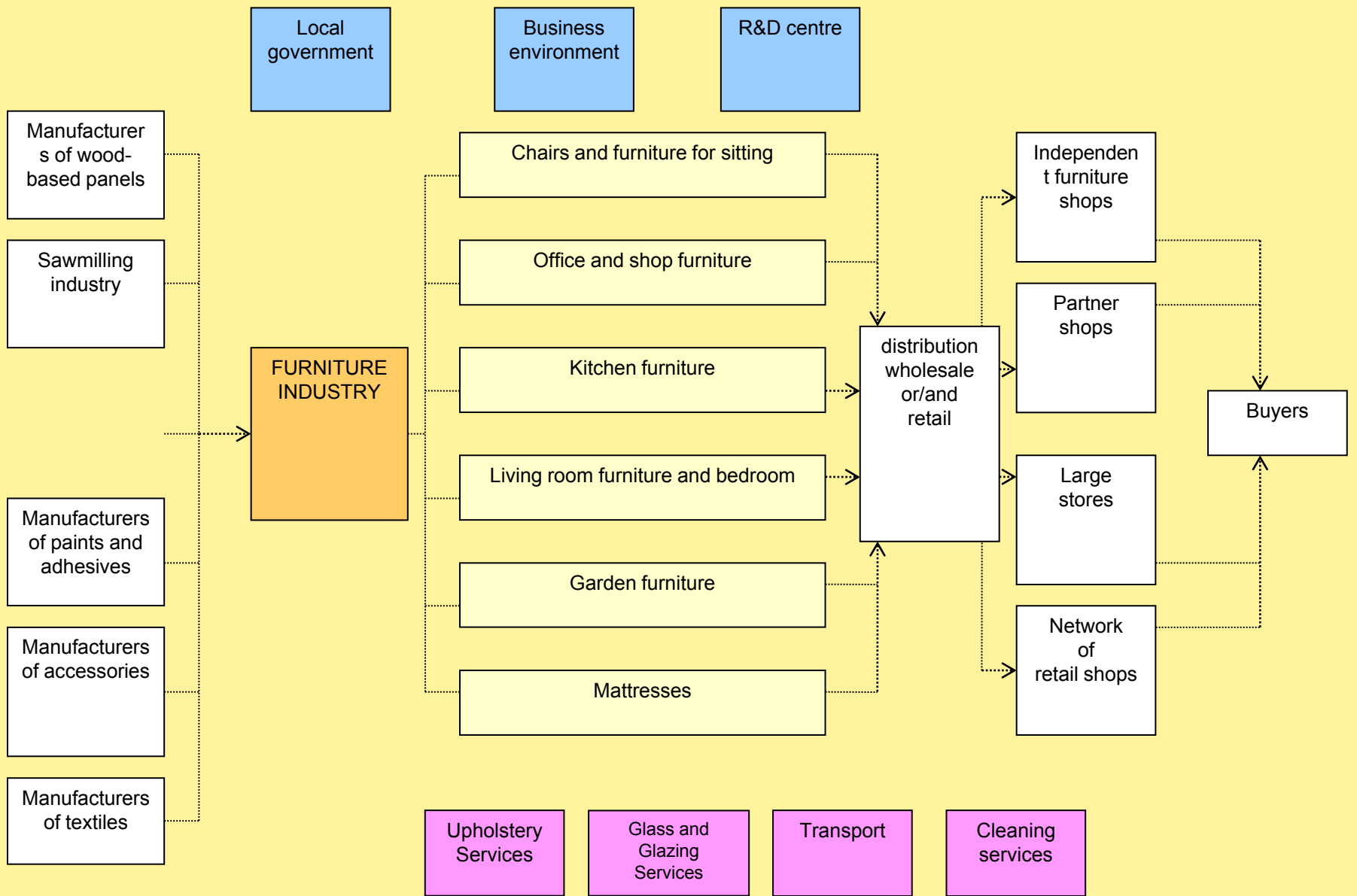


Fig. 3. Scheme of the furniture cluster in the Warmia and Mazury region.



Side is a acronym.

S means succes, **I** – innovation, **D** – wood (drewno), and **E** – ekology.

Those four words describe the most important ideas of that cluster activity since organization establishment in 2008.

SIDE- CLUSTER liderem ekoprzedsiębiorczości

SICE – Cluster the leader of enterprise initiative

- Regulation law of local authority (Uchwała Zarządu Województwa Dolnośląskiego nr 619/IV/11, 09.05.2011),
- **Project realization time:** 01.06 – 15.12.2011,
- **Project place:** Lower Silesian province, France (visited place),
- **Project funding amount:** 88 624,00 PLN



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Thank you for your attention...

