

# Cluster Policies in European Regions: Governance, Innovation and Actor Interactions



Centre d'études européennes

## Research colloquium

October 5-6, 2009

Venue: Audencia Nantes School of Management

### Organizers

**Claire Champenois** (Institute for Entrepreneurship, Audencia Nantes School of Management)  
[cchampenois@audencia.com](mailto:cchampenois@audencia.com)

Claire Champenois is Assistant Professor in Management and Human Resources and Director of the Institute for Entrepreneurship at Audencia Nantes School of Management. Her research focuses on innovation, biotechnology, entrepreneurship, social networks and innovation policies. She obtained a PhD in sociology from SciencesPo Paris, in collaboration with the Centre for European Economic Research in Mannheim (Germany). In this research she studied the emergence and development of the biotechnology industry in Germany. Currently, she is examining the social tools and networks supporting entrepreneurship in the Bretagne information and telecommunication technology cluster (pôle de compétitivité).

**Sabine Menu** (Centre for European Studies, SciencesPo Paris) [sabine.menu@sciences-po.fr](mailto:sabine.menu@sciences-po.fr)

Sabine Menu is a Research Fellow at Centre for European Studies/SciencesPo. Her research focuses on cluster policies in Europe and their territorial dynamics, in particular in France, Germany, Italy and the United Kingdom. She is currently working on the governance of cluster policies in the regions Ile de France and Veneto. Her PhD was obtained in public policy and sociology at SciencesPo, and in this she illustrated the modalities of the role of regional identity in shaping economic mobilizations in Bavaria, Brittany and the North East of England from 1980 to 2006.

### Audencia Nantes School of Management

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## Speakers

Our speakers will include a range of European academic experts on cluster policies and cluster development coming from different disciplines:

- Olivier Crevoisier, University of Neuchâtel (Switzerland)
- Henry Etzkowitz, Edinburgh University Business School (United Kingdom) and Stanford University (California)
- Michel Grossetti, University of Toulouse (France)
- Matthias Kiese, Leibniz University of Hannover (Germany), University of Applied Sciences Northwestern Switzerland
- Jean-Marie Izquierdo, University of Pau (France)
- Philippe Lefebvre, Mines Paris Tech (France)
- Bart Van Looy, Catholic University of Leuven (Belgium)
- Patrizia Messina, University of Padova (Italy)
- Markku Sotarauta, University of Tampere (Finland)
- Dimitri Tsagdis, University of Hull (United Kingdom)
- Dima Younès, SciencesPo (France)

## Colloquium rationale

Since 2000 European States have all committed to support technology clusters, first collectively with the adoption of the Lisbon Growth strategy, and then individually by launching cluster policies in cooperation with local authorities.

“Cluster policies” can broadly be defined as initiatives taken by public authorities, in partnership with private actors, in order to promote the concentration of companies, research centers/universities and public authorities in a specific technological area and territory. The purpose is typically to improve the innovation capability and competitiveness of territory-based firms. In practice, this notion refers to *centres of excellence* in Britain, *Kompetenznetzwerke* in Germany, *pôles de compétitivité* in France, *industrial and technology districts* in Italy, and so on.

Such policies are based on two paradigms: industrial proximity as a new objective for policy action since the late 1980’s, and public-private partnerships as a key for economic growth (Storper 1997; Corò and Micelli 2006). They are attempts made by European regions and States to give a new impulse to technology and innovation support. Rather than the emergence of a single cluster policy model, a wide range of initiatives across regions and countries in Europe can be observed.

In the last decade, there has been a growing interest from scholars in economic geography, sociology and innovation studies in particular, on technology clusters and the role of local and regional spaces in shaping those clusters. However, this literature has generally examined single regional or national cases, without trying to compare and coordinate results with other cases in Europe. In addition, the issue of public policy and governance processes is rarely addressed in these contributions.

In the few contributions which have considered this question, two main approaches to cluster governance in European localities and regions are offered. First, Crouch et al. (2001, 2004) identified various forms of local governance in the frame of *Local Production Systems*, and called for future comparative studies on territorial governance with a multilevel approach. Second, Borràs and Tsagdis (2008) recently published a book on *Cluster Policies in Europe* that shows how multi-level governance (MLG) has been organized in cluster policies. More generally, this contribution analyzes the results of MLG on cluster learning dynamics. In spite of this work, there is still a need to better understand existing practices and actors’ interactions regarding cluster structuration throughout Europe as well as the role and impact of cluster policy processes on innovation and competitiveness.

This colloquium seeks to address these gaps by promoting a comparative approach to these issues. It will focus on the governance of cluster policies, that is, i) “the modalities of regulation of actors, resources, and conflicts” (Le Galès, 2006; Gaudin, 2002) in changing and unstable contexts, ii) the development of science-industry networks aiming at creating innovation. The objective is to better understand the rationales, tools and modalities of cluster policy processes in order to create new insights on how those policies find solutions to innovation challenges. In addition, comparing existing innovation practices and actor interactions in cluster policies will allow such outcomes as a typology of technology clusters and governance processes in various European countries.

The intention of the colloquium is to translate the best contributions into a journal special issue or edited book.

## References

- Borrás S., Tsagdis D., *Cluster policies in Europe, Firms, Institutions and Governance*, E.Elgar, 2008.
- Coro G., Micelli S., *I nuovi distretti produttivi, innovazione, internazionalizzazione e competitività dei territori*, Venezia, Marsilio, 2006.
- Crouch C. et al., *Local Productive Systems: Rise or demise?*, Oxford University Press, 2001.
- Crouch C. et al., *Changing governance of local economies: responses of European local productive systems*, Oxford University Press, 2004.
- Gaudin J-P., *Pourquoi la gouvernance ?*, Paris, Presses de SciencesPo, 2002.
- Le Gales P., « Gouvernance », in Boussaguet L., Jacquot S. et Ravinet P., *Dictionnaire des politiques publiques*, Paris, Presses de SciencesPo, 2006.
- Storper M., *The regional world: territorial development in a global economy*, New York, Guilford Press, 1997.

## Detailed colloquium program

The first day will focus on the firm's perspective in the innovation and value creation processes experienced by cluster-based companies. The second day will examine the policy-related processes of technology clusters in Europe.

The format is 25 minutes presentation or speaking time. Following the presentation of both papers a discussant will talk about the key themes for 10 to 15 minutes (maximum). General discussion will then follow for 25 minutes.

### Monday, October 5th

#### 1st session: Innovation and value creation dynamics in clusters supported by public policies:

Questions addressed based on empirical studies in various European countries:

- Which modalities of science-industry cooperation are promoted by cluster policies throughout Europe and why?
- Who are the actors involved both in theory and in practice in such cooperations?
- What is the impact of these policies in the clusters studied (positive effects and limits) and why?
- What are the main elements crucial to explain the innovation capability and economic performance of territory-based firms (possibly not taken into account by public policies promoting clusters) and how does this occur?

**8.30:** Welcome at Audencia

**9.00-10.00:** origins and objectives of the colloquium

**Claire Champenois** (Audencia Nantes School of Management)

**Sabine Menu** (CEE SciencesPo Paris)

**10.00-10.30:** keynote session

**Henry Etzkowitz** (Edinburgh University Business School / Stanford University) - "Entrepreneurial scientific regions, entrepreneurial universities and regional triple helix systems"

**10.30:** coffee break

**11.00-12.30:** Cluster dynamics in the European Union and in two "small" European countries

**Olivier Crevoisier** (Neuchâtel University) - "Territorial knowledge dynamics in Europe: some conclusions from the EUODITE project"

**Bart Van Looy** (Catholic University of Leuven) - "High tech clusters: what matters? Evidence from the Leuven case and the European Union"

Discussants: **Gilles Certhoux** and **Sandrine Stervinou** (Audencia)

**12.30:** lunch break

**14.00–15.30:** *The French experience of “competitiveness poles”*

**Michel Grossetti** and **Jean-Marc Zuliani** (CNRS / Toulouse 2 University) – “Toulouse and the on-board systems cluster: a late result from one century of local and national policies”

**Dima Younès** (Centre for the Sociology of Organizations CNRS/SciencesPo Paris) – “Can the French government create clusters? Insights from the pôle de compétitivité of the plateau de Saclay area”

Discussant: **Ashveen Peerbaye** (Marne-la-Vallée University)

**15.30–16.00:** coffee break

**16.00-16.45:** *New modes of cluster and innovation policies in Northern Europe*

**Markku Sotarauta** (University of Tampere) – “Whose advantage? Fine-tuning Finnish cluster and innovation policies for national competitiveness, regional advantage or...?”

Discussant: **Joe Miemczyk** (Audencia)

**Tuesday, October 6th**

**2nd session: Cluster policy processes and territorial dynamics in Europe**

*Questions addressed based on empirical studies in various European countries:*

- *What are the main features of cluster policy processes in European regions and states: which are the main actors, their resources, and the modalities of action?*
- *What types of links do exist between regional, national, and European levels of action? Which level is dominating (if relevant) and why?*
- *What is the role played by territories in shaping cluster policies and how does this occur?*
- *What kind of learning effects are observed with cluster policy processes and why?*

**9.00-9.30:** keynote session

**Dimitri Tsagdis** (University of Hull) – “European Clusters and Regions: In search of supportive policies for innovation, interaction, and governance”

**9.30-11.00:** *Cluster policies in federal or quasi-federal states*

**Patrizia Messina** (University of Padova) – “Cluster policy regulation in the Veneto region”

**Matthias Kiese** (University of Applied Sciences Northwestern Switzerland, Business School; formerly Leibniz University of Hannover) – “Cluster policies in Germany, a MLG approach”

Discussant: **Martine Gadille** (LEST/ Aix-Marseille University – CNRS)

**11.00:** coffee break

**11.30-13.00:** *Regional versus state-led policies*

**Philippe Lefebvre** (Mines ParisTech/Observatory of Pôles de Compétitivité) – “Governing cluster policies in France: the problems of MLG and of multi-faceted innovation policies”

**Jean-Marie Izquierdo** (Pau University) – “The cluster: the pivot of the industrial process of the Basque autonomous community”

Discussant: **Romain Pasquier** (CRAPE CNRS/IEP Rennes)

**13.00:** conclusions

**13.30:** light lunch

