





CLUSTERIX 2.0

Interreg Europe



European Union
European Regional
Development Fund

Cluster Cooperative Action Kickstarter

Gál Körmendy

Man with all the caps

gal.kormendy@westpannon.hu

21 November, 2017 | Project meeting, Bucharest

Clusters in IKOSZ

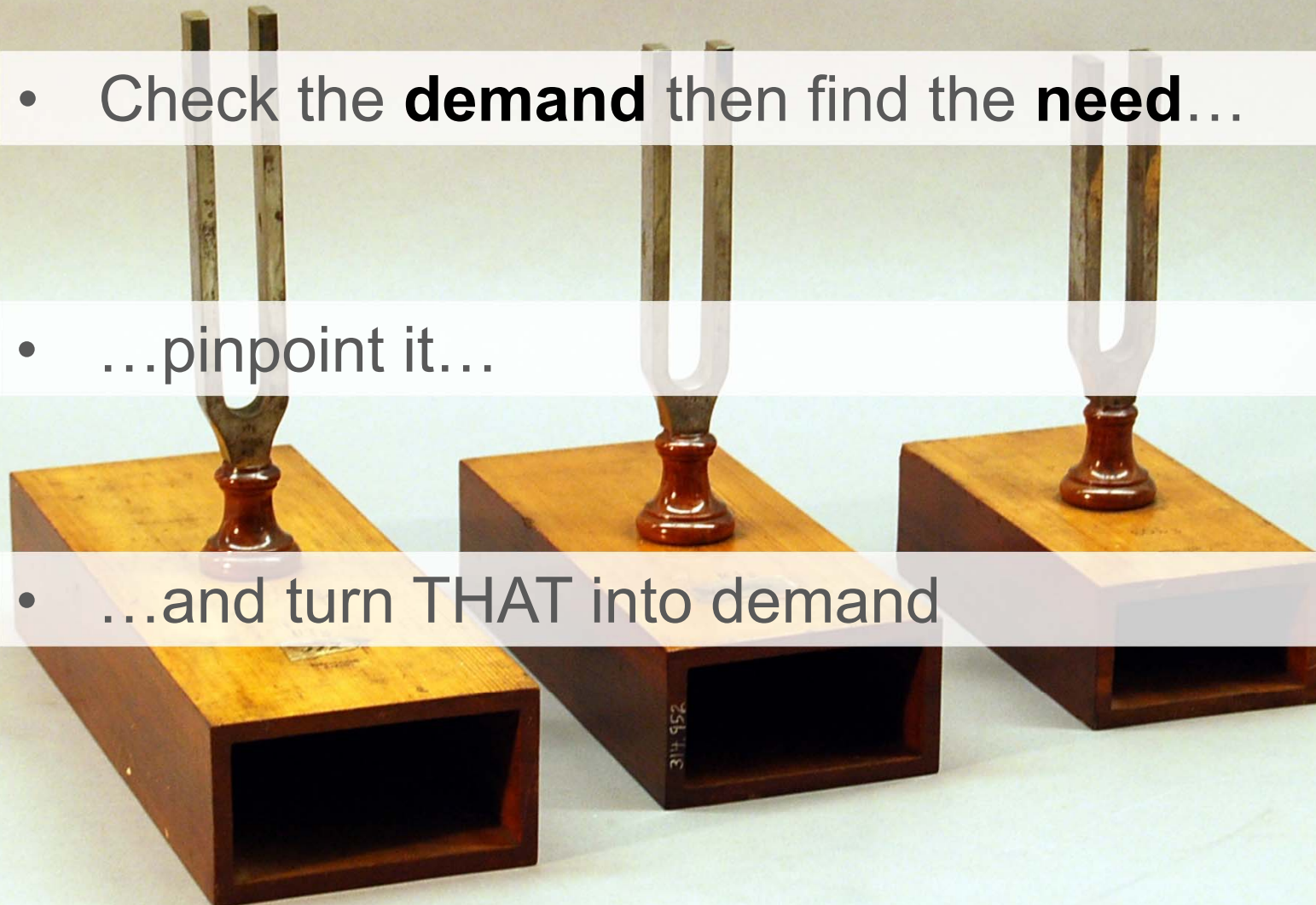
- Independent
- Tight on funds
- Heterogenous
- Trust issues



But willing to explore, if only there was a semi-safe way to do that...

Finding what resonates

- Check the **demand** then find the **need**...
- ...pinpoint it...
- ...and turn THAT into demand



An idea taking root

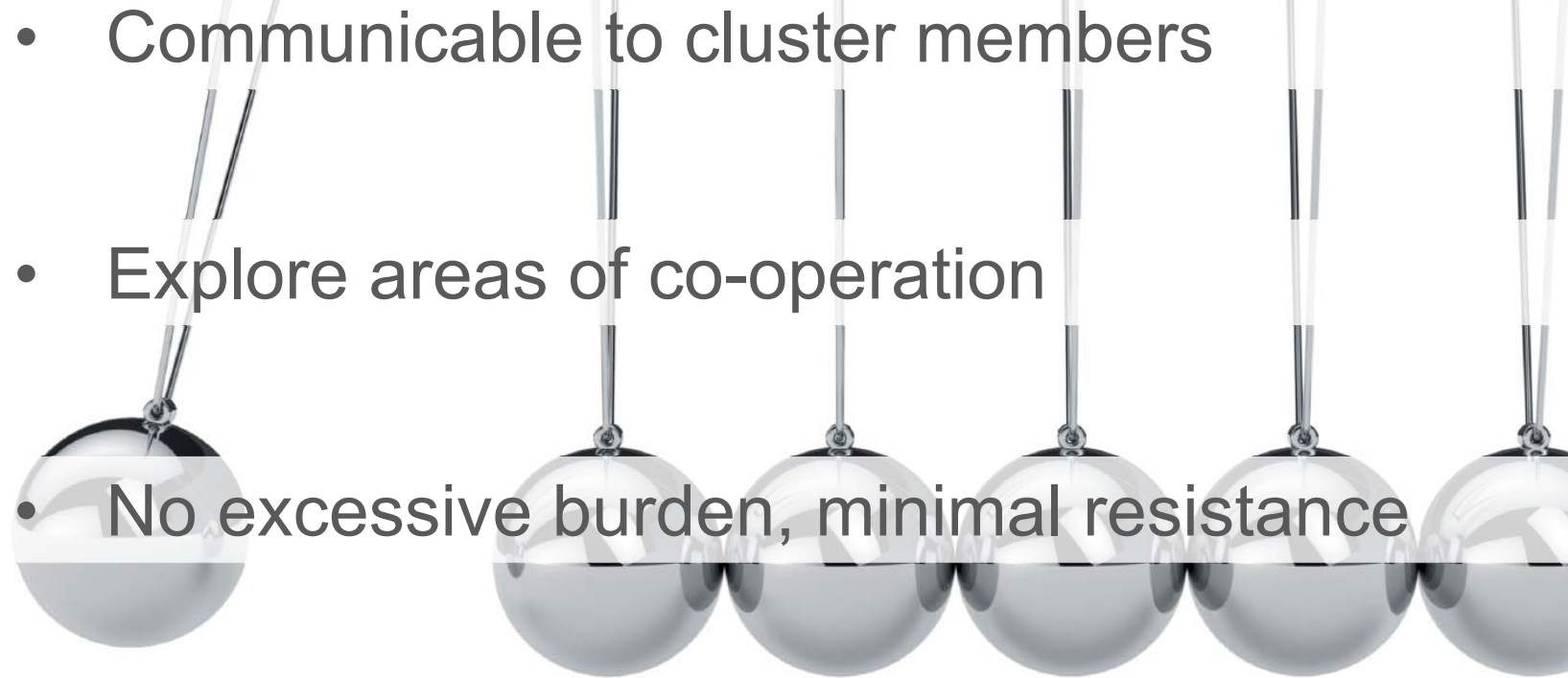
- Crowdfund – kickstart it!

- **PITCH**

- **FUND**

- **IMPLEMENT**

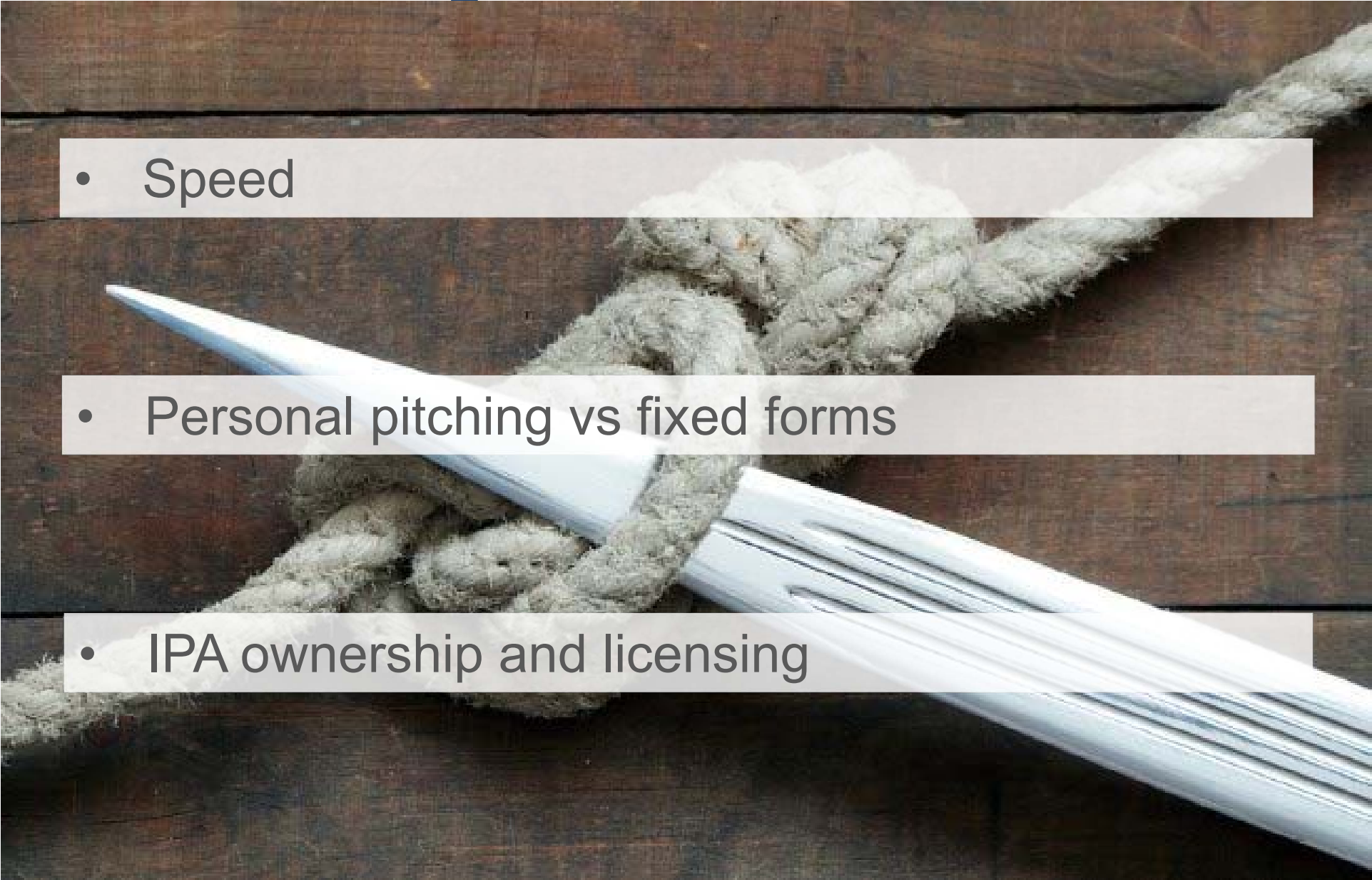
Tie actions to interests

- 
- A Newton's cradle with five silver spheres hanging from thin wires. The spheres are arranged in a horizontal line, and the wires are visible above them. The background is a light gray gradient.
- Communicable to cluster members
 - Explore areas of co-operation
 - No excessive burden, minimal resistance
 - Conscious decision to sacrifice time for action

Monitor the network

- Quantifiable membership performance...
- ...and Alliance value added
- Small-scale direct cooperation experiences
- Evaluate and discuss the results

Knots being worked out

- 
- Speed
 - Personal pitching vs fixed forms
 - IPA ownership and licensing

CLUSTERIX 2.0

Interreg Europe



European Union
European Regional
Development Fund

Thank you!

Questions welcome



Project smedia