



Partnership of clusters:

an opportunity for European
peripheries.

The case of the Lubelskie Region
in Eastern Poland.



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What are the clusters?

Clusters are the loose business organizations where competition and cooperation of partners results in a synergy effect. Such networks of related businesses situated in close geographic proximity should enjoy support of local authorities, institutions and organizations.



Clusters and peripheries 1/2

- The development of European peripheries can be strengthened by cooperative clusters.
- Cooperation among local clusters provides a chance for an increase in the region's social activity and for its economic growth.



Clusters and peripheries 2/2

The existence of clusters in European peripheries may give efficient solutions to many problems, such as:

- Unemployment (clusters create job opportunities),
- need of restructuring regional economy,
- migration of skilled youths from the country to the city or abroad.

Partnership of clusters may create the demand: a given cluster consists of local customers who push companies from the other clusters to innovate in anticipation of domestic and even global demand.

Case study

Partnership of clusters in the Lubelskie Region
in Eastern Poland:

- Organic Food Valley
- The Cluster of the Lubelskie Region Culture



Organic Food Valley

www.ekolubelszczyzna.pl



- The Organic Food Valley was started by the pilot project of the Regional Innovation Strategy. Its goal was to build up the cooperative network in the field of organic farming, food processing and marketing. It was to combine the supply and demand of the eco-market with the participation of different organizations and supportive institutions.
- When the project was finished, the Association of “EkoLubelszczyzna” was created (in January 2007). Its main aim is to implement the strategy created by the project.



The members of the Association are:

- producers of organic food and of other ecological products and services, organic farmers,
- ecological/organic shops,
- organizations of agricultural consulting and certification,
- other ecological organizations,
- universities and research institutions.

At the moment the Association of „EkoLubelszczyzna” is acting as a voluntary organization.

Organic producers, shops and farmers



Co-operation with the Cluster of Culture

The folk art groups and associations from the Cluster of Culture are invited to festivals and mass events in which the “EkoLubelszczyzna” Association participates.





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The Cluster of the Lubelskie Region Culture

www.lubelskie.org

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- The project “Cluster of the Lubelskie Region Culture” (*Klaster Kultury Lubelszczyzny*) should be finished by the end of the year 2007.
- The future Cluster of the Lubelskie Region Culture is going to be a cooperative network of different cultural organizations, local government, universities and research institutions.



The aims of the project and of the future cluster are:

- strengthening the tourist potential of the region by showing it as a centre of cultural encounters – mainly through folk art, traditional craftsmanship and traditional regional cuisine,
- exchange of experience and information between different cultural units by organizing meetings, workshops and popularization of good practices,
- general improvement of the regional tourist and cultural offer,
- working out and popularizing a complete internet **database of the cultural potential of Lubelskie Region** and also an **internet platform for the exchange of information in digital form** (in the Geographic Information System technology).



The database will consist of 7 subject modules:

- Institutions and cultural objects (units)
- Folk art
- Protection of national heritage
- Forum of handicapped artists
- Non-governmental organizations acting in favour of culture
- Art schools and universities
- Calendar of cultural events in the Lubelskie Voivodeship

Co-operation with the Organic Food Valley

- The Cluster of the Lubelskie Region Culture, organizing its numerous workshops and conferences, purchases organic products offered by the producers and shops from the Organic Food Valley for snacks.



Joint social objectives of both clusters

- Increase of employment and stopping the migration of well-educated youth
- Creating the local forum of cooperation and mutual help in popularizing the idea of healthy nutrition and environment-friendly lifestyle
- Promotion of the region

Common topics in the nearest future

- **Creation of a common offer**, which can become a principal element in the construction of **regional identity** and can create **tourist attractions** (folk art, traditional craftsmanship, traditional cuisine and regional food made of organic components).
- **Sharing of know-how**
- **Preparation of applications for new projects** co-financed by the UE.

In the future, the Organic Food Valley will make efforts to **show its producers and sellers on the map of the Lubelskie region in the GIS technology**, in the similar way as cultural units will be shown in the Portal of the Lubelskie Region Culture.

General conclusions

- Clusters can strengthen the potential of the region by creating linkages with other clusters that provide complementary capabilities.
- Clusters learning from each other become more active, visible and attractive.
- Joint action and practical cooperation among clusters integrate their efforts to define and communicate the unique economic value of the region.

Thank you for your attention!

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