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## What's next in researching cluster policy: cluster governance for effective cluster policy



# Motivation for the research (1)

Cluster policy aimed at cluster reinforcement

- unwavering popularity
- but: questionable effectiveness:



*“Public sector decisions can affect cluster trajectories in a variety of ways, though the impacts are often unpredictable and often unintended” (Wolfe and Gertler 2004, p. 1075).*

*“... even cluster enthusiasts find it enormously difficult to point to any examples of deliberate cluster promotion programs that have been unambiguously successful” (Martin and Sunley 2003, p. 28).*

Why?



## Motivation for the research (2)

Poor strategic intelligence base of cluster policy.

Lack of (pre-) consultation & co-producing engagement of cluster actors in cluster policy development.

⇒ Cluster policy: unfounded / by chance. Actions ≠ words.

Theoretical & policy debate?



## Motivation for the research (3)

Improving effectiveness? Need for wide cluster actor involvement:

- stronger coupling of strategic intelligence to cluster policy development;
- collective strategic action.

⇒ Demand-initiated, bottom-up cluster policy.



How? Cluster governance.



# Importance of cluster actor involvement



## Reasons:

1. preventing massive information asymmetries and, thereupon, mismatched interventions (Porter 2000, p. 31; Raines 2002, pp. 165, 171; Taylor 2002, p. 105).
2. centrality of entrepreneurship (Feldman and Francis 2004, p. 128; Smith 2003, p. 1355).
3. attainment of sense of ownership & shareholder status (Raines 2002, p. 171).



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# The cluster governance model

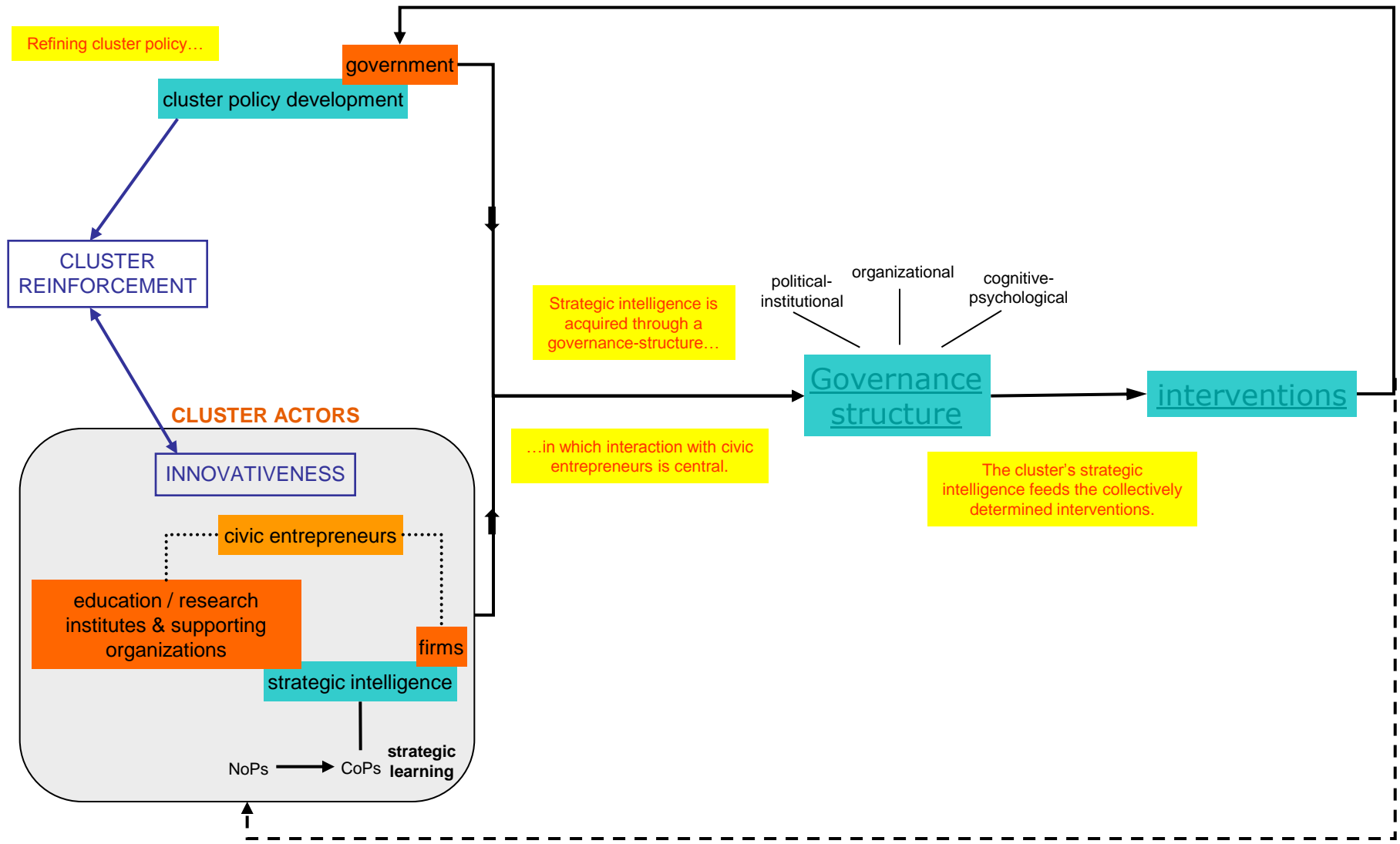
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...through optimal utilization of the cluster's strategic intelligence.



# Strategic intelligence of cluster actors

Knowledge-based 'club good' (Gupta and Subramanian 2008) of cluster actors.

Sedimentation of needs      strategic visioning on solutions.

Achieving strategic intelligence: proto-knowledge (NoPs) -  
*strategic learning* (CoPs) -      strategic intelligence = self-reflexivity.

Prominent role civic entrepreneurs.



# The governance-structure

Informal/flexible/continuous strategic dialogue – conveyance, harvesting and discovery of strategic intelligence.

Attained strategic intelligence is used to collectively determine interventions.

⇒ Policy learning.

Local government as orchestrator.

Success governance-structure depends on:

- political-institutional factors;
- organizational factors;
- cognitive-psychological factors.



# Arranging implementation of interventions

Responsibility of local government (and cluster actors).

Crucial task = embedding interventions in current policy practice.





# Cluster governance & other concepts (1)



Associative governance:

- decentralized, subsidiary, open and consultative form of governing (Wolfe and Creutzberg 2005, pp. 9-10);



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- self-regulation & endogenous institutional capacity (Lagendijk 1999, p. 777).



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# Cluster governance & other concepts (2)



Reflexive state (Gertler and Wolfe 2002, p. 11):

- decision-making pluralism;
- strategic leadership by & coordinating capacity of the state;
- dialogic rationality;
- transparent & open governing.



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# Testing the model's applicability

- reflecting on current cluster policy development practices;
- action research.





# Comments?



*“Learning is not attained by chance, it must be sought for with ardor and attended to with diligence” (Abigail Adams (1744-1818), 1780).*




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