

ÉSZAK-ALFÖLD

1. Title of the practice: CLUSTHERM Creating a Central European Thermal Water Research Cluster				
2. Precise theme/issue tackled by the practice				
<p>Észak-Alföld region is rich in thermal water, but the utilization of the thermal water as renewable energy does not work successful</p>				
3. Objectives of the practice				
<p>The strategic objective of CLUSTHERM is:</p> <ul style="list-style-type: none"> • to set up a new research driven cluster in Central Europe on thermal water utilization that will strengthen the research potential of the participating regions. <p>The direct objectives are:</p> <ul style="list-style-type: none"> • analyse the RTD development and the needs of geothermal energy utilisation • promote synergies and catalyse links between regional, research and business actors involved in thermal water utilization (vertical clustering) • foster the transnational and cross-border co-operations between the regional actors of the participating regions on the field of thermal water utilization (horizontal clustering) • develop and enhance transnational mutual learning through information exchange possibilities of regional stakeholders in creating research driven clusters and to disseminate good policy practices and benchmarking activities • develop joint action plan and research strategy among the participating regions to increase the regional economic competitiveness through concentrated use of natural resources. 				
4. Location				
<p>Észak-Alföld (Hungary) South Great Plain (Hungary) North West Romania (Romania) Vukovar (Croatia) Styria (Austria)</p>				
5. Detailed description of the practice				
Partners (Regions and Countries)	Public national, regional or local authority	Research entity (experienced in the field)	Enterprises	Other expert organizations
Észak-Alföld (Hungary)	INNOVA Észak-Alföld Regional Development and Innovation Agency (coordinator) http://www.innova.eszakalfold.hu	“VITUKI” Environmental Protection and Water Management Research Institute Non-profit Company http://www.vituki.hu	Central Geo Ltd. (CG) http://www.centralgeo.hu	Észak-Alföld Regional Thermal Innovation Public Benefit Organization (EARTI Pbo.)

South Great Plain (Hungary)	South Great Plain Regional Development Agency (DARFU) http://www.darfu.hu			South Great Plain Sustainable Environment Foundation (DAFKA) http://www.dafka.hu
North West Romania (Romania)	North West Regional Development Agency (NORTH-WEST RDA) http://www.nord-vest.ro/	University of Oradea (UOR) http://www.uoradea.ro	SC Transgex SA (TGX) http://transgex.ro	
Vukovar (Croatia)	Vukovar – Srijem County (VSC) http://www.vukovar.hr	Hrvoje Pozar Energy Institute (EIHP) http://www.eihp.hr		
Styria (Austria)	Internationalisierungs Center Steiermark (STYRIA) http://www.steiermark.at			

List and schedule of milestones

Milestone no.	Milestone name	WPs no's.	Lead beneficiary	Delivery date from Annex I	Comments
M1.1.	Validation of methodologies	WP1	INNOVA	6	Methodologies developed and validated by the Scientific Board
M1.2	Validation of the state of the art and the benchmarking study	WP1	INNOVA	14	State of the art and the benchmarking study completed and the quality of the study validated by the Scientific Board
M1.3	Validation of the action plan	WP1	INNOVA	21	Action Plan completed and its quality validated by the Scientific Board

CLUSTHERM PROJECT		Months	2008												2009												2010					
			V.	VI.	VII.	VIII.	IX.	X.	XI.	XII.	I.	II.	III.	IV.	V.	VI.	VII.	VIII.	IX.	X.	XI.	XII.	I.	II.	III.	IV.	V.	VI.				
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26				
Work Packages	Project management (INNOVA, the coordinator)																															
WPO	Task 0.1 Establishment of the Project Management Unit (PMU) and Steering Committee (SC)	0.1	0.2	0.3																												
	Task 0.2 Coordination and progress assessment of the project																															
	Task 0.3 Organization of PMU meetings		0.4 PMU				0.4 PMU				0.4 PMU				0.4 PMU											0.4 PMU						
	Task 0.4 Coordination with the European Commission																															
	Task 0.5 Reporting																															
	Scientific coordination (VITUKI)																															
WP1	Task 1.1 Establishment of the Scientific Board		1.1																													
	Task 1.2 Organizing of Scientific Board (SB) meetings						1.2	1.3	M1.1						1.3	M1.2							1.3	M1.3								
WP2	Analysis and needs assessment (STYRIA)																															
	Task 2.1 State of the art									2.1	2.2					2.3																
	Task 2.2 Benchmarking study															2.3																
	Task 2.3 Organization of a workshop (WS)																					2.4										
WP3	Joint Learning Platform (DAFKA)																															
	Task 3.1 Establishment and coordination of working group							3.1																								
	Task 3.2 Partnership building(Training = T)								3.2																							
	Task 3.3 Learning clustering: best practice and study visit															3.2	3.3															
	Task 3.4 Exchange of competencies and interests (WG meeting)																							3.2	3.4							
WP4	Joint Action Plan (North - West RDA)																															
	Task 4.1 joint Action Plan																									4.1						
WP5	Dissemination, awareness raising (INNOVA)																															
	Task 5.1 High Level Commission																										5.1					
	Task 5.2 Organization of dissemination conference (Conf.)																										5.1					
	Task 5.3 Preparation of dissemination materials																										5.4					
	Task 5.4 Operating the project homepage																										5.3					

6. Evaluation

7. Lessons learnt from the practice

8. Contact information

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Márta Völgyiné Nadabán, coordinator

9. Other possible interesting information

Website: <http://www.clustherm.eu/>

Documents (reports, presentations, etc.) newsletter

http://www.clustherm.eu/upload/file/newsletter_200901.pdf

1. Title of the practice : Záhony Development Programme / HUNGARY'S FAST TRACK TO BUSINESS SUCCESS

2. Precise theme/issue tackled by the practice

ZÁHONY:

Strategic geographical position within the EU at the Schengen borders

- standard and wide-gauge railway interchange
- strategic location for manufacturing and distribution
- intermodal logistics centre
- unique investment opportunity

3. Objectives of the practice

The main elements of the programme are the following:

• **Development of an industrial and logistics area to accommodate manufacturing and distribution facilities by:**

- creating a public intermodal area
- expanding the logistics potential of intermodal transport
- setting up public warehouses operating on banking principles

• **Infrastructure development to boost the economy and logistics potential by:**

- developing the railway network, in particular by reconditioning wide and standard tracks in the area, and starting works to raise the speed of the Debrecen-Záhony- Nyíregyháza railway line
- developing the road network in the area, ongoing planning of the M34 motorway (Vásárosnamény - Záhony) and a new Tisza-bridge

• **Support for small and medium-sized enterprises in the region by:**

- promoting subcontracting and supplier partnerships between local enterprises and financially strong, capital-rich companies setting up in the region
- developing the ICT environment of the logistics cluster
- offering extensive business advisory services

• **Development of medium and higher education to support local requirements by:**

- establishing higher vocational and further training programmes at Nyíregyháza High School
- promoting medium-level vocational training at schools in Záhony and Kisvárda
- launching local vocational training and retraining programmes

• **Economic and transport policy diplomacy and international marketing programs:**

- to redirect freight, as much as possible, to the European Union's Transport Corridor V from the Far East, Russia, the Ukraine and Kazakhstan on the one hand and South and South-Western Europe on the other
- to stimulate co-operation between railway companies based on mutual interests and to increase competitiveness

• **The main elements of the railway reloading and logistics infrastructure include:**

- Reload, storing and warehousing of bulk products
- Crane-assisted reloading
- Small-machine-assisted reloading
- Liquid cargo reloading and storage
- Axle refitting
- Logistical services

- **CBC dimension of the practice :**

UNIQUE POSSIBILITIES - Operation within the EU at the Schengen borders

Hungary's strategic position in the heart of the continent, as well as its role as one of the major transport junctions in the Central East European region, makes it increasingly important as a regional distribution centre.

- Hungary lies along the Eastern border of the European Union and is within the Schengen area.
- Hungarian state borders meet those of Slovakia and the Ukraine at the Záhony area, with Polish and Romanian borders also close by.
- A total population exceeding 10 million in five countries and numerous cities, including Nyíregyháza, Kosice(Kassa), Lublin, Lvov and Satu Mare(Szatmárnémeti), are within a 100 kilometer radius of Záhony.
- The reliable transport and business infrastructure at Záhony makes it an unparalleled location for manufacturers from the Far East, America, the Middle-East and CIS countries to relocate and produce goods for the EU's single market.

4. Location

- **Country:**

Hungary

- **Region or District or Metropolitan Area or Municipality**

Észak-Alföld region

ZÁHONY:

EU's Schengen border station (Hungary lies along the Eastern border of the European Union and is within the Schengen area.

Hungarian state borders meet those of Slovakia and the Ukraine at the Záhony area, with Polish and Romanian borders also close by.)

5. Detailed description of the practice

- **Origin:** Záhony Development Programme

- **Timescale:** since 2006

- **Bodies involved / implementation:**

Prime Minister's Office; The Prime Minister's Special Commissioner for the Záhony Project; Ministry of Economy and Transport; Hungarian Railways Zrt. (MÁV); ITD Hungary; KIÚT Regional Development Association; Local councils and companies in the region; Magyar Közút Kft.; National Infrastructure Development Zrt; Northern Great Plain Regional Development Council and Agency; Nyíregyháza High School; Regional Development Holding; Szabolcs- Szatmár-Bereg County Development Council and Agency; Záhony Region Development Kft.

- **Process and detailed content of the practice:**

Hungary's central location in Europe is one of its most important competitive advantages. With four major European transportation corridors running through it, Hungary is considered a gateway to Europe and a central hub serving the CEE region. In order to exploit these benefits, Hungary is determined not only to preserve, but also to enhance its infrastructure network and to improve integration with European networks. In recognition of this, the Hungarian government has launched one of Hungary's most significant regional development projects in the Záhony area.

- **Legal framework:** One of the Hungarian government's „New Hungary“ Development Plan identifies key development targets for the years 2007-2013 and includes a complex economic development concept for Záhony and its surrounding area. A dedicated government commissioner has been appointed to co-ordinate the programme.

- **Financial framework:**

A total of nearly EUR 128 million will be invested in this project from EU and domestic budget resources.

6. Evaluation

- **Possible demonstrated results:**

- **developing the railway network**, in particular by reconditioning wide and standard tracks in the area, and starting works to raise the speed of the Debrecen-Záhony-Nyíregyháza railway line

- **developing the road network** in the area, ongoing planning of the M34 motorway (Vásárosnamény-Záhony) and a new Tisza-bridge

- **support for small and medium-sized enterprises** in the region

- promoting **subcontracting and supplier partnerships** between local enterprises and financially strong, capital-rich companies setting up in the region

- **developing the ICT environment** of the logistics cluster

- offering **extensive business advisory services**

- **Development of medium and higher education** to support local requirements

- establishing launching local higher vocational and further training programmes at Nyíregyháza High School
- promoting medium-level vocational training at different schools
- to **stimulate co-operation** between railway companies based on mutual interests and to increase competitiveness

- **Industrial parks** with infrastructure
- **standard and wide-gauge railway interchange**
- **strategic location** for manufacturing and distribution
- **intermodal logistics centre**
- **unique investment opportunity**

- Possible success factors:

Vicinity and easy accessibility to the markets of the CIS and Europe

- A road and railway **interchange along Pan-European Transport Corridor V**

- **Re-loading capacity** at the junction of the wide (Trans-Siberian) and European standard rail tracks
- **Intermodal** logistical centre
- **Access to five countries within a 100 km radius**
- Availability of a **cost-efficient and skilled workforce**

- Difficulties which can be advantageous in this issue.

- In the Záhony area, **unemployment is higher than the national average**. Among registered unemployed, the rate of long-term unemployed is almost 30 % and that of graduates is 14 %. **Consequently**, the highly skilled labour force in the east of Hungary is cheaper than in more western areas.

- **Graduates from well-established educational institutions** in Debrecen, Szeged, Miskolc and Nyíregyháza provide a reliable pool of top-level business administrators, accounting, commercial and logistics managers.

- Transferability of the practice to other regions:

- Access to five countries within a 100 km radius
- Vicinity and easy accessibility to the markets of the CIS and Europe
- A road and railway interchange along Pan-European Transport Corridor V

- Contribution to enhancement of CBC cooperation: The Záhony area is close to Slovakia and Ukraine. It also has a strong connection with Romania, and Poland.

- Adaptability for SME support:

Support for small and medium-sized enterprises in the region by:

- promoting subcontracting and supplier partnerships between local enterprises and financially strong, capital-rich companies setting up in the region
- developing the ICT environment of the logistics cluster
- offering extensive business advisory services

7. Lessons learnt from the practice

- Short overview:

Sixteen settlements are involved in the program which has been ordered to be resuscitated the logistic activity in the Záhony area which used to be the main pulling force in the 90 s'.

The main goals of the Záhony Development Programme are:

- supporting the SME enterprise in the region.
- creating a public intermodal transport
- expanding the logistics potential of intermodal transport
- to redirect freight, as much as possible, to the European Union's Transport Corridor V from the Far East, Russia, the Ukraine and Kazakhstan on the one hand and South and South-Western Europe on the other

- Change of existing/old procedures:

SMEs can represent themselves in the frame of the Záhony Development Programme more efficiently than ever. It can give possibility for other kinds of cooperation like projects, lobbying or cluster management studies.

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9. Other possible interesting information

<http://www.logsped.hu/zahonyprojekt.htm>

The Programme's business co-ordinator: ITD Hungary - The Hungarian Investment and Trade Development Agency

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1. Title of the practice IT Cluster

2. Precise theme/issue tackled by the practice

- Issue's relation to peripheral location or adjacency to external border problems:

The cluster helps the actors of the IT sector of the region – mainly SMEs. As this is a dynamically developing sector innovation has a great role in it. As the city of Debrecen where the cluster was founded is famous about the university, many companies are in need of skilled employees.

3. Objectives of the practice

- Objectives' relation to SME support in external border regions:

- **Building trust** among new and existing IT firms;
- Creating **joint resources** (collective web page and helpdesk, common procurement procedures, etc.);
- Facilitating the **creation of workgroups**. The workgroups execute joint development and **apply together** in calls for proposals and tenders.;
- **Improving** the members' **R&D capabilities**, inspiring the usage of innovative technologies, and better exploitation of R&D results;
- Involving members in **tenders, project proposals**, both on a national and European level;
- Representing **common interests and opinions**;
- Providing **assistance** for organizations who educate IT professionals with the aim of increasing regional labor supply.

- CBC dimension of the practice :

It is expected to be enhanced in the future as the cluster is in the growing phase, where it is very important to build trust among the partners. Although as the cluster is known abroad, too there are offers for cooperation periodically mainly when the cluster is presented on a conference.

Currently the cluster takes part in a project and undertook the duty of presentation on Nagyvárad (Oradea, Romania).

On 24 April 2007 the IT Cluster organised the Central and Eastern European IT Cluster Conference with the participation of about 70 organisations from Hungary and abroad beside the members of the cluster. The participants had presentations from 5 foreign speakers and 3 Hungarian experts.

4. Location

- Country:

Hungary

- Region or District or Metropolitan Area or Municipality

Észak-Alföld region

5. Detailed description of the practice

- Origin: Innovation Cafe

- Timescale: since 2006

- Bodies involved / implementation:

SMEs of the IT sector of the Észak-Alföld region (66 members) and good connections with the ITD Hungary and the Local Government of the City of Debrecen

- Process and detailed content of the practice:

first of all Innovation Cafes were organised on which the stakeholders got acquainted with each other through the discussion of a main theme of the day, then there were 3 activities of the cluster: 1. supporting business cooperation, 2. Mediate between regional enterprises and universities and 3. increasing the supply of IT professionals on the labour market

About the activities you can read more on the website of the cluster.

- Legal framework: the cluster is a voluntary cooperation of entrepreneurs and companies for the reaching of the joint objectives.

- Financial framework: partners use their own financial resources and try to get resources through projects for the aims of the cluster

6. Evaluation

- Possible demonstrated results: projects

1. Innovation Café -2 monthly, main aim is to get to know each other and each other's activity and to build trust among the members,

2. mediating between cluster members – difficult to measure, but demanded,

3. cluster members can make lectures on the University of Debrecen, students can apply for traineeship at cluster members, or can get theme or help for the thesis

The newest project of the cluster is funded from the Észak-Alföld Operative Programme and the objective is the development and strengthening of clusters. The IT Cluster is out to execute the objective through diversified activities like attending the secondary schools to enhance students for IT studies or starting of a benchmarking club for the members or participation on exhibitions and conferences or enhancing joint actions like databases or projects.

- Possible success factors: common challenges, joint solving, every members' objective is to increase the employment in the region

- Difficulties encountered:

1. busy experts of the sector

2. secret innovations

3. different sized members has different aims with the membership

- Transferability of the practice to other regions: you can build up clusters in a sector you wish if you have the connections and there is a need for cooperation

- Contribution to enhancement of CBC cooperation: when the cluster is stable in our region it is possible to have CBC connections; one way is that SMEs from the other side of the border join the cluster and the other is cooperation with another existing cluster

- **Adaptability for SME support:** it's a worldwide know practice to organize Innovation Cafes, although when adapting it's worth to adapt to local circumstances

Membership benefits

Organizations may have different reasons to join the Cluster. It is possible that you find only one or two advantages from the below list that are relevant to your enterprise. We are positive however, that cooperation can provide tangible benefits for each participating organization.

1. During our regular meetings you have a chance to meet managers of companies that are similar to yours.
2. New acquaintances may lead to new business opportunities.
3. Joint applications for tenders, calls and projects.
4. Raise your economic efficiency with joint resources (helpdesk, procurement etc.).
5. A more concentrated presence in the labor market, including a direct impact on educational systems.
6. Multiply your lobby power by joint actions.

7. Lessons learnt from the practice

- **Short overview:** Members of the cluster has varying objectives, eg. bigger companies objectives differ from the objectives of SMEs, this problem can be solved by joint objectives. As the cluster is growing and developing varied interests can be served.

- **Change of existing/old procedures:** SMEs can not represent their interests efficiently on their own, but in the frame of a cluster it is easier and moreover it gives possibility for other kinds of cooperation like projects, lobbying or cluster management studies.

8. Contact information: Ziggy Kovács, IT Cluster, <http://www.itcluster.hu/itcluster/home.html>

9. Other possible interesting information

- **Website:** <http://www.itcluster.hu/itcluster/home.html>

- **Documents** (reports, presentations, etc.): this presentation is available for you at the organisers, and there is an essay about the possibilities to increase employment in the IT sector (in Hungarian)