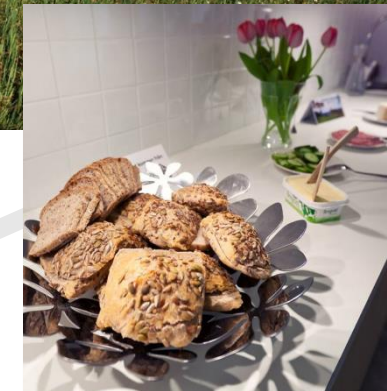


Vreta Kluster

- A New Competence and Development Center for Food and Agritech Industries - from ideas to action



Elisabet Ström, Priscia
Representing Vreta Kluster

En investering för framtiden



Vreta Kluster
GRÖN KUNSKAP - FRAMTIDENS NÄRING

Competence and development center for food- and agritech industries – from ideas to action

- New initiative, started i november 2011
- Aim is to contribute to new innovations, growth, jobs and development
- We offer:
 - Offices
 - Conference facilities
 - Project development support
 - Support in business development
 - A large network of companies, scientists, farmers, consultants and others



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BACKGROUND

Vreta Kluster initiative



- Association of agribusiness companies and organisations
- Formed 2006
- Aim: Research and development for agribusiness, more cooperation between companies and organisations



- The Regional Council of Östergötland
- Made a survey of regional food- and agri- businesses in 2006
- Concluded this is a strong business sector for Östergötland, but that we lacked a local competence development site for these subjects



- Independent advisor company
- Discussed gathering of all advisory companies in the 90:s
- Decided in 2010 to move to Vreta Kluster if it was built



- Linköping municipality
- Started in 2006 to show interest in connecting Linköping University with green businesses
- Have a real estate company, Sankt Kors Fastighets AB, supporting business development through building attractive office concepts.
- Decided to support food- and agritech business by building Vreta Kluster



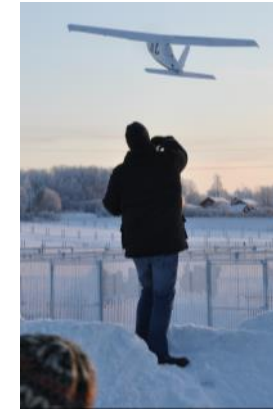
- Agricultural College of Östergötland
- Built a new school house in 2010
- Proposed that the cluster should be built in connection with this

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Theme areas

Innovation



Theme	Technical development	Business development
Agriculture		
Forestry		
Food		
Animal husbandry		
Renewable energy		
Aqua culture		
Horticulture		

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Kluster
ON KUNSKAP - FRAMTIDENS NÄRING

Method: be an active, catalyst platform

- A bridge between researchers, companies and organizations.
- Networking– matchmaking
- A physical meeting place for crossover development meetings
- Activities to support new ideas and new cooperation

VISION

Create a competence centre with world class competence on creating innovations in green businesses



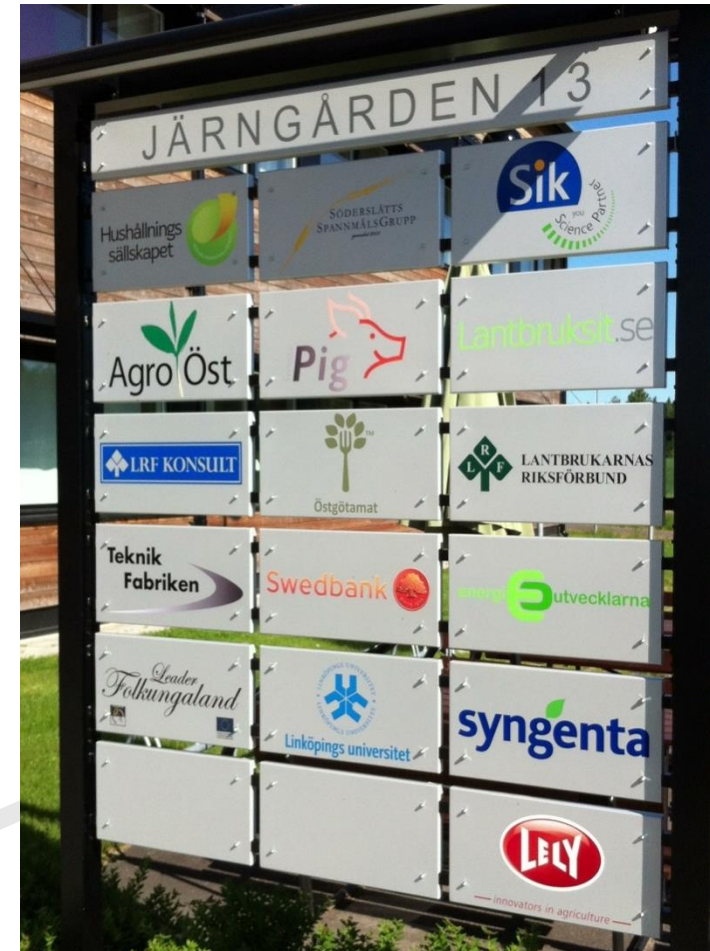
Linnéuniversitetet Kalmar Växjö



Linköpings universitet

Example of results so far

- 12 000 visitors (since nov 2011)
- 24 companies as tenants – 50 persons
- 1300 persons in sendlist for news and invitations
- 3 breakfast meetings each term, 25-70 persons each
- Sensorseminar – 3 new development projects about to start up
- 2 st Vinnova applicatiönsn – testbed biogas, plantcounting by camera
- VicVision – a new company started
- Visited twice by the Minister of Agriculture



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REFLECTIONS

Success factors

- Activities based on demands (not our offer) – investigate before, be responsive
 - Workshops with mixed groups, ie scientists, advisors, consultants, farmers and more - Put effort and energy in inviting the right persons
 - Result oriented – all workshops result in concrete activities
 - Vreta Kluster take active part in realising ideas by process management
- Networking is the key – let people meet, talk and discuss!
 - ...but make sure that the ideas get realised!



REFLECTIONS

Challenges

- Find a new form of operation. Now Vreta Kluster is managed as a project – will probably be formed as an operating company
- How to get companies to finance part of the cluster costs
- How to keep the organisation small and slim, and still get a lot of work done – managing consultants and cluster colleges from other organisations
- Make sure we have a strong profile, and limited offer – so we don't try to do too much with limited resources
- Always keep in mind that we should only do activities that are not made by others already - Be aware so the cluster doesn't start to compete with the cluster companies.

RECOMMENDATIONS

From our point of view:

- Be flexible
- Create a cluster platform as a small organisation with enthusiastic persons
- Make sure the cluster is a SUPPORT function for the companies, not a potential competitor
- Use and build your network
- Use external competence when needed
- Do not see others as competitors – create a common goal to work towards
- See opportunities
- Do not waste too much time planning and building systems and big organisation - just start and “build the plane as you fly”!



CONTACT DETAILS

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