Council on Competitiveness: Clusters of Innovation

Georgia Tech President G. Wayne Clough

Georgia Research Alliance

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Project Objectives

- Identify, map and compare development of clusters nationally using a common methodology

- Identify factors and dynamics that contribute to strong regional clusters and overall regional innovation performance in 6 pilot regions

- Develop insights and recommendations to help each region spur innovation and successful cluster development

- Create actionable tools and recommendations to enhance competitiveness that are accessible to national, state and local policy makers

Target Audience

Regional and national policy makers, including:

- Corporate leaders
- Federal state, local government leaders
- Academic leaders
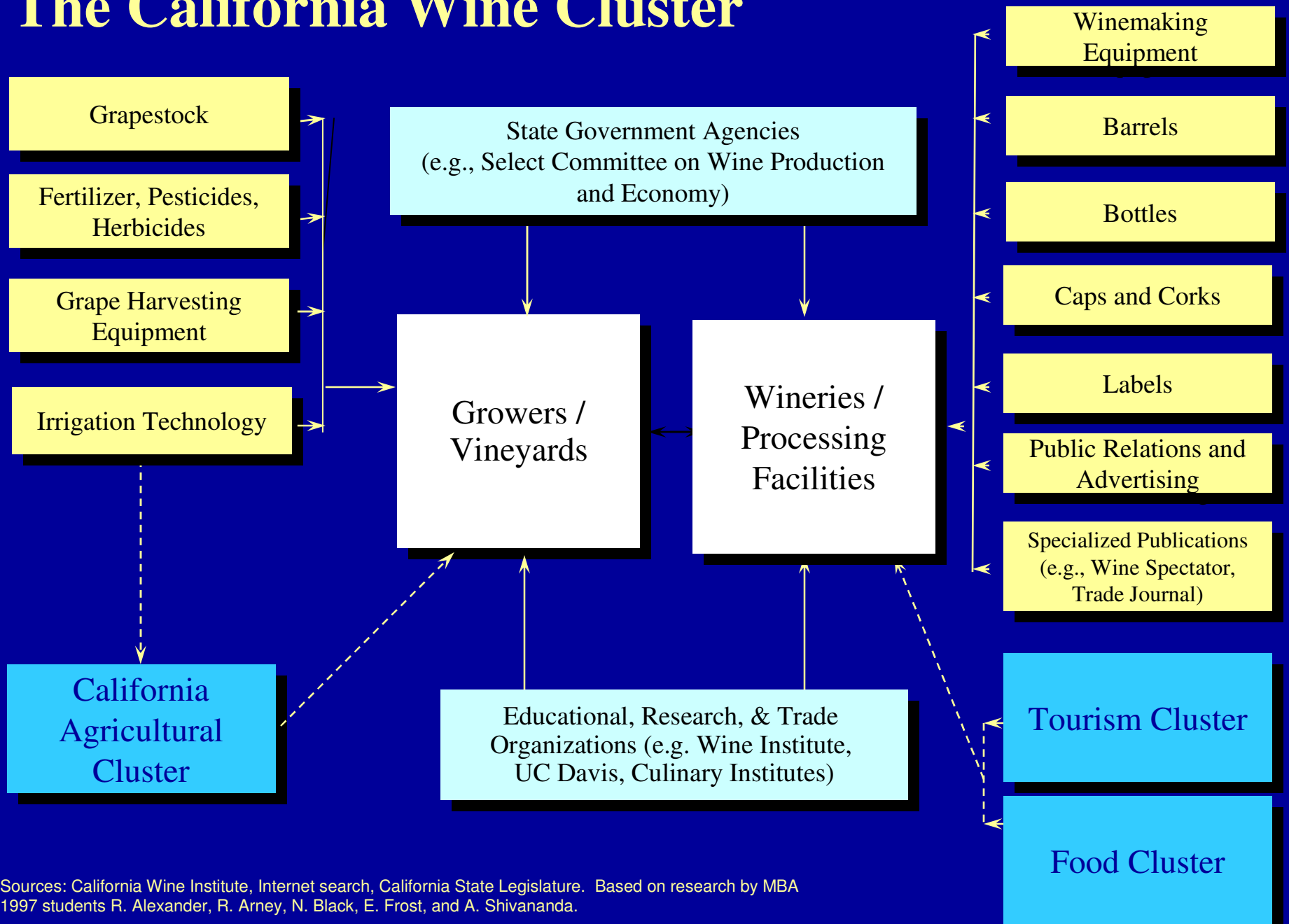- Economic development leaders

Benefits to Atlanta as Pilot Region

- Highlight sources of innovation using consistent and comparable benchmarking tools

- Provide recommendations to strengthen our capacity to foster and attract dynamic industry clusters

- Include us in a national network of key regional leaders to develop an action agenda for universities, industry and government that will identify impediments to fostering innovation

Conceptual Foundation

- **Productivity** and productivity growth determine prosperity.

- **Innovation** is a key driver of productivity growth.

- **Clusters** are central to both productivity and innovation.

- **Innovation networks** within and between clusters in a region are a mechanism to develop, share and apply resources that spur innovation

The California Wine Cluster

Grapestock

Fertilizer, Pesticides, Herbicides

Grape Harvesting Equipment

Irrigation Technology

State Government Agencies (e.g., Select Committee on Wine Production and Economy)

Growers / Vineyards

Wineries / Processing Facilities

Winemaking Equipment

Barrels

Bottles

Caps and Corks

Labels

Public Relations and Advertising

Specialized Publications (e.g., Wine Spectator, Trade Journal)

California Agricultural Cluster

Educational, Research, & Trade Organizations (e.g. Wine Institute, UC Davis, Culinary Institutes)

| Tourism Cluster |
| --- |

Food Cluster

Sources: California Wine Institute, Internet search, California State Legislature. Based on research by MBA 1997 students R. Alexander, R. Arney, N. Black, E. Frost, and A. Shivananda.

Project Structure

National Cluster Mapping and Profiling

Quantitative analysis and mapping of regional clusters using country- and state-level SIC and patent data
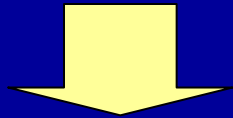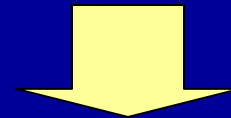
Responsibility of Professor Porter and Harvard Business School Team

Regional Cluster and Innovation Assessment

Assessment of innovation environment in 6 pilots:

Atlanta   San Diego

Austin   Seattle

Pittsburgh   Washington, DC

Responsibility of the Council together with consulting partners

Regional Innovation Assessment

- National Clusters Map
  - Use a consistent methodology that can be applied to any region
  - Compare the relative position of clusters and regions
- Surveys
  - Conduct 200 surveys per region
  - 50 cluster respondents/50 non-cluster respondents
- Interviews
  - Conduct 20-30 interviews
  - Target regional leaders: universities/R&D, industry, venture capitalists, business service providers, business associations, economic development organizations