

Seminar on the 6th of October

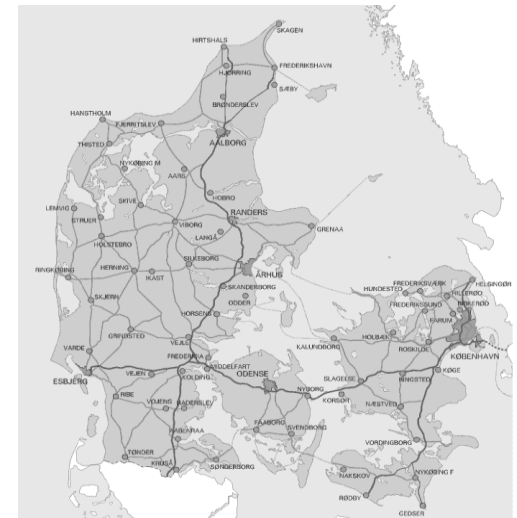
Sustainable financing of clusters



Lifestyle & Design Cluster.
Denmark

Jesper Rasch

Project manager and fundraiser



Who we are

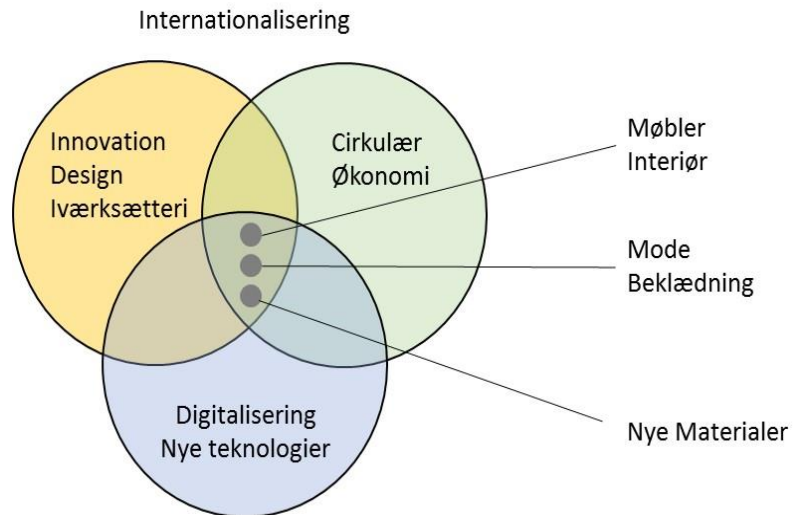
Lifestyle & Design Cluster works to promote innovation and sustainable growth, primarily in small and medium-sized interior and clothing companies as well as in the creative industries.



- A national clusters financed by the Danish Ministry of Higher Education and Science.
- Gold label cluster for the 3rd time, certified by ESCA

Focus areas

Hovedtemaer og faggrupper

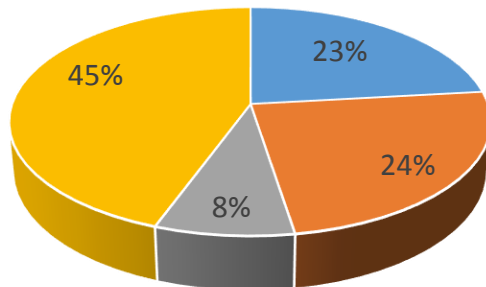


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Procent	2%	4%	12%	37%	45%	100%

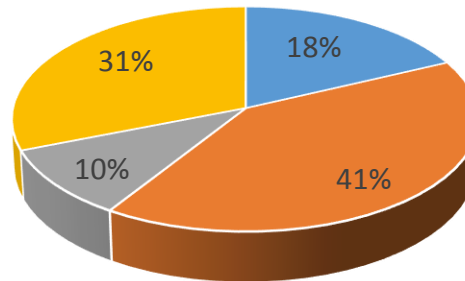


Funding sources

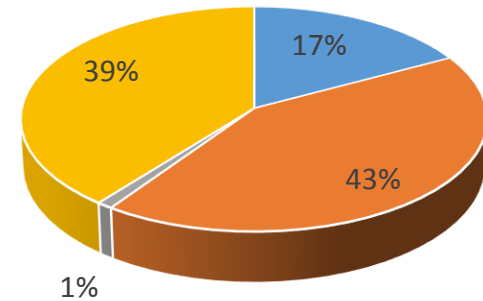
2015



2016



2017

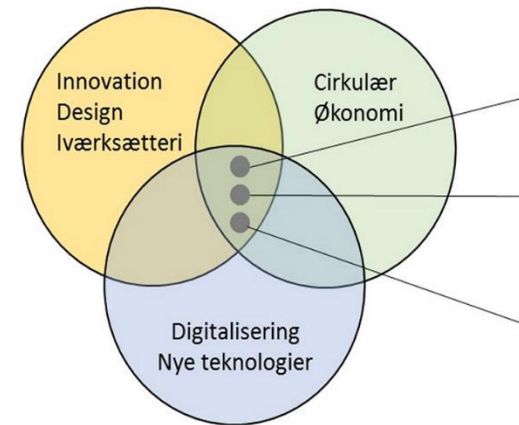


- Basic financing (SUI)
- Other public sources
- Knowledge institutions
- Private contribution (cash + in-kind)

Strategic priorities – what to focus on

Partnerships

- A partnership is formed for each of the 3 focus areas:
 - Circular economy
 - Digitalisation
 - Innovation, design and entrepreneurship
- Each partnership consist of relevant knowledge partners, trade associations, companies and other relevant actors
- They prioritise goals, focus and activities within their respective areas – and which funding opportunities to pursue



Funding programmes

Learnings

Only apply for something that fits your strategic priorities and needs of the companies

- (CE, Digi, Inno/entrep./design – tjeck with partnership)
- Insights from our dialogue meetings with the companies (if in doubt: we tjeck)

Document company-needs

- why this topic, target group and methods

Consider your desired role and administrative burden

- Eg. H2020-projects: not lead

Consider the likelihood of success – is it worth applying for?

Professional fundraising is necessary

- Difficult but necessary to find the time in a project oriented organisation
- Employ somebody to take the lead on the different proposals
- Set up a dedicated team for each proposal (2-3 persons)
- Necessary competencies:
 - professional knowledge of the area
 - professional knowledge and experience of writing proposals
 - set up cooperation/network with partners
 - experience in making budgets.

Other financial options

Memberships

- We have chosen not to have memberships but subscriptions

Fee based activities and subscriptions

- We have introduced a possibility of subscribing to some services: presentations, workshops, analysis for the individual

Cooperation and funding

- Close cooperation with trade associations
- Eg. 20 cases to an analysis of the furniture sector, Design Boost etc.

Questions?