

Methodological GuideBook – Blueprint

Strategic Intelligence and Innovative Clusters

Summary of the papers produced (9/12/2004) and proposed Draft Scheme (1) to be discussed

This paper pretends to be a **first draft** for preparing the next step regarding the Methodological GuideBook – Blueprint. It summarises and concentrates the discussions coming out from a working session between LA&A- *non paper* (August/September 2004) and the session hold during the Thessaloniki meeting (8/10/2004).

Rationale :

1. Strategic Intelligence is a concept based on public policy, the relevant issues to address could be for instance governance issues, not necessarily related to immediate economic topics but having a strong impact on the market in the mid-term.
2. During the last past months under Stratinc, it has been decided – more or less formally – that the Strategic Intelligence platforms implemented at each partner’s (sector’s) level should address three levels, which are defined as follows :
 - Micro-level : capacity to provide services to clients, in particular SMEs which will use the information in their own interest, and individual needs
 - Meso-level : capacity to address collective needs related to “cluster” issues, in particular through the development of a foresight vision as a stimulator for clustering and a constant benchmarking (of companies and regions)
 - Macro-level : capacity to improve the cluster social capital
3. It has been agreed that the Methodological GuideBook will be a **blueprint**, that means a structured document answering a list of questions, on an operational way

Objectives and targets of the Methodological GuideBook :

Questions have been agreed upon in Thessaloniki which led to a first design of the blueprint

Question	Answer (ranking)
Which target group : SMEs, intermediaries (agencies, clusters, innovation support organisations)	a) SMEs b) Agencies c) Cluster d) Innovation supports
Which objectives/contents : awareness-raising, dissemination of results, methodology, tools, cluster improvement	a) Awareness-raising, dissemination of results, methodology, cluster improvement b) Tools

Which form : academic, learning book, blueprint, collection of practices	Blueprint
Open questions	Language : national language +English Digital version

Proposed questions following the *Blueprint for Foresight Actions in the Regions* (DG ENTR) and its “Twenty questions for the foresight planner”. We can apply the scheme to our objectives and plan a *first drafted scheme (DS 1)*, entitled “.... Questions for the Strategic Intelligence Planner”

These questions will be related to the “articulation” or chapters shaped in Thessaloniki (see Minutes of the Meeting – 12 Oct.2004) :

1. Stratinc results presentation
2. Awareness raising on Strategic Intelligence linked to competitiveness
3. Methodologies for identifying SMEs and clusters needs, for benchmarking, for foresight
4. Tools (software benchmarking)
5. Pro-active functioning (social capital, trust, networking)
6. Clusters case studies

We propose a DS1 - “.... Questions for the Strategic Intelligence Planner” with the following headings

Commitment	Resources analyses	Strategic intelligence methodology	Practical applications	SI platform management
What are the leaders involved ?	Which are the sectors targeted ?	What is experience of the stakeholders ?	Which actions are needed ?	How to define the management of SI ?
What vision have they for Strategic Intelligence ?	What is the size of the area concerned ?	Which tools/skills are needed to develop it in the regional context ?	Which “products” are asked for (by target groups) ?	How can it be supported through a network ?
How can they address this issue ?	Where are the main resources in the sector and area ?	Which methods will be used to explore future possibilities ?	How to support the upgrading of the system ?	Which governance model must be planned ?
How can they guarantee sustainability ?	What are the funding and material resources ?	Which process will be used to decide on the detailed plan ?	Which actions to feedback and inform regional strategy ?	Which business model can be selected ?

The clusters case studies will be added at the end of the blueprint in an annex.