

Introduction of the Hungarian cluster accreditation scheme

The renewed version of the Cluster Accreditation is available for clusters



General introduction of the Cluster Accreditation (CA)

Aim of the scheme

To select and classify those clusters that

- have remarkable contribution to the Hungarian employment
- have high innovation potential,
- are export-oriented,
- are able to reach significant international and domestic performance

The accreditation entitles the clusters for

- applying for dedicated sources of the EDOP
- advantages and preferential treatment in certain calls for proposals

Advantages of the accreditation

- In the past three years the Cluster Accreditation system had become a significant incentive of economy development
- The CA system recognised as a good-practice by the European Commission
- The „Accredited Innovation Cluster” title had become an internationally known brand
- The accreditation of clusters can be flexibly used to „pre-filter” a large scale of companies applying for grants in the field of innovation and technology development



Source: MAG – Cluster Development Office

National Development Agency
www.ujszechenyiterv.gov.hu
06 40 638 638



The projects are supported by the European Union
and co-financed by the European Regional
Development Fund.

Accredited Innovation Clusters

Sectoral dispersion of AICs

	ICT	7
	Machinery/vehicle production	7
	Construction/ Energy	4
	Environmental industry	2
	Healthcare	2
	Packaging/plastics industry	2
	Wood/furniture industry	1
	Food industry	1



Sum 26

The call for AIC is continuously open, tenders are evaluated quarterly



Selection criteria of the accreditation scheme

I. Employment

- Evaluation of the effect of the cluster on employment
- Max.: 25 points

II. SME focus

- Evaluation of the business performance of SME members
- Max.: 20 points

III. Export orientation

- Evaluation of the export potential of member companies
- Max.: 12 points

IV. Cooperation

- Evaluation of the framework and content of the co-operations in the cluster
- Max.: 25 points

V. Innovation

- Analysis of R&D and innovation activities in the cluster
- Max.: 18 points

VI. Cluster strategy

- Evaluation of the complex cluster strategy
- Qualitative assessment



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Selection criteria of the accreditation scheme I.



I. Employment

- **Max.: 25 points**

Wage related expenses (personnel costs)

- Max.: 12 points

Number of employees with a degree in engineering, natural sciences, medical sciences or agriculture

- Max.: 8 points

Number of employees holding a PhD degree employed by the cluster member companies

- Max.: 5 points

II. SME focus

- **Max.: 20 points**

Number of SMEs in the cluster

- Max.: 8 points

Total revenues of the SMEs in the cluster

- Max.: 8 points

Ratio of total revenue of SMEs to total revenue of all member companies in the cluster

- Max.: 4 points



HUNGARIAN ECONOMIC DEVELOPMENT CENTRE

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Selection criteria of the accreditation scheme II. SZÉCHENYI PLAN

III. Export orientation

• **Max.: 12 points**

Export revenues of SMEs in the cluster

• Max.: 6 points

Ratio of export oriented SMEs

• Max.: 6 points

IV. Cooperation

• **Max.: 25 points**

Number of joint actions of the cluster members

• Max.: 10 points

Sum of costs paid by SME cluster members due to their cluster membership

• Max.: 10 points

Track record of the cluster

• Max.: 5 points

V. Innovation

• **Max.: 18 points**

Number of intellectual property rights owned by the cluster member companies

• Max.: 6 points

Number of previous R&D&I project proposals awarded under support schemes

• Max.: 6 points

Ratio of companies with R&D activities

• Max.: 6 points

The accreditation cannot be received by those clusters :

- whose cluster strategy does not comply with the policy objectives of the call or
- that do not reach the 50 points minimum threshold or
- that do not reach min. 8 points in subcategory IV. Cooperation or
- do not reach min. 5 points in subcategory V. Innovation

Expected content of the joint cluster strategies I.



1. Executive summary

2. Introduction of the cluster

2.1. Main activities of the cluster

- Provided services of the cluster
- Sectors, segments, focus territories related to the operation

2.2. Structure of the cluster, members of the cluster

2.3. Operation

- Management organization
- Cooperation within the cluster
- History of operation, main projects realized in the past or the realization in progress
- International cooperation

2.4. Performance of the cluster, effect on the national and regional economy

- Employment in the next 3 years
- Export, domestic revenues, net results in the next 3 years



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Expected content of the joint cluster strategies II.

3. Strategy on the focus territories of the cluster

3.1. General introduction of the focus territory

3.1.1. Main goals on the focus territory

3.1.2. Market analysis

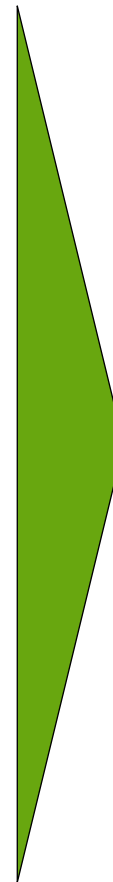
- Product and service groups
- Demand
- Supply
- Competitive advantages

3.1.3. Project plans

- R&D activities
- Investments
- Human resources
- Project financing
- Project timeline

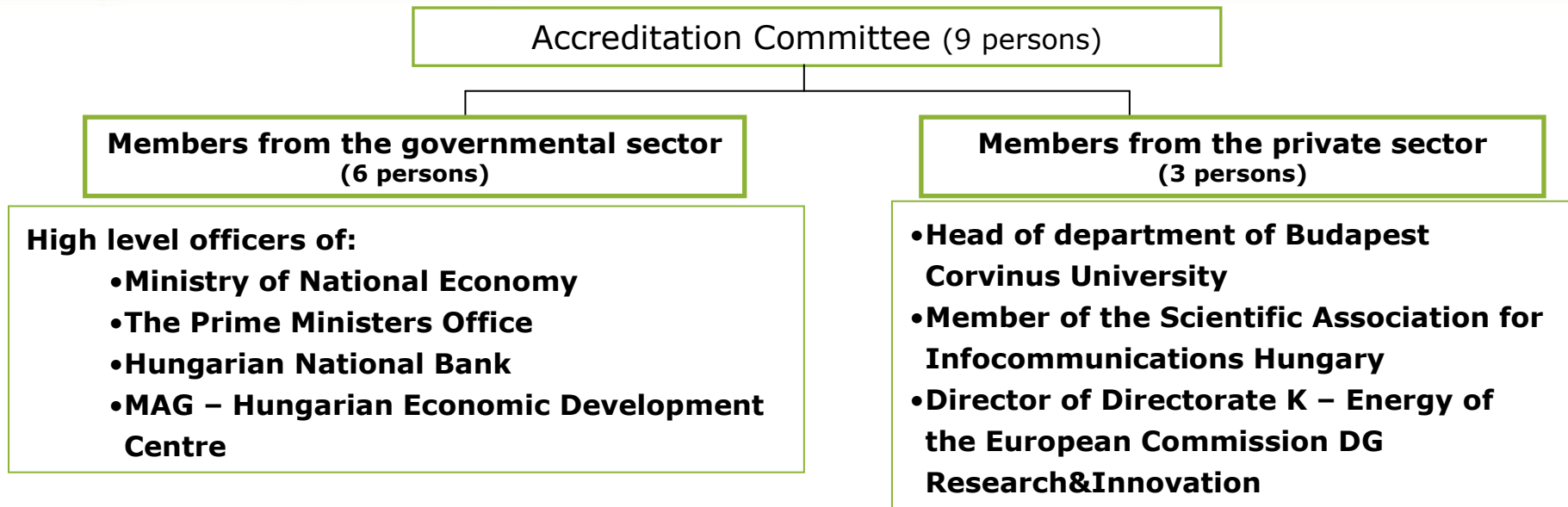
3.1.4. Risk analysis

- Key factors of growth
- Expected changes of key factors
- Risk analysis



- **The evaluation of the calls and the development of the decision proposals is done by MAG – Cluster Development Office**
- **Based on the decision proposal and the professional opinion of the Accreditation Committee members the final decision is brought**

The Accreditation Committee comprises of governmental decision makers and private sector experts



Decision authority:

- approval of the decision proposal and award of the accreditation title;
- asking correction and re-evaluation of the proposal;
- refusal of the proposal.



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