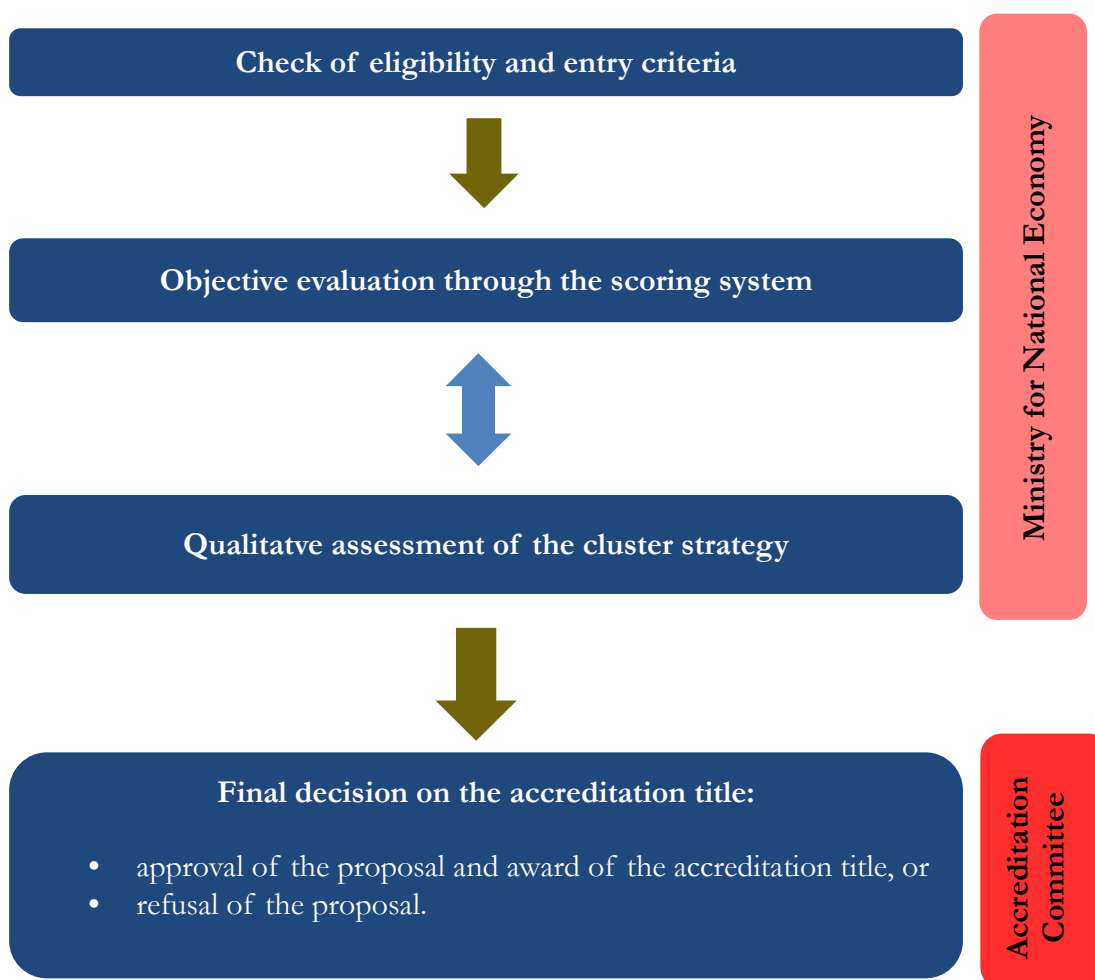




## The renewed Hungarian cluster accreditation model 2016

### Decision making process of the cluster accreditation



### Accreditation title cannot be provided if:

- The cluster strategy is not in line with the main development objectives of the call
- Minimum threshold is 50 points
- For those clusters who are applying for the renewal of the accreditation the minimum threshold is 60 points
- Minimum 1 point should be reached through every group of criteria





## **I. Minimum entry criteria for the cluster accreditation**

- 1) None of the cluster members has a majority interest in the cluster management organisation (CMO).
- 2) The cluster is managed by the current CMO at least for 1 year.
- 3) The cluster has a multilingual webpage with relevant information on its operation, services, members etc.
- 4) The CMO has no membership in other clusters.
- 5) The CMO should prove that in the past 2 years membership fees have been paid by at least 80% of all cluster members. The amount of the membership fee should reach HUF 25,000 (ca. EUR 80) per month per cluster member.
- 6) Clusters should have a proven track record of 3 years.
- 7) Clusters should have minimum 20 members out of which minimum 15 have its membership at least for 2 years.
- 8) None of any cluster members has a membership in more than 2 different Accredited Clusters.
- 9) Proportion of SME members should exceed 75%.
- 10) The added value per capita<sup>1</sup> of the SME members should exceed EUR 10,000 in average.

### **Extra requirements for those who intend to renew their accreditation title**

1. Minimum one submitted proposal to international programmes since obtaining the last accreditation title.
2. Representation of the cluster on at least 1 international exhibition, fair, workshop in the past.
3. Realization of at least 1 innovation project by the cluster members which has generated at least EUR 160,000 net revenue since obtaining the last accreditation title.

---

<sup>1</sup> Added value per capita = (profit before tax + depreciation and amortization + staff costs) / average headcount



## II. Selection criteria of the accreditation scheme

<b>I. Cooperation inside the cluster - 20 points</b>		
<b>1.</b>	<b>Track-record of the cluster</b> <i>Number of years passed since the foundation of the cluster on the submission date.</i>	<b>7 points</b>
	$x < 4$ years	0 points
	$4 \leq x < 6$ years	3 points
	$6 \leq x < 8$ years	5 points
	$8 \leq x < 12$ years	6 points
	$x \geq 12$ years	7 points
<b>2.</b>	<b>Activity of the cluster</b> <i>Number of cluster events and meetings organized by the CMO with minimum 5 participating members per event in the past 2 years prior to the submission. (general assembly is not taken into account)</i>	<b>8 points</b>
	$x < 7$ pcs	0 points
	$7 \text{ db} \leq x < 9$ pcs	3 points
	$9 \text{ db} \leq x < 11$ pcs	5 points
	$x \geq 11$ pcs	8 points
<b>3.</b>	<b>Press and media activities</b> <i>Number of press and media releases referring to cluster activities (printed and electronic with the exception of the cluster's and cluster members' website) in the past 12 months.<sup>2</sup></i>	<b>5 points</b>
	$x < 6$ pcs	0 points
	$6 \text{ db} \leq x < 11$ pcs	3 points
	$x \geq 11$ pcs	5 points
<b>II. Cluster management and the composition of the cluster- 30 points</b>		
<b>4.</b>	<b>Stability of the CMO</b> <i>Number of years passed since the current CMO has started to manage the cluster on the submission date.</i>	<b>6 points</b>
	$x < 2$ years	0 points
	$2 \leq x < 4$ years	2 points
	$4 \leq x < 6$ years	4 points
	$x \geq 6$ years	6 points
<b>5.</b>	<b>Costs paid for the membership</b> <i>Costs paid by the cluster members to the CMO for the operation of the cluster in the past 1 year prior to the submission.</i>	<b>7 points</b>
	$x < 25.000$ HUF	0 points

<sup>2</sup> More media releases with the same topic have to be counted as one. (Media releases published both in printed and electronic media parallel can be counted separately).

	25.000 Ft $\leq$ x < 75.000 HUF	3 points
	75.000 Ft $\leq$ x < 150.000 HUF	5 points
	x $\geq$ 150.000 HUF	7 points
<b>6.</b>	<b>Stability of the membership</b> <i>Ratio of those members who have their membership at least for 3 years on the submission date.</i>	<b>7 points</b>
	x < 30%	0 points
	30% $\leq$ x < 50%	3 points
	50% $\leq$ x < 60%	5 points
	x $\geq$ 60%	7 points
<b>7.</b>	<b>Concentration of the members</b> <i>At least 50% of all members have their seat in the same or neighbouring county as the CMO.</i>	<b>4 points</b>
	no	0 points
	yes	4 points
<b>8.</b>	<b>Service portfolio of the CMO</b> <i>Does the CMO provide/willing to provide at least 1 from the following services:</i> <ul style="list-style-type: none"> <li>• incubation</li> <li>• mentoring</li> <li>• coordination of dual training</li> <li>• suppliers programme</li> </ul>	<b>6 points</b>
	no	0 points
	yes (at least one)	6 points
<b>III. International focus of the cluster- 24 points</b>		
<b>9.</b>	<b>Participation in international projects</b> <i>Number of supported international projects of the CMO and cluster members during the 2007- 2013 or 2014- 2020 programming period (Horizon2020, COSME, INTERREG, International Visegrad Fund, Danube Transnational Programme, CENTRAL EUROPE 2020, CIP, FP7, South East Europe Programme 2007-13, Central Europe Programme 2007-13, Cross-border Co-operation Programme)</i>	<b>6 points</b>
	x = 0 pcs	0 points
	x = 1 pcs	4 points
	x $\geq$ 2 pcs	6 points
<b>10.</b>	<b>Export potential</b> <i>Ratio of export-oriented SMEs to all cluster member SMEs. (The export sales revenue has to be min. 5% of the total net sales revenue.)</i>	<b>6 points</b>
	x < 15%	0 points
	15% $\leq$ x < 25%	2 points
	25% $\leq$ x < 40%	4 points

	$x \geq 40\%$	6 points
<b>11. International activities</b>	<i>Number of international events, business meetings with the joint representation of at least 2 cluster members in the past 2 years prior to the submission. The representing members have to participate as exhibitors, presenters).</i>	<b>6 points</b>
	$x < 4$ pcs	0 points
	$4 \text{ db} \leq x < 7$ pcs	3 points
	$x \geq 7$ pcs	6 points
<b>12. International quality labelling</b>	<i>Does the cluster dispose any cluster label of ESCA on the submission date?</i>	<b>6 points</b>
	no	0 points
	no, but the cluster disposed any ESCA label in the past 3 years prior to the submission	3 points
	yes	6 points
<b>Innovation potential and performance - 26 points</b>		
<b>13. Market oriented innovation</b>	<i>Number of those cluster projects (self- funded or state- funded) which have generated at least EUR 160.000 in the past 5 years prior to the submission.</i>	<b>8 points</b>
	State funded innovation (EU co-financing program, national co-financing program)	
	$x = 0$ pcs	0 points
	$x = 1$ pcs	4 points
	$x = 2$ pcs	6 points
	$x \geq 3$ pcs	8 points
	Self- funded innovation (without state subsidy)	
	$x = 0$ pcs	0 points
	$x \geq 1$ pcs	8 points
<b>14. R&amp;D&amp;I activity of members</b>	<i>Ratio of those member companies which have implemented at least 1 R&amp;D&amp;I project (self- funded or state- funded) since 2007 to all member companies.</i>	<b>7 points</b>
	$x < 10\%$	0 points
	$10\% \leq x < 20\%$	3 points
	$20\% \leq x < 40\%$	5 points
	$x \geq 40\%$	7 points
<b>15. Number of intellectual property rights (IPR)</b>	<i>Number of IPRs owned by the SME members of the cluster, with the exception of trademarks.</i>	<b>6 points</b>
	$x < 4$	0 points
	$4 \leq x < 6$	1 points
	$6 \leq x < 9$	3 points



	$x \geq 9$	6 points
<b>16.</b>	<b>Co-operation with higher education institutions (HEI) and research institutes</b> <i>Does the cluster have at least 1 HEI or research institute as a member at least for one year on the submission date?</i>	<b>5 points</b>
	no	0 points
	yes	5 points

### **III. Expected content of the joint cluster strategies**

#### **1. Executive summary**

#### **2. Introduction of the cluster in general**

- 2.1 Common goals and vision of the cluster
- 2.2 Sectors and industrial fields covered by the cluster and its members
- 2.3 Members of the cluster, composition of the cluster
- 2.4 Changes of the membership in the past
- 2.5 Geographical, regional concentration
- 2.6 Economic potential of the cluster (most relevant economic data, micro- and macro environment, regional and national economic impact)
- 2.7 Organizational framework, structure and operational system of the cluster
- 2.8 Most relevant partners of the cluster

#### **3. Introduction of the cluster management organization**

- 3.1 Introduction of the management team (structure, qualification)
- 3.2 Services provided to the members in the past 3 years and future plans
  - 3.2.1 Introduction of services jointly used by cluster members
  - 3.2.2 Professional services provided or planned to be provided by the CMO (business incubation, coordination of mentoring, dual education, supplier programmes)



3.3 Measures of the operation, performance and membership satisfaction of the cluster

3.4 Financing of the cluster management

3.5 Other (not cluster related) activities of the CMO

#### **4. Track-record, results achieved so far**

4.1 Most important results, milestones achieved during the clusters operation so far

4.2 Success stories

4.3 Other projects

4.4 Activities of the cluster since obtaining its last accreditation

#### **5. International activity of the cluster**

5.1 Most important international markets, introduction of current positions

5.2 International activities so far (cross-cluster collaborations, international appearances)

5.3 Future plans on internationalization (main elements of the clusters internationalization strategy)

5.4 Participation in international projects

#### **6. Strategies of the focus territories of the cluster**

6.1 General introduction of the focus territory

6.1.1 Synergies of the focus territory with national development strategies

6.1.2 Current position of the cluster and future goals for the next 3 years

6.1.3 Planned development notions, activities to achieve the planned goals (short project plans, involved members, financing, timeline)

