

# LEARNING CLUSTERS NEWS



From  
12th TCI Annual Global Conference, Jyväskylä, Finland 2009  
to  
13th TCI Annual Global Conference, Delhi, India 2010



*Greetings from Central Finland,  
the home of Human Technology*



## DEAR ALL

After a long and memorable year, it is a pleasure to meet the TCI Family again. When starting to create the conference in Jyväskylä 2009 we had two questions in particular to answer. Can we produce the conference as a learning journey to the people and can clustering still have added value to the economy and how? Both answers to the questions from the participants were yes. People in Jyväskylä, Finland, wish to thank all the participants of last and this year for the possibility to co-create new. Thank you for the experiences of flow of learning.

The winter in Finland in 2010 was extremely cold and the summer was exceptionally hot. So the nature showed us its full capacity to change. The same has been seen in economy and businesses. It has challenged the clusters to act more as competitiveness networks, generate growth globally, use the full potential of people and to co-create new educational innovations. In Jyväskylä, EduCluster Finland has taken its place in the regional and national level. It has shown that

education and training can form a cluster and strengthen the businesses. It has long been a challenge to combine and integrate expertise in private and public organisations.

This year I am proud to build a bridge between the conferences through learning experiences. I feel like a child seeing the upcoming conference in Delhi, India. I am sure that TCI, with the Indian colleagues can once more offer guidelines for the future, an environment for cooperation and the spirit to work as a learning community. This is the way to innovate solutions for sustainable competitiveness.

Yours sincerely,

**Rauli Sorvari, director  
and the EduCluster Finland Team**



## CONFERENCE NEWS

### TCI memories along the year 2010



#### I WILL ...

*Some memories of the promises made in conference 2009, Jyväskylä to refresh our minds!*

I will use these new ideas in writing of the new project plan for the cluster initiative pending for finance in 1 Jan 2010.

I will create more interaction between different stakeholders.

I will allocate time for proactive innovative thinking in my organisation.

I will proceed with direct actions together with main actors of the process and by preparing an action plan for regional cluster policy.

I will put learning into practice by integrating new experiences and look for new solutions in the network of people when needed.

I will rethink and consider the branding strategy of the cluster e.g. according to the branded warehouse -idea.

I will lobby the public sector for more funding into the management of clustering process.

I will work to establish a community of people interested in learning strategies for impact. This community will share insight through web, email, twitter etc.



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# ROAD TO BECOMING A LEARNING CLUSTER

## SIX IDENTIFIED KEY PROCESSES FROM TCI 2009 IN JYVÄSKYLÄ

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### I. FROM MANAGING OPERATIONS TO LEADING WITH A VISION

It's not about focusing on the action plan nor managing operations, but about building a joint vision. With the shared vision, everybody in the cluster have an understanding about the meaning of their work. Leadership means making the vision visible.

### 2. FROM ORGANISATIONAL STRUCTURES TO ADDED VALUE FOR BUSINESS

It's not about creating clusters into fixed structures, but about using a clustering as a tool for opening new business opportunities together.

### 3. FROM RANDOM LEARNING TO CLUSTER-WIDE HUMAN RESOURCE DEVELOPMENT

It's not about individual learning only but seeing the cluster as an expert platform. Like in learning organisations, the network competencies have to be strategically developed with a holistic point of view.

### 4. FROM ORGANISATIONS TO LEARNING COMMUNITIES FOR SUSTAINABLE COMPETITIVENESS

It's not about creating new only with R&D investments, but innovating ideas through the ability to act together, finding common actions and discussing openly across the organisational boundaries.

### 5. FROM REACTING TO CHANGE TO FOSTERING OPENESS FOR INNOVATIVE FUTURE TRENDS

It's not about analysing the current situation but about enhancing the mental models for each individual in the cluster to search for the signals of change, which are turned into the future possibilities within the cluster.

### 6. FROM LOCAL NETWORKS TO GLOBAL CLUSTERS

It's not about clustering locally for international business but about networking globally for better business. Being local is not a value itself, but the network has to be built on the best partners no matter where they come from.

See more: [www.educlusterfinland.com](http://www.educlusterfinland.com)

**ECF Learning Clusters™** is a process to approach cluster development not from structures but from the **individuals' point of view**.

#### WHY BECOME A LEARNING CLUSTER?

Effective collaboration needs great processes to work its best for sustainable competitiveness. At best, a cluster can act as the engine and a tool of this movement towards great added value for business, continuous change and nonstop learning. But it all comes down to individual connections and interaction.

#### HOW DOES IT WORK?

ECF learning Clusters™ is made up of four different phases. Our experts will facilitate the analysis of the status of the cluster based on the feedback of your cluster members, facilitate three initial development processes and train 30 members of the network to act as the primary engines of change in developing the learning cluster culture.

#### PHASE 1. CAPACITY: LC 360 analysis of the operational state of the cluster network.

Through an online analysis tool, members of the cluster will create the LC360 internal status analysis of the operational capacity of the cluster.

#### PHASE 2. PEOPLE: Training process for a selected group of 'change agents' in the cluster network.

Over an individual training and development process, these 30 members of the group will gain new tools and new thinking to lead the continuous and committed change process in the cluster.

#### PHASE 3. COOPETITION: Process development of three identified challenges.

Based on the analysis in phase 1, we will start the development process of three of the internally identified biggest challenges of the cluster.

#### PHASE 4. GROWTH: What lies ahead? Closing workshop.

During this closing session, the core group will define the new direction of the cluster process development and plan how to keep the positive movement alive.



## CONFERENCE NEWS



### PROGRAMME TODAY

29th November 2010, at 11:30 – 13:30

- **Short flashback from the TCI Annual Global Conference 2009**

- **What are we doing here during the next 2 hours?**

*Ms Patricia Valdenebro, TCI*

*Mr Rauli Sorvari, Regional Council of Central Finland*

- **Learning Clusters Stories**

Talkshow on what has happened since TCI 2009

*TCI Director Alberto Pezzi: Development in TCI operational models and leadership*

*Mr Richard Walker, Economic Development Australia: Using new methods in network event (world cafe)*

*Ms Cecilia Johansson, Vinnova and Ms Marynella Salvador, Atacama Regional Development Agency: New ideas to cluster development*

*Mr Rauli Sorvari, Regional Council of Central Finland: Point of view of an organiser, what did we take home to EduCluster Finland development*

- **Learning Café**

What is your development goal, what do you set as your learning goal for this week, with whom do you need to network?

*Ms Anna Korpi, EduCluster Finland Ltd.*

*Ms Katja Vuori, EduCluster Finland Ltd.*

*Mr Rauli Sorvari, Regional Council of Central Finland*

- **Wrap-up session**

*Ms Patricia Valdenebro, TCI*

*Mr Rauli Sorvari, Regional Council of Central Finland*

### GREETINGS FROM JYVÄSKYLÄ



A year ago, Jyväskylä had the honour of hosting the 12th TCI Annual Global Conference. While acting as the main venue for international cluster expertise, Jyväskylä networked in a totally new way. Thank you for your participation and contribution. The northern setting of the conference has now changed to Delhi, India. Once again, the conference has an interesting theme. I would like to warmly congratulate Delhi and wish you a successful conference!

**Markku Andersson**  
**Mayor, City of Jyväskylä**

### Editorial board:

Anna Korpi | Katja Vuori | Rauli Sorvari

EDUCLUSTER FINLAND

### Question of the day

**What is your development goal, what do you set as your learning goal for this week, with whom do you need to network?**

