

Unlocking Cluster Potential: The Power of Effective Communication

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Why Communication is the Lifeblood of Successful Clusters

Communication is the engine of a cluster

Communicate... to whom?

Internally – with the members

Externally – all other target groups

A Problem

Communication Gaps in Clusters: A Silent Barrier

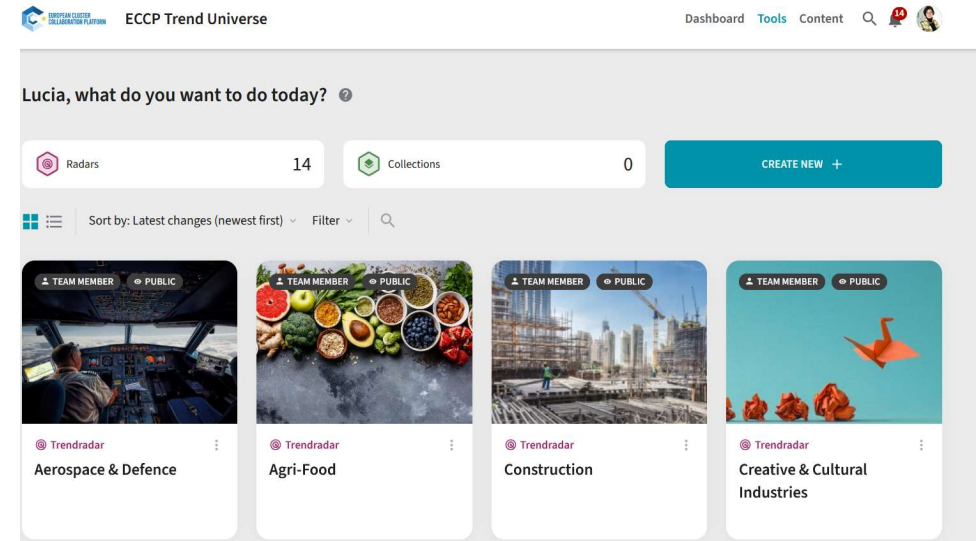
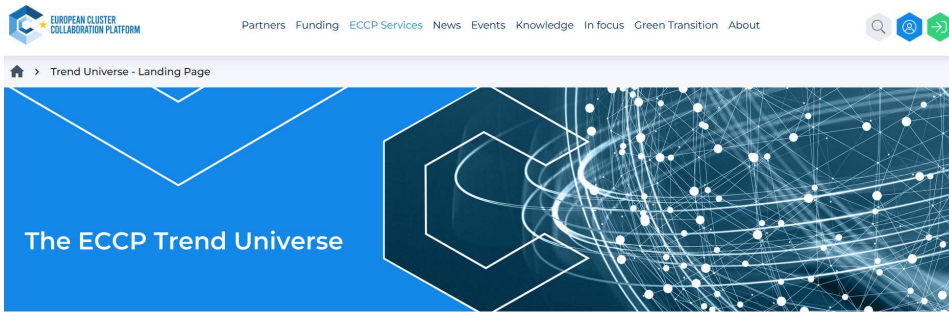
- ECCP's mission at launch: find and **be found**
- Issues caused by poor communication: siloed efforts, missed opportunities, mistrust, and inefficiencies

The Why

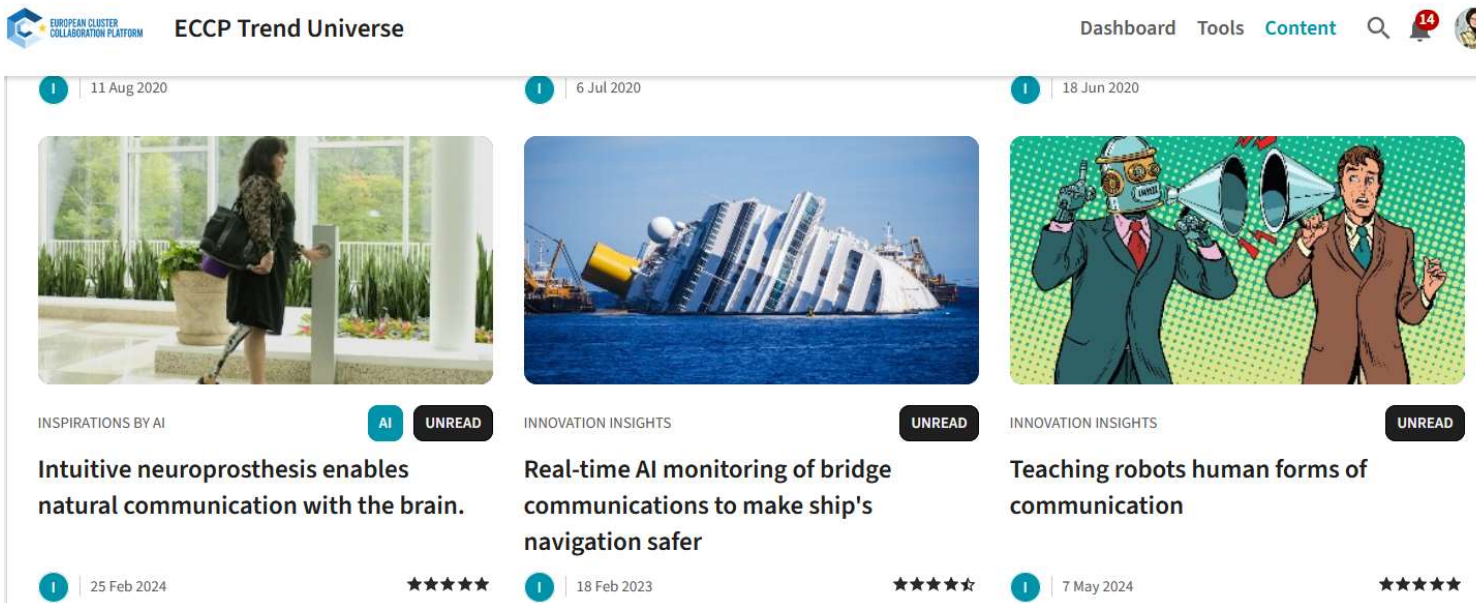
Communication is

- fostering collaboration, as a catalyst
- driving innovation through dialogue
- building trust and a shared vision
- supporting to navigate change and adaptation
- leading to increased visibility and reputation
- influencing policy and generating support
- creating opportunities, ...

A give-away in-between



<https://www.clustercollaboration.eu/trend-universe>



**The „supreme discipline“ of a
cluster: the networking**

NET.WORK



Networking in a cluster context

- ❑ Active involvement in networks (regional, national, European, international, sectoral)



Which networks you can engage in?

- European Cluster Collaboration Platform
- TCI Network
- European Clusters Alliance (via national networks)
- Cluster groups on LinkedIn
- National/regional networks (e.g., Finnish National Cluster Platform!)
- (European/international) cross-sectorial networks



Networking in a cluster context

- Strategic cooperation

- Capitalize on (international) projects



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Remember!

Networking requires:

- Time
- Money
- Discipline
- Interest in people
- Self-motivation
- A good memory (or even more discipline/time...)

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Elevate Communication in Your Cluster!

**I hope I communicated well enough to raise
your interest!**

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