ADDITIONAL INSTRUCTIONS TO CARRY OUT THE QUALITATIVE ANALYSIS BASED ON THE PROVIDED QUESTIONAIRE – TALKING POINTS FOR COMPANY VISITS
PP9 - Tea Petrin

For PPs which did not apply Step 1 – quantitative analysis – of the Methodology, for PPs that are applying Step 1 instructions #3, #4, and #5 are equally relevant.

Instructions:

1. Take the data base of 5 clusters you identified as the most successful ones under the task WP4 **"Preliminary cluster audits by a partner country" (**Piedmont, for example: Mechatronics, Biotechnology, ICT, renewable energy, and new materials), the data we received from you after PP9's first request at the meeting in Budapest, 12-13 July, 2011.

2. Within each of the five clusters from all the companies in the cluster identify potential entrepreneurial firms based on the following criteria, i.e. computing:

    a. Growth rate of employment,
    b. Growth rate of operating revenue,
    c. Growth rate of sales per employee
    d. % of export in sales
    e. Growth rate of export
    f. Growth rate of export per employee

    All for the periods 1994-2007 and 2008-2010. If data for 1994 are not available, since the cluster did not existed at that time, then the year the cluster was formed is the starting point.

    Very important point is that the above indicators were used in Step 1- statistical analysis for the identification of potential entrepreneurial firms. Using the same criteria, we are assuring that the results of step II will be comparable with the ones of the other partners applying also the Step 1 of the methodology.

3. From step 2 you will obtain a list of potential entrepreneurial firms. Based on this sample of firms, choose as entrepreneurial firms those ones that show above average performance in all mentioned indicators or at least in majority of them.

4. So identified entrepreneurial firms, per cluster maybe 3, 4, 5 (I am guessing) you will then contact them and make an appointment to carry out the interview based on the already provided questionnaire – Talking points for company visits.

5. Before the interviews will take place, find relevant information of each of the chosen entrepreneurial firms for each of the 5 clusters based on the secondary data –

newspaper articles, talks with industry experts.... to find out more about each of the company, especially trying to detect the following: company's involvement in the knowledge chain – networking with universities, institutes..., then company's capacity in generating new products, processes, receiving rewards...., their involvement in different support infrastructure (Centres of excellence for example, industrial parks, incubators...) and networking across the industries, not only in the industry they belong too and last but not least whether the identified entrepreneurial firm can be classified as an innovative firm. This, 5th step is very important for identifying companies and cluster potential for engaging into new emerging industry.

The information obtained within step 5, should be included into the justification why a certain company was identified as entrepreneurial firm, besides using the indicators in step 2.

Template:

Part I: Justification why some companies from a given cluster was identified as entrepreneurial. Provide information on:
   a. Quantified indicators as specified in step 2,
   b. Additional information obtained in step 5.

Part II. Findings based on interviews.
   Under each of the **Interview topics and questions** provide information you will obtain during the interview.

All together we shall receive information provided in the template as structured above, let's speculate, on 3-4 entrepreneurial firms per each of the 5 clusters you have already identified as the most successful clusters in your country/region.

Answering to Elisa's question: "in terms of process: since we are not performing part I of the methodology, are the results of step II comparable with the ones of the other partners?"

Comparability is assured by applying the same **indicators that were used in Step 1 - statistical analysis for the identification of potential entrepreneurial firms. Using the same criteria, we are assuring that results of step II are comparable with the ones of the other partners applying also the Step 1 of the methodology.**
In addition, also PP applying Step 1 and 2 will use exactly the same steps as specified above under #3, #4 and #5 in carrying out the qualitative analysis of the Methodology.