

Innovation in food clusters



Objectives



- The objective was to use the IFP method to make the food sector more competitive and to improve the quality of the food products in order to expand the cluster(s)
 - Focus on **organizing, strategy development** and **innovation processes**



Organizing



- Experiences and results
 - From network to cluster
 - Commitment
 - Financing

- Methods
 - Professionnel facilitation
 - Analysis and documentation



Strategy development

- Experiences and results
 - More focus on trends and opportunities in the market
 - Consciousness about core services
 - Strategy and action plans

- Methods
 - SWOT analysis
 - Future scenarios
 - Market analysis
 - Transregional B2B event



Innovation



- Experiences and results
 - Structured plans and methods for common innovation processes
 - New products and partnerships

- Methods
 - Interregional innovation seminar
 - The Innovation Funnel
 - Future project?



Conclusion



- The IFP method can be an effective and dynamic tool for development of food clusters, but be aware:
 - to keep it simple
 - to have a pragmatic approach
 - to use professional facilitators
 - to point out "what is in it for me and you"

The effort must first of all be based on the companies needs, resources and readiness and less on satisfy public political agendas!

