FOUNDATION for CLUSTERS and COMPETITIVENESS
Fundació Clusters i Competitivitat

Better Jobs with Cluster-based Policies

Understanding how sector-specific policies can create better and more sustainable jobs

Competitiveness Development Certificate 2027 Course

Daily agenda for in-class sessions

In-class program

Monday, January 18

Industry Analysis and Value Chains

Case: California Wine Cluster (HBS)
Introducing clusters, value chains, and Porter's Diamond

Prof. Duch

Cluster-Based Development Policies

Lecture: "Industrial Policy: A Location and sector-focused approach."
Introducing the World Bank's conceptual framework

Prof. Ketels

Social and Environmental Sustainability

Case: "SEKEM Egypt –Agricultural Entre preneurship" (IESE)
Introducing the concepts of social and environmental sustainability

Prof. Rimac

Mini Case Workgroups

Mini-Cases Workshops
- Dairy in Belarus
- Mango tokenization in Cote d'Ivoire
- Agrofood in Denmark

Prof. Blazquez, Duch, Slimane

Tuesday, January 19

Industry Analysis and Value Chains

Case: Fast Fashion Zara (HBS/IESE)
Using the circus case to practice Porter's 5 forces and diamond

Prof. Blazquez

Cluster-Based Development Policies

Case: The Seafood Cluster in Humber (TCCG)
How the UK regional agencies used clusters as a tool for development, the example of seafood

Prof. Zadeh

Social and Environmental Sustainability

Lecture: Sustainable Agricultural Clusters
How clusters are facing the sustainability and competitiveness challenges

Prof. Scholten

Mini-case Workgroups

Mini–case Workshops
- Coffee in Tolima (Colombia)
- Apparel in Mexico
- Wood in Croatia

Prof. Duch, Scholten, Sagrario

Wednesday, January 20

Industry Analysis and Value Chains

Case: Avocado in Chile (TCCG)
Strategic Segmentation of the avocado industry, looking at its sustainability

Prof. Duch

Cluster-Based Development Policies

Case: SEBRAE Minas Gerais Cluster Program (TCCG)
How the Brazilian agency built its strategy capabilities to help SMEs

Prof. Sagrario

Social and Environmental Sustainability

Lecture : Lessons from World Bank Agribusiness projects
Personal experiences from Jordan, Senegal and India

Prof. Slimane

Roundtable

Experiences from the Foundation's Alumni
Roundtable with expert policymakers and cluster managers from the Foundation's Alumni

Taskin+TBC

In-class program Final Week (tentative)

Wednesday, June 2

Industry Analysis and Value Chains

Presentation of Cases by teams (I)
Presentation of the cases from each team. Strategic Segmentations, 5 forces, Value Chains gaps and policy recommendations

Prof. Duch

Cluster-Based Development Policies

Case: Theory of Change in Belarus WB project
Introducing the conceptual TOC based in the Belarus cluster based initiatives

Prof. Lapres

Monitoring and Evaluation

Case: The Norwegian Cluster Program
Analyzing the experiences of the Norwegian cluster experience

Prof. Rimac

Mini Case Workgroups

Next steps for each country team
- Country A
- Country B
- Country C

Prof. Duch+ TBD

Thursday, June 3

Industry Analysis and Value Chains

Presentation of Cases by teams (II)
Presentation of the cases from each team. Strategic Segmentations, 5 forces, Value Chains gaps and policy recommendations

Prof. Duch

Cluster-Based Development Policies

Case: The IDB Loan to State of Sao Paulo
Lessons from an IDB Loan for cluster-based development to in Brazil

Prof. Sagrario

Monitoring and Evaluation

Case: Monitoring and Evaluation in Multilaterals
How multilaterals focus their M&E

Prof. Blazquez

Mini-case Workgroups

Next Steps for Each country team
- Country D
- Country F
- Cpuntry G

Prof. Duch+ TBD

Friday, June 4

Industry Analysis and Value Chains

Presentation of Cases by teams (III)
Presentation of the cases from each team. Strategic Segmentations, 5 forces, Value Chains gaps and policy recommendations

Prof. Duch

Cluster-Based Development Policies

Case: Cluster Policy In Denmark
How the cluster based policy influenced the national policies of Denmark

Prof. Rosted*

Monitoring and Evaluation

Lecture: Lessons from World Bank Monitoring
Experiences from Croatia and other WB projects

TBD

Roundtable

Experiences from the Foundation's Alumni
Roundtable with expert policymakers from the Foundation's Alumni