



Marie Skłodowska- Curie RISE
MAPS-LED
Multidisciplinary Approach to Plan Smart Specialisation Strategies
for Local Economic Development



The Cluster policy initiatives from regional to urban level in Boston and Cambridge

MAPS-LED First Mid-term Meeting
06/07.06.2016
Northeastern University, Boston, MA, USA

PAU UNIT

Methodological Description of WP1 and WP2 activities – PAU Unit

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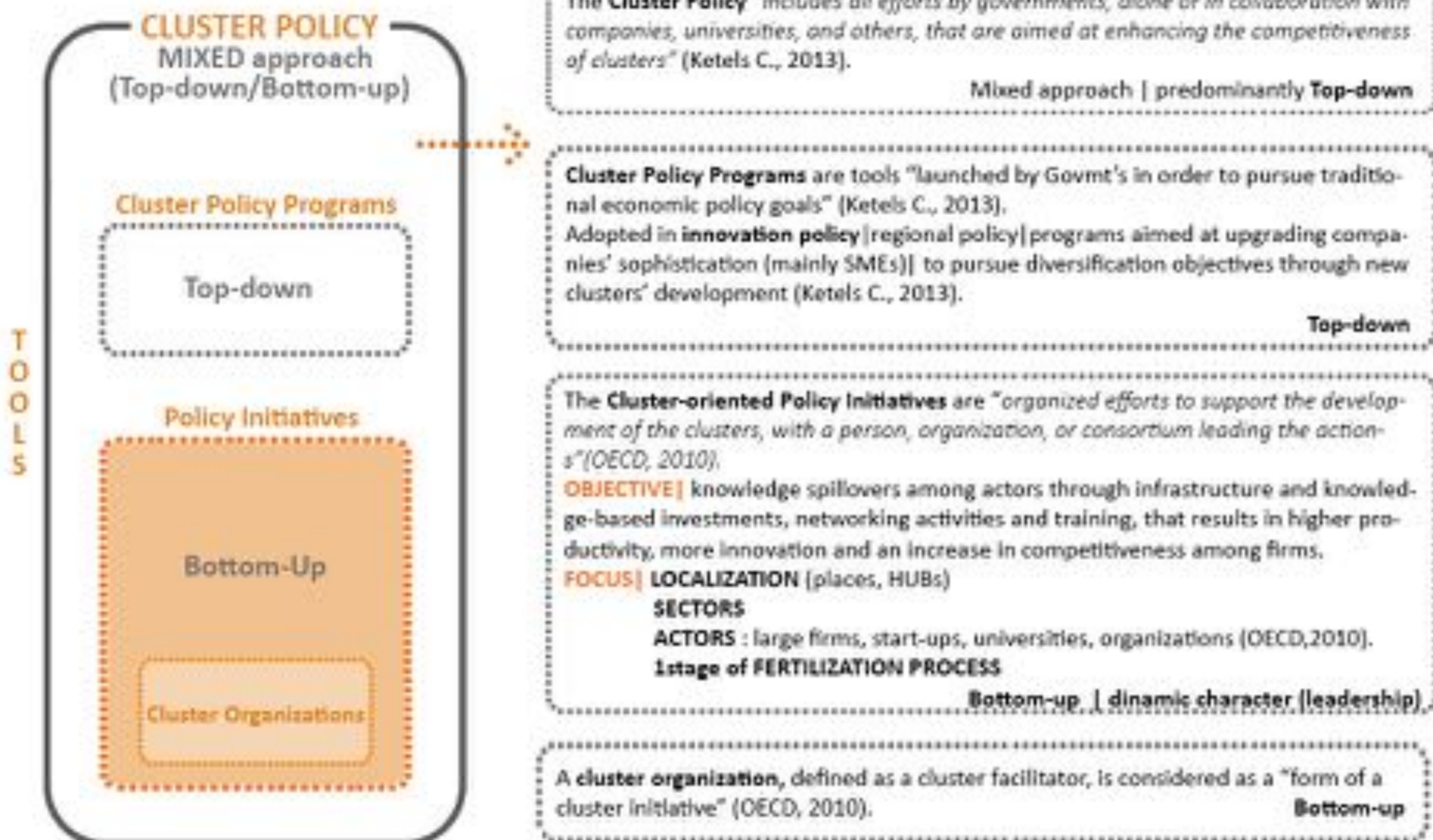
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Outline

- I. Focus and Key Definitions;
- II. Cluster-oriented Policy Initiatives in Cambridge and Boston;
- III. Policy Actions and Spatial Data related to the Policy Initiatives;
- IV. Policy Initiatives and Cluster Mapping comparison;
- V. Preliminary Findings;
- VI. Case Studies Analysis.

I. Focus and Key Definitions



I. Focus and Key Definitions

The policy initiatives may be activated by either public, or private actors



Even when the initiative is privately-driven, the public sector plays a crucial role and the cooperation between them, which often occurs, ensure that the effect can always be considered as a policy.

Thus, leadership (both public and private) is important to support effective cluster linkages and triggering innovation.



The linkage between policy initiatives and clusters is innovation:



The policy initiatives invest on the production and diffusion of innovation, while clusters indicate where pockets of specialization are located, thus it's worthwhile to invest there.

I. Focus and Key Definitions

WP2 **GOAL** | Build a sound and evidence-based methodology to approach **clusters** with a focus on **spatial planning** and governance.

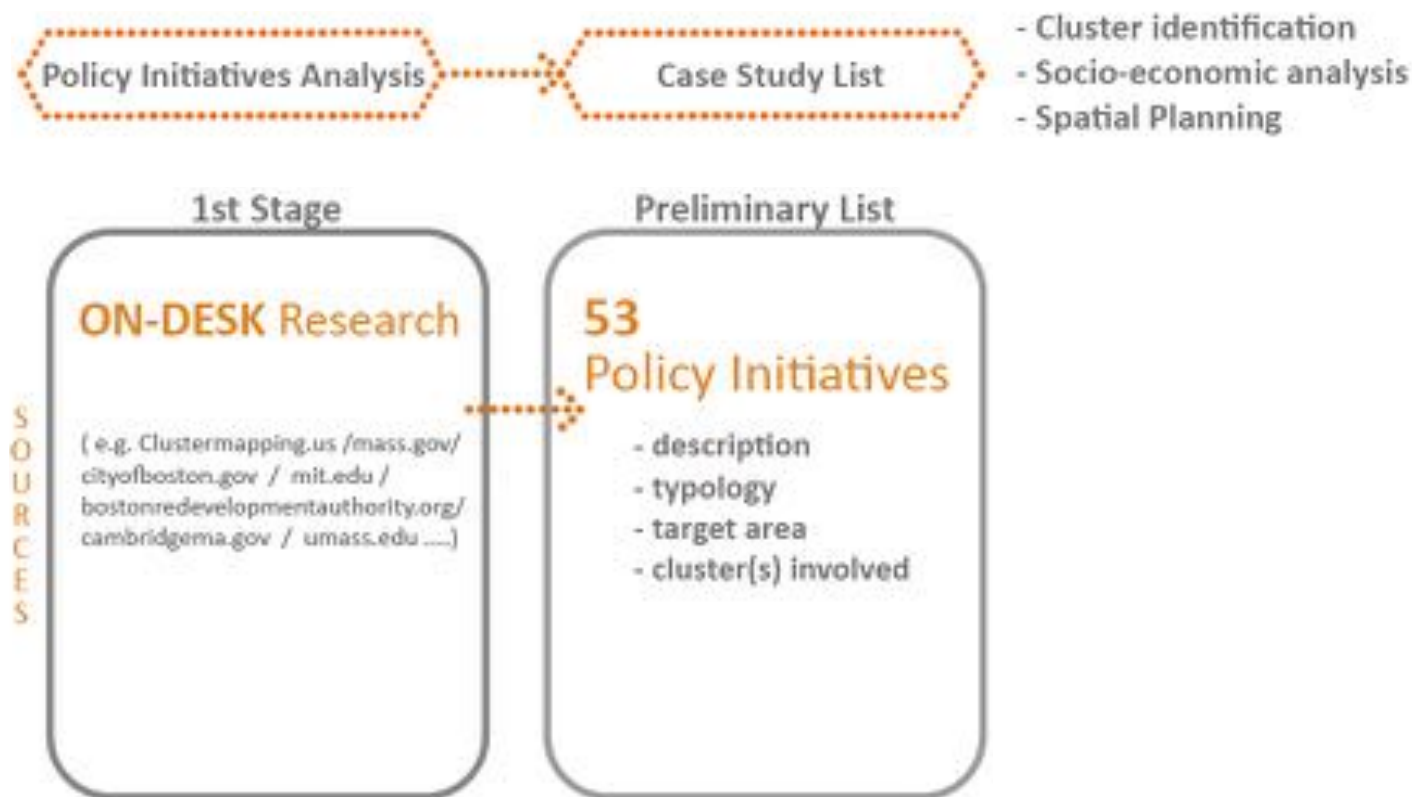
Cluster-oriented Policy Initiatives



Spatial Planning policies

- What are the **Clusters-oriented policy initiatives** undertaken in Cambridge and Boston?
- What are their **target areas**?
- How do they foster **clusters development**?
- How do they influence **socio-economic trends** and transformations of the **built environment**?

II. Cluster-oriented Policy Initiatives in Cambridge and Boston



The preliminary analysis has involved different geographical level (State, County, City..) in order to acquire a broader understanding of cluster-oriented policy initiatives framework across US.

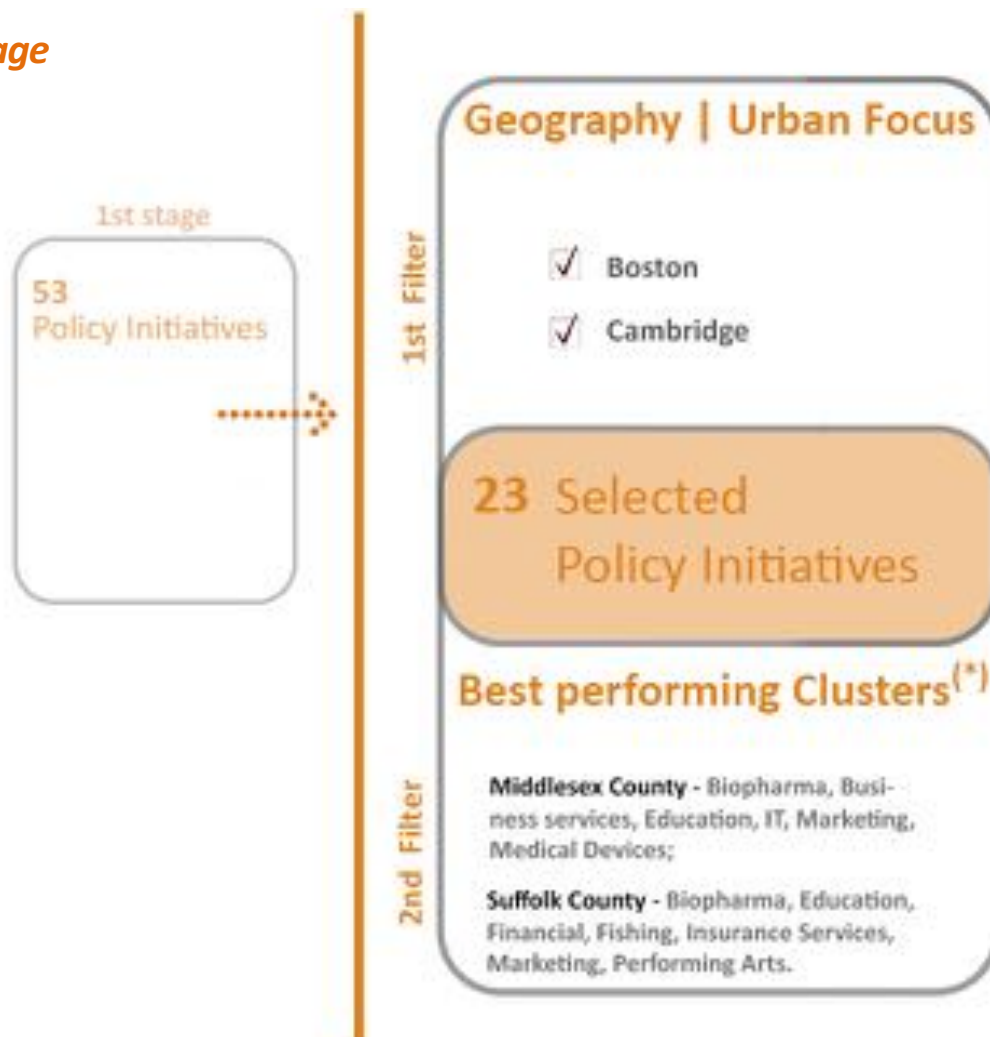
II. Cluster-oriented Policy Initiatives in Cambridge and Boston

Cluster Oriented Policy Initiatives

Policy Initiative	Geographic Level of interest	Brief Description	Initiative Typology				Target Area (first attempt)	Cluster	Additional Info
			Public	Private	No Profit	PPP			
Boston Innovation District (BID)	City (Boston)	Transform the South Boston waterfront area in an urban environment that fosters innovation, collaboration, and entrepreneurship.	X				Boston MA, Boston Innovation District area (21, Drydock Ave)	IT, Business Services, Education and knowledge creation, Financial Services	http://www.innovationdistrict.org/
Cambridge Innovation Center	City (Cambridge and Boston)	CIC helps startups by setting up and managing their office for them so they can focus on their business. Since then, more than 1400 companies have chosen CIC as their home and more than \$1.8B of venture capital has been invested in companies located at CIC.		X			Kendall Square - Cambridge	IT, Business Services, Financial Services, Biotechnology	http://cic.us/
LifeTech Boston	City (Boston)	LifeTech Boston is an initiative dedicated to fostering the growth of Boston's life sciences and high technology sectors. It expands existing life sciences and high technology companies in Boston and recruits national and international businesses.	X				Longwood Medical Area, Allston/Brighton, South End, Innovation District	IT - Biopharmaceuticals - Medical Devices	IT - Biopharmaceuticals - Medical Devices
...

II. Cluster-oriented Policy Initiatives in Cambridge and Boston

Filtering stage



(*) at the County Level, according to Porter's criteria.

III. Policy Actions and Spatial Data related to the Policy Initiatives

Data have been re-organized into three main parts:



The *policy initiatives* are promoted by several Organizations and Agencies heading the *policy actions*, which are the main organized practical efforts to support cluster development.

The spatial data indicate the target areas and the relative Zip Codes.



Cluster Oriented Policy Initiatives

Cluster	Policy Initiative	Policy Actions	P. A. Organization Typology				Policy Action Description		Target Areas	Zip Codes of Interest	Cluster Mapping.us
			Public	Private	Non-Profit	Other Info	Main Objective	Keywords			
IT, Business Services, Financial Services, Biotechnology	Cambridge Innovation Center (CIC)	Cambridge Co-working Center (C3)		X		Co-working space	Provide a free-flowing community working environment designed to meet the needs of a wide range of innovators and inventors' entrepreneurs.	Community of entrepreneurs - community work space - shared resources - high-level amenities - services - collaboration	Cambridge, Kendall Square Area	02142	
		Impact Hub Boston		X		Co-working space	Build up a network of connected communities, enabling collaborative ventures among individuals and businesses from various sectors in order to pursue local and global enterprising ideas.	Ecosystem - resources - collaboration - sustainable impact - social platform - diverse businesses pattern - local/global challenge	Boston, Downtown	02109	X
		Lab Central		X		Shared laboratory space	Support the Kendall Square biotech innovation-hub providing shared laboratory space designed as a launchpad for innovative startups in lifesciences and biotech sectors.	Biotech - innovation hub - high growing startups - lifesciences - early stage companies - MIT - Massachusetts Life Sciences Center - innovative	Cambridge, Kendall Square Area	02139	
...

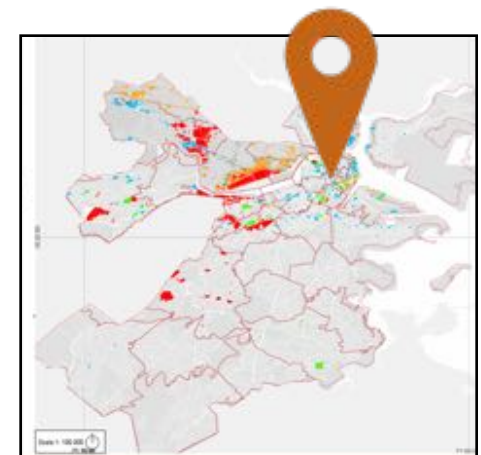
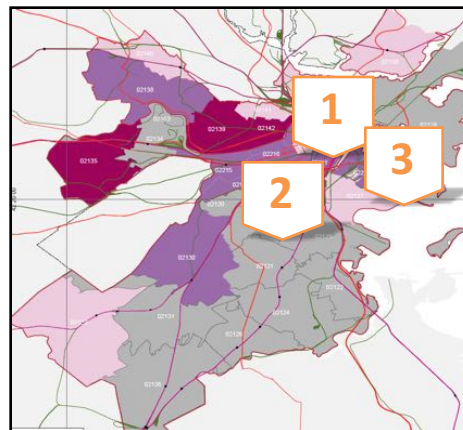
Authors' elaboration, 2016.

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IV. Policy Initiatives and Cluster Mapping Matching



- 1** Cambridge Innovation Center
1 Broadway Cambridge, MA 02142
Cluster Occurrence: Education, Marketing and Medical Devices
- 2** Venture Café Foundation
2300 Washington St, Boston, MA 02119 (Hosted in the Bruce C. Bolling Municipal Building)
Cluster Occurrence: none
- 3** BID
75 Northern Ave, Boston, MA 02210
Cluster Occurrence: Marketing, Performing Arts



V. Preliminary Findings

23 Main Policy Initiatives

Typology

15 Private of which **10** No-profit **6** Public Initiatives **2** PPP

Keywords

23 Innovation **13** Knowledge based **8** Co-working **8** Location
5 Incubator **5** Venture Capital **5** Accelerator

Focus

Sectors:

14 Targeted sectors **9** Cross-sectorial

Places:

11 Target area **12** Generic scope

Actors:

11 Targeted actors **12** No specific Actors

According to the key-facts,
the first preliminary finding
highlights that several policy
initiatives focus on
Innovation Hubs

VI. Case Studies Analysis

The selected **cluster policy initiatives** will be analyzed through 3 main tools:

- **Survey Form** (Quantitative)
- **Interview Form** (Qualitative)
- **Case Study Report** (Synthesis)

- The **Survey Form**, allows first to classify cluster *policy initiatives* according to:
 - Main **objectives**, (e.g. education & training, Innovation & Technology, Cluster expansion...);
 - Geographical **Level of Influence** (e.g. Local, Regional, State...);
 - Main **Source of funds**, either *Public* (e.g. Federal gvmt'...) or *Private* (No-profit, corporations..).

Secondly, an analysis of the **Governance** structure is performed:

- Organizations Involved by Typology and Level of Influence;
- Board Composition by Actors Typology;
- Role of the Actors by Objectives and Actions;
- Source of Funds by Actor;

VI. Case Studies Analysis

Policy Initiative	ESR	Unit	Related Cluster
Boston Innovation District (BID)	CLAUDIO COLOMBO	PAU	Performing Arts
Cambridge Innovation Center (CIC)	GIUSEPPE PRONESTI	PAU	Financial Services
Greentown Labs	GIANMARCO CANTAFIO	PAU	Education and Knowledge Creation
Venture Café Foundation	CESARE CASCELLA	PAU	Marketing, Design and Publishing
WeWork	LAURA BIANCUZZO	PAU	Performing Arts
VDC - Venture development Center	ISRAA HANAFI	PAU	Insurance Services
Initiative for a Competitive Inner City (ICIC)	NICOLE DEL RE	FOCUS	Business Services, Financial Services
LifeTech Boston	LEONARDO BIANCHI	FOCUS	Biopharma
Greentown Labs	ALMONA TANI	FOCUS	Business Services
Greentown Labs	ANDREA SIMONE	FOCUS	Business Services



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Thank you!

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