

Cluster Mapping for Economic Development**June 25, 2014****8:30-4:00PM ET****Institute for Strategy and Competitiveness****Harvard Business School****Cumnock 220****Working Agenda**

The U.S. Cluster Mapping Project is a national economic initiative that aims to strengthen U.S. competitiveness by understanding the economic performance of clusters and regions across the U.S. It is based at the Institute for Strategy and Competitiveness at Harvard Business School, with support from a number of regional partners and a federal grant from the U.S. Department of Commerce's Economic Development Administration. The project provides an interactive website for user-driven, visual data on clusters and regions across the U.S. It benchmarks the economic performance of individual clusters and regional business environments, and also provides a community for organizations, policymakers, and researchers to share and discuss best practices in economic development, policy, and innovation.

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Pre-work: attendees will be asked to prepare how they currently use the tool or plan to use the tool and what key issues they face. Attendees will also be asked to bring a relevant report or article on their respective organization/economic development.

One day workshop (8.30 to 4.00)

- Introductions and Agenda (8.30-9.00)

- Why Clusters? (9.00-9.30)
 - Approach
 - Methodology

- What data are we using? (9.30-10.30)
 - Scope and data sources
 - Indicators and calculations
 - Attendees will share how they use the data currently and what issues they face (Q&A)

- *Morning Break (10.30-10.45)*

- Introducing the US Cluster Mapping Tool (10.45-12.00)

- About the Tool
 - Tool Features
 - User profiles
 - Basic Exercises (including uploading reports and registering organizations)
 - What the tool cannot do (where might you need other information)
 - Attendees will provide feedback on the tool
- *Lunch (12.00-1.00) – Lunch on your own*
- Tool applications—Website scenarios and exercises (1.00-2.30)
 - Planned scenario breakouts (supply chain, manufacturing, strategic partnerships)
 - Attendees will be broken into groups of 3-4
 - Group discussion and findings
- *Afternoon Break (2.30-2.45)*
- Tool applications—Open session for other scenarios – “revisiting your targets”(based on attendees location/economic area/industrial interest) (2.45-3.15)
- Vision of building a community (3.15-4.00)
 - Who can form a learning community around this tool?
 - Use of cluster-based data