



# Roundtable Summaries

Carolyn Gale

Innovation.  
Stability.  
Pick one

---

Never lose sight of the big  
picture

Esko Aho

President of SITRA



# Common Themes

---

- Engage society
- Reach out to others
- Focus on your strengths
- Continue developing identity
- Remember the human aspect
- Always keep the vision in mind



# Engage society

---

Use the media as an outlet for dialog and debate with the public

Bring communication strategies earlier in the development process

Engage people you know. (What is a cluster? Why should you care?)



# Reach out to others

---

Clusters should connect with others outside their industry and region

Further a dialog between policy makers and companies

More cooperation and collaboration beyond clusters



# Focus on your strengths

---

Be unique, but stay grounded in a common effort



# Continue developing identity

---

Connecting the average citizen with the idea of a common European identity

Develop a greater understanding of cultures, businesses, universities and policy makers

More learning and exchange of ideas between clusters, customers, cultures, society



# Remember the Human Aspect

---

Talent: attracting and keeping it, internal cluster competition

Moving issues: salaries, location, language (head in English, heart in <native language>)

Funding, Branding, Communication



# Always keep the vision in mind

---

Innovation? Stability? Pick one.

Balance innovation with existing structure

Remember that the process takes time

Be prepared to remind society of the big picture





## Roundtable Summaries

“The whole is greater  
than the sum of its parts”