

The idea of CORIS

What is a cluster?

A cluster can be understood as "...a geographically proximate group of interconnected companies, suppliers, service providers and associated institutions in a particular field, linked by externalities of various types." (*M. Porter, 2003*)

Clusters increasingly contribute to the economic growth of a region. Well-focused regional cluster policy pays out for the participating companies and institutions as well as for the region itself.

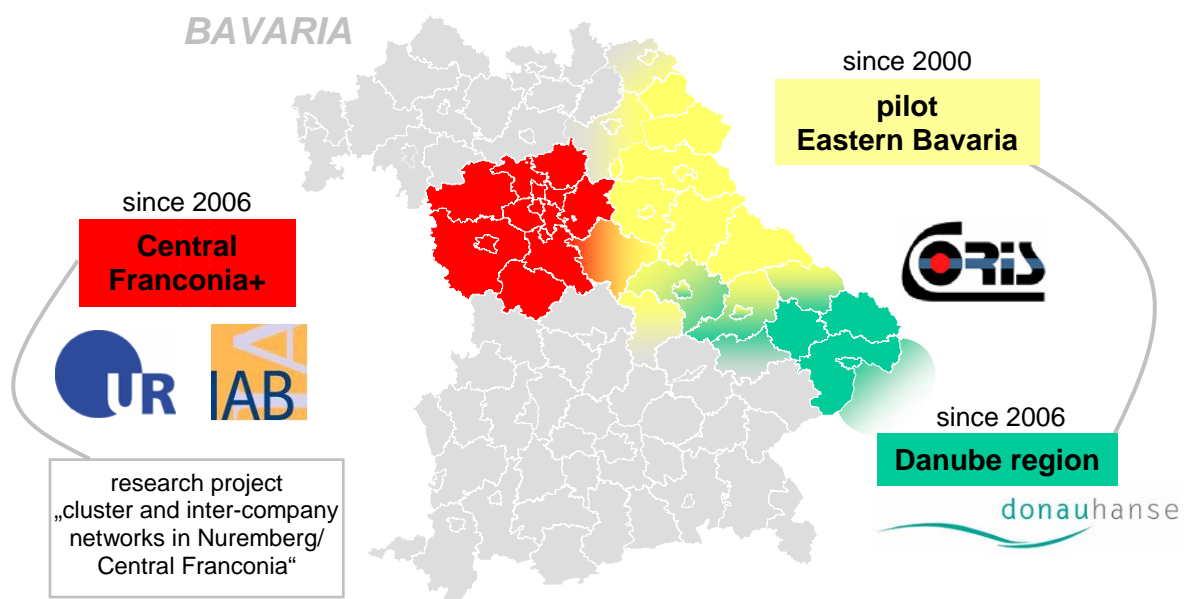
What is CORIS?

[\[http://www.coris.eu\]](http://www.coris.eu)

CORIS stands for **C**luster-**O**riented **R**egional **I**nformation **S**ystem.

- It is a methodology to identify and analyse regional clusters.
- It is a web-based instrument to provide a picture of industrial networks and cluster-relevant firm-specific information.
- It visualises the horizontal and vertical links between companies as well as between firms and institutions.
- It shows up regional supply chains using
 - intelligent location maps
 - detailed firm-specific data sheets
- It gives best-practice examples of cooperation projects.
- It structures cluster-relevant information.
- It makes it accessible for all interested parties.

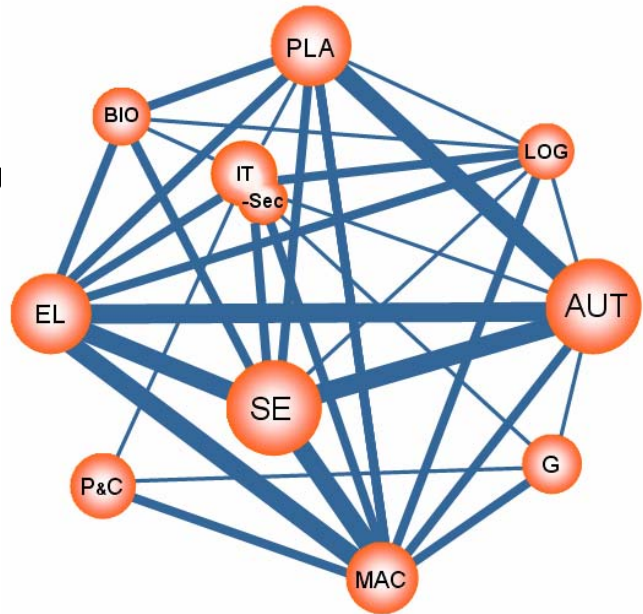
The regions in www.coris.eu



Identified clusters in ...

... Eastern Bavaria

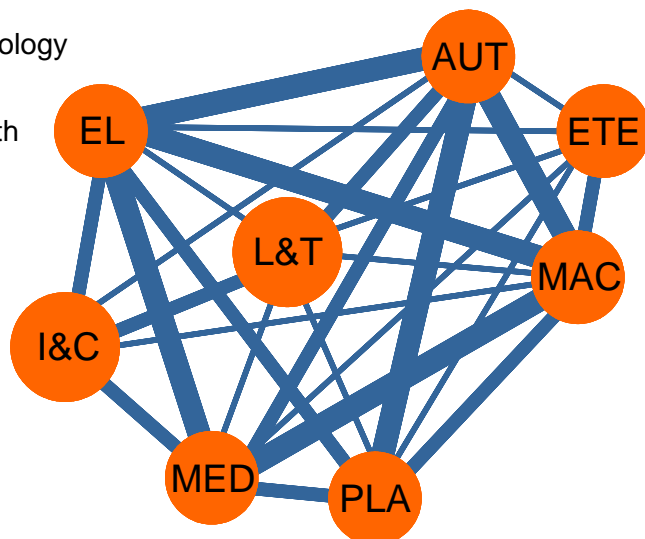
- [AUT] Automotive industry
- [BIO] Biotechnology
- [EL] Electronics & electrical engineering
- [G] Glass & glass processing industry
- [IT] Information technology
- [IT-Sec] IT-Security
- [LOG] Logistics & specialized trade
- [MAC] Automation
- [P&C] Porcelain & Ceramics
- [PLA] Plastics industry
- [SE] Sensor technology



The figures show connections between clusters. The red and orange circles depict the size of the cluster (employment), the blue lines show the strengths of their interlinkages.

... Central Franconia +

- [AUT] Automotive
- [EL] Electronics
- [ETE] Environmental technology & energy
- [I&C] Information technology & communication services
- [L&T] Logistics & transport technology
- [MAC] Specialised automation
- [MED] Medical technology & health
- [PLA] Plastics industry



Core Elements of www.coris.eu

The Internet portal's first page

overall search function
access to all information in the CORIS database

Individual access
for companies and institutions:
→ online update
→ new entries



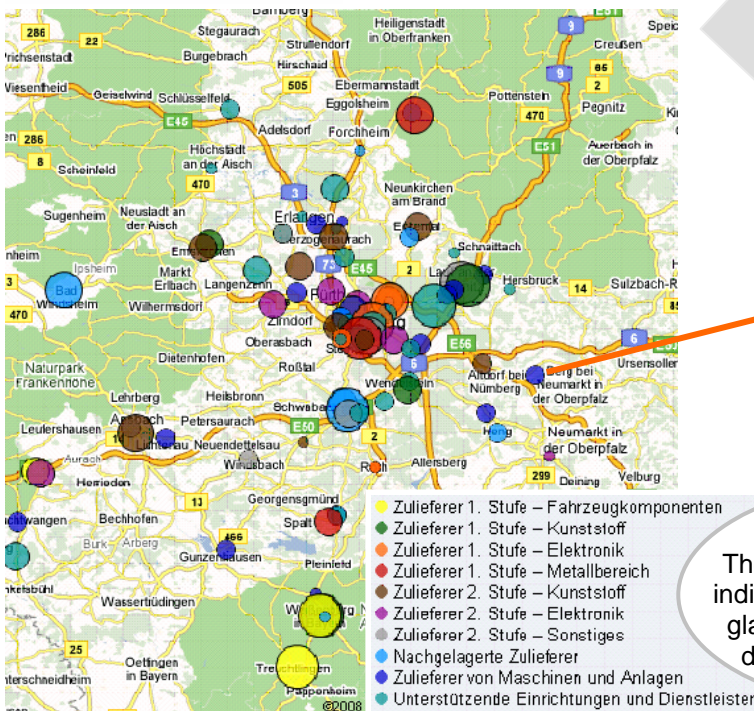
Region-specific CORIS-websites
CORIS Central Franconia & CORIS Eastern Bavaria

Individual clusters
access to all individual clusters in the region.
For every cluster:
• cluster-specific search function
• texts to provide information
• cooperation projects in the cluster
• cluster-specific intelligent location map

Each cluster is visualized by an **Intelligent Location Map**.

Example of a cluster-specific location map

Clusterkarte Automotive



These are based on the cluster concept and visualize the value-added chains in an economic space.

Data sheets
Each symbol stands for a company, institution or cooperation. One mouse click leads to the respective **data sheet** with detailed information e.g. on products & services, customers & suppliers, network contacts, employees and turnover.

cluster categories
They give an orientation about the individual structure of a cluster. At a glance, the geographic centres of different activities are unveiled.

The Users and the Use of CORIS

- Companies and institutions forming the clusters
 - They present their competences, products and special knowledge in a cluster-specific environment.
 - CORIS shows how they are embedded in existing networks and clusters and puts them in a bigger economic context.
- Economic development organizations
 - Data in CORIS can be used as a base for strategic economic and cluster-oriented regional development.
 - The awareness of the region's specific competences grows.
- Coordinators of network activities and cluster managers
 - Information deficits about the region and its companies' competences are reduced.
 - The economic space can be presented as an attracting location for investment.
- Companies looking for cooperation partners
 - They inform themselves about possible partners, suppliers and customers.
 - The examples of successful cooperation projects serve as *best-practice* for further networks.
- Entrepreneurs and potential investors from outside the region
 - CORIS provides structured information that can influence a decision on choice of location and investment.
 - At a glance, the location maps show the region's core competences and their geographic spread.
- Graduates of local universities, universities of applied sciences and colleges
 - They identify potential employers so far unknown to them.
 - This keeps highly qualified personnel in the region and counteracts brain-drain.

Implementation in further regions

CORIS can easily be transferred and implemented in other regions.

- Data collection is conducted by trained personnel coming from the new cluster region.
- Training is provided, as well as interview outlines and region-specific questionnaires.
- An own Internet portal (with own web address) for the new region is implemented.
- The new region gets the rights of database administration.
- All identified clusters are visualized.

Advantages:

- Databases from different cluster regions using CORIS are linked. The search function covers all connected regions while their websites are kept individually.
- CORIS is ideal also for the visualization of cross-border networks.
- The system can be kept in several languages.
- CORIS allows high flexibility for both use and maintenance.
- CORIS is conceived as a regularly and professionally maintained information system. Once established, the database can be maintained by one trained administrator.

The history of CORIS

since 2000: Development and implementation of the methodology at the University of Regensburg

- method design for data collection → combination of different methods
- interview strategies, questionnaires
- methods of cluster identification and cluster characterisation
- development of database structures and

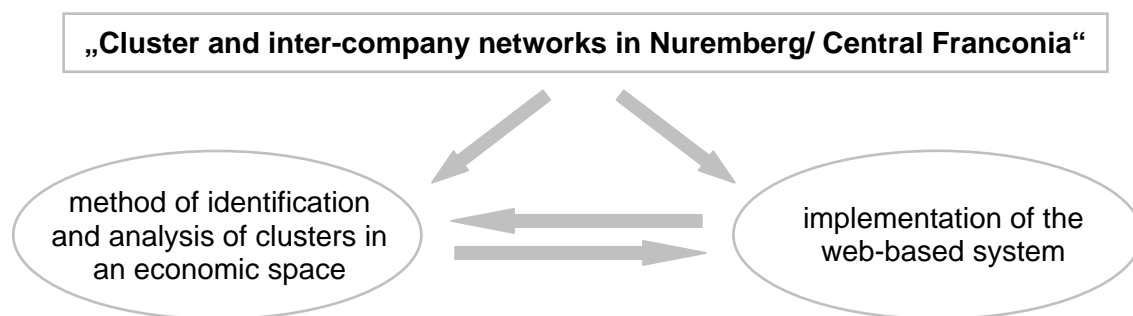


→ data collection in Eastern Bavaria (more than 120 interviews)

→ technical software update with XWS GmbH, Regensburg



since 2006: additional research project



- project partners: Institute for Employment Research (IAB) and University of Regensburg, Chair of Economics
- data collection since 2006
- technical software update with XWS GmbH
- web address: <http://www.coris.eu>



Contact

Prof. Dr. Joachim Möller
University of Regensburg & IAB

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Nicole Litzel
Institute for Employment Research (IAB)
Weddigenstr. 20-22
D-90478 Nürnberg
Tel.: ++49 (0)911 – 179-3663
nicole.litzel@iab.de
post@coris-online.de

Stefan Fuchs
IAB – Department for Regional Labour Markets
&

Lutz Eigenhüller
IAB-Bavaria
Regionalforschung des IAB bei der RD Bayern
Regensburger Str. 100
D-90478 Nürnberg

Tel: ++49 (0)911 – 179-4344
lutz.eigenhueller@iab.de
www.iab.de

Software:
XWS Cross Wide Solutions GmbH, www.xws.de