AdVenture of Clustering Glocal Impact AdVenturers

UVP for Eco-Socio-Economic Impact and Shared Value

Cluster for Eco-Social Innovation and Development

European Commission
DG Internal Market, Industry, Entrepreneurship and SMEs
Unit F.2–Clusters, Social Economy and Entrepreneurship
<table>
<thead>
<tr>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>- ESE impact clustering - the greatest opportunity of today?</td>
</tr>
<tr>
<td>- Social impact clustering – first hand experience</td>
</tr>
<tr>
<td>- Metapreneurship and new era of dynamic clustering</td>
</tr>
<tr>
<td>- ESE cluster case multiplication studies</td>
</tr>
<tr>
<td>- UVP of social impact clusters</td>
</tr>
</tbody>
</table>
Acceleration? Yes!
Where to? We don’t know.

„Humanity will change more in the next 20 years than the previous 300 years. It’s time to decide what we want to be.”

Gerd Leonhard futurist and humanist
Greater the challenge - greater the opportunity

- Passive observer => object of change
- Co-creator => change maker
- The most complex glocal challenges => the most attractive global opportunities (stories of innovation islands)
The pursuit of happiness, fulfilment and human flourishing is the future of business

(via Alain de Botton)
Humanity 3.0
My skin, kin, kind and beyond.
Universal values/impact-centred.

Humanity 2.0
My skin, kin & kind.
Antropocentrism.

Humanity 1.0
My skin and kin.
Nepotism/Nationalism.

Humanity 0.0
My skin.
Narcissism.

Growth Opportunities in Next 20 years...

Eco-Social-Economic Impact
Socio-Economic Impact
Economic Impact
Business as usual
Integrated Eco-Socio-Economic Development Concept

- Nested, interconnected, instead of separated systems
- Beyond Sustainability
- Challenge and Opportunity of Systems ReGeneration

BEYOND THE TRIPLE-BOTTOM-LINE

Many people think of the environment, economy and society as a ‘triple bottom line’ or a ‘three-legged stool’. Instead, it is more useful to think of them as three nested and interdependent spheres. The largest sphere represents the environment, or earth, upon which all economic and social progress ultimately depends. That’s our natural capital: it provides the ecosystem services and natural resources that we need to survive. The middle sphere represents society, or human capital. Our economy is the smallest circle because it is governed by the rules, regulations and structures of the other two spheres. The economy depends on human capital and natural capital to thrive. You can’t have one at the expense of another.
Main challenges

- Lack of trust and culture of cooperation
- Lack of entrepreneurial culture and eco-systems (including risk capital)
- Lack of awareness on new opportunities, business models and solutions
- Low productivity and profitability in all sectors
- Fall of value systems => corruption, negative selection, inertia, depression, brain drain
- Regeneration as disruption and radical innovation
5 ESE Impact Clustering Steps

- Agile Prompt
- Agile Synergy
- Agile Planning
- Agile Projects
- Agile Solutions
Metapreneurship for Clusters

- Connecting the dots without formalities even in formal clusters
- Delaying or even completely abandoning membership structures
- Shared vision, glocal meetups, intriguing discussions
- Capacity building and project spin-offs
- Project pipelining and thematic clustering
- Social enterprises and business as usual working together
Cluster Case Studies

- Ranko Milić, M.E.E., systems theory, integrated management & sustainable development of complex ESE systems
- 1995-2000: Informal business & ICT development cluster with some elements of shared value
- 2000-2010: Informal impact cluster 50+ stakeholders from all sectors
- 2019-: Croatian Islands, Sustainable/ReGen Tourism, EuPolis & BioSfera spin-off informal, formal-to-be clusters
- Argo Platform => digital gamified blockchain formal-to-be cluster for human and eco-socio-economic regeneration
Disciplinary and non-disciplinary, non-formal knowledge integration, diversities and perspectives integrated into unique viewpoint able to cope with complexities of the glocal eco-socio-economic challenges.
Our stakeholders

- Individuals, freelancers, creatives, innovators, founders, decision-makers, leaders, activists, experts, mentors...
- Organizations (profit & not-for-profit, public, private & civic, even nonformal ones such as startup teams)
- Communities (authorities, networks, local action groups, movements)
Thank you!

Questions, cooperation and synergies welcome!

• ranko.mlic@cedra.hr