

target audiences
Desired Outcomes
Objectives

**Phase 1:
Appraisal**

Opportunity assessment at a community/regional level (business interviews and databasing)

Using quantitative(secondary data analysis) and qualitative (business interviews) processes, developers identify existing and latent clusters

Identify pain points as potential common ground for collaboration eg labour recruitment; lack of capital for expansion; constraints in reaching markets

Map existing and potential industry linkages - sector specific and cross sector

Increased awareness by communities and support institutions on this economic development strategy

Increased awareness by industry on this economic development strategy

Identification of latent and existing clusters based on formal opportunity assessment

Community and business leadership

Cluster developers

Public sector agencies Public sector agencies

Support Institutions

Industry Groups

**TOOLKIT:
APPRAISAL**

Introduction to cluster development for community & business leaders

Assessment questions for industry in existing clusters

Assessment questions for industry - specific to ag; mfg; tourism; general business audience

Cluster mapping templates

List of pre-qualified provincial and national support institutions(by sector) and contact info

**Phase 2:
Mobilization**

Begin intervention with clusters that are receptive to support. Conduct individual meetings and possibly a 'cluster muster'

Initiate cluster business model discussion(use business canvass template). Develop an action plan to move the cluster forward to implementation phase.

Pinpoint areas of collaboration and identify potential value impact

Developers identify and mitigate barriers to industry engagement/collaboration.

Identify roles and contributions of support institutions and public sector agencies.

Agreement to move cluster ahead

Initial engagement of support institutions and industry associations

Community and business leadership

Cluster developers

Public sector agencies Public sector agencies

Support Institutions

Industry Groups

**TOOLKIT:
MOBILIZATION**

Cluster rationale template

Cluster Business Canvass Template

Examples of problem mitigation and early strategy steps

UNIDO cluster performance monitoring template

**Phase 3:
Implementation**

Formalization of cluster including governance and business model

Develop strategic plan including in-depth competitive analysis

Determine value impact metrics

Cluster leadership group is formed

Business model is adopted

Strategic plan is developed

Cluster partners - industry, support institutions

Cluster developers

**TOOLKIT:
IMPLEMENTATION**

Template Cluster Business Model Evolution Map

Template Cluster Financing Model

Template Cluster Value Impact Roadmap

**Saskatchewan Cluster
Development Roadmap**

To provide Saskatchewan developers with an easy to use 'activation' framework and tools to support existing and emerging industry clusters.

