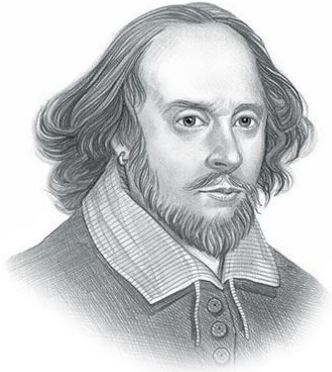


Creating Shared Value: **Business Achievements for Social Entrepreneurship**

Nikolay Minkov & Dessislava Chalamova
Industrial Cluster Srednogie



CLUSTER DESIGN: POETIC DRAMA



LORD BARDOLPH

...

“When we mean to build,
We first survey the plot, then draw the model;
And when we see the figure of the house,
Then must we rate the cost of the erection,
Which if we find out weighs ability,
What do we then but draw anew the model
In fewer offices, or at last desist.
To build at all? Much more should we survey
The plot of situation and the model,
Consent upon a sure foundation,
Question surveyors, know our own estate,
How able such a work to undergo,
To weigh against his opposite: or else

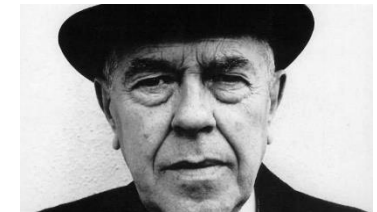


Public-Private Partnership:
The Lovers, René Magritte, 1928

We fortify in paper and in figures
Using the names of men instead of men,
Like one that draws the model of a house
Beyond his power to build it: who, half-through,
Gives o’er, and leaves his part-created cost
A naked subject to the weeping clouds,
And waste for churlish winter’s tyranny”.

...

William Shakespeare, Henry IV, Part 2, Act I, Scene III



CLUSTER GEOGRAPHY

srednogorie.eu
INDUSTRIAL CLUSTER BRANCHES



CLUSTER LOCATION

srednogorie.eu
INDUSTRIAL CLUSTER BULGARIA



Крайно-Средно

CLUSTER PROFILE

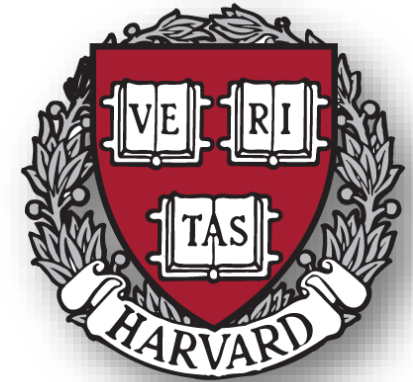
- ✓ **Resources Available**
 - *Mining and Smelting of Non-Ferro and Rare Metals*
- ✓ **Environmental Extensive**
 - *Environmental Old Problems and Remediation Projects*
- ✓ **Energy Intensive**
 - *Large Scale Industrial Energy Consumers (4% of Bulgarian Power Demand)*
- ✓ **Rural Habitat**
 - *Small-size Cities and Rural Area Development*
- ✓ **Export Oriented**
 - *Vertically Integrated and Export Oriented Companies*
- ✓ **Economic Factor**
 - *Key Contributor to Bulgarian GDP (6%) and to Bulgarian Export (15%)*

CLUSTER PROGRAMS

- ✓ **Srednogie Analytics**
 - *Development of a Centre for Economic Analyses and Forecasting*
- ✓ **Srednogie College**
 - *Development of a National Education and Training Brand*
- ✓ **Srednogie Laboratories**
 - *Development of R&D Laboratory Infrastructure*
- ✓ **Srednogie Innovations**
 - *Development of an Innovation and Entrepreneurship Network*
- ✓ **Srednogie Environment, Health & Safety**
 - *Implementing Best Practices for Environment, Health and Safety*
- ✓ **Srednogie Habitat**
 - *Supporting Urban and Village Communities for Better Quality of Life.*

CLUSTER APPROACH

- ✓ **Integrating the Value Chain**
 - *An integration of non-Ferro metals industrial operators over the value chain*
- ✓ **Supporting Business Alliance**
 - *Development of an ecosystem of vendors, transport and logistics, etc.*
- ✓ **Encouraging Entrepreneurship**
 - *Entrepreneurial training and education, shifting cost to profit centers*
- ✓ **Supporting Local Communities**
 - *Transferring business knowledge and skills to public services operators*
- ✓ **Corporate Social Responsibility**
 - *Implementing CSR world best models and practices*
- ✓ **Creating Shared Value**
 - *Simultaneously creating business and social value to stakeholders*



CLUSTER ORIGINATION

THREE ACADEMIC TO BUSINESS PILLARS

What are the main pillars of our cluster origination?

Pillar 1: Cheaper Energy to Industry

Improving industrial competitiveness through power vertical unbundling and **market liberalization**

Pillar 2: Higher Competitiveness to Markets

Improvement industrial competitiveness through **developing clusters and innovations**

Pillar 3: Better Quality of Life to Communities

Employing best practices for **public-private partnership** through **creating shared value**



THE SHARED VALUE PHENOMENA

“Shared value is not social responsibility, philanthropy, or sustainability, but a new way for companies to achieve economic success.” Michael E. Porter and Mark Kramer, [“Creating Shared Value,”](#) Harvard Business Review

Shared value is a management strategy in which companies find business opportunities in social problems. While philanthropy and CSR focus efforts focus on “giving back” or minimizing the harm business has on society, shared value focuses company leaders on maximizing the competitive value of solving social problems in new customers and markets, cost savings, talent retention, and more. More companies are now building and rebuilding business models around social good, which sets them apart from the competition and augments their success. With the help of NGOs, governments, and other stakeholders, business has the power of scale to create real change on monumental social problems.

<https://www.sharedvalue.org/>

THE SHARED VALUE PHENOMENA

THREE LEVELS OF SHARED VALUE

What does shared value look like?

Level 1: Reconceiving Products and Markets

Meeting societal needs through products and addressing unserved or underserved customers

Level 2: Redefining Productivity in the Value Chain

Changing practices in the value chain to drive productivity through better utilizing resources, employees, and business partners

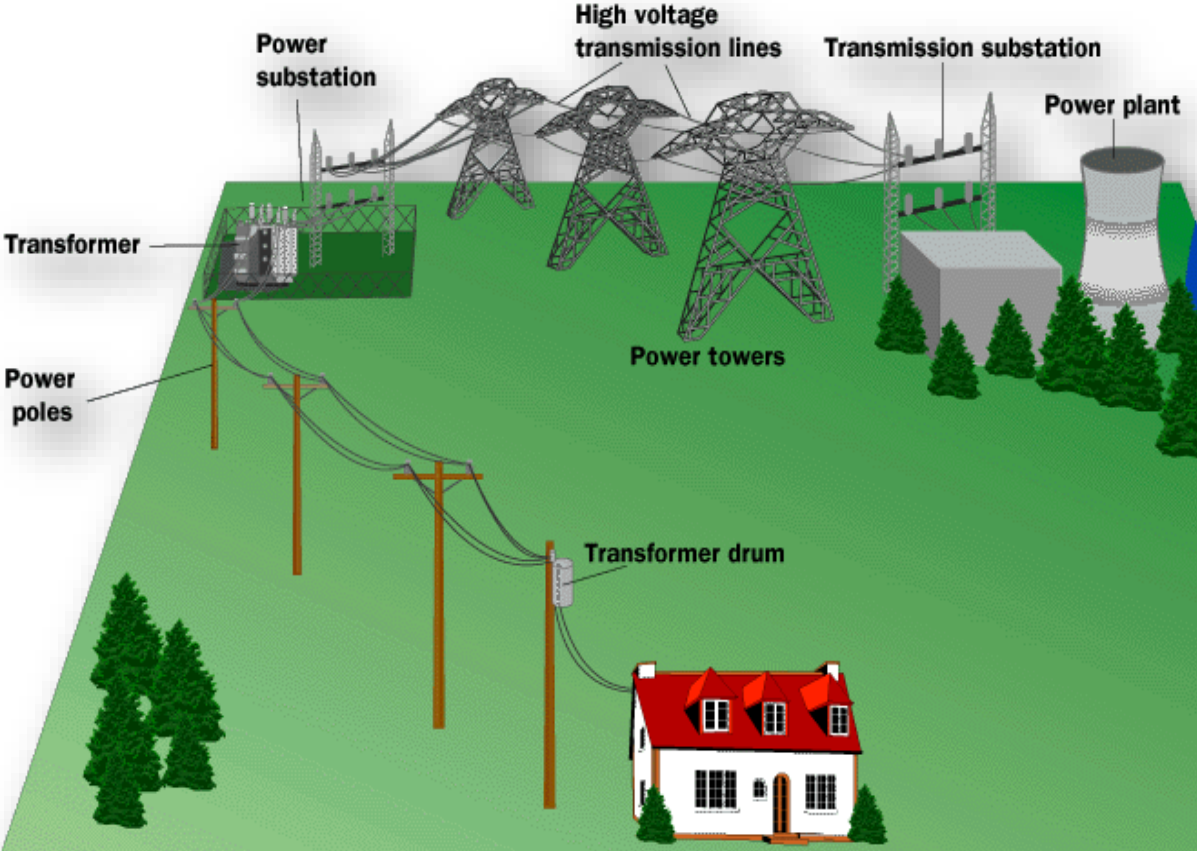
Level 3: Enabling Local Cluster Development

Improving the available skills, supplier base, and supporting institutions in the communities where a company operates to boost productivity, innovation, and growth

<https://www.sharedvalue.org/>

HEAVY INDUSTRIES *to* POWER VERTICAL

ENERGYAND**MINES**



CLUSTER to GOV VALUE on MARKET LIBERALIZATION



CLUSTER *to* CLUSTER VALUE *on* INDUSTRIAL COMPETITIVENESS

2005: Invited
Distinguished
Guest Speaker:

Mr. Al Mansur,
Chief Energy Officer,
Dow Chemicals, USA

President,
International
Federation of
Industrial
Energy
Consumers
IFIEC

Industrial Cluster
SREDNOGORIE
Support to
establishment of
BFIEC



CLUSTER to GOV VALUE on ENERGY EDUCATION



CLUSTER VALUE *to* ENERGY YOUTH



CLUSTER VALUE to ENERGY LEADERS



CLUSTER VALUE to ENERGY REGION

NEUF 2009 - New Energy User-Friendly 5th International Conference



SEE Mapping of Energy & Climate Package

Energy Walks, Climate Talks & Changing Balks



Source: Energy Community

Nikolay Minkov

Chairman, Infrastructure, Energy & Utilities Committee
Confederation of Employers & Industrialists in Bulgaria (CEIBG)

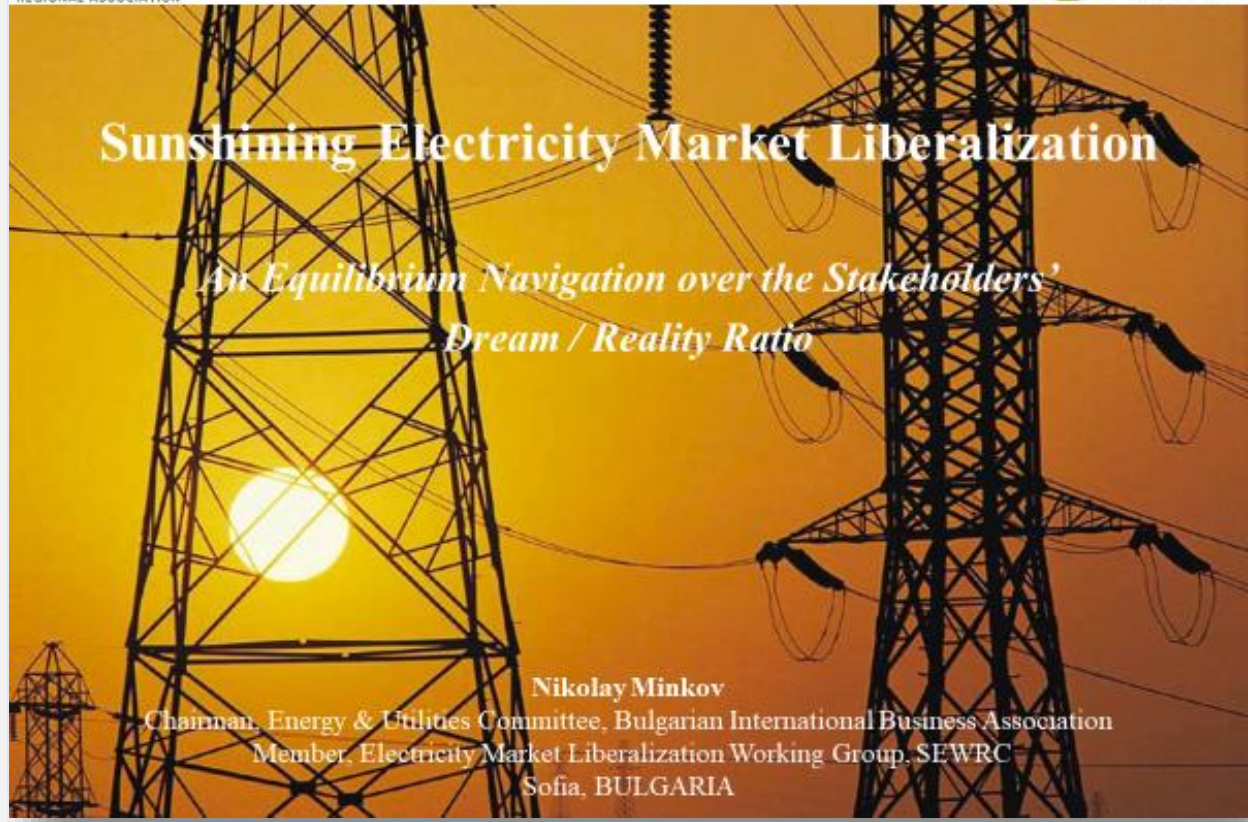
18 June 2009
Primate's Palace, Warsaw, Poland



Regulatory Participation & Communication Workshop
October 26-27, 2005, Hotel Rus, Kiev, Ukraine



National Association of Regulatory Utility Commissioners

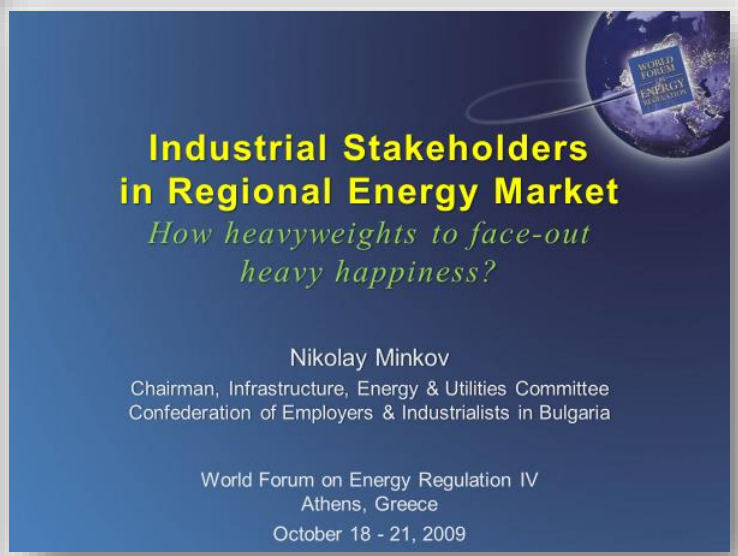


Sunshining Electricity Market Liberalization

An Equilibrium Navigation over the Stakeholders' Dream / Reality Ratio

Nikolay Minkov

Chairman, Energy & Utilities Committee, Bulgarian International Business Association
Member, Electricity Market Liberalization Working Group, SEWRC
Sofia, BULGARIA



Industrial Stakeholders in Regional Energy Market

How heavyweights to face-out heavy happiness?

Nikolay Minkov

Chairman, Infrastructure, Energy & Utilities Committee
Confederation of Employers & Industrialists in Bulgaria

World Forum on Energy Regulation IV
Athens, Greece
October 18 - 21, 2009

CLUSTER to ENERGY & CLIMATE CHANGE



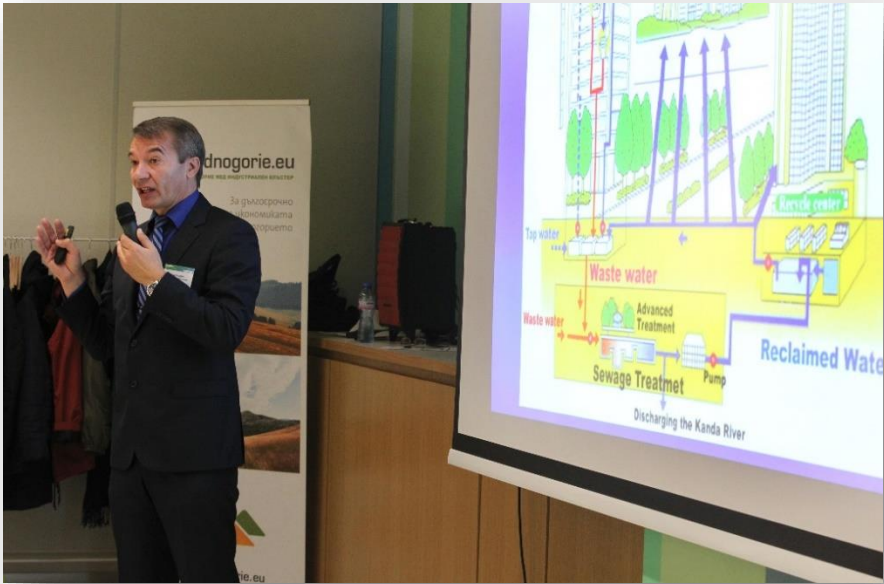
CLUSTER VALUE to HEALTH & SAFETY @ WORKSPACE



CLUSTER VALUE *to* INDUSTRIAL SYMBIOSIS



CLUSTER VALUE to .EDU TOILETS



CLUSTER .EDU and R&D ALLIANCE

Mining & Geology University
 Mining & Extracting Industries
 Environmental & Waters

Chemical Technologies & Metallurgical University
 Material Science
 Non-Ferro Metals

Technical University of Sofia
 Energy Infrastructure
 Manufacturing & Process Industries

University of Forest Engineering
 Landschaft Architecture
 Environment and Forest

Industrial Cluster
SREDNOGORIE

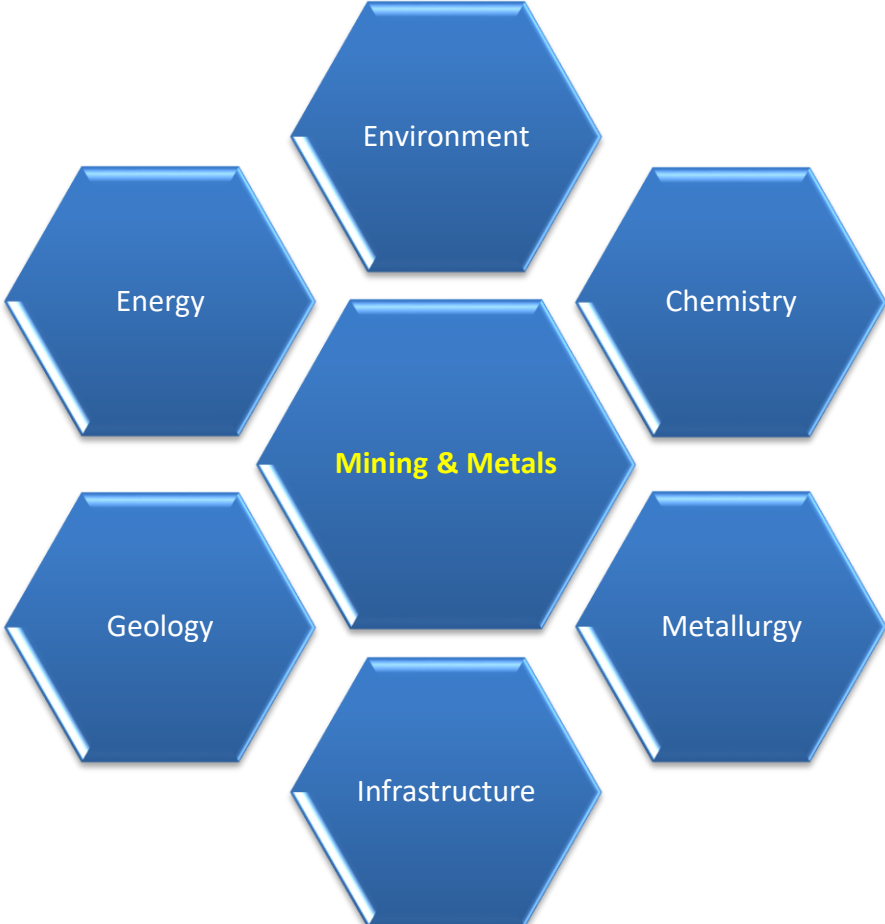
University of Architecture, Civil Engineering and Geodesy
 Technical Infrastructure
 Buildings & Facilities

Sofia University
 Clusters & Competitiveness
 Public-Private Partnerships

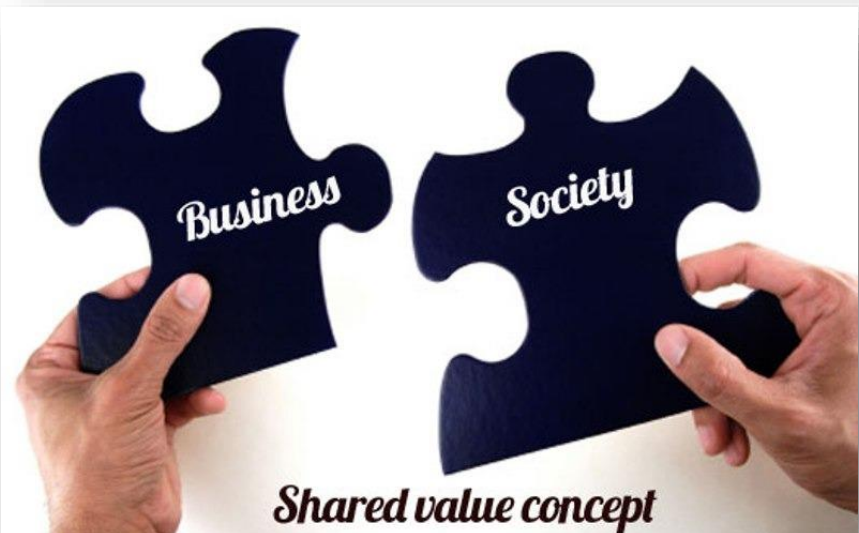
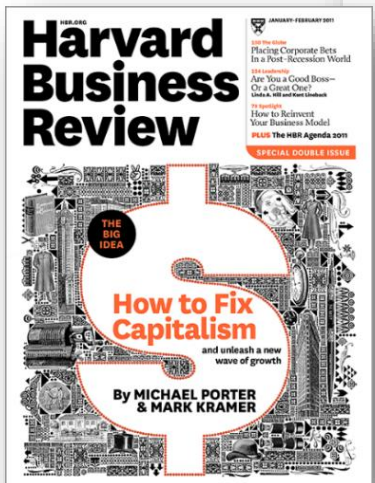
University of National & World Economy
 Regional Economy
 Transport & Logistics

National Defense Academy
 Critical Infrastructure
 Protection & Risk Management

CLUSTER VALUE *to* .EDU VECTORS



CLUSTER SHARED VALUE FORUM

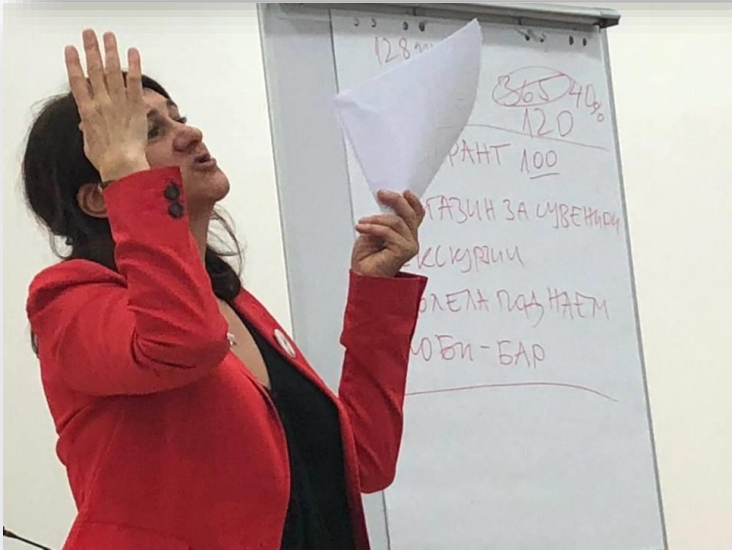


B.A.S.E. Business Achievements for Social Entrepreneurship



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B.A.S.E. ENTREPRENEURSHIP TRAINING PROJECT



B.A.S.E. TWINNING BUSINESS & SOCIAL SUCCESS



CLUSTER MEETING: COMMUNITIES WITH TRUSTEES



CLUSTER VALUE *to* BUSINESS CHAMBERS



DISTINGUISHED GUESTS: GERMAN & BULGARIAN PRESIDENTS



AWARD 2015: BULGARIAN THE MOST INNOVATIVE CLUSTER



CLUSTER RECOGNITION



SILVER

Cluster Management Excellence

DEDICATED TO CLUSTER EXCELLENCE



Creating Shared Value: **Business Achievements for Social Entrepreneurship**

Thank You for Your Attention!

Nikolay Minkov & Dessislava Chalamova
Industrial Cluster Srednogorie

