



### Call for Papers – Abstracts

## COULD AN INDUSTRIAL CLUSTER CREATE SHARED VALUE IN EDUCATION? THE CASE OF AVIATION VALLEY IN POLAND

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### Abstract

The Aviation Valley cluster (AVC) located in the Podkarpackie region of South-Eastern Poland has the nation's lowest GDP per capita and is among the 15 poorest EU regions. Regional underdevelopment and low income issues posed potential barriers for further growth of one of the most technologically-advanced industries: aviation manufacturing. When the AVC was established in 2003, aerospace cluster leaders realized that the key to resolve these issues is a significant investment in human capital—not just for their own dynamically developing industry—but for the whole region. This was the moment when the concept of shared value was born in the region. In this paper, we illustrate how the aviation cluster business leaders invested in building relations—social capital—with local and regional governments, education leaders, and other organizations to convince them to jointly invest in developing human capital that was critical to move the region out of poverty.

This paper is based on primary data collected from the field of AVC through industry-wide surveys of all cluster members and selected representatives from related and supported industries, over 40 interviews cluster leaders, and participatory workshops conducted during the 2014 in the region. In addition, the authors used secondary data of official statistics to investigate the relationship between economic and social progress achieved by the cluster and the region over last 10 years. Using this data we verify the validity of the concept of shared value presented M. Porter and M. Kramer in 2011 in cluster development.