

# Project descriptions

## KVCA - CLUSTER ANALYSIS



### **Køle VirksomhedsCenter Alsion "Cooling Cluster"**

The Cooling Cluster is based in Southern Denmark with a high representation of cooling related companies, and spreading into Denmark and over the border to Germany.

KVCA is established to increase innovation and knowledge sharing between our members and in the cooling industry as a general. This will be established through technological and samfundsmæssige projects cross the members. KVCA has also a task to ensure future innovation through training and the new established educations to attract youth into cooling.

KVCA is a member based knowledge centre offering expert knowledge for the Cooling Cluster and the cooling industry through:

- Development projects cross the companies in the cluster
- Specified education and training programs within cooling technology
- Initiation and management of public funded research projects in a cooperation between companies, universities and research institutions.
- Ensuring recruitment basis through activities in engineering educations.

### **The Projects:**

We would like your help with one of the below described projects. Depending on your interests, it being a term project, a bachelor or master thesis, or an internship, the project description can combine elements from one or all of the below projects. For all projects there will be a strong connection with our member companies and you will have good opportunities to extend your personal network.

#### **1) Analysis of cluster members and interest groups**

The goal is to establish a detailed overview of the cluster connections, technological levels, competences, possibilities, challenges, needs, trends, a.o.

This including a mapping of members and key figures about the industry, key figure movements, and suggestions to how the value of cluster cooperation can be monitored and quantified.

Also on an international scale map all relevant refrigeration competences.

You will have the opportunities to visit the members of the cluster who are all open to participate and finally the results will be distributed to all members.

#### **2) Value chain analysis**

The goal is to map the complete value chain for the industry and through that highlight the current members of the cluster. Also identify obvious new candidates for membership and suggest the necessary argumentation to make these new memberships come true.

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### **3) Customer and application segmentation**

The goal is to produce a shared customer segmentation focusing on the end users and their applications. Including a global market potential for the cooling cluster.

Analyse a comparison between the value chain and the end user and suggest actions that will adapt the cluster toward potential business opportunities.

Also produce prioritised, "decision ready" suggestions to innovation projects that could be carried out in open innovation between the cluster members.

You will have the opportunities to visit the members of the cluster who are all open to participate and finally the results will be distributed to all members.

Contact:

If any of these project ideas should appeal to you or you have questions you need answered regarding the projects please contact Hans A Pedersen by phone 65508091 or email [hap@kvca.dk](mailto:hap@kvca.dk).

KVCA is located in Forskerparken in the far end of Alsion 2, 6400 Sønderborg.