

Une vision européenne : facteurs clés pour une S3 réussie

Remise en contexte et éléments de background sur la S3

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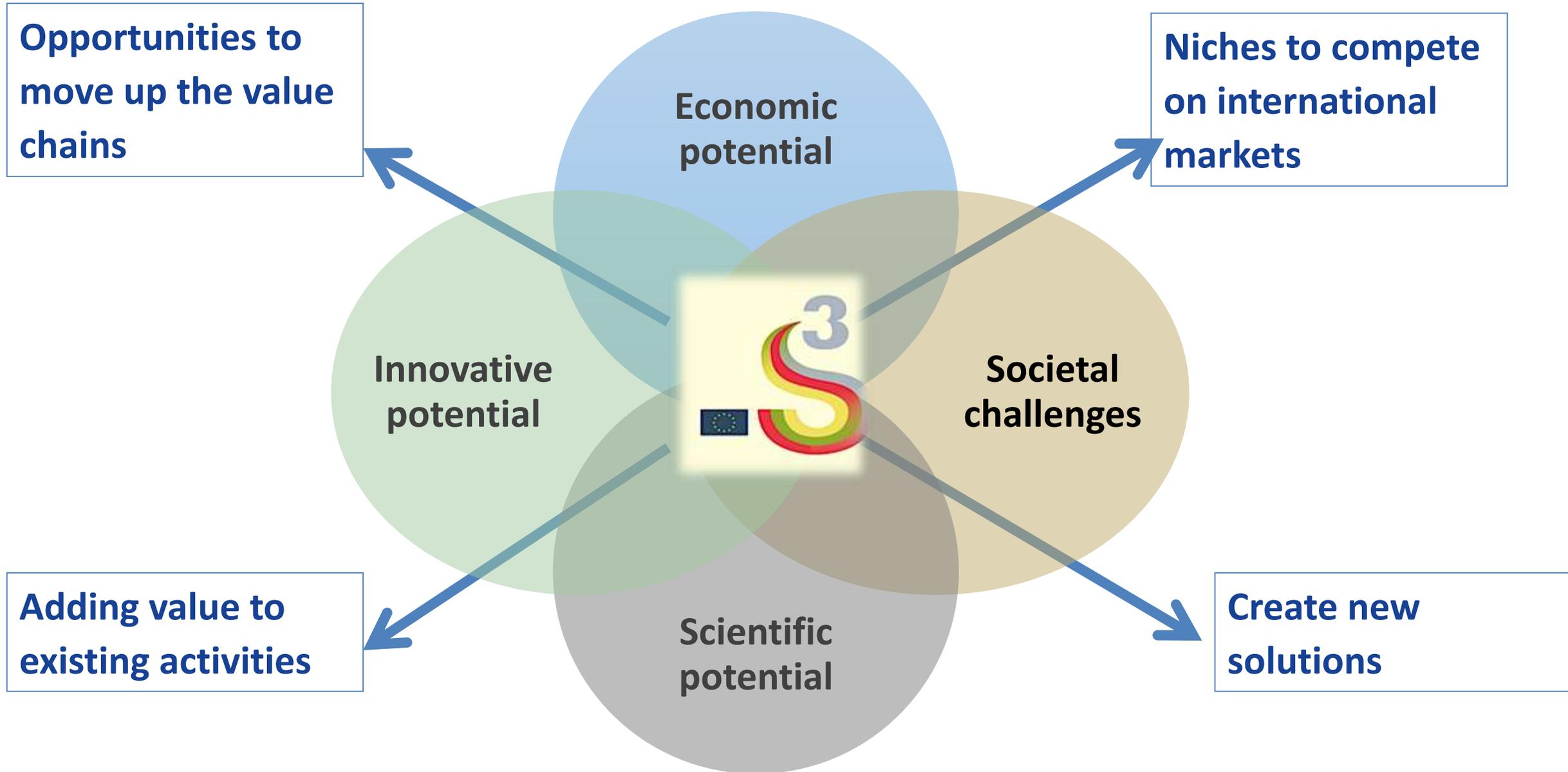
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Smart specialisation – an overview

- Smart specialisation has developed through a set of theoretical and policy underpinnings at the European level.
- This presentation will briefly pick out some of the policies and economic thinking and examine smart specialisation and the theoretical ideas behind the Entrepreneurial Discovery Process (EDP)
- Contents
 - Smart specialisation – definitions
 - Overview – contextual journey
 - Entrepreneurial Discovery Process
 - Governance - new roles needed

Concept of smart specialisation (S3)



Smart specialisation strategies are designed around the following key principles:



Smart specialisation – smart choices

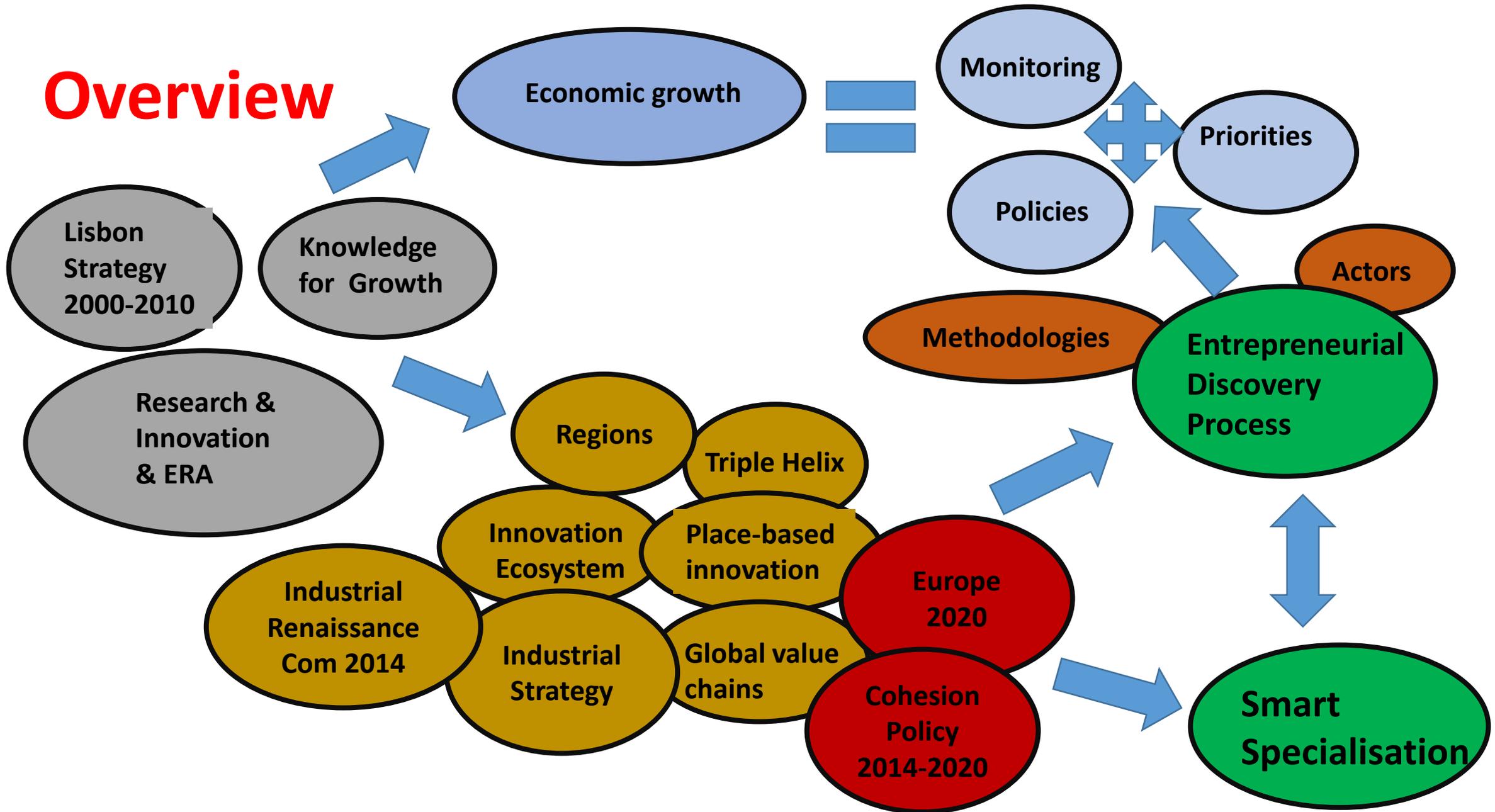
1. *(Tough) Choices*: limited number of priorities on the basis of own strengths and international specialisation – avoid duplication and fragmentation in European R&D Area

2. *Competitive Advantage*: mobilize talent by matching RTD + I capacities and business needs through an entrepreneurial discovery process

3. *(Critical Mass) Clusters and Connectivity*: develop world class clusters and provide arenas for related variety/cross-sectorial links internally in the region and externally, which drive specialised technological diversification

4. *Collaborative Leadership*: efficient innovation systems as a collective endeavour based on public-private partnership (quadruple helix) – experimental platform to give voice to un-usual suspects

Overview



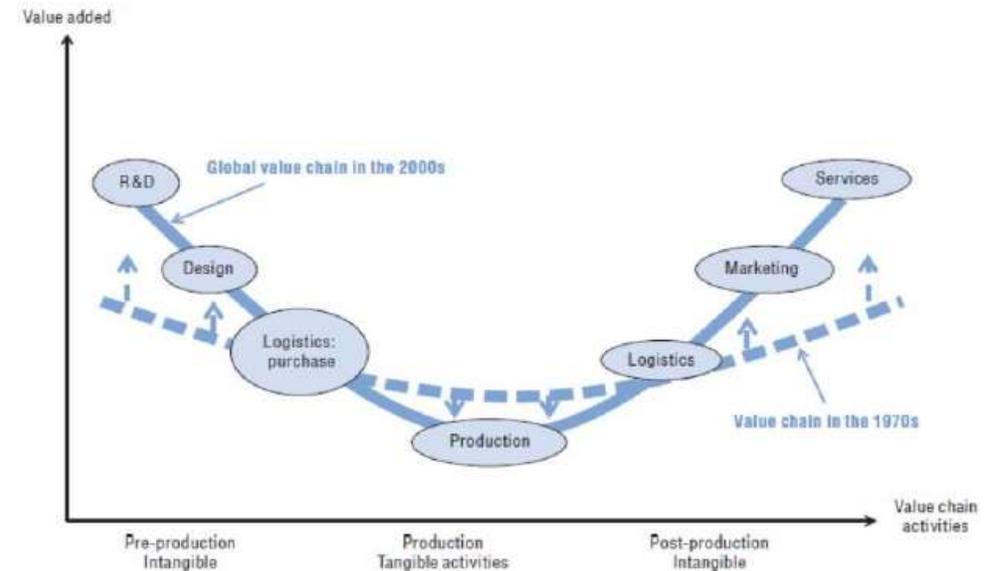
Industrial policy and S3

- **Industrial Renaissance Communication 2014**
- investments in innovation by ESIF will be guided by the concept of ‘Smart Specialisation’, to allow Member States and regions to **concentrate investment on their comparative advantages** and to encourage the **creation of cross-European value chains**. Many of the themes proposed under Smart Specialisation Strategies by the Member States and regions are related to the **six strategic areas** identified under industrial policy, putting a comprehensive financing package at the disposal of regions.
- Note – this Communication led to the founding of the Vanguard Initiative



Global value chains

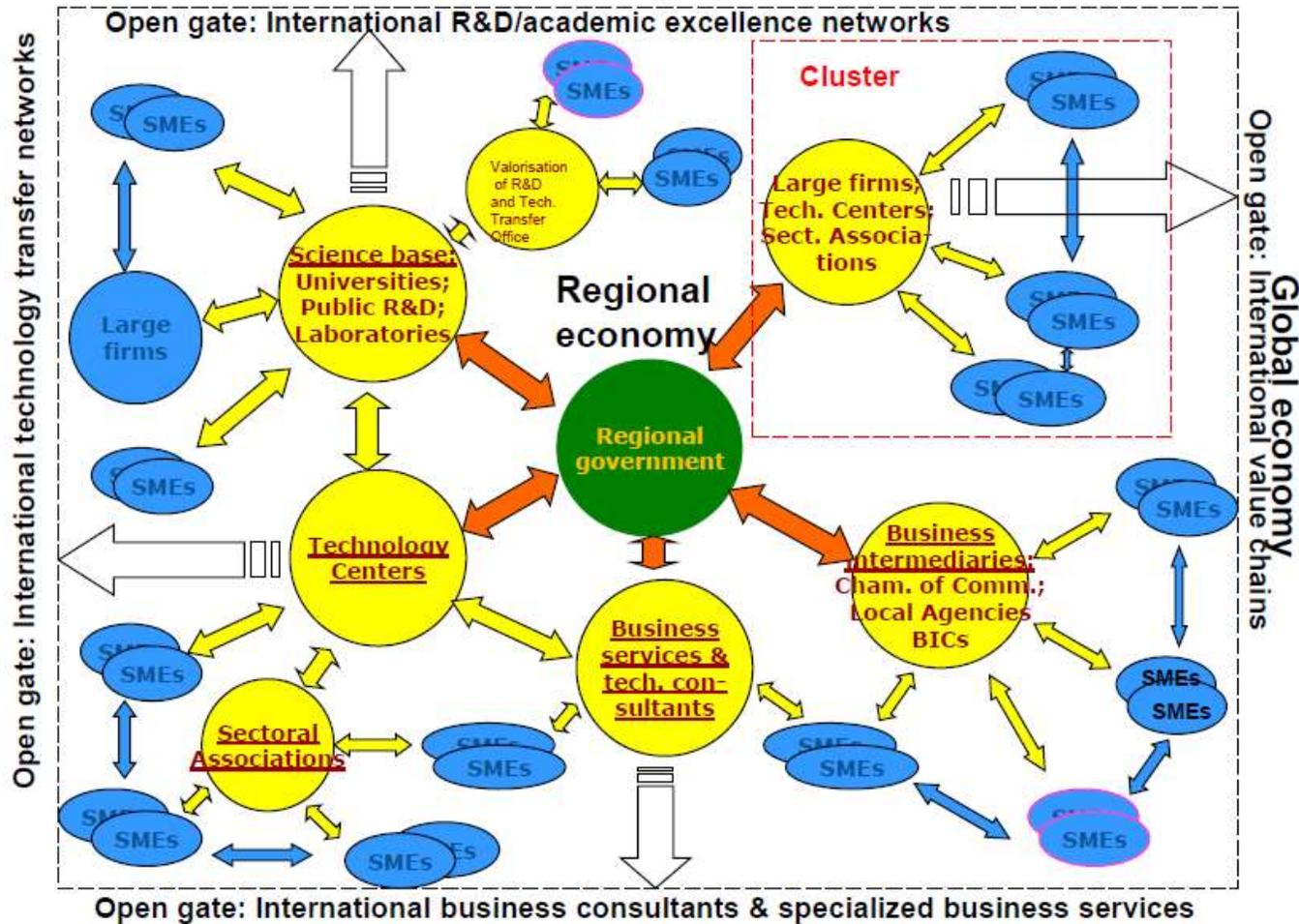
- Research, innovation, investment and competitiveness all depend on co-alignment of policy interventions and institutional support. Smart specialisation, hence, needs **inter-regional integration efforts to facilitate value-added flows across Europe.**
- Inter-regional cooperation for European value chain integration requires an actor and network approach, mapping firms, technologies, innovators, and **broadly mapping innovation capabilities for smart specialisation at regional and country level.**



- <https://publications.jrc.ec.europa.eu/repository/bitstream/JRC102801/lfn28086enn.pdf>



Regional innovation ecosystem

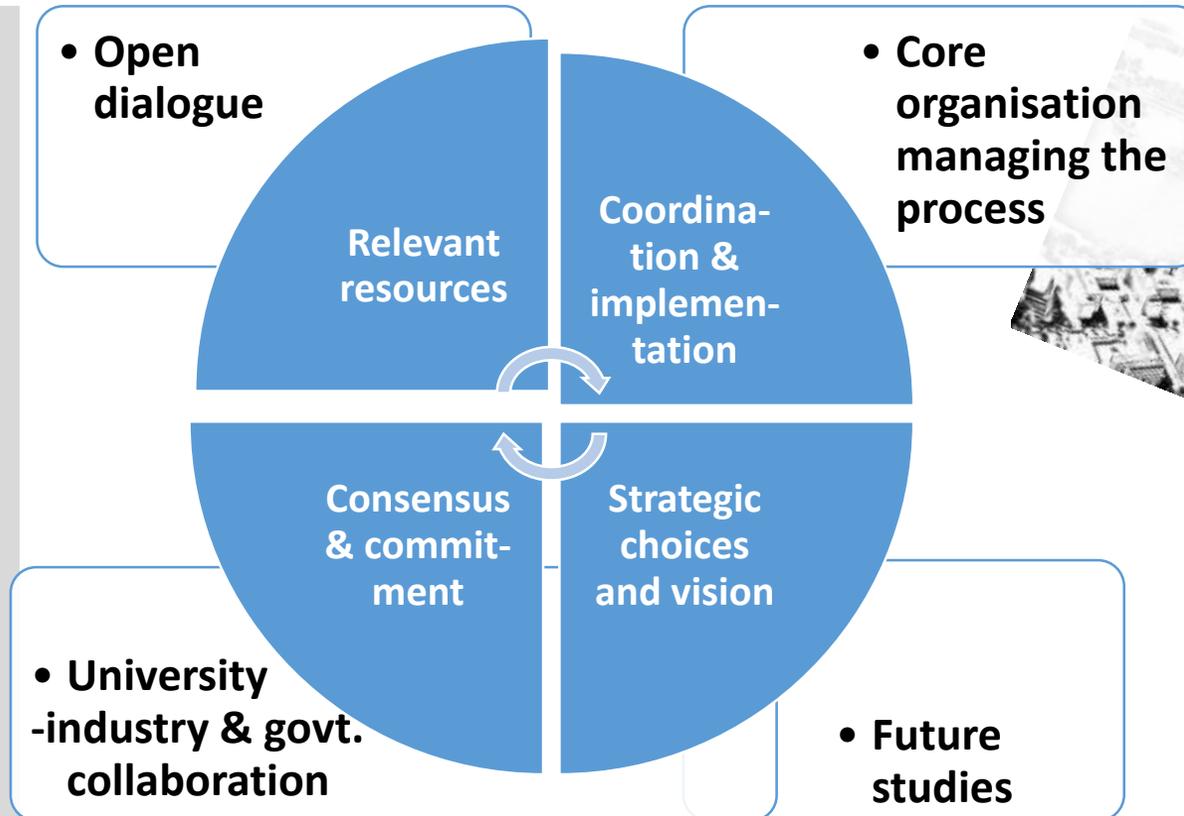


Helsinki Region: Several Innovation Ecosystems



Innovation ecosystem

An innovation ecosystem consists of a group of local actors and dynamic processes which together produce solutions to different challenges...



Innovation takes place in a precise place – physical proximity of innovation

See Espoo Innovation Garden

Oksanen & Hautamäki 2014

http://publications.jrc.ec.europa.eu/repository/bitstream/JRC106122/aalto_innovation_ecosystem_case_study_formatted_online_version.pdf

Regions and place based thinking



- ‘...the region represents the basic territorial unit for organizing the economy; that the regional context as the site of location of economic activities still represents important locational advantages to be promoted and exploited in an ever-stronger global competition’ Asheim, Isaksen and Trippl 2019
- **A place-based policy** is specifically tailored to **developing existing advantages**, specialities and capabilities and **extending them** into new growth trajectories **within a region**. These, in turn, are rooted in a location’s history, culture and geography. The **emphasis is upon place – and knowledge – rather than particular sectors**.
- They can be analysed **by territorial dimension** – e.g. city regions; specific roles of main **orchestrators and actors**; **quadruple helix (4H)** implementation level, multiple **formal and non-formal key enabling factors**...e.g. leadership, mix of top down and bottom up, openness...
- https://europa.eu/regions-and-cities/programme/sessions/543_en

Tensions between stakeholders

Two separate knowledge communities...

Domain: Education and Research

Focus: University as an institution

Seeking: International Academic Excellence



THE UNIVERSITY



THE CITY



Domain: Territorial Development

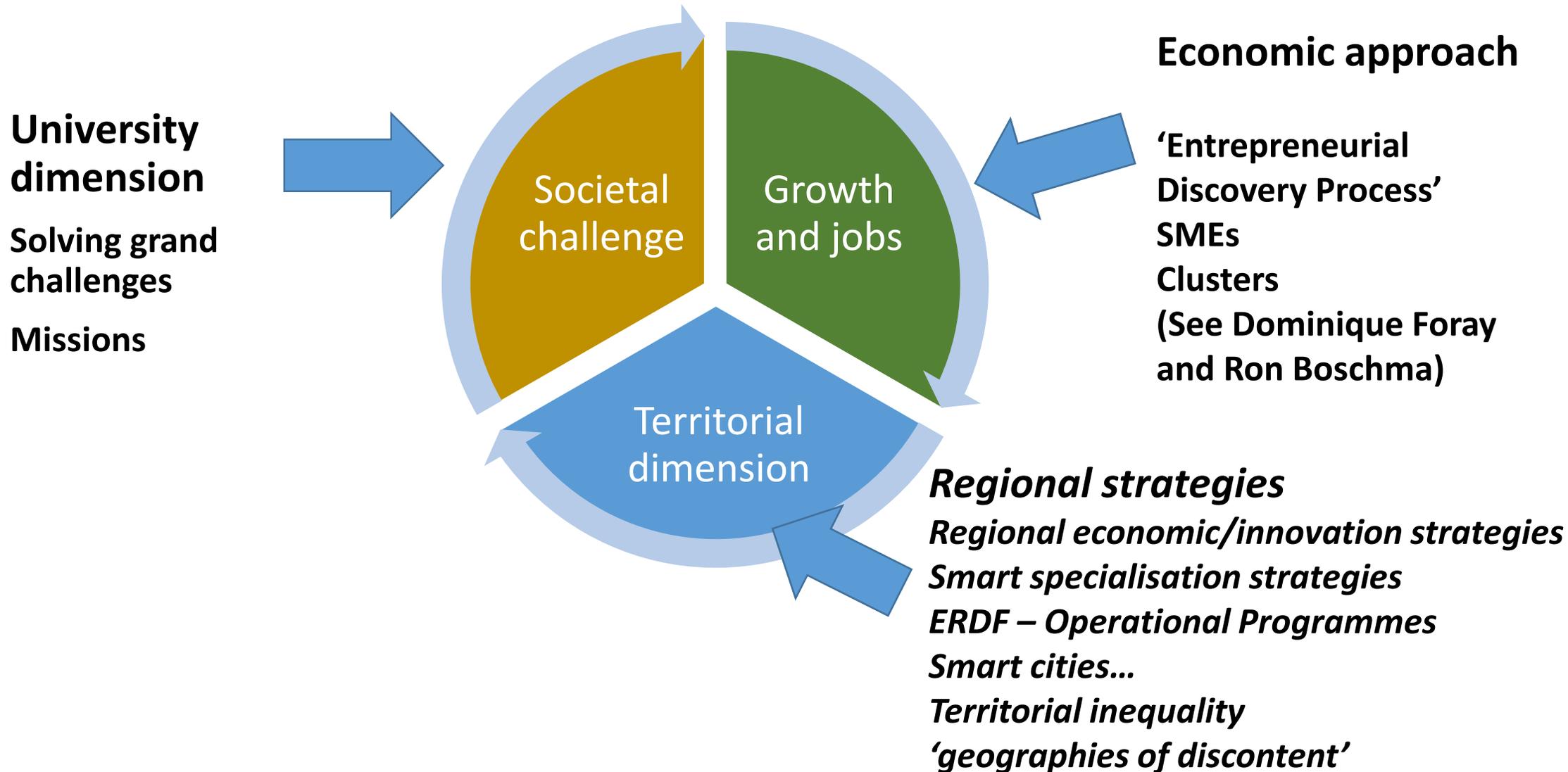
Focus: City and regional development

Seeking: Answers to societal ills

Civic Universities

- University IN the place not OF the place
- No hard boundary between the university and the city/community
- Civic university embeds engagement with society
- Place leadership
- See Usquare Brussels (ULB/VUB)

Smart specialisation: three dimensions



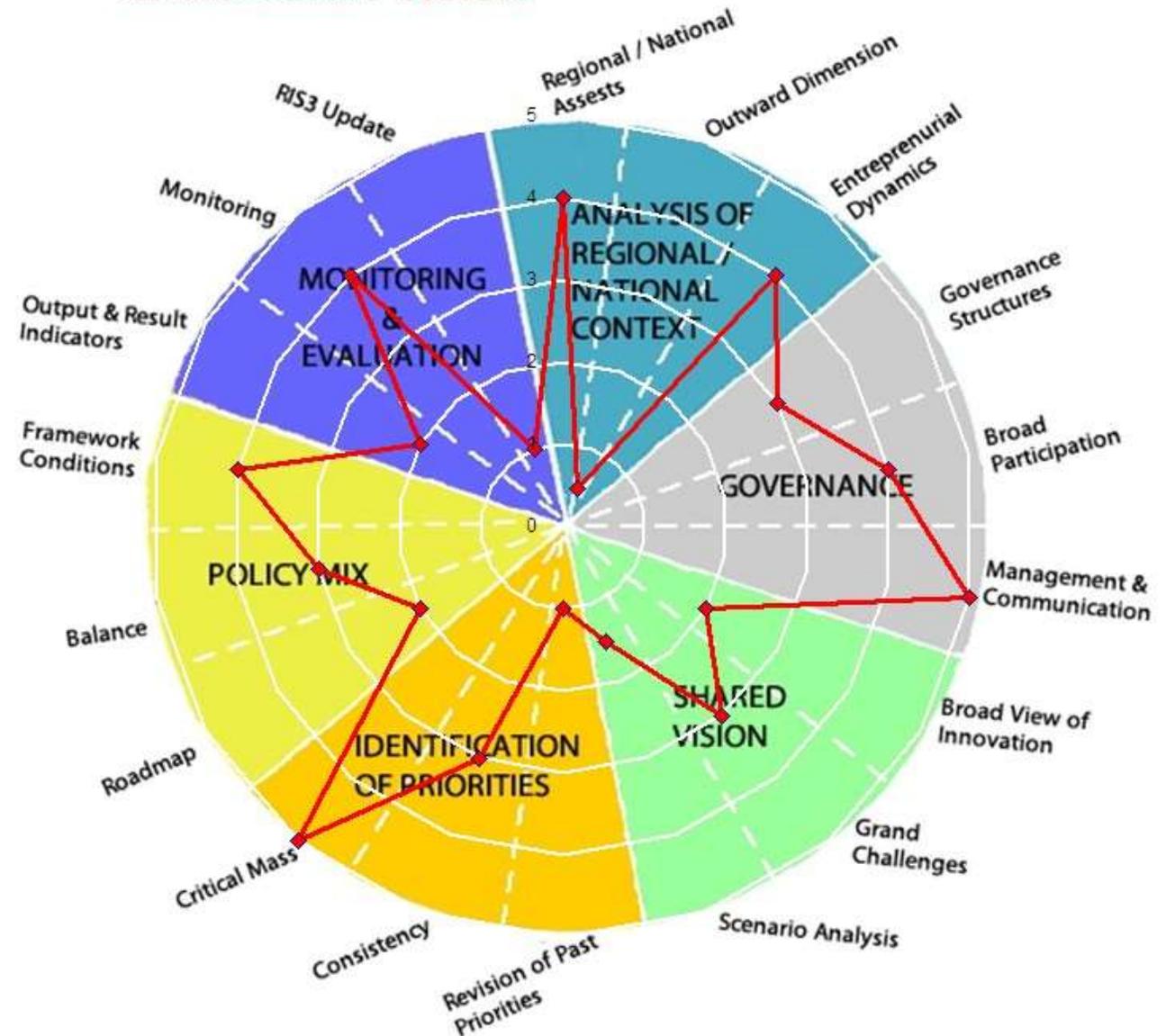
Policy cycle

The EDP can play a rôle in all six steps:

1. Analysis
2. Governance
3. Shared vision
4. Priorities
5. Policy mix
6. Monitoring

Driving economic change through smart specialisation/RIS3

→ Informal assessment - region XXX



Entrepreneurial discovery process EDP

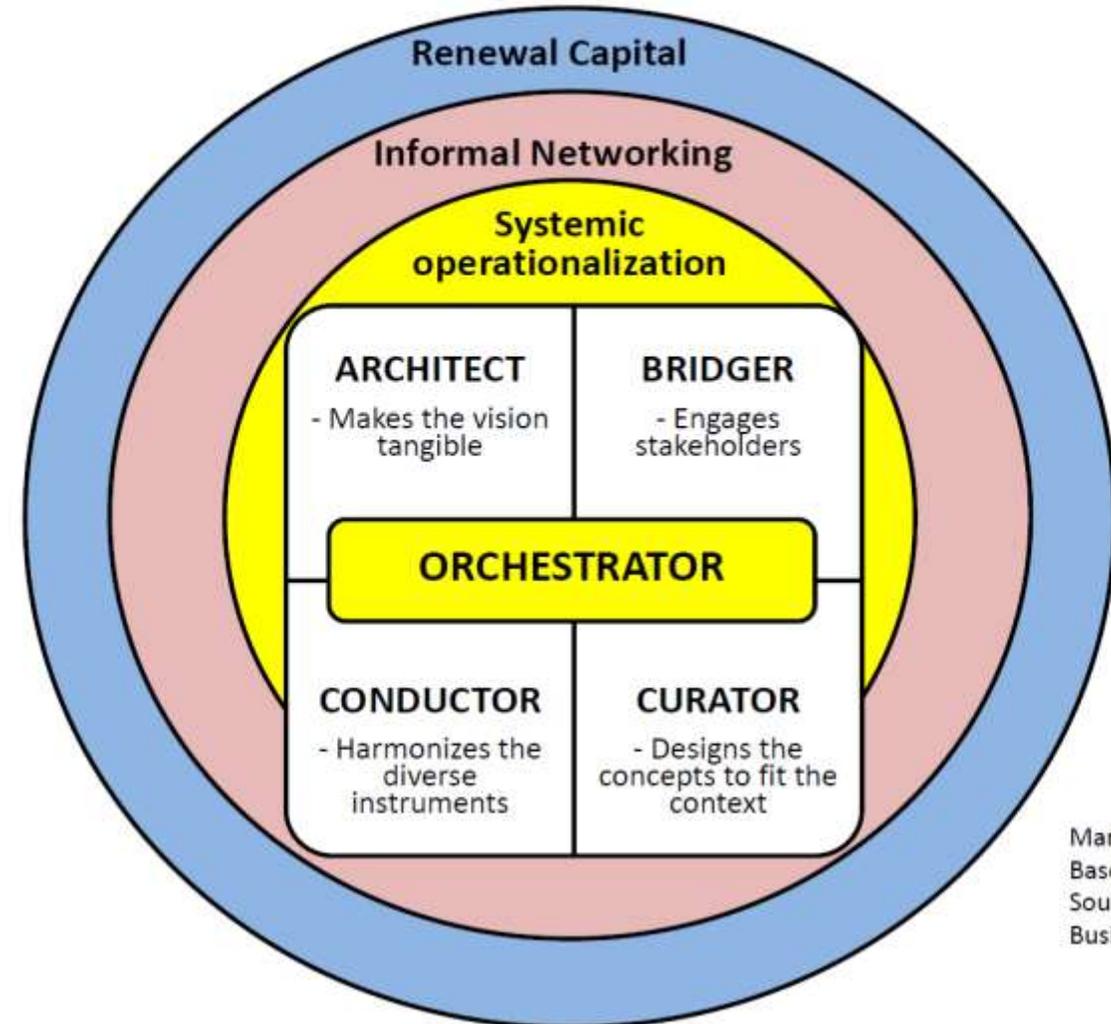
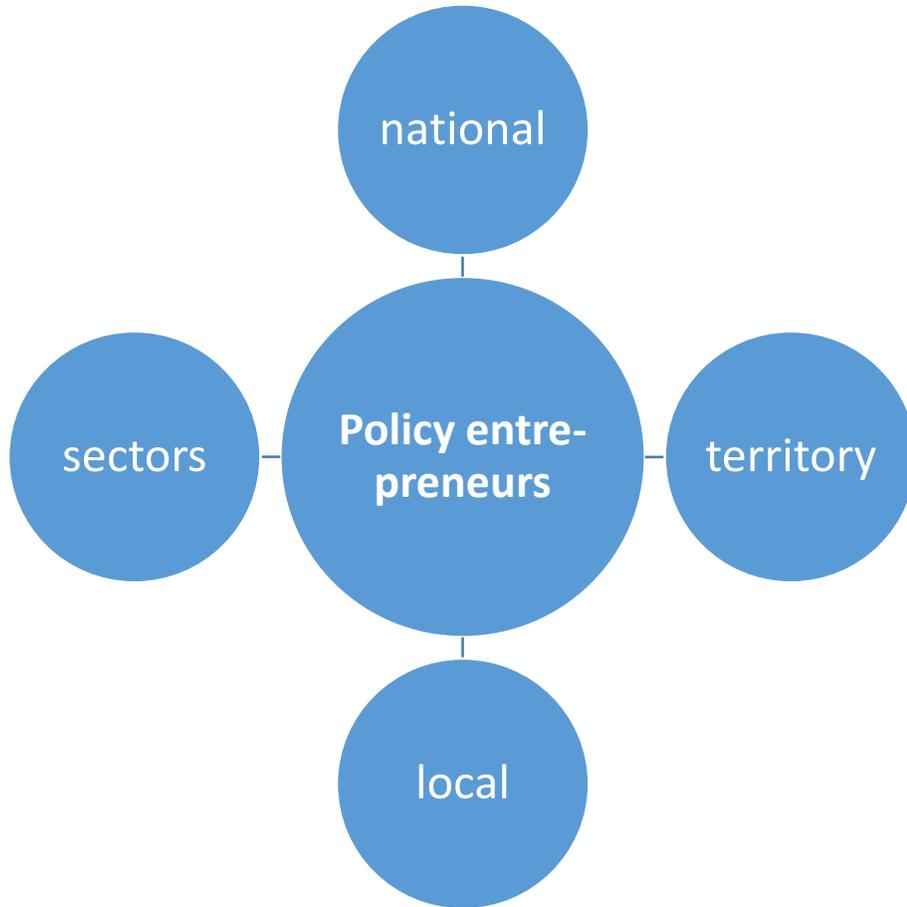
- The EDP is a "**conceptual pillar**" of **Smart Specialisation** (Capello, 2014). This bottom-up approach in priority-setting is crucial to understand the main feature that distinguishes S3 approaches from innovation strategies of the past.
- Reveals what a country or region does best in terms of science and technology. By this we mean a **learning process** to discover the **research and innovation domains** in which a region can hope to excel. In this learning process, **entrepreneurial actors are likely to play leading roles** in discovering promising areas of future specialisation...
- The EDP is an **inclusive and interactive bottom-up process** in which participants from different environments (policy, business, academia, etc) are discovering and producing information about potential new activities, identifying potential opportunities that emerge through this interaction, while policymakers assess outcomes and ways to facilitate the realisation of this potential.

EDP – looking outside the region

- Inside EDP not enough - a region has to make its strategic decisions taking into account its **position relative to other regions of Europe**, which implies that the S3 approach requires **looking beyond** the regional administrative boundaries.
- Regions must **identify their competitive advantages** through systematic comparisons with other regions, mapping the national and the international context in search of examples to learn from, *or to mark a difference with*, and performing effective benchmarking. Moreover, a region should be able to identify **relevant linkages and flows of goods, services and knowledge** revealing possible patterns of integration with partner regions. The position of regional businesses within international value chains in this respect is a crucial element to be considered.
- Blind duplication of efforts could lead to excessive fragmentation, loss of synergy potential, and ultimately could hinder reaching the critical mass required for success. **Interregional collaboration** should be pursued whenever similarities or complementarities with other regions are detected.

New roles needed

Different Roles Are Needed in Orchestrating Regional Innovation Ecosystem



Markkula, Kune & Tukiainen
Based on ACSI Espoo 2015,
Source also Johan Wallin,
Business Orchestration, 2006

Brokers, bridges and boundary spanners

- **Brokers speak two languages**, the language of the science and that of the industrial practitioner, and are expected to industrialise the new scientific discovery. These communities of knowledge brokers may in various ways be **supported by institutions**. They may facilitate a dialogue and problem solving outside and across the narrowly-defined boxes of closed innovation systems, across sectors and organisational borders, and across space.
- **Knowledge brokers need bridges**, say, in a regional university, or attached to other types of institutions which enable brokers to operate and communicate with other scientists, remote universities, and at the same time with practitioners on a more or less permanent manner.
- **Boundary spanners** work together with knowledge brokers. They discover gaps with **no bridges, potential networks** between science and industrial knowledge, and different knowledge communities, all of which should be opened.

Friends of Smart Specialisation

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- <http://www.efiscentre.eu/portfolio-item/friends-of-smart-specialisation/>