



# SMART REGIONS Conference

Driving Smart  
Specialisation Investments  
in Priority Areas  
for European Growth

1-2 June 2016 – Square, Brussels

## Programme

@EU\_Regional #SmartSpecialisation  
[www.ec.europa.eu/regional\\_policy](http://www.ec.europa.eu/regional_policy)

Regional and  
Urban Policy

1	Introduction
2	Programme
4	Thematic Smart Specialisation Platforms
8	List of Exhibitors
10	Notes

## EU Regions and Innovation: new, dynamic, cutting-edge work together...

Regions across the European Union are on the move on innovation. They are developing innovation strategies for Smart Specialisation (RIS3). These forward-looking strategies provide a modern framework for innovation-driven economic transformation. They set out the main priorities for investments. They address opportunities and market developments to build competitive advantage – by developing and matching research and innovation strengths to business needs.

This event showcases the work to date. It will also work out how best to go forward. We need to speed up the implementation of smart specialisation. It needs bottom-up driven growth, for top European innovation priorities.

Smart regions are finding partners in other regions. They can then work together to:

- scale-up their investment efforts
- create EU-wide value chains
- see how to manage all this effectively

The High-Level Event is taking the strategic decision to target three priority areas:

- Industrial Modernisation
- Energy
- Agri-Food

We look forward, with you, to making this event a success!

## Programme

**Moderator:** Karen Coleman

### Wednesday, 1 June 2016

08:00–09:30 Registration

09:30–11:00 **Opening Speech and Opening of the Exhibition**

- Walter Deffaa, Director-General for Regional and Urban Policy

#### **PART 1 • Implementation of Smart Specialisation in the region**

##### **Session 1 • Smart Specialisation: From Theory to Practice**

##### **Continuous Entrepreneurial Discovery**

- Dominique Foray, Professor of the École Polytechnique Fédérale de Lausanne (EPFL)
- Wiesław Byczkowski, Vice-Marshall of Pomorskie region (Poland)

##### **Governance settings**

- Kevin Morgan, Professor of Governance and Development, Cardiff University
- Luca Ceriscioli, President of Marche Region (Italy) (tbc)
- Natalia González Hereza, Director-General of Andalusian Agency

##### **Questions and answers**

11:00–11:30 Coffee Break and exhibition

11:30–13:00 **Video message – Digital Economy**

- Günther Oettinger, Commissioner Digital Economy & Society

#### **Session 2 • Smart Specialisation: From Design to Implementation**

##### **Selection process and monitoring**

- Claire Nauwelaers, Independent Policy Analyst and Governmental Adviser
- Jean-Charles Manrique, Deputy Director-General in charge of Innovation, Economy, and Education, Provence-Alpes-Côte d'Azur region (France)

##### **Transnational cooperation and value chains**

- Slava Radosevic, Professor of Industry and Innovation Studies, Centre for the Study of Economics and Social Change in Europe, University College London
- Esa Halme, Region Mayor, Tampere (Finland)

##### **Questions and answers**

##### **Closing morning sessions**

- Vladimír Šucha, Director-General Joint Research Centre

13:00–14:15 Networking Lunch and exhibition

14:15–15:45 **PART 2 • Implementation of Smart Specialisation through interregional cooperation**

#### **Session 1 • Workshops on Thematic Smart Specialisation Platforms**

- Energy
- Agri-Food
- Industrial Modernisation

15:45–16:15 Coffee break

16:15–17:30 **Session 2 • Plenary discussion/feedback**

- Reports from the workshops of Thematic Smart Specialisation Platforms – 3 Rapporteurs
- Vanguard Initiative
- Feedback, discussion with audience

17:30–17:50 **Closing speech**

- Tibor Navracsics, Commissioner Education, Culture, Youth and Sport

17:50–19:00 Networking cocktail

### Thursday, 2 June 2016

08:30–09:00 Registration and Welcome Coffee

09:00–09:30 **PART 3 • Policy Agenda for Smart Specialisation investments**

##### **Opening session**

- Charlina Vitcheva, Director, Smart and Sustainable Growth and Southern Europe, Directorate-General for Regional and Urban Policy
- Sławomir Tokarski, Director, Innovation and Advanced Manufacturing, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs

09:30–11:00 **Session 1 • Co-investments for economic transformation**

##### **Introductory Speech**

- Jyrki Katainen, Vice-President of the European Commission (tbc)

##### **Panel debate**

- Markku Markkula, President of the European Committee of the Regions
- Andrey Novakov, Member of the REGI Committee of the European Parliament
- Wim van de Donk, King's Commissioner, Province of North-Brabant, South Netherlands' Chair of the Vanguard Initiative
- Joana Valente, Senior Adviser and Strategy Coordinator, Business Europe

11:00–11:30 Coffee Break and exhibition

11:30–12:30 **Session 2 • International experience in governing innovation**

##### **Keynote Speaker**

- Professor Charles Sabel, Professor of Law and Social Science, Columbia Law School (USA)

##### **Questions and answers**

##### **EU-Latin America cooperation on regional innovation systems**

- Jaime del Castillo, European expert, Infyde, Spain

12:30–13:30 **Closing session • Synergies in policy support for economic transformation**

- Corina Crețu, Commissioner Regional Policy
- Elżbieta Bieńkowska, Commissioner Internal Market, Industry, Entrepreneurship and SMEs
- Robert-Jan Smits, Director-General DG Research and Innovation

13:30–14:30 Networking Lunch and exhibition

14:30–16:00 Continuous exhibition and networking

## Thematic Smart Specialisation Platforms

**Thematic Smart Specialisation Platforms** are key to regions rolling out investments in Smart Specialisation areas, especially through ESIF operational programmes. An integrated approach is vital. There must be strong involvement of public sectors, industry, research and civil society in this work. Innovation people must also cooperate across the EU.

Already in action, or launched at this Smart Regions Conference, three Thematic Smart Specialisation Platforms – Energy, Agri-Food and Industrial Modernisation – are encouraging EU regions to develop partnerships for investments. EU regions can also signal willingness to act as lead-region for proposed interregional partnerships.

The session is organised around parallel **discussion groups**. These provide an opportunity to work together on specific topics, and to present pilot actions and networks.

Participants can choose to host tables, or to pin topics for discussion on wall boards. The host then leads discussions. The results of these will be summarised around the following **questions**:

1. What is the proposed Smart Specialisation area?
2. Experience to date – work done, plans?
3. How do we ensure collaboration?
4. What is needed to make investments happen? Challenges? Opportunities?
5. Ways forward/next key steps?

Lead-regions have the opportunity to organise partnerships (setting up the process with the assistance of the S3 Platform). They should gather a critical mass of partners. The work plan can then be developed in further meetings on the basis of call for expressions of interest (see <https://ec.europa.eu/eusurvey/runner/S3IndustrialModernisation>). This can be further developed as a starting point for a task force on the chosen topic.

## Smart Specialisation Platform on Energy

Energy is a topic of high interest. Currently, more than 180 EU regions have identified energy-related priorities as part of their Smart Specialisation Strategies. There is a major need to support this. We need to work together, both on substance and on method: benchmarking, facilitating bottom-up ideas and mutual learning, encouraging trans-national co-operation.

The Smart Specialisation Platform on Energy (SPEnergy) was officially launched in May 2015. Building on the cooperation between the Joint Research Centre and DG Regional and Urban Policy, the SPenergy works with DG Energy to pool expertise for the regions.

Through it we support uptake of the Cohesion Policy funds for energy innovation. We are pushing forward-looking solutions that support the EU energy policy priorities in the most cost-effective way.

SPenergy is already at work with policy-makers, authorities and stakeholders in charge of energy innovation policies and Cohesion Policy funding across Europe. It is part of events in key areas such as 'Marine renewables', 'Heating and Cooling', 'Fuel cells' and 'Energy Efficiency', building cooperation among regions with common interests. It is working hard with practitioners and stakeholders on energy-related priorities within S3 strategies, information available at <http://s3platform.jrc.ec.europa.eu/-/registration-is-open?inheritRedirect=true&redirect=%2Fs3p-energy>. Registration is open to new stakeholders.

The **Smart Specialisation Platform on Energy** is also a key part of European efforts to shift towards a low carbon economy by 2050 providing key support to the Energy Union.

## Smart Specialisation Platform on Industrial Modernisation

There is a big drive to modernise EU business, and secure its world-leading position for the future. High quality manufacturing should be complemented by high quality services, such as advanced logistics or mass data analysis etc.

European enterprises increasingly need cutting-edge development of a wide range of modern approaches: digital technologies, advanced manufacturing, key enabling technologies, energy saving solutions, efficient use of raw materials and exploitation of industrial digital data.

Smart Specialisation Strategies are supporting regional governments in playing a key role in modernising EU business. 135 regions indicate Industrial Modernisation-related priorities as key investment areas under Smart Specialisation, showing its importance.

We also need to interlink at EU level to maximise our strengths across the EU. The need for this interregional approach has been highlighted in the 2014 Communication *'For a European Industrial Renaissance'*.

This proposes 'to combine regional and industrial policy tools to create [Thematic] Smart Specialisation Platforms to help regions roll out Smart Specialisation programmes by facilitating contacts between firms and clusters, enabling access to the innovative technologies and market opportunities'. Regions themselves, through the Vanguard Initiative, are working together in a similar manner, notably in the area of Advanced Manufacturing.

For all this we need strong involvement of business, with a focus on clusters, and latest innovations. This is why we are establishing a specific **Smart Specialisation Platform on Industrial Modernisation (SSP-Industrial Modernisation)**. We are also setting up European Cluster Partnerships for Smart Specialisation Investments, ensuring real participation from business.

SSP-Industrial Modernisation will also facilitate the development of an **active pipeline of investment projects**. These should be supported through e.g. the European Structural and Investment Funds, Horizon2020, COSME and European Fund for Strategic Investments (EFSI).

## Smart Specialisation Platform on Agri-Food

The Platform promotes innovation-driven investment in this crucial sector in so many EU regions. DG Agricultural and Rural Development, DG Regional and Urban Policy and DG Research and Innovation, in cooperation with DG Joint Research Centre (the S3 Platform), are launching the Platform at this High-Level Event.

The Platform is promoting cooperation around new agri-food growth opportunities. The first step is to identify lead-regions and priority areas. These then develop partnerships for co-investments, especially in the modernisation of specific agri-food value chains.

The topic already attracts large international investments from the private sector, including commercial banks and private foundations. The aim now is to involve further partners: farmer organisations, new co-operatives, start-up companies, etc. Modern consumer lifestyles, business needs, new technologies: we also need to build on them in development and implementation of policy and practice.

Over 270 Agri-Food related RIS3 priorities have been agreed by regions. Many can benefit from working better together: a significant number are linked to new technologies. Many examples are possible, e.g. **pilots and demonstrators** to favour the uptake of new technologies and business-models. This work is becoming a business driver across regions.

## List of Exhibitors



Auvergne-Rhône-Alpes



East and North Finland



European IPR Helpdesk



Lodzkie Region



Office of the Marshal of  
the Pomorskie Voivodeship



Regione Abruzzo



Basque Government



Enterprise Europe Network



Extremadura Regional  
Government



Lombardy Region



Puglia Region



Regione Lazio



Calabria Region



ERRIN



Government of Catalonia



Malta



Region Centre-Val de Loire



Regione Marche



CCI Pays de la Loire



European Association  
of Development Agencies



Hauts-de-France  
Regional Council



Marshal's Office  
of Lower Silesia



Region of Valencia



South Netherlands



Centro Region of Portugal  
CCDC



European Commission  
Directorate-General for  
Regional and Urban Policy



Instituto de Desarrollo  
Económico del Principado  
de Asturias



Mikkeli University  
of Applied Sciences  
/South Savo Region



Region Provence-Alpes-  
Côte d'Azur



South West Bulgaria



EARTO



European Investment Bank



Interreg Europe



North-East Regional  
Development Agency  
Romania



Regional Council  
of Lapland



West Netherlands

## Notes

- **8-10 June**  
The Week of Innovative Regions in Europe (WIRE) 2016  
Eindhoven (NL)
- **19-20 September**  
Be Smart, Think Blue  
Brokerage events for regions interested in Blue economy  
Gdansk (PL)
- **28-30 September**  
1st SMARTER Conference on Smart Specialisation  
and Territorial Development  
Seville (ES)
- **7 October**  
Industrial Modernisation – follow-up  
Barcelona (ES)
- **10-13 October**  
European Week of Cities and Regions  
Brussels (BE)
- **8-9 November**  
Smart Specialisation workshop  
at 7th Strategic Forum for the EUSBSR  
Stockholm (SE)
- **30 November – 2 December**  
The European Cluster Conference  
Brussels (BE)
- **2017**  
Europe-wide conference on Smart Specialisation as envisaged  
in the European Parliament report on Cohesion Policy and  
Innovation Strategies for Smart Specialisation (RIS3)  
(2015/2278(INI))

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Scan to download the list of participants



[smart-regions.onetec.eu/LoP.html](http://smart-regions.onetec.eu/LoP.html)

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