



# Towards Regional spEcialisation for Smart growth spirit



Newsletter No. 1

## Apéritif:

Dear Readers,

Welcome to **TR3S!**

We are happy to present you the very first newsletter. TR3S – “Towards Regional spEcialisation for Smart growth spirit” – is INTERREG IVC regional initiative project that deals directly with smart specialisation strategies.

Smart specialisation is all about learning what a country or region does best. It is an important concept for regional innovation policy because it provides a strategy for regions that takes into account their specific innovation assets.

To quote the Regional Policy Commissioner Johannes Hahn: „Regional Policy is already largely supporting innovation in the regions. But we must ensure that EU investment creates the best possible impact on the ground. Regions must develop well-designed and integrated strategies to further boost innovation, Europe’s key driver for competitiveness”.

TR3S project brings together 10 partners in 9 EU regions representing different realities and innovation ecosystems. Through joint interregional action and by looking at new approaches, such as open innovation and user driven innovation, TR3S will develop in the next three years mechanisms for collection, exchange and transfer of experiences about smart specialisation strategies in Europe.

In “cooking processes” tradition is mixed with specialisation, innovation and creativity, being above all spaces and laboratories for experimentation, learning, creation and transformation, as the regions are. In TR3S we will have the opportunity to cook together with both project partners and the stakeholders to create a smart specialization strategies recipe book.

Bon Appétit!



The TR3S project is funded by the EU’s European Regional Development Fund through the INTERREG IVC programme

# Table d'Hôte:

TR3S project partners already had two occasions to meet with the project team: during the kick-off meeting in Bilbao and during the second project meeting in Tallinn.

TR3S also participated at the Open Days 2012 in Brussels.

## Kick Off Meeting in Bilbao – 26 and 27 March 2012

After the first day Steering Group meeting where the partners had the opportunity to know each other, the second day TR3S celebrated the 1st CONSORTIUM COOKING SESSION about “The Basque specialisation experience”.



Speakers coming from the Basque Government, the Basque Development Agency and other institutions gave presentations where the participants had the opportunity to know a little bit more about the Basque experience, both the background and the future guidelines, learning about the Basque experience, the different actors involved in the innovation process, the way walked, as well as the different sectors where efforts are being done.

More info: [www.tr3s-project.eu](http://www.tr3s-project.eu)

## 2nd Consortium Cooking Session in Tallinn: 9 and 10 September 2012

The second Steering Committee meeting and “cooking session” (study visit) was held in Tallinn, Estonia and hosted by the Estonian partner Valga County Government.

The first day of the meeting was dedicated to internal project meeting covering general management and other project issues emphasizing the regional specialisation stories to be collected as a result of the project.

The second day was the second “cooking session” of the project. There were five interesting presentations about

Estonian politics, regional strategies, competitiveness and development of the infosociety. All the speakers were from the national ministry level.

After the panel sessions, the project partners had a change to get familiar with the old city of Tallinn with a guided walking tour.



More info: [www.tr3s-project.eu](http://www.tr3s-project.eu)

## Open Days 2012:

The 10th European Week of Regions and Cities (OPEN DAYS 2012) was held on 8-11 October in Brussels. The INTERREG IVC programme had significant visibility during this event by organising two workshops followed by networking.



TR3S project participated in “Towards Europe 2020 aims: interregional solutions for smart specialisation” discussion focused on smart specialisation which gave the floor to three INTERREG IVC projects dealing with this topic: TR3S, BORDWIIS+, KNOW-HUB.

More info: [www.opendays.europa.eu](http://www.opendays.europa.eu)

# Plat principaux:

## Good Practices from...

### Stuttgart Region Film Commission

The Stuttgart Region Film Commission was founded in 1999 and is the central point of contact for all issues related to film-making. It is a department of the Stuttgart Region Economic Development Corporation (WRS) and is supported by the MFG Film Funding (an agency of the Federal Land Baden-Württemberg) and the City of Stuttgart. The Film Commission perceives itself as coordinator and mediator at the interface of culture, economy, administration and the public.

Core competencies include project-related assistance in finding suitable locations, obtaining film permits, cooperation with authorities as well as specific information on technical and artistic film professionals, talent, producers and service providers from the region. The Film Commission designs and implements projects for the promotion of the film business in the Stuttgart Region (such as workshop discussions or location tours) and initiates their own networks (such as a film-tourism network, the association 'New Community Cinema Stuttgart' or the Corporate Media Cluster Region Stuttgart). As member of special branch networks (such as AFCE, EUFCN, GFC, AMCRS) the Film Commission is connecting the regional film industry

nationally and internationally. Qualification is offered through regular seminars (Monday-seminars) and practical lectures. By presenting the film location at (inter)national film-festivals and fairs and the development of specific strategies, the Film Commission strengthens the film business in the Stuttgart Region.

For finding the right location in and around Stuttgart the Film Commission developed an online location guide ([www.locationguide.de](http://www.locationguide.de)). It provides images, detailed descriptions, and all the key contact information for over 600 sites. In addition to its own first-hand knowledge of many locations the Film Commission puts interested persons in touch with a location scout, if required. The second major tool covers all relevant topics of film production. As online database the production guide ([www.productionguide.de](http://www.productionguide.de)) contains over 800 addresses, grouped into some 100 categories, of skilled professionals in the area. For support in production planning and permits or leasing of production equipment, the Film Commission provides comprehensive advice and assistance for film production projects.

In 2011 the Film Commission was able to further professionalize and expand its counseling services. And for the first time the institution was evaluated by an external agency with regard to the quality of its services. The annual report for 2011 indicates

almost 500 consultations, more than 15 own events and numerous cooperation projects.

Besides the services offered continuously by the Film Commission the current strategic focus lies on the set up of the 'Corporate Media Cluster Region Stuttgart'. This cluster initiative aims at highlighting opportunities for the use of audiovisual media in corporate communications. With regard of the high number of companies in the region representing potential customers, this approach seems to offer huge growth potential for the creative industries sector.

Many activities carried out by the Film Commission have a bottom-up character. The counseling services are very time consuming, but enable to work closely with the companies. That makes it possible to notice new developments or radical changes in the sector very early. Thereby new initiatives or topics can be taken up, such as 'media in spaces', which brings together film, communication and architecture – presented recently on a congress organized by WRS in April 2012. On the other hand this operational approach prevents an institution from developing far-reaching own strategies like for example concepts for education, young academics or funding. This task has to be settled elsewhere, but with fruitful input from the operational level. Here a good cooperation between different stakeholders is the best basis.

# Dessert:

## Must try...

### Report Regional Innovation Scoreboard 2012

The European Commission published on 6 November 2012 the **Regional Innovation Scoreboard 2012**. The report provides a comparative assessment on European regions innovative performance. 190 European regions are classified into four innovation performance groups: "innovation leaders", "innovation followers", "moderate innovators" and "modest innovators".

### Analysis and integration of research agenda's of actors in regional clusters (SOCOOL@EU latest report)

The cluster analysis report delivered at hand is part of a project "Sustainable Organization between Clusters of Optimised Logistics @ Europe (SoCool@EU)" within the 7th Framework Programme of the European Union.

### Third Workshop of the Regional Innovation Monitor: Achievements and outlook on RIM, a tool for policy learning (5 December 2012, Brussels)

The RIM workshop reported on the achievements of the RIM project, including the latest Annual report, Thematic paper on RIS3 Strategies and feed-back from users.

### Workshop on Smart Specialisation and Key Enabling Technologies: photonics and micro/nanoelectronics (Brussels, 12 November 2012)

This workshop organised by the European Commission had as objective the cooperation between regions in Europe with competitive photonics and micro/nanoelectronics clusters.

# Dessert:

## **Conference AGORADA 2012+ Adoption of a Regional Innovation Strategy: the Day After (18-19 October 2012, Samsun, TR)**

The conference was organised by EURADA, the European Association of Development Agencies, in cooperation with the Middle Black Sea Development Agency (OKA). Issues including enhancing the regional innovation system, balancing the policy mix for Innovation, supporting entrepreneurs and innovation funding were part of the agenda.

## **Regional Innovation and Smart Specialisation Workshops (9 October 2012, Brussels)**

PERIA (Partnership of European Regional Innovation Agencies) partners and the regions of Andalusia, Basse-Normandie, Mazovia and Murcia organized two workshops focusing on regional innovation policy and tools used for its implementation: the Regional Innovation Agencies (RIAs) and smart specialisation.

*More info:* [www.rim-europa.eu](http://www.rim-europa.eu)

## **Conference on Research and Innovation Strategies for Smart Specialisation, 13-14 December 2012 in Seville (Spain)**

The Conference focused on the research and innovation strategy under ERDF 2014-2020 in Spain and its linkages

to RIS3. During the conference issues of regional RIS in Spain were considered as well as the state of the art of the Multiannual Financial Framework for the 2014-2020 programming period.

*More info:* [www.3platform.jrc.ec.europa.eu](http://www.3platform.jrc.ec.europa.eu)

## **Not to miss...**

### **Smart Specialisation Peer Review Workshop, Palma de Mallorca, Spain on 7-8 February 2013**

During the workshop, five European regions (Aragón, Baleares, Lapland, Marche and Pomorskie) will present their current work on RIS3. The rest of the workshop participants will be asked to act as 'critical friends' and discuss the strategies of the five regions under review. The peer review sessions are an excellent opportunity to discuss RIS3 strategies with other regions and experts.

*More info:* [www.s3platform.jrc.ec.europa.eu](http://www.s3platform.jrc.ec.europa.eu)

### **Third TR3S Consortium meeting and Cooking Session in Torino, Italy, 11-12 April 2013.**

*More info:* [www.tr3s-project.eu](http://www.tr3s-project.eu)

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