



Smart Specialisation in Estonia – Lessons Learned



1. Entrepreneurial discovery – not just a label

TRUTH DETECTOR

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Since we relaunched VAT 69, our campaign was based on one single concept: Facts (in spanish, truth). But how could we take our connection to the consumer to another level during consumption time, at the bar or disco? So we put out the Truth Detector. A friend plays against his friend for 2 minutes, asking all kinds of questions. If the person tells the truth and nothing but the truth, he wins. If he doesn't tell the truth he'll get a slight electric shock that would teach him otherwise. The promotion's originality brought the brand closer to the people, making them live the brand's concept, experience it. Moreover, on-trade sales rose considerably while the promotion was being implemented.



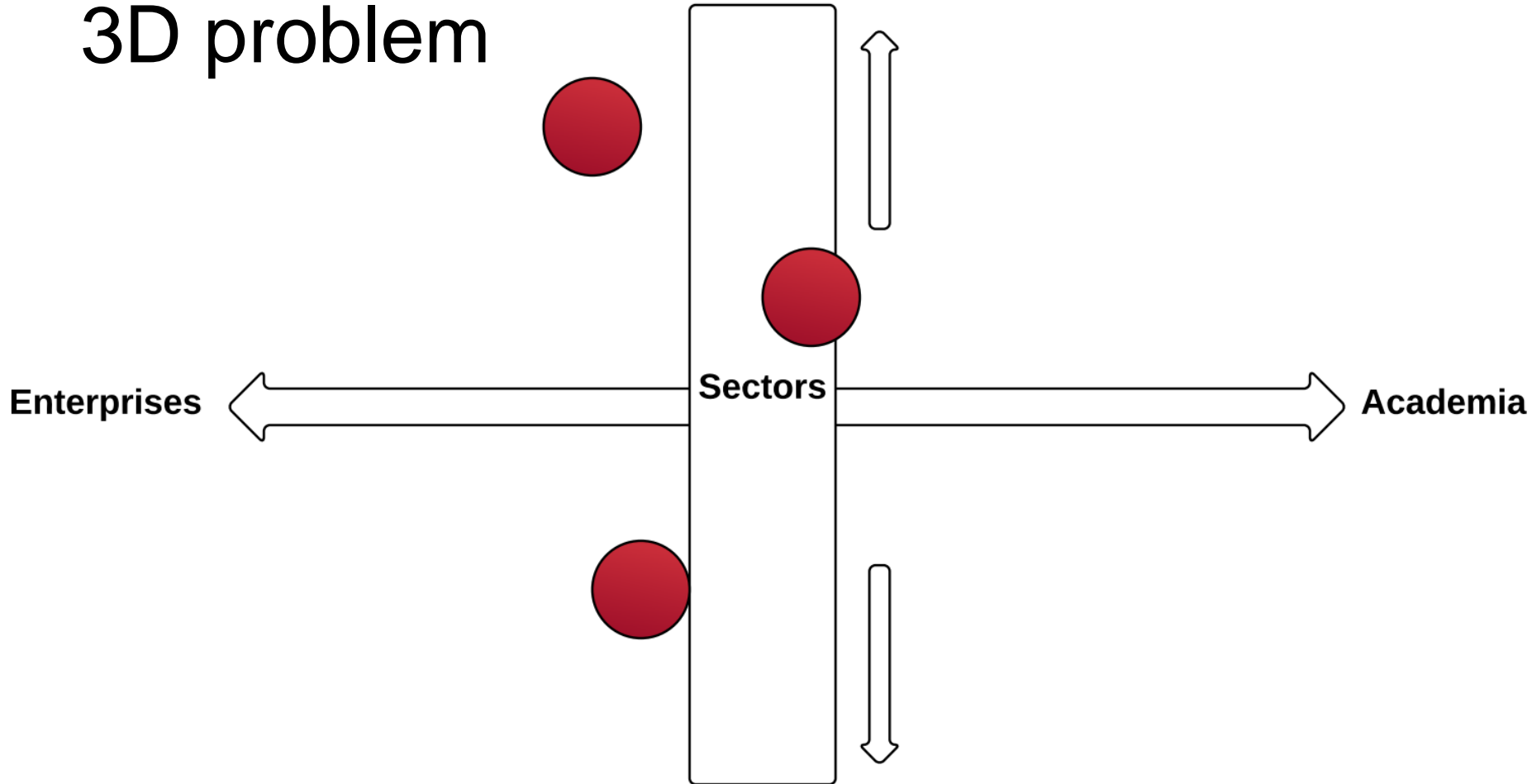
2. Picking growth areas is hard!

3. The 3D problem

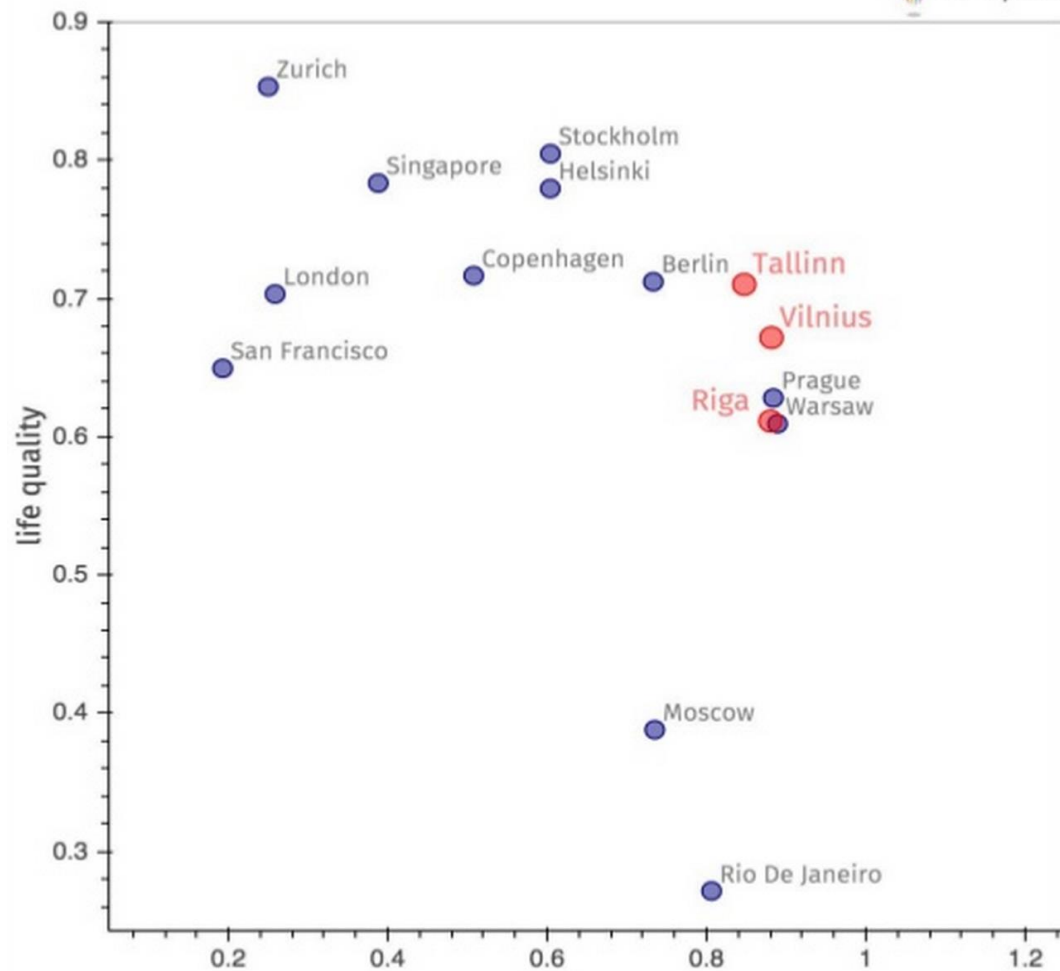
Enterprises and academia

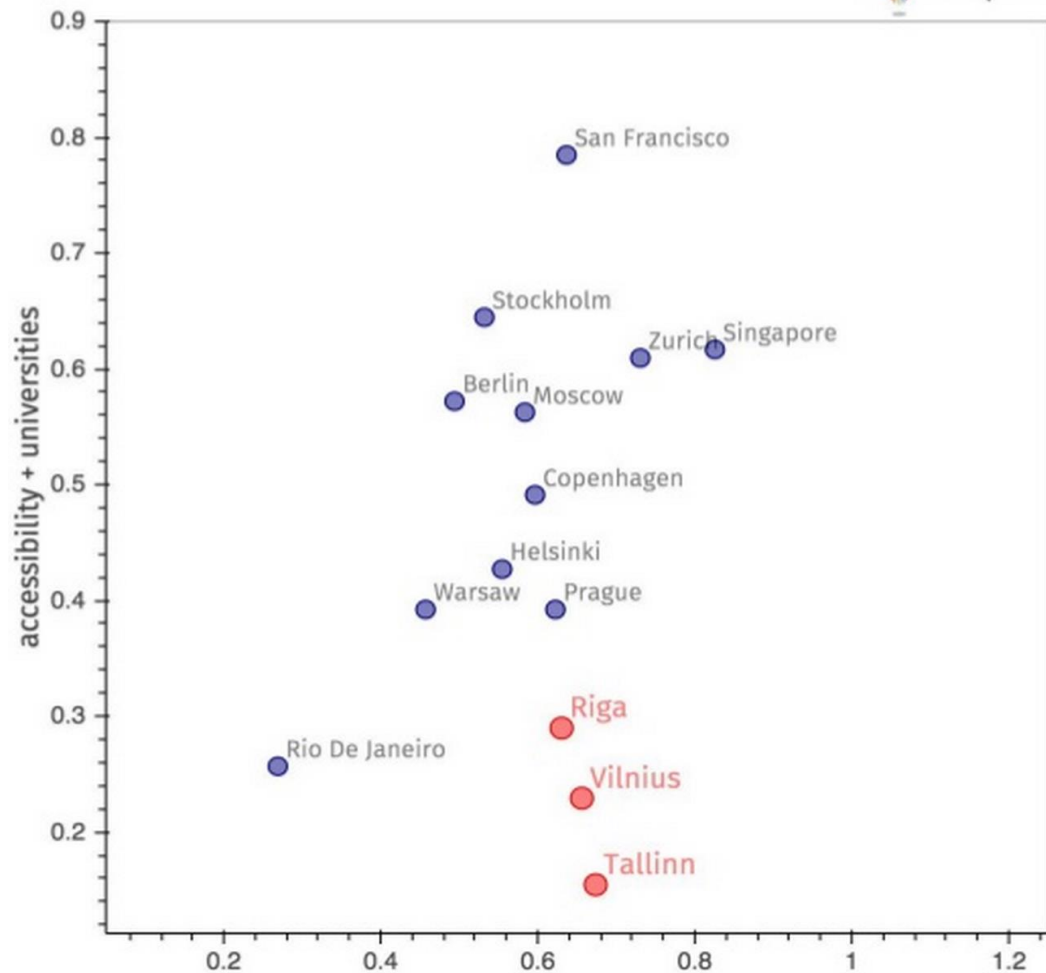


3D problem

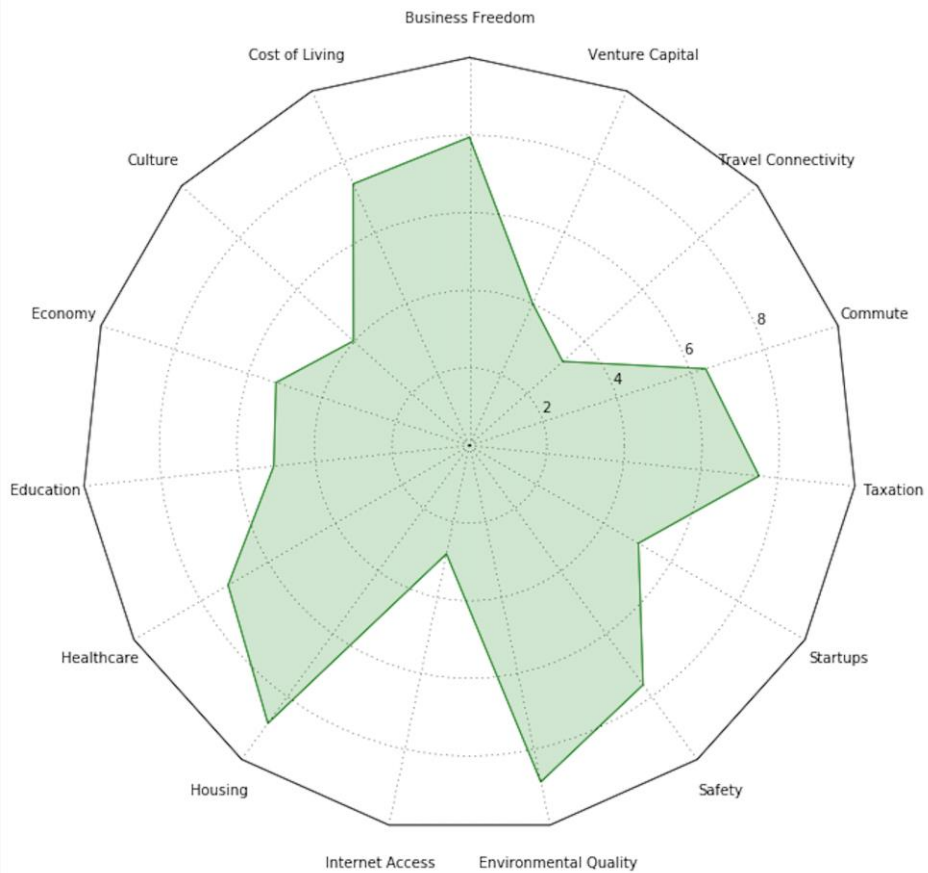


4. Understand your uniqueness

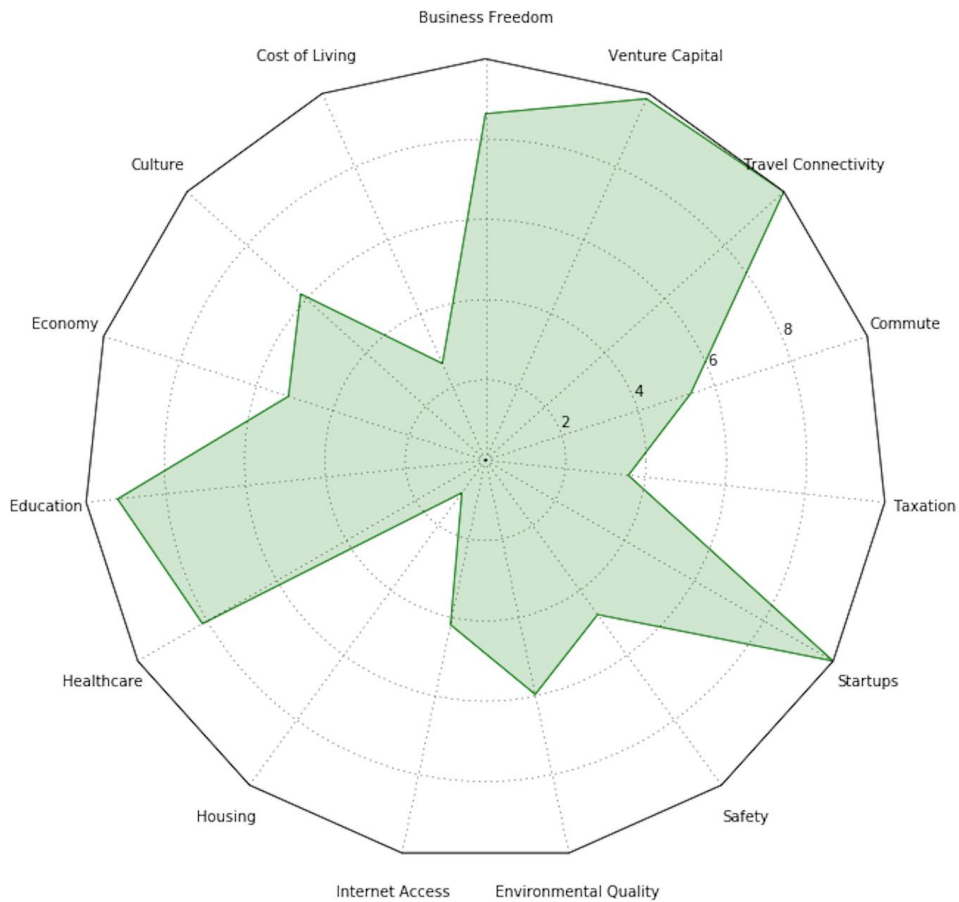




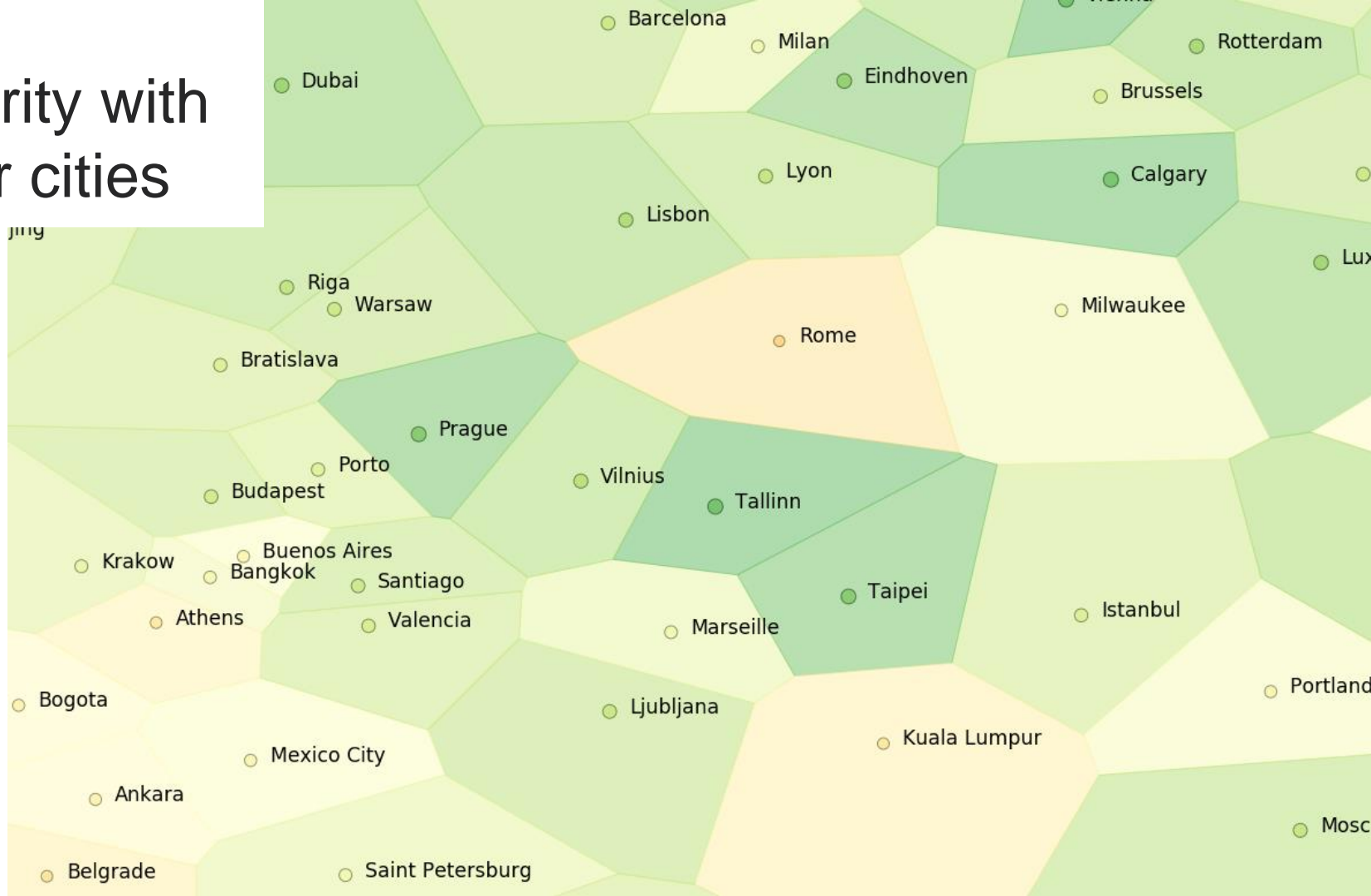
Tallinn



London



Similarity with other cities



Key battle for the future –
Reforming the Knowledge Transfer