



industrie

export

innovation

kooperation



**Smart Specialisation Seminar –
Concept and operation among national and
regional strategy designers and
EU fund managing authorities**

25.-26.09.2012, Bari

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TMG Upper Austria**

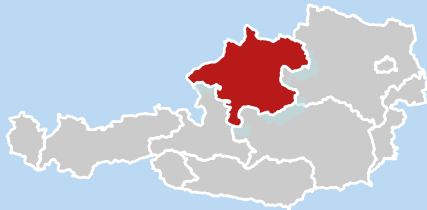
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**Upper Austria's experience
with the process
of making
thematically focused
regional economic strategies**



Upper Austria is Austria's leading state with regard to industry, exports and technology:



14% of area – 11.982 km²

17% of the population – 1.412.640 (2011)

26% of industrial production and

29% of the exports of the Federal Republic of Austria



Overview

- Motivation for a thematically focused RIS
 - The process of a participatory strategy development of RIS
 - The process of a thematically focused development of RIS
- Challenges

The Motivation for a regional strategic program

- 1985/1986: Downfall of major parts of Austrian state owned industry
- Quadruplication of the regional unemployment rate from 1980 to 1987
- Strong need for regional restructuring of the industrial core
- Reorientation of the concepts and missions of public economic policy

Figure: Evolution of the strategic programmes in Upper Austria (Source: JR-POLICIES)



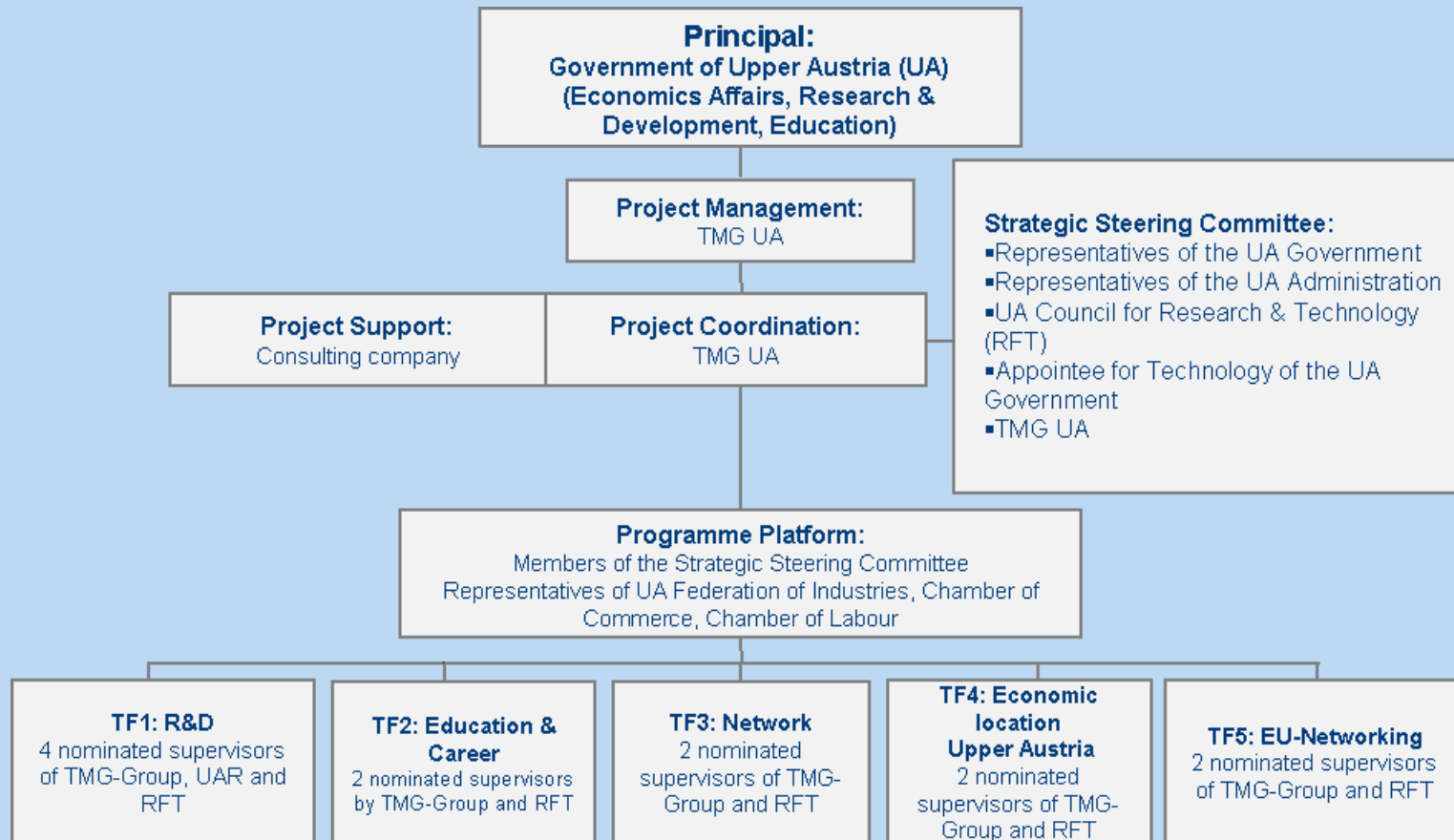
Overview

The process of a participatory strategy development of RIS in the framework of Innovative Upper Austria 2010plus

Basic characteristics of innovative Upper Austria 2010plus

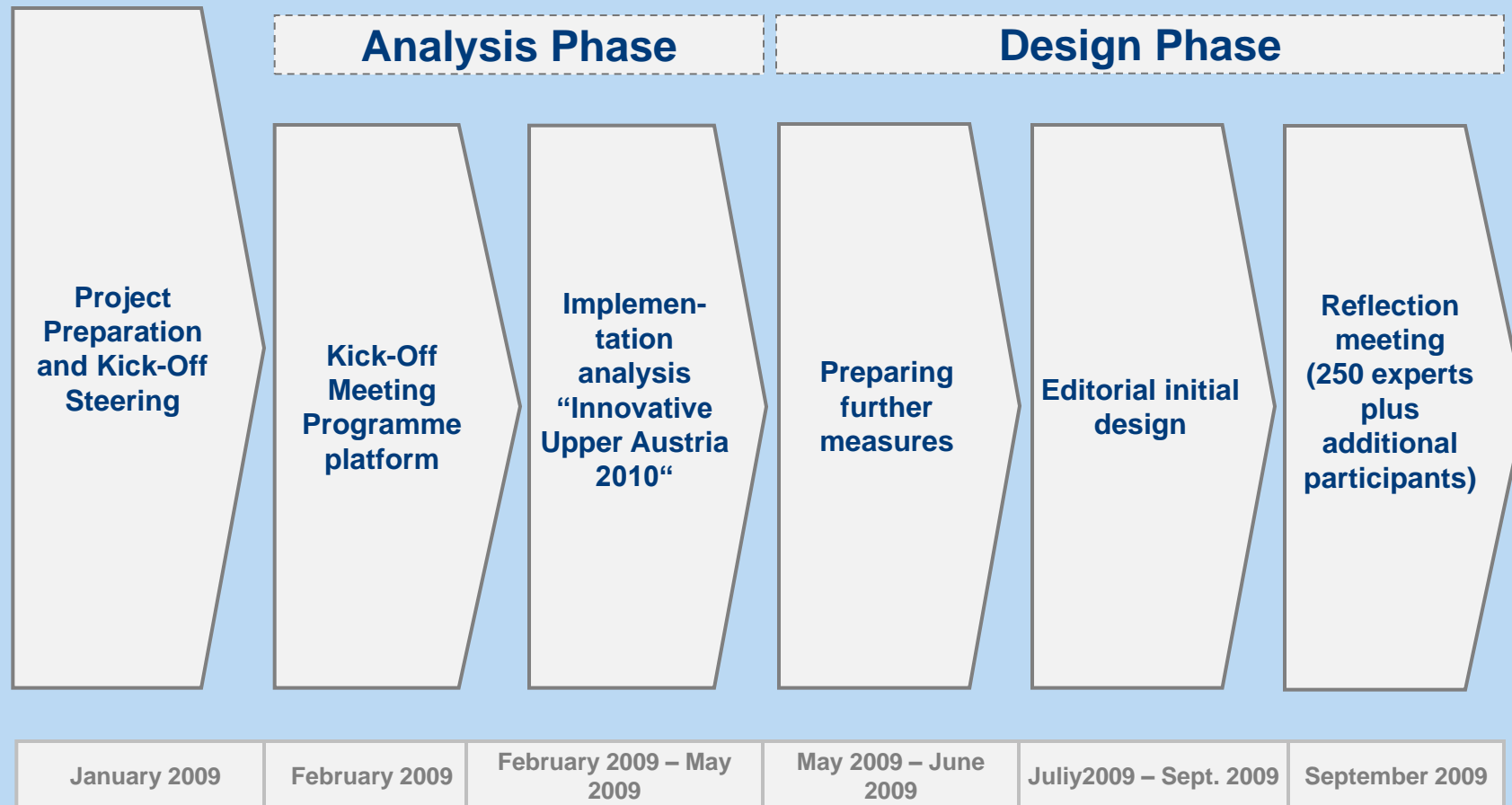
- To-down and bottom-up dynamic, which can be captured in the context of working groups
 - working groups focus on specific regional issues and are organized by regional promoters from the business sector, the public sector, the social partners and by members of the Council for Research and Technology for Upper Austria
- Continuation approach that builds on the preceding strategy concepts
 - R&D calls for a sustainable policy and not leap frogging between various areas

The governance of Innovative Upper Austria 2010plus



Source: TMG. Strategisches Wirtschafts- und Forschungsprogramm "Innovatives OÖ 2010plus"

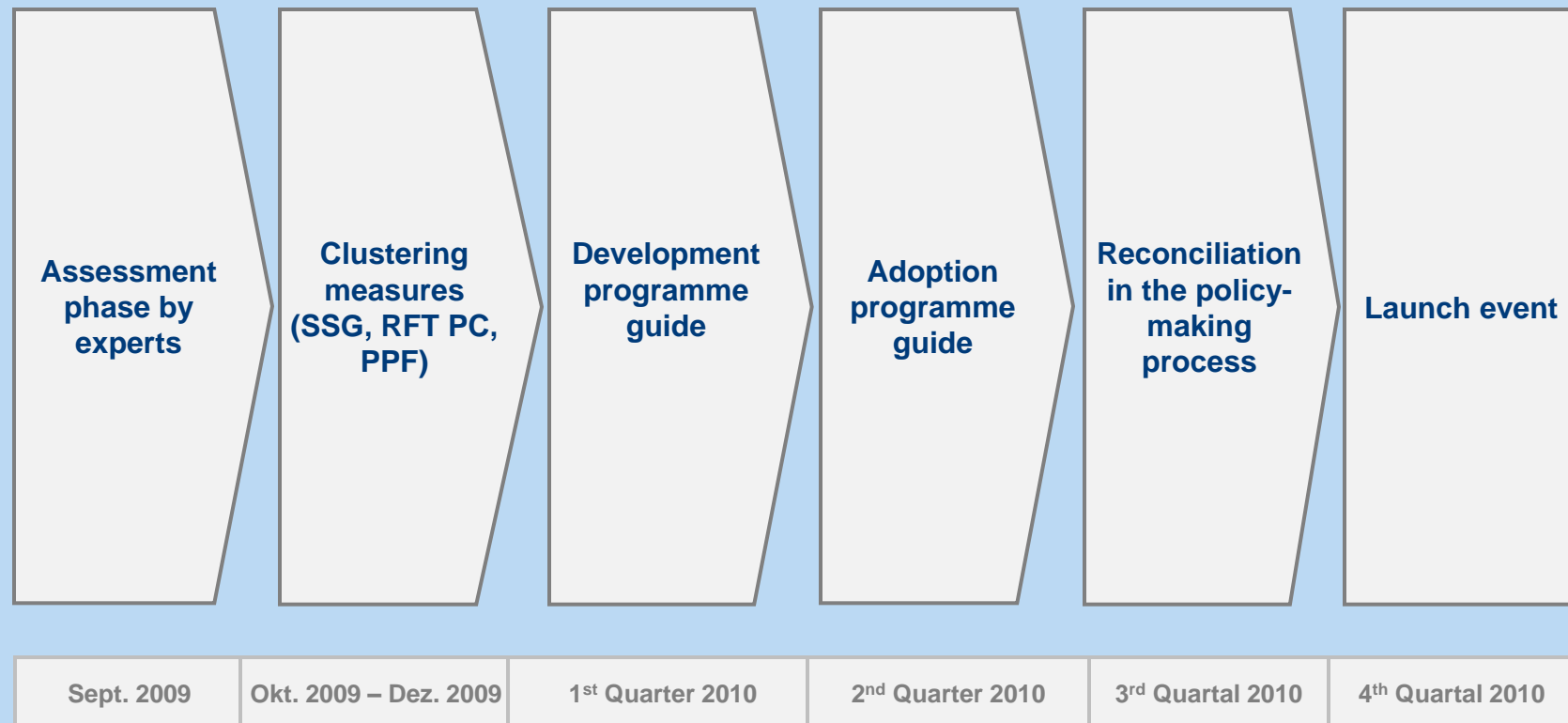




SSG... Strategic Steering/ PPF ... Programme platform / RFT PC ... Council for research and technology- Policy Komitee
RFT ... Council for research and technology



Design Phase

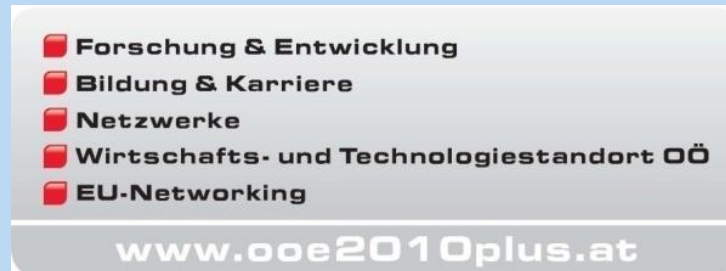


SSG... Strategic Steering / PPF ... Programme platform / RFT PC ... Council for research and technology - Policy Committee
RFT ... Council for Research and Technology

Current Status of



In total: 5 topic areas



14 strategies

37 measures

120 projects

Overview

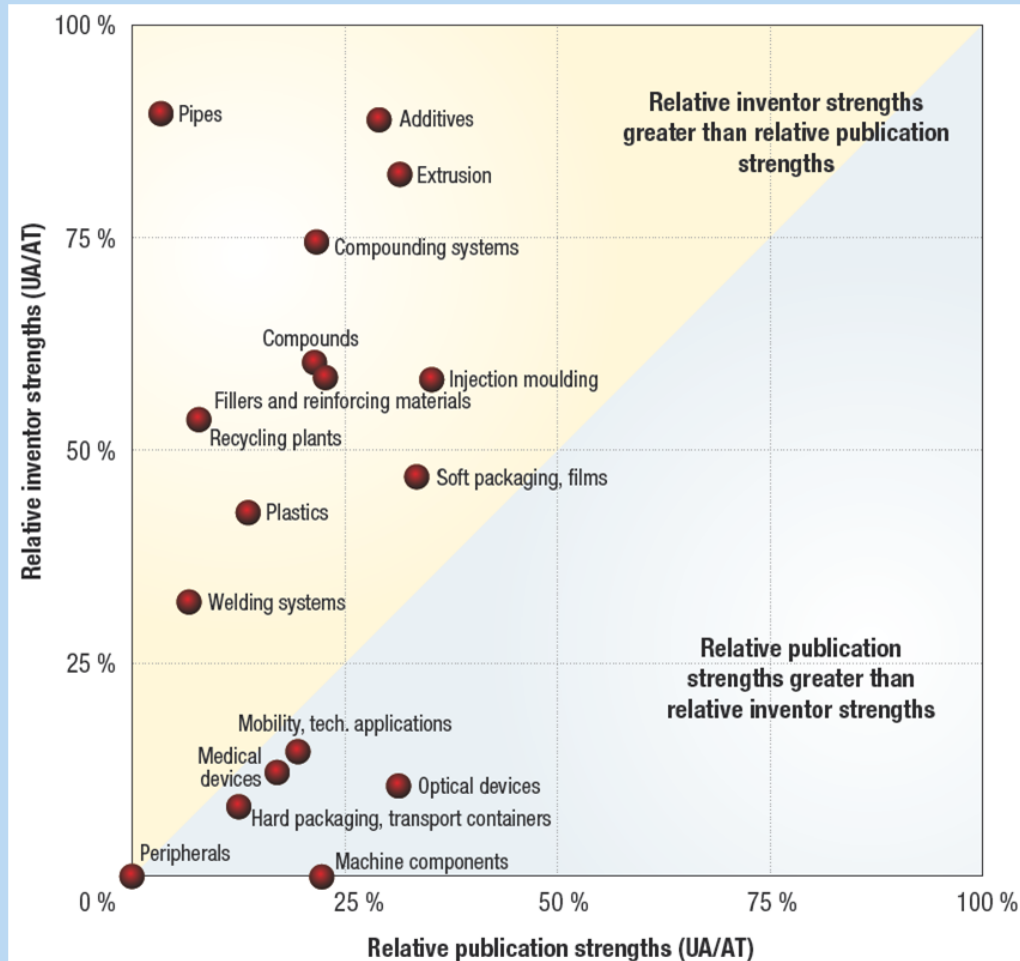
The process of thematically focused development of RIS in the framework of Innovative Upper Austria 2010plus

The process flow for identifying targeted technology fields



Source: JR-POLICIES

A method: Competence Profile and Technology Hot Spot Visualisation

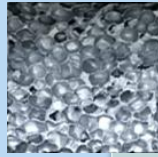


Source: Techmeter

Thematically focus in 6 topic areas in Upper Austria



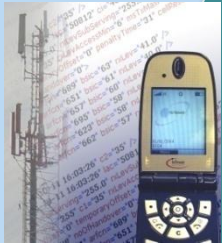
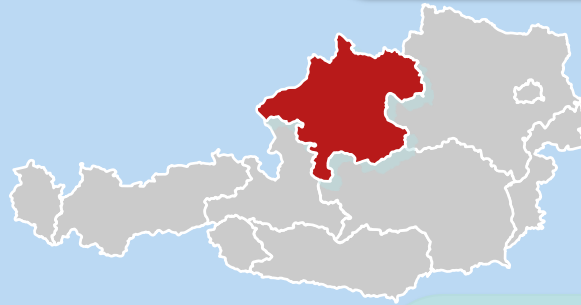
Life Sciences



Leight weight
construction
and innovative
Materials

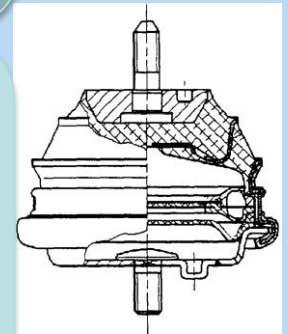


Logistics



Information and
communication
technology

Mechatronics & Process
automation



Energy



Example: Measures summary TF 1: R&D

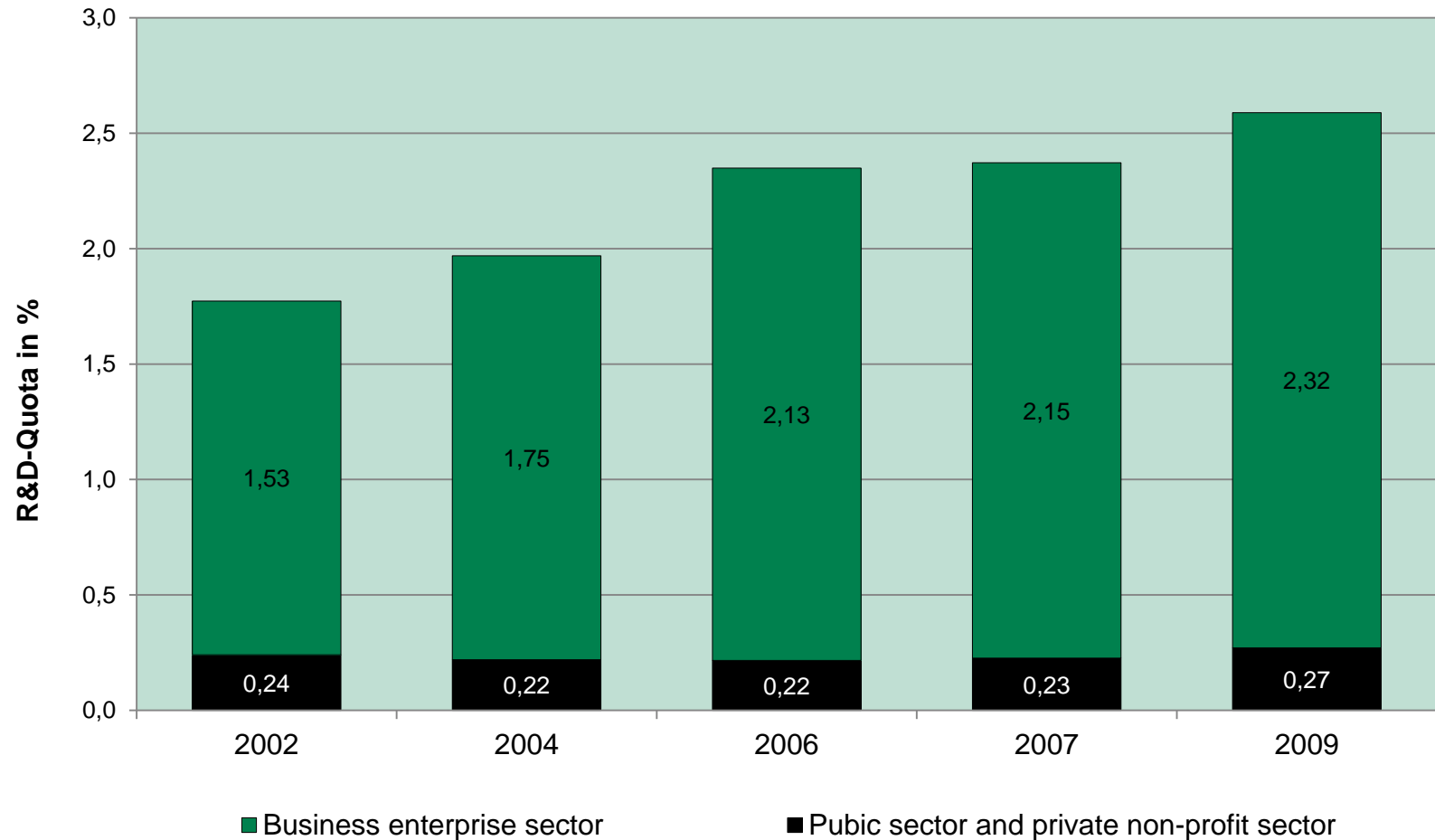
Thematic area 1: Research and development	
Strategy F1: Definition of focuses of research and identification of new research fields	
1	Strengthening of the internationally leading position of Upper Austria in mechatronics and process automation
2	Information and communication technology initiative of Upper Austria
3	Life sciences
4	Innovative materials, resource-saving process technology and light construction
5	Strengthening of Upper Austria's position as national leader in logistics and enterprise networks
6	Energy efficiency, energy management and renewable energies
Strategy F2: Enhanced promotion of the collaboration between business, the universities and R&D institutions outside of the universities	
7	Expansion of the public universities and research institutions
8	Increasing the numbers of graduates from technical-scientific curricula
Strategy F3: Intelligent funding for projects and structures	
9	Upper Austrian research subsidies in cooperation with the FFG
Strategy F4: Research networks and technology transfer	
10	Enhanced networking with national and international research societies

Main points of the chosen approach

- Focus the strategy on “Upper Austria’s Double-Strongpoint-Fields”
- Bet on global Technological and Innovation Leadership in Niches rather than on (copying) Mega Trend Technologies (which are pursued by everybody on the globe with no chance at all for a comparatively small region like Upper Austria to assume global leadership)

The results

**Development of R&D-Quota 2002-09
in Upper Austria**



Overview

20

Challenges

Upper Austrian challenges of a successful process of thematically focused RIS strategies

1. Stakeholder involvement

- Mobilising the regional triple helix in Upper Austria
- Transparent selection process of participants focusing on a triple helix balance, a minimum of bias and an outward view
- Continuous communication during the elaboration process AND programme period

2. Data / Analysis / Studies / Monitoring









- Base für decisions



3. Project- & process management


- Professional project management
- Clear programm planning- and steeringcycles



Nominierungsschlüssel pro Themenfeld

ca. 40 % Wirtschaft	 <p> Nominierung durch LR Sigl RFT-Mitglieder aus der Wirtschaft WK OÖ IV OÖ 1 Beirat je Cluster-Initiative </p>			ca. 20
ca. 20 % Sozialpartner	WK 2/3 Mitglieder  1/3 Geschäftssystem 	IV 2/3 Mitglieder  1/3 Geschäftssystem 	AK 2/3 Mitglieder  1/3 Geschäftssystem 	ca. 10
ca. 40 % Fach- einrichtungen	 <p> Nominierung durch LR Sigl RFT-Mitglieder aus der Wissenschaft Nominierung durch relevante Facheinrichtungen auf Einladung von LR Sigl </p>			ca. 20

 Vertreter(in) der Wirtschaft
 Vertreter(in) der Facheinrichtungen

 Vertreter(in) der Sozialpartner
 (aus dem Geschäftssystem)

Innovatives
 Oberösterreich **2010**

Upper Austria takes part in the OECD-TIP Smart Specialisation Project



- Objective of the project:
 - The project initiated by OECD in cooperation with BMWF (Federal Ministry of Science and Research of Austria) runs slightly more than one year till the end of 2012 and aims to identify:
 - Good Practices in regional strategies and innovation policies,
 - Development methods for Smart Specialisation Strategies,
 - Selection criteria for the evaluation of Smart Specialisation Strategies.
- Project period: September 2011 - December 2012
- Participants (13 OECD member states):
 - Lead Countries: Belgium (Flanders), Finland, Austria, South Korea, Czech Republic
 - Further: Australia, Germany, United Kingdom, Netherlands, Norway, Poland, Spain, Turkey
 - Institutions: European Commission (DG Regio and IPTS Seville), ECOOM, OECD





Thank you for your attention

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The TMG Group - Upper Austria's Business Agency

