



PILOT MRS3 AIR

Towards the Smart Specialisation based macro-regional
cooperation in the Adriatic Ionian Region

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OIS AIR - Project Objectives and Partners



Establishment of the Open Innovation System of the Adriatic-Ionian Region.

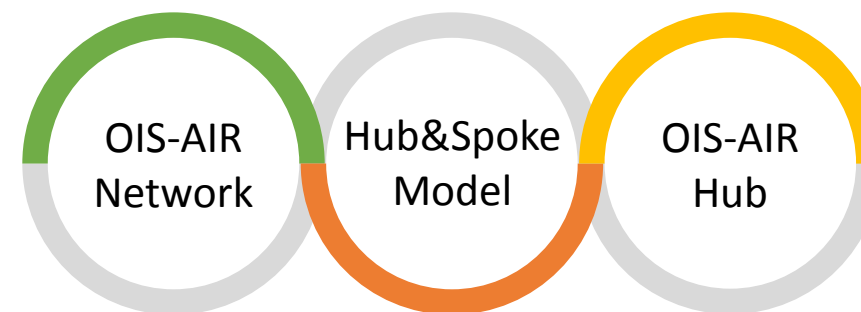
STRATEGIC OBJECTIVE

The project pursues the strategic objective of establishing and developing the **Open Innovation System** of the Adriatic-Ionian Region, competitive and attractive at regional and macro-regional level.

SPECIFIC OBJECTIVES:

- Improve skills and competencies of research and development centers by assisting the **creation of innovation networks** beyond borders;
- Stimulate SMEs access to research infrastructures (i.e. labs) and **increase business investments in R&I**;
- Valorize research results and **establish durable links** and synergies between enterprises, research and development centers and research infrastructures.

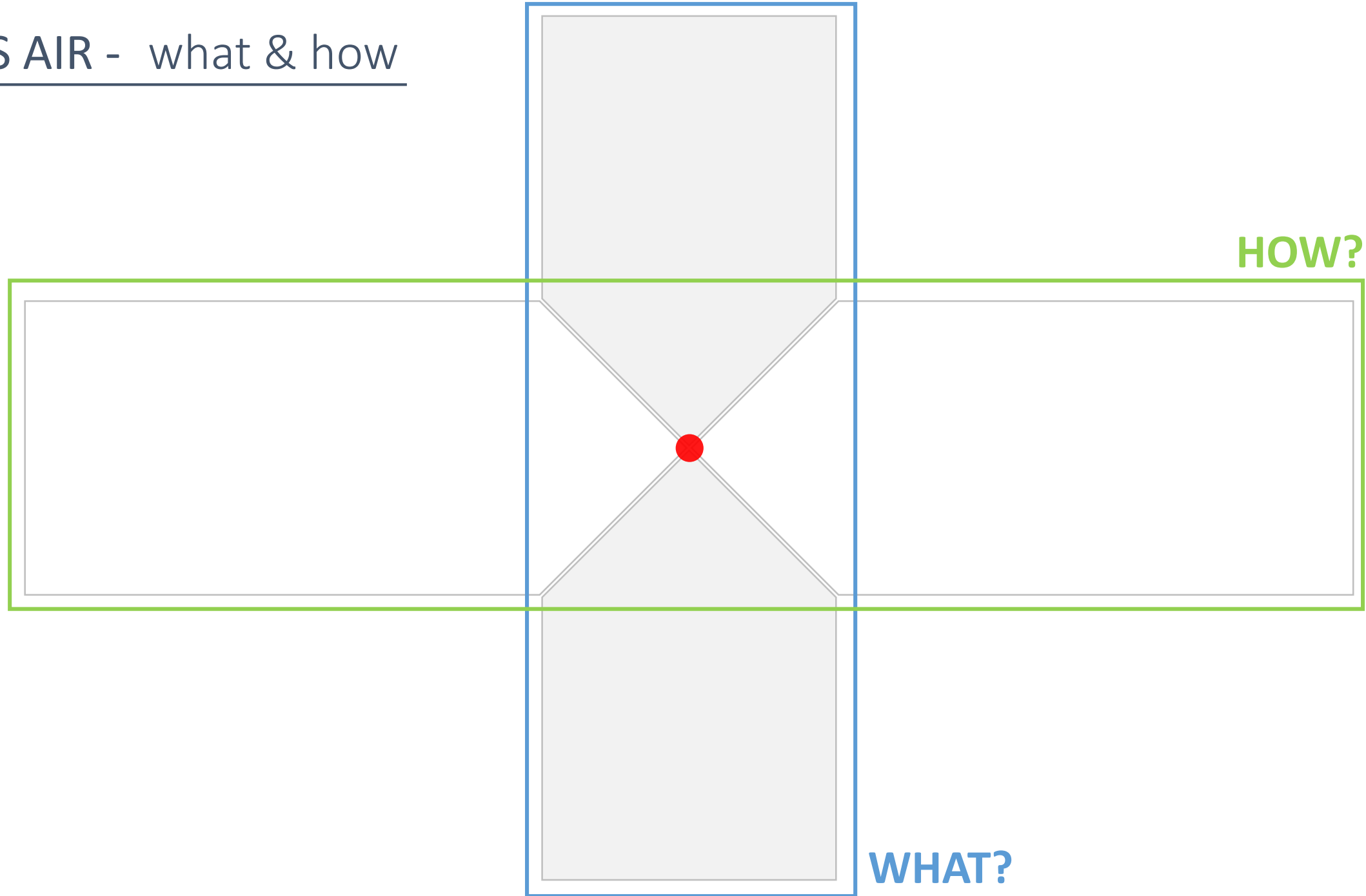
THE OIS-AIR PROJECT PILLARS:



THE OIS-AIR PROJECT PARTNERS:

- ALBANIA** – Croatian Chamber of Economy;
- CROATIA** – Ministry of Finance and Economy;
- GREECE** – Centre for Research and Technology Hellas (CERTH);
- ITALY (x2)** – Area Science Park (LP), University of Basilicata;
- SERBIA** – Belgrade Technology Park;
- SLOVENIA** – Ljubljana Technology Park.

OIS AIR - what & how



MACROREGIONAL STRATEGY



THEMATIC AREAS (PILLARS)

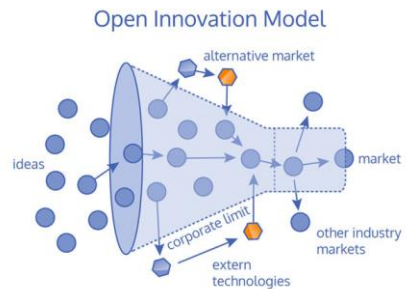


PRIORITY AREAS



SMART SPECIALISATION STRATEGY

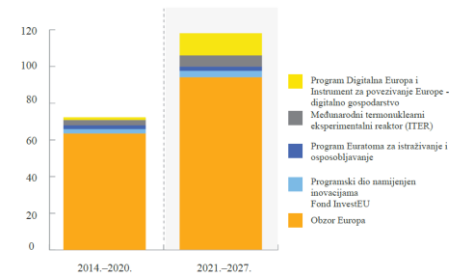
OPEN INNOVATION



R&I CONCEPT

R&I FUNDING

U milijardama EUR, tekuće cijene



Napomena: U usporedbi s višegodišnjim financijskim okvirom 2014.-2020. za EU-27 (procjena)
Izvor: Europska komisija

EU BUDGET 2021-2027



S3



S3



S3



S3



EUSAIR



MRS3

Presentation Plan

01

METHODOLOGY

02

RESULTS

03

FRAMEWORK

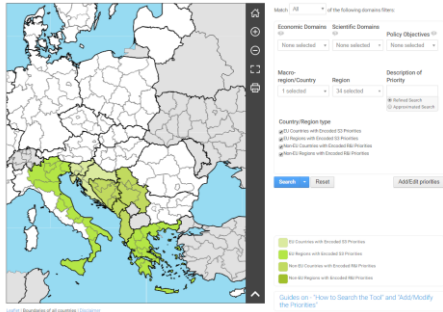
04

FIT

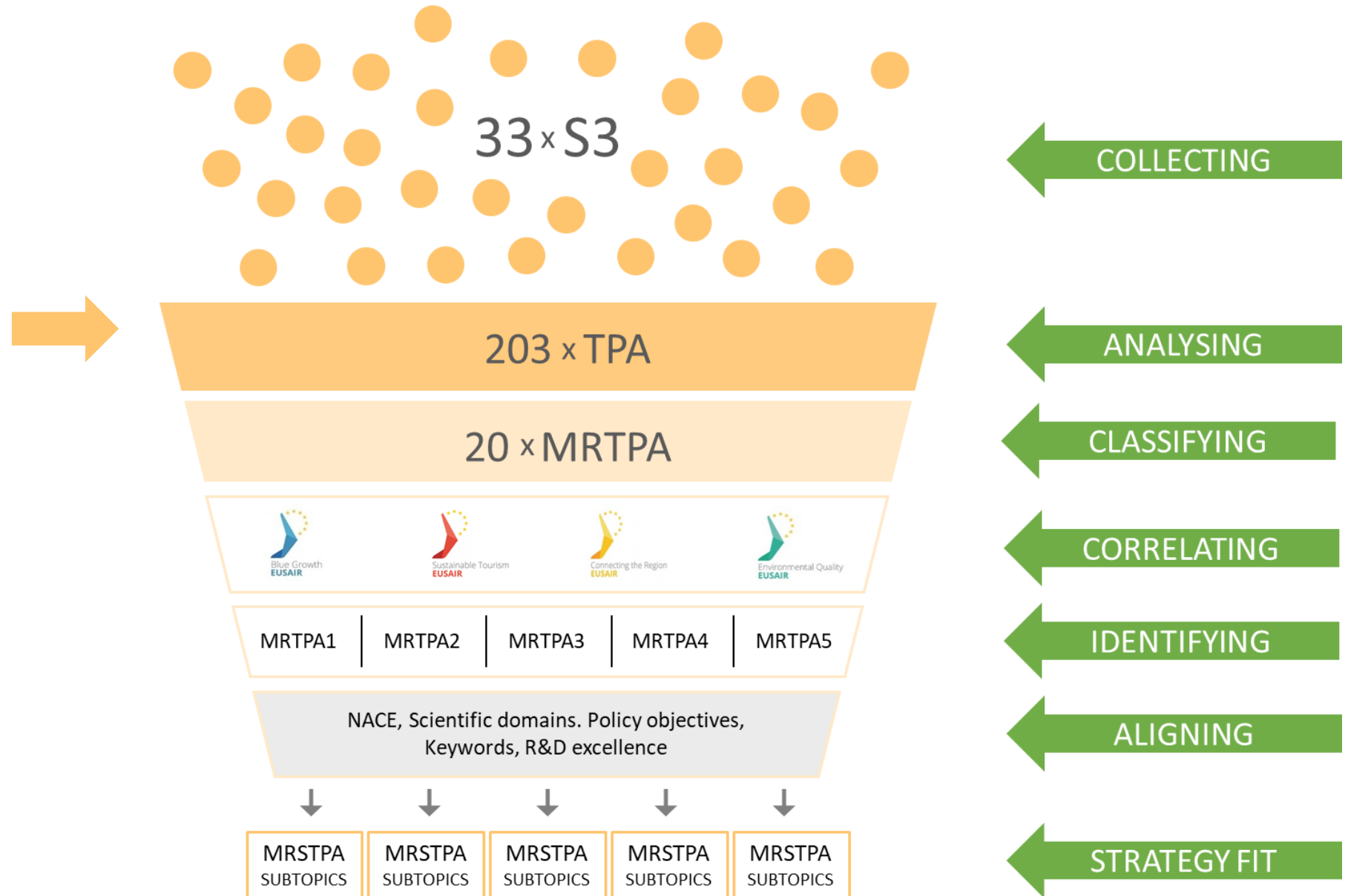
05

BLUE GROWTH

01.1 Methodology – MRS3 Concept



Data extracted from Eye@RIS3 tool...



01.2 Methodology – to be considered in design of future MRS3

Place based – assets and resources

- *Benchmark analysis (structure of economy, relative sizes of sectors, key sectors, employment, etc.)*
- *Value chains & Trade analysis*

Broad view of innovation – social and technological aspects

- *Patents and Intellectual property*
- *R&D topics & networks*
- *Technology foresight*
- *Mission oriented R&I policy (new)*

(done as a pilot version)

Inclusive of stakeholders

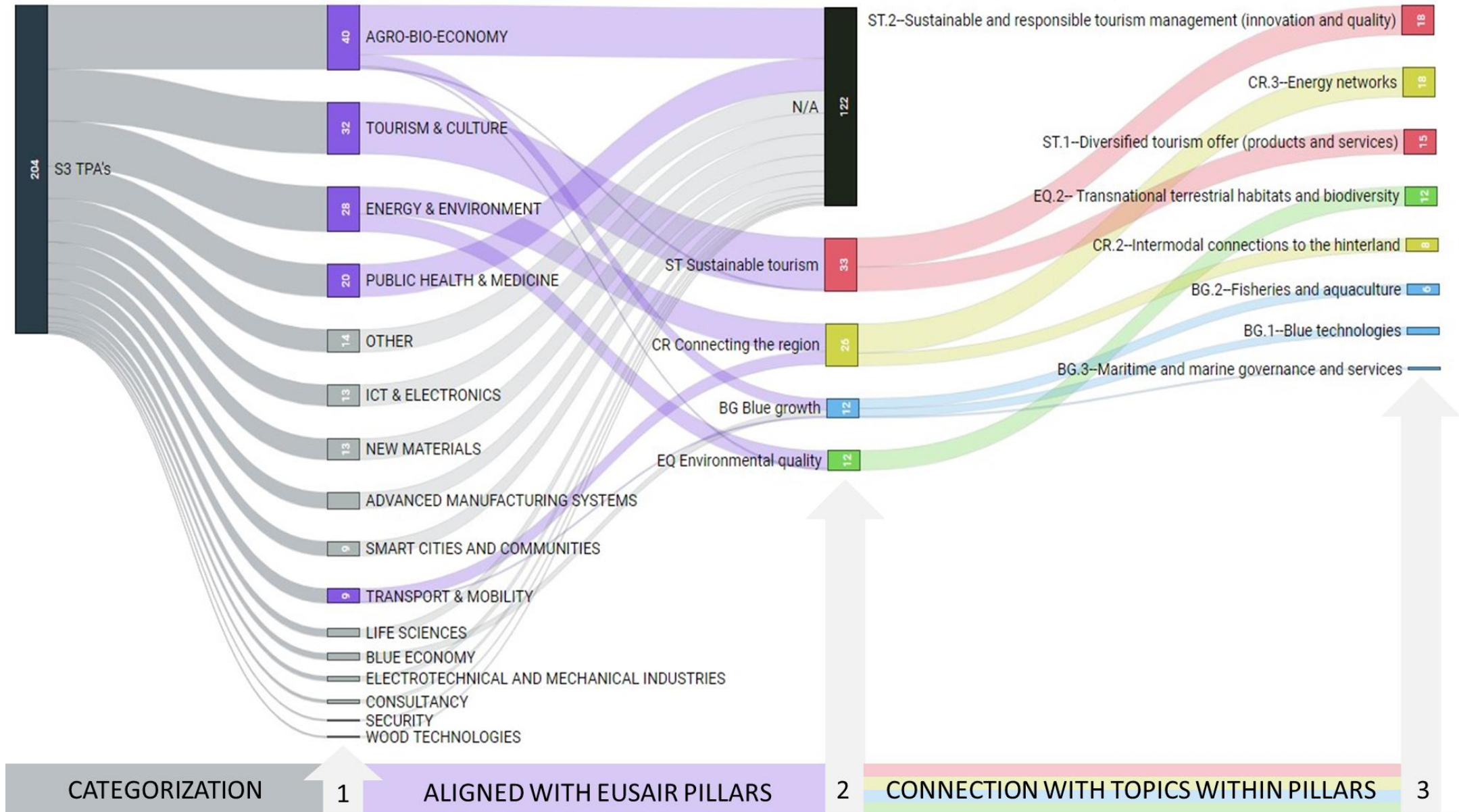
- *Entrepreneurial Discovery process*

Monitoring and Evaluation

- *Monitoring and evaluation*
- *Revision and Fine-tuning*

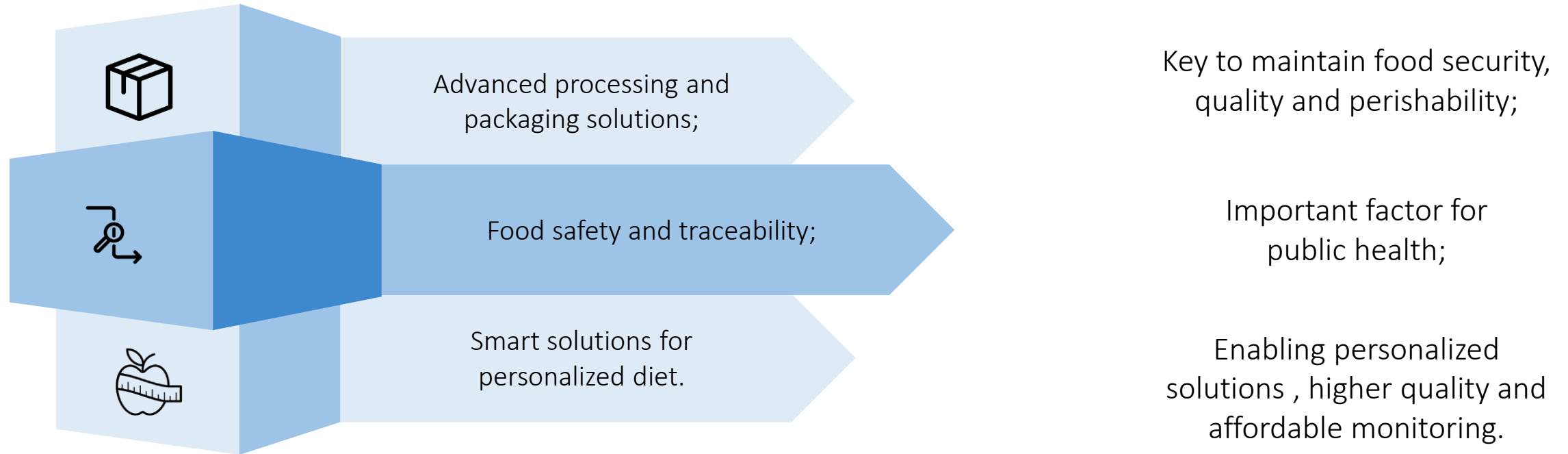
(to do)

02.1 Results - interrelationships between S3 and EUSAIR



02.2 MRTPA – Agro Bio Economy

MRSTPA –Healthy and functional food (emphasis on sea and freshwater food)

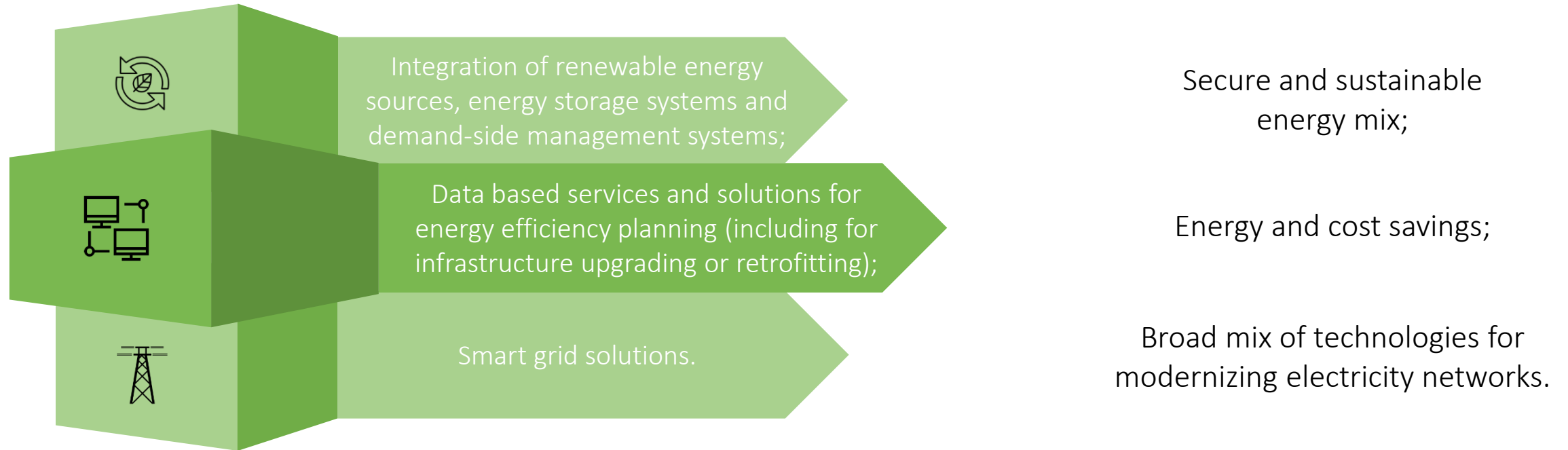


Subtopic

Outcome

02.3 MRTPA – Energy and Environment

MRSTPA – Integration of distributed energy resources

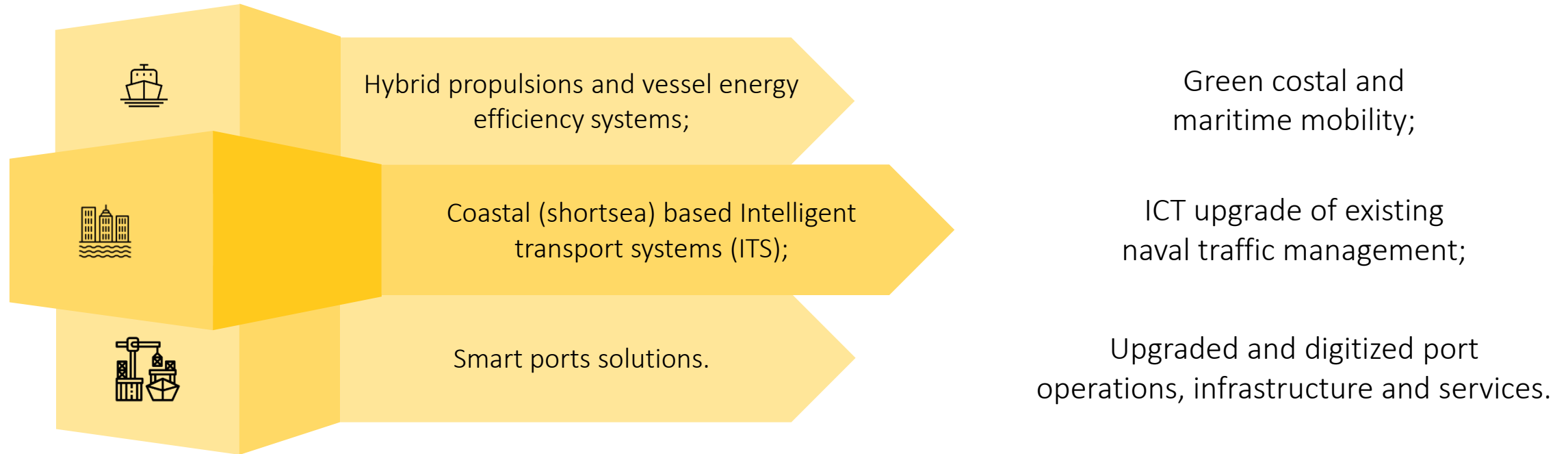


Subtopic

Outcome

02.4 MRTPA – Transport and Mobility

MRSTPA –Green coastal & maritime mobility

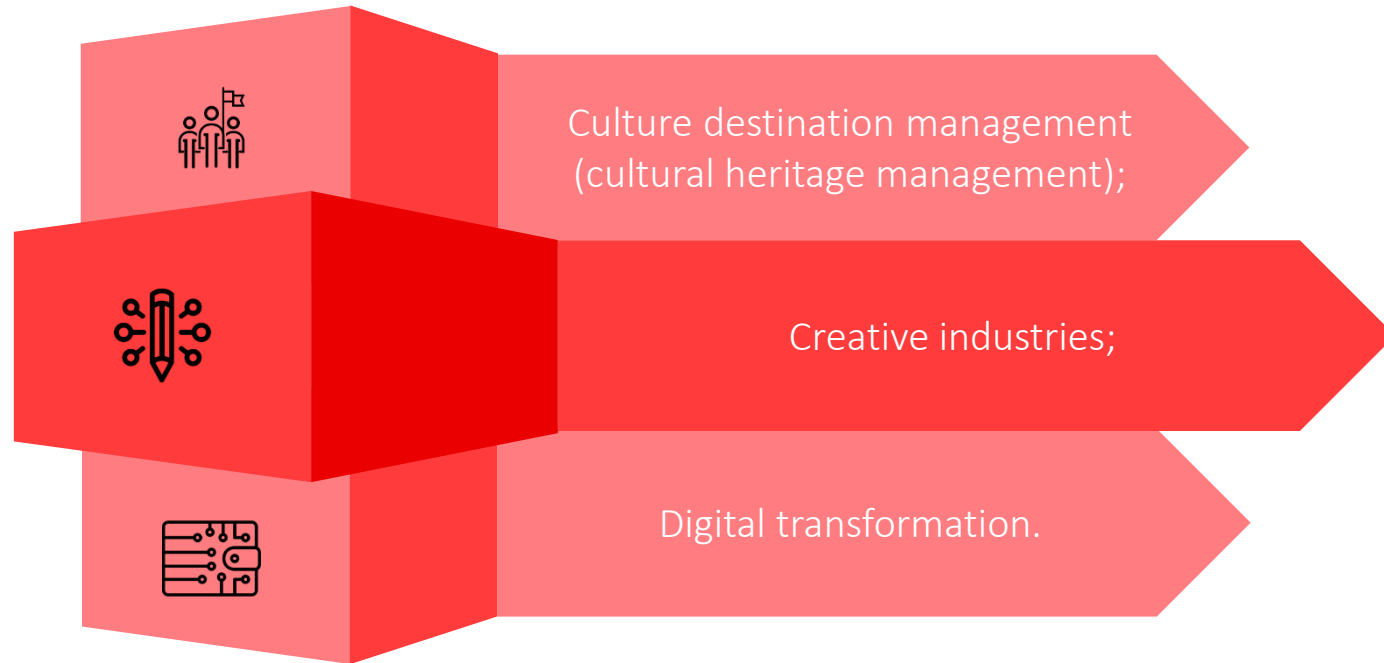


Subtopic

Outcome

02.5 MRTPA – Tourism and Culture

MRSTPA – Smart and creative upgrade of cultural tourism



Seasonality and negative
impact of tourism activities
reduction;

Creative environment
enabler and tool for cultural
heritage revival;

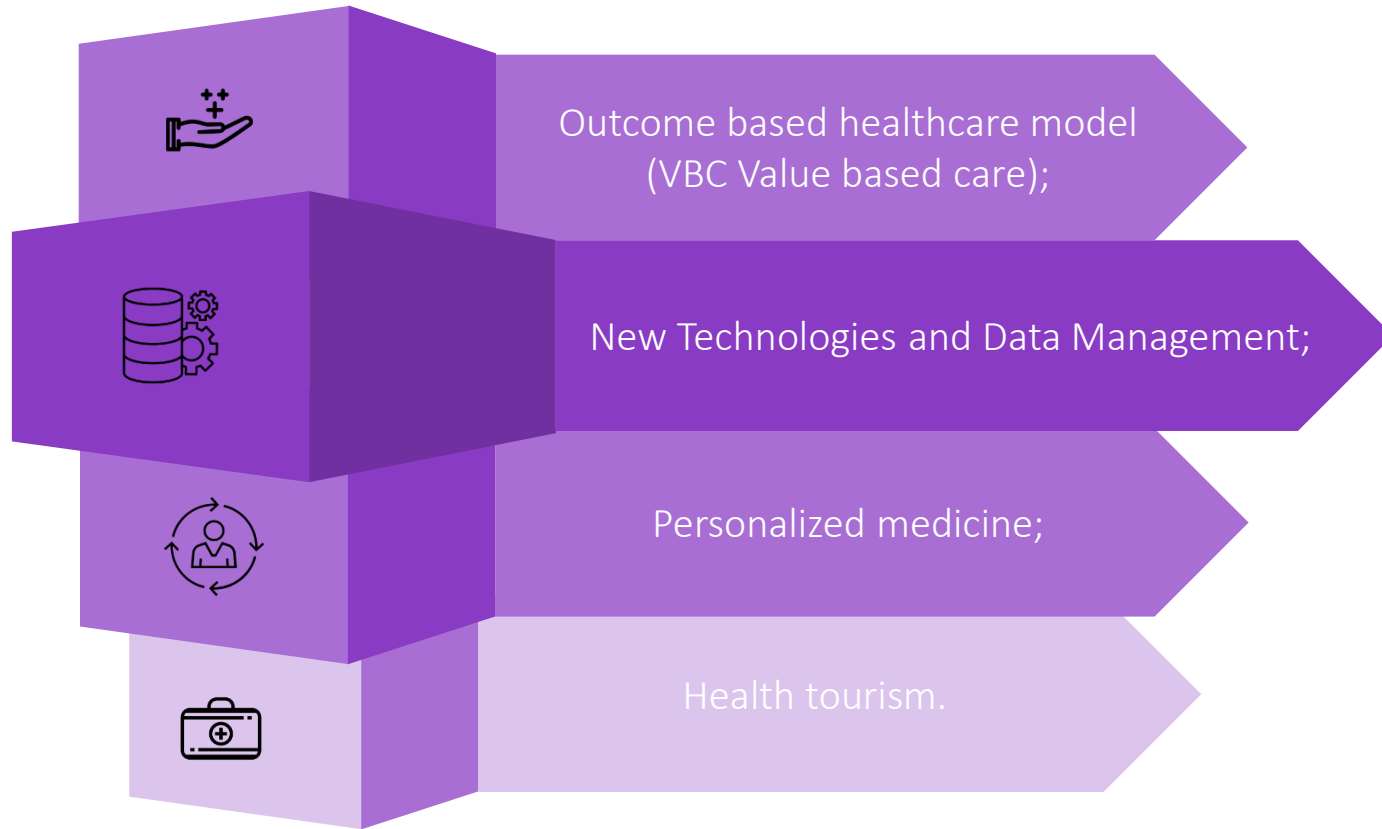
Enable new dimension of tourism
and culture experience.

Subtopic

Outcome

02.6 MRTPA – Health and Medicine

MRSTPA –New and sustainable healthcare models



Healthcare delivery model based on patient health outcomes;

Supporting health systems' in transition to new models of patient-centered care with diagnosis and treatments;

Better diagnoses, earlier interventions, more-efficient drug therapies, customized treatment plans;

Subsector of general tourism that comprises medical, wellness, and spa tourism.

Subtopic

Outcome

03.1 Framework - Strategy pyramid



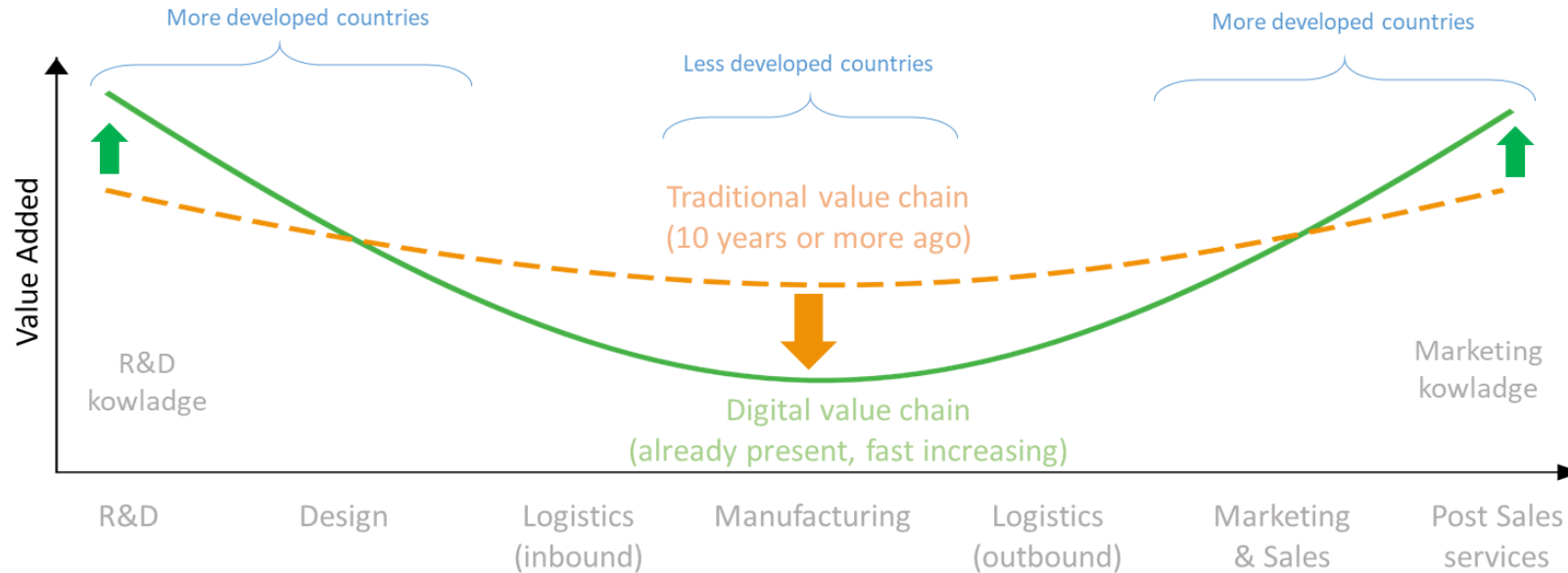
03.2 Framework – Global and regional value chains

GVC Participation

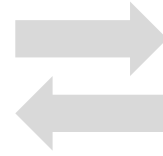


Country	GVC participation (share of gross export)	Share of export to AIR region in total export	Forward participation (exporting to export)	Backward participation (importing to export)	GDP per capita (current US dollars)
Italy	81%	2%	38%	43%	32,746.61
Slovenia	77%	26%	32%	45%	23,296.41
Greece	33%	15%	14%	19%	18,198.00
Croatia	30%	41%	16%	14%	13,176.53
Bosnia and Herzegovina	24%	45%	16%	8%	5,180.78
Albania	17%	70%	9%	8%	4,450.01
Montenegro	13%	43%	3%	10%	7,702.57
Serbia*	1%	35%	0%	1%	5,912.08

Traditional Trade flow ADRION region



04.1 Fit



PURPOSE

Strengthen the regional innovation system and spark smart growth through cross-regional collaboration, thereby responding to priorities, challenges and opportunities of the Adriatic and Ionian Region (AIR).

VISION

Built and competitive transnational value chains in Adriatic and Ionian Region by deploying complementary resources & infrastructure and fostering innovation in S3 areas of common interest.

MISSIONS

Fresh and safe Mediterranean diet delivered from its source

Energizing natural diversity with affordable and integrated renewables

Green and Smart Interface to the Hinterland

Enhanced territorial experience through synergies of culture and creative industries

Encourage transformation of healthcare to improve health and well-being

GOALS

Creating and securing sustainable value chain based on regional fresh seafood marketed for healthier lifestyle.

Built regional capacities and know-how for successful and futureproof integration of renewable and distributed energy sources to assure sustainable future and regional biodiversity

Fostering clean, safe, connected, automated and integrated mobility solutions based on interoperability between maritime and hinterland transport.

Increasing solutions for closer integration of cultural heritage and local resources into sustainable tourism through innovation, creativity and smart technologies.

Deploy digital transformation in the region to enable preventive, more integrated, value-based and sustainable healthcare systems to ensure quality of life and active and healthy aging

SUBTOPICS

Advanced processing and packaging solutions

Food safety and traceability

Smart solutions for personalized diet

Integration of RES, energy storage systems and demand-side management

Data based services and solutions for energy efficiency planning

Smart grid solutions

Hybrid propulsions and vessel energy efficiency systems

Coastal (shortsea) based Intelligent transport systems (ITS)

Smart ports solutions

Culture destination management (cultural heritage management)

Creative industries

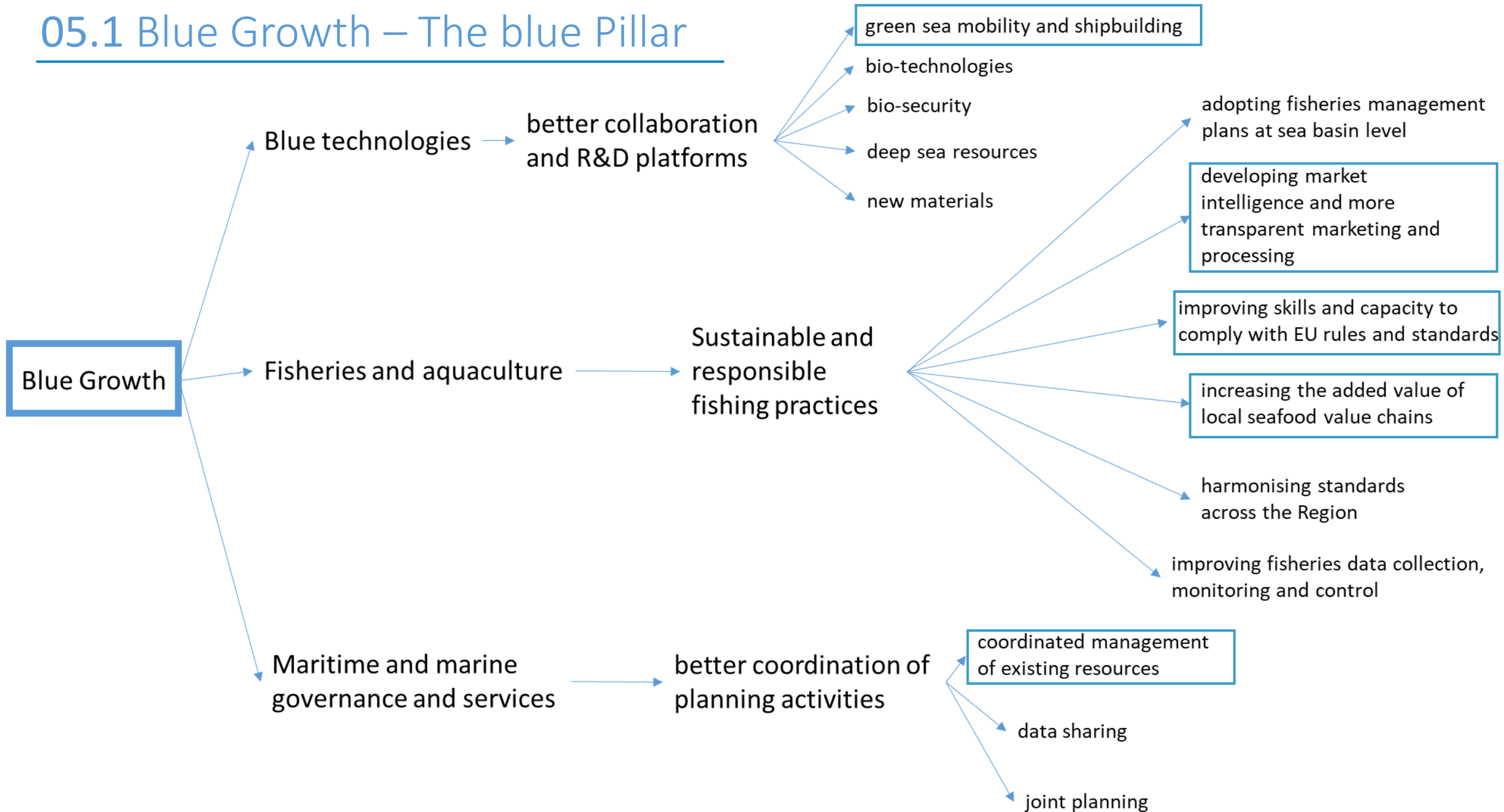
Digital transformation

Outcome based healthcare model (VBC Value based care)

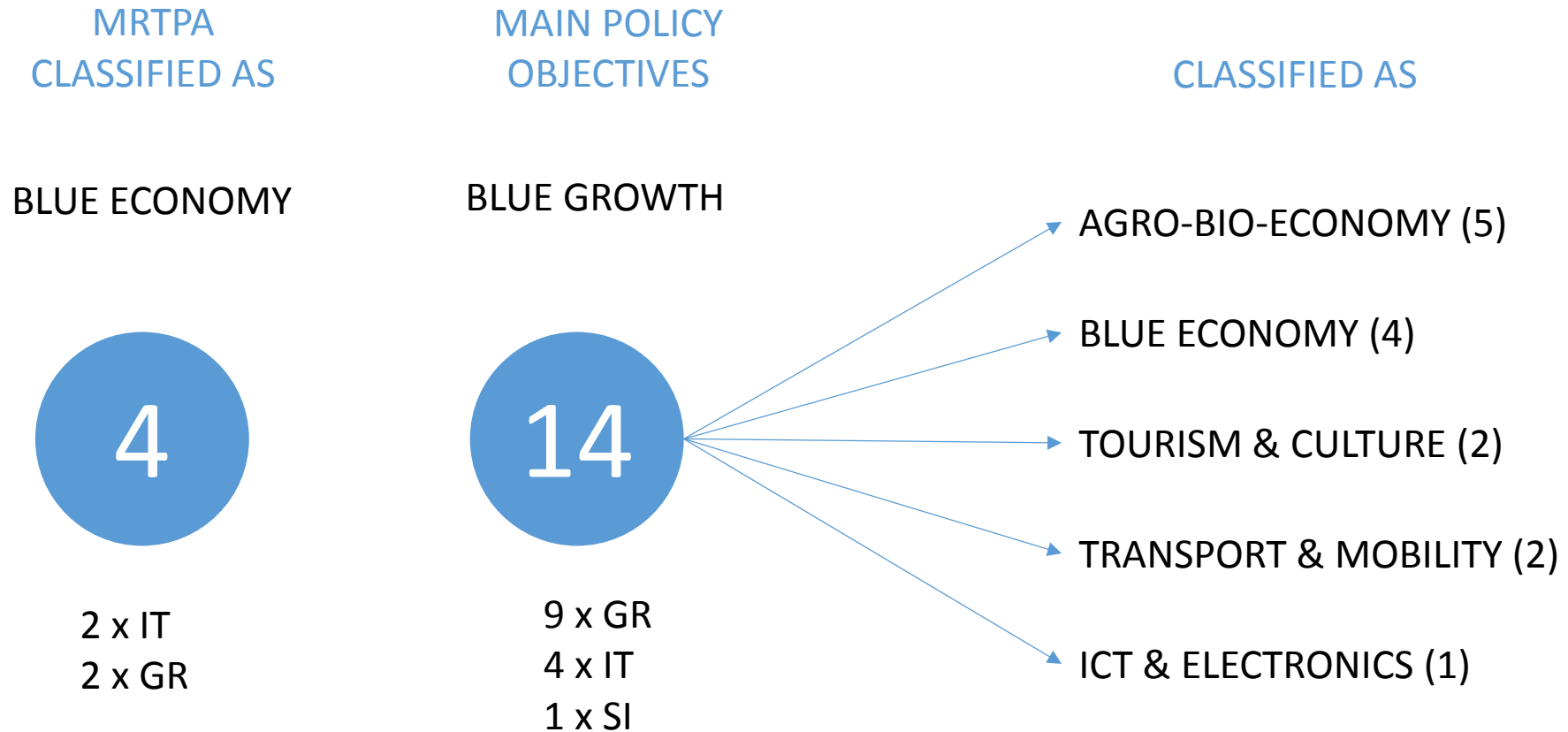
New Technologies and Data Management

Personalized medicine & Health tourism

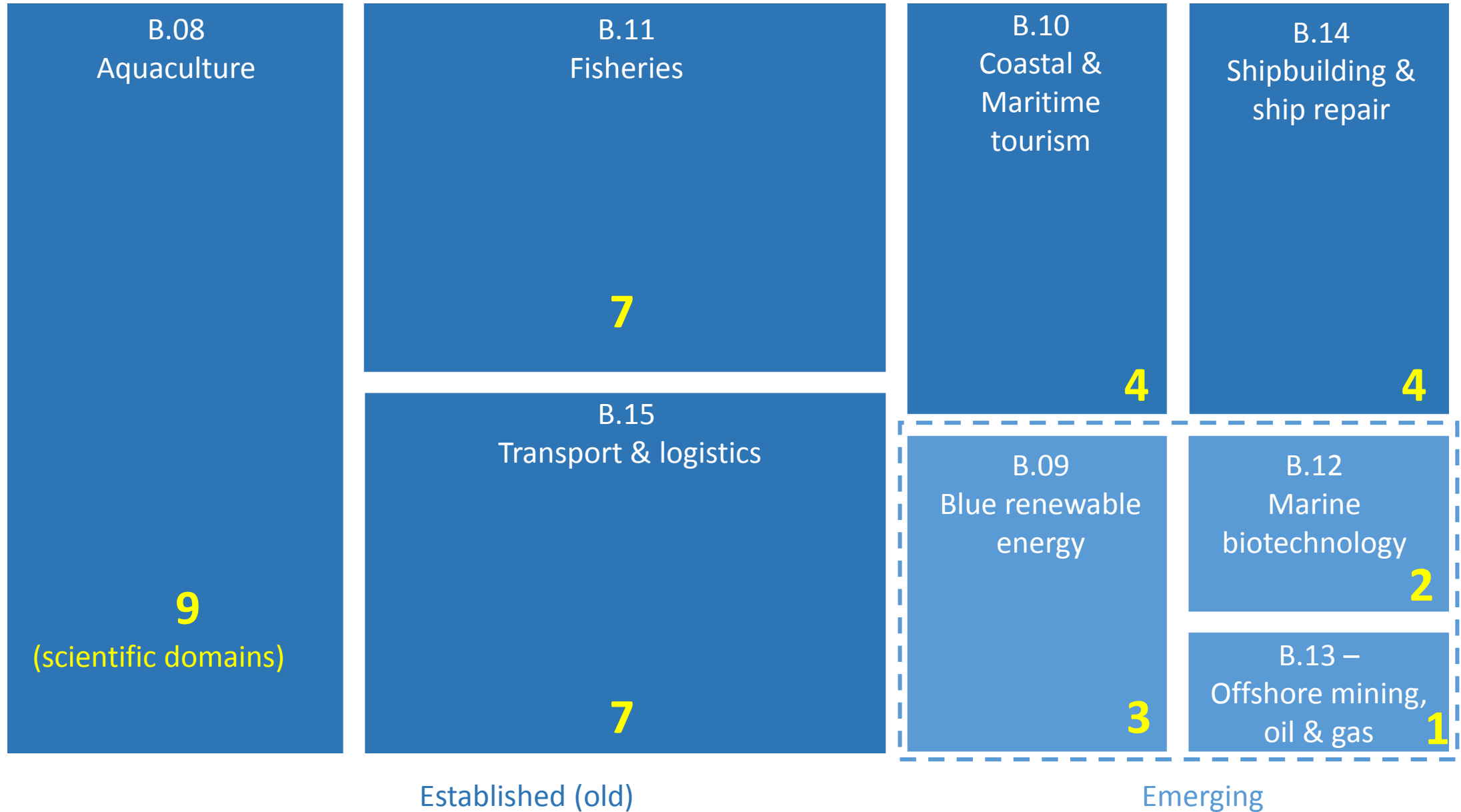
05.1 Blue Growth – The blue Pillar



05.2 Blue Growth – as S3 thematic priority area in ADRION



05.3 Blue Growth – ADRION policy + R&D data landscape (S3 platform)



Thank you!

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