

Connecting RIS3 to the City A two way bridge

THEMATIC WORKSHOP
OSTRAVA, 21-22 SEPTEMBER 2016

In connection with a study visit to Bielsko-Biala (Poland)

DRAFT AGENDA



Connecting RIS3 to the city, a two way bridge

Smart specialisation and its related methodology known as Research and Innovation Strategy for Smart Specialisation (RIS3) have been assessed as “the most comprehensive industrial policy experience being implemented in contemporary Europe”. Both the concept and the method add two key values to previous Regional Innovation Strategies (RIS), namely: the value of prioritizing (of making smart choices) as a starting point, and how such prioritization should be done through an inclusive, bottom-up and permanent process, which is called process of “entrepreneurial discovery”.

Since RIS3 was fixed as an ex-ante conditionality for all the EU regions to get ERDF funding for their Operational Programmes on innovation in the current Programming Period, smart specialization and some related concepts like the aforementioned entrepreneurial discovery process have entered the mainstream vocabulary in innovation and industrial policies.

However, at the elaboration time of those strategies, which undoubtedly has been a huge effort in the past five years, a shortage has emerged. It’s about the articulation of smart specialisation strategies at regional level with the city level, in particular with those major cities with a significant background in cluster-based local economic development. In general terms, the participation of cities in RIS3 designs (we mean local/metropolitan authorities and their related economic development agencies) has been mostly superficial, closer to a logic of conventional public consultation rather than real co-production. As a result, the idea of smart specialisation is barely assimilated at local level so far. A gap that can be seen as part of the growth process of a new method that is still in its infancy.

But now, at the implementation time, which is also another great challenge, a number of major cities feel they have much to contribute in moving RIS3’s visions and roadmaps forward. But, what is best way to promote this city to region articulation? What is the urban dimension of smart specialisation?

That is precisely the main goal of this workshop: **to find out pathways and frameworks to enhance the alignment between regions and cities (in particular major cities) with regard to existing RIS3 strategies.** Most likely, replicating more or less massively the RIS3 method down to the local level might not be the right way, as it would probably lead to more fragmentation, which is justly what the new method try to overcome.

It also seems that such an alignment should go beyond matchmaking between RIS3 vertical priorities at regional level and the cluster dynamics at city/metropolitan level. It could be addressed as a two-way bridge where, in addition to that matchmaking exercise, some significant backgrounds at city level might be better capitalized, and even considered as part of both the RIS3 method (notably as delivery instruments and horizontal approaches) and its resulting policy-mix. We mean, for instance, city’s backgrounds in branding & marketing the place as business location, workspace provision and boosting the entrepreneurship environment.

Indeed, many local authorities in Europe, also throughout their subsidiary agencies, have done a great job promoting vibrant start-up ecosystems by bringing together different business-related stakeholders from the triple helix. So, why not to best capitalize such a Know-how to keep the “entrepreneurial discovery” alive and current, as well as organize and facilitate further processes of this kind in the future?

As a matter of fact, the smart specialisation concept as well as the RIS3 method are envisaged by their authors as evolving tools that can be shaped according to the praxis. Even more simply, the RIS3 method is addressed a sort of “skeleton structure” to which a number of side policies and branches can be connected (Foray, D. et al. “Guide to Research and Innovation Strategies for Smart Specialisation RIS3”, S3 Platform, European Commission, 2012).

Tacking the question of effective city to region alignment on smart specialisation will elevate the status of some innovative cities with respect to industrial and innovation policy-making. It makes full sense giving the main role major cities play in today’s global competition.

Also, this is coherent with the idea to expand the influence of smart specialisation beyond research and innovation, and so fully exploiting its condition as a pillar of the new Cohesion Policy. Today, the S3 Platform (the task force created by the European Commission to provide technical support and advice to Member States and regions regarding smart specialisation) is exploring on the potential of the smart specialisation approach to the broader field of territorial development.

Now, at the implementation time, presumably the issue of vertical multi-level governance will be raised within the RIS3 agenda. Sure, it will be the right context to target the question of city to region articulation. Thus, the S3 Platform at the JRC-IPTS has announced a new RIS3 guide for this year that will be devoted to the implementation theme. Hopefully, multi-level governance will be an issue that will be tackled in that guide.

Another facilitating factor is the fact that the DG for Regional and Urban Policy of the European Commission is encouraging all the cities carrying out “integrated and sustainable urban development” schemes (according to the Article 7 of ERDF) to bridge with their existing RIS3 at regional level. Thus, for instance, one of the 11 objectives of the Integrated Territorial Investment 2014-2020 (ITI) for the agglomeration of Ostrava is specifically devoted to “implement activities to support smart specialization strategies for Moravian-Silesian Region”.

From the city side, there have also been some spontaneous initiatives to make bridges with RIS3. For instance, that is the case of Bilbao in 2014 and Seville in 2016. In Seville, the first step was a matchmaking exercise between the RIS3 priorities set at the regional level and the city’s own industrial specialisations, dynamics and assets. This analysis led then to a strategic

vision, the identification of sectoral priorities and a number of policy recommendations in order to give more focus to existing working areas such as entrepreneurship, workspace provision and city branding. Interestingly, the initiative has boosted inter-municipal cooperation at metropolitan level and the need to progress on more collaborative ways of governance.

In short, the Ostrava meeting can be seen as a first serious attempt to think about effective city to region articulation in relation to smart specialisation. By bringing together city practitioners and regional representatives in charge of RIS3, the aim of the workshop is gathering ideas as well as relevant pilots and initiatives in order to start shaping a facilitating framework for such an interaction and alignment between both scales the region and the city.

Thus, this is a call for participation to city practitioners working on business-led local economic development, regional authorities and teams leading RIS3 strategies and experts and academics interested on smart specialisation.

Miguel Rivas, lead expert for InFocus

September 21

VENUE: LOWER VITKOVICE AREA. Ruská 2993, 729 30 Ostrava

[Dolní Vítkovice](#) is a breathtaking, globally renowned area in the centre of Ostrava where coal used to be mined and pig iron produced between 1828 and 1998. Now the old industrial site has been transformed into a unique educational, social, economic and cultural complex.

08:30 – 09:00 Transfer from Imperial hotel. Registration.

09:10 – 09:30 **OPENING SESSION**

Welcome speech by Tomas Macura, Mayor of Ostrava.

Introduction to Urbact-Infocus by Nora Sarasola, Managing Director at Bilbao Ekintza, City of Bilbao.

RIS3: from design to implementation, by Katerina Ciampi-Stancova, Smart Specialisation Platform at the JRC, European Commission.

Introduction to the workshop theme, by Miguel Rivas, lead expert for InFocus.

09:30 – 11:00 **SESSION 01. A NOW WHAT? THE CHALLENGE OF IMPLEMENTING RIS3. WHAT ROLE FOR THE CITIES?**

Placing major cities as key facilitators in RIS3 implementation. Jan Vozáb, Partner at Berman Group. 10 minute presentation

A governing framework to implement RIS3. Vision from Silesia/Poland. Monika Kruszelnicka, Regional Innovation System Managing Unit, Marshal's Office of the Silesian Voivodeship. TBC. 10 minute presentation

Implementing smart specialisation: a handbook. Martina Pertoldi, Smart Specialisation Platform at the JRC, European Commission. 10 minute presentation

Discussion in small groups followed by a plenary feedback. 45 minutes for discussion plus a 15 minute plenary.

Main moderator: TBC.

11:00 – 11:30 Coffee break

11:30 – 13:00 **SESSION 02. CITY PATHWAYS TO SMART SPECIALISATION**

Bilbao strategy for innovation and intelligent specialisation, iBilbao2020: motivation and achievements. Nora Sarasola, Managing Director at Bilbao Ekintza. 15 minute presentation

Discussion on the Bilbao case. 15 minutes for discussion in small groups

Why and how we have made a bridge in Seville with the regional RIS3.
Esperanza Caro, Director for Economic Development, Sevilla City Council. 15 minute presentation.

Discussion on the Seville case. 15 minutes for discussion in small groups.

How Integrated Territorial Investments (art. 7 ERDF) in the Czech Republic are linked to smart specialisation strategies. The cases of Brno and Ostrava. Petr Chládek, Regional Innovation Strategy Manager at South Moravian Innovation Centre. 15 minute presentation.

Discussion on the Czech case. 15 minutes for discussion in small groups.

Main moderator: Willem van Winden, Amsterdam University of Applied Sciences.

13:00 – 14:30 Lunch break

14:30 – 16:00 **SESSION 03. SMART SPECIALISATION AS A DRIVER TO BOOST MULTI-LEVEL GOVERNANCE**

Coupling nationwide innovation policy with major cities in Finland. The case of Tampere. Speaker TBC. 10 minute presentation.

A perspective from less developed regions. Mario del Viejo, RIS3-Extremadura team leader at FUNDECYT-PCTEX. 10 minute presentation.

How do we see smart specialisation in the broader context of territorial development? Commissariat Général à l'Égalité des Territoires (CGET), French Republic. Speaker TBC. 10 minute presentation.

Discussion in small groups followed by a plenary feedback. 45 minutes for discussion plus a 15 minute plenary.

Main moderator: Orkestra-Basque Institute for Competitiveness, TBC.

16:00 – 16:30 Coffee break

16:30 – 17:00 **DEBRIEFING SESSION: UNDERSTANDING THE URBAN DIMENSION OF SMART SPECIALISATION**

Miguel Rivas, partner at TASO and lead expert for InFocus.

17:00 - 19:00 Guided tour to Lower Vitkovice Area.

20:00 Dinner at Imperial Hotel.

September 22

SITE VISIT: OSTRAVA'S PATHWAY TO SMART GROWTH

- 08:30 Meeting point at Imperial Hotel. Transfer to Technical University of Ostrava.
- 09:00 – 11:00 Site visit to CPI Innovation Support Centre (meeting with director Martin Duda and analyst Andrea Simonikova), presentation of IT4Innovation (supercomputer), meeting with representatives of startup companies. Refreshments.
- 11:00 – 11:30 Transfer to [Impact Hub Ostrava](#) and coffee-break. Impact Hub Ostrava is an inspirational new format central-located office space (cowork, incubator, accelerator) offering a fully-equipped environment for everyday work.
- 11:30 – 13:00 Peer-review session on the site visit moderated by Willem van Winden, Amsterdam University of Applied Sciences.
- 13:00 – 14:30 Lunch.
- 14:30-16:00 **INFOCUS STEERING COMMITTEE MEETING - part I**
Only for Infocus partners. Check side agenda for this meeting
- 16:00 – 16:30 Coffee break
- 16:30 – 17.30 **INFOCUS STEERING COMMITTEE MEETING - part II**
- Free afternoon for the rest of participants. An optional guided tour to the city centre will be arranged from 14:30 to 16:00 approximately.*
- 18:00 Bus transfer to Bielsko-Biala (for those attending the post-event study visit).
- 20:00 Group dinner at Dworek Eureka hotel.

Optional post-event on September 23

STUDY VISIT TO BIELSKO-BIALA (POLAND)

Bielsko-Biala is embedded into the Silesian industrial background and currently undergoes a transition to a knowledge-based economy. The automotive sector remains as the most significant piece of the local industrial fabric after the collapse of the textile sector. In this context, Bielsko-Biała distinguishes from the other cities in the region by a dynamic tourism development related to winter sports. The City Hall of Bielsko-Biała plays a relevant role in boosting the local business climate through its Strategy & Economic Development Department, along with the dynamic Regional Development Agency, which is owned at 60% by the City Hall.

Further info at [Bielsko-Biala initial state of play](#)

08:45 Meeting point at the lobby of Dworek Eureka hotel.

09:00 – 13:00 Study visit, including meetings with multinational corporations General Electric and ZF TRW.

13:00 – 14:00 Group discussion at Bielsko-Biala City Hall.

14:00 – 15:30 Farewell lunch at Dworek Eureka hotel

After lunch, the Bielsko-Biala team will kindly arrange a transportation to the airports in Katowice, Kraków and Ostrava. There will be one bus at the time to the respective airports. Departure hour will be adjusted to the departures of most of participants. For those wanting to leave earlier or on Saturday 23rd September, the Bielsko-Biala team may advice on the best way to proceed.

Workshop format

Thematic and open event. As part of the InFocus transnational work plan, this is the first of a series of five Thematic Workshops aimed to an in-depth exploration on how cities can make the most of the smart specialisation concept. InFocus thematic workshops are open to any local/regional authority and third parties interested on this topic, yet registration is mandatory.

Intensive agenda. The principal day (September 21) will be fully dedicated to the workshop theme, throughout a diversity of sessions. The day after in the morning (September 22) will be devoted to learn and discuss about what's going on in the host city, in a kind of "live peer-review". In relation to the workshop theme, an optional study visit has been arranged to Bielsko-Biala (Poland) on September 23.

Interaction prior to the workshop date. In order to fine tune contributions with both workshop format and main theme, interaction with speakers and contributors will be needed prior to the workshop days.

Discussion time at the core. Case study presentations, pitches and all the workshop's sessions will be basically aimed to promote relevant discussion. Contributors will be encouraged to tell not just about lights and achievements but also on shades and gaps. To facilitate the debates, the workshop will be seized to a maximum of 50 participants approximately.

Horizontal event. The workshops should be clearly perceived as an events organized by practitioners for practitioners. No keynote speakers and no boundaries between speakers and the rest of participants, who are expected to contribute actively at the discussion time. Contributors that make a presentation and then leave are not welcome. No passive attendance.

Co-producing takeaways. Ideally, nobody should leave the meeting without getting clear messages and conclusions. Relevant techniques will be used to engage all the participants in extracting the key findings from the workshop.

Further information and registration

Participation in the Thematic Workshop is open to any city practitioners working on business-led local economic development, regional and national authorities leading RIS3 strategies and experts and academics interested on smart specialisation. It is free, although registration is mandatory. First step is to contact the local organizer by this [link](#) and request an invitation to register. Demands for registration may be subject to admission by the organization team, since the workshop is seized to ease in-depth discussion and capacity is limited.

For any further consultation on the registration procedure, please contact **the local organization team**:

Katerina Bonito kbonito@ostrava.cz and Ondřej Dostál odostal@ostrava.cz
Department of Strategic Development, City of Ostrava,
Phone +420 599 443 409

Registration includes participation in all the workshop sessions, site visit, coffee breaks, lunches and dinners scheduled in the final programme. If expressly requested, it also may include study visit to Bielsko-Biala, including bus transfer from Ostrava. Accomodation in Ostrava and Bielsko-Biala is not included.

Regarding any further issue on the study visit to Bielsko-Biala, you may contact:

Jan Sienkiewicz
Director international department, Regional Development Agency ARR
jsienkiewicz@arrsa.pl, phone +48 33 812 2675.

Accommodation in Ostrava and Bielsko-Biala

Imperial Hotel Ostrava, <http://www.imperialhotelostrava.com>, has been selected to accommodate workshop participants In Ostrava, due to central location, value for money and to ease the transfer to the workshop venues and acitivities. A deal of €68 per double room or €57 per single room, breakfast included, has been arranged (prices are approximate and are subject to actual currency conversion). Please contact Miriam Čechová directly on miriam.cechova@cpihotels.com or phone number +420 599 099 708 with a reference of "conference-InFocus" and the name "Katerina Bonito" of the local organization team.

In Bielsko-Biala, for logistic reasons, all study visit attendants are kindly encouraged to book their accocomation in the hotel Dworek Eureka, <http://www.dworekwesele.pl>, which is located in Czechowice-Dziedzice (10km from Bielsko-Biala). A rate of 170 PLN (about 45 EUR) per person, including breakfast, has been negotiated. Please contact hotel@dworekeureka.pl or phone +48 665 995 665 and use "ARR SA" as a reference during reservation. Make your choice if you'll stay in single or double room.

How to reach Ostrava

By plane

Czech Airlines flights twice a day from Prague, getting to Ostrava at 13:00 and 23:00.

By train

The itinerary might be following: 1) arriving Prague airport; 2) transfer to the main train station either by taxi (around €20) or Airport Express bus (30 mins, price 60 CZK = approx. €2); 3) train to Ostrava, where one can choose from 3 companies, with time travel around 3 hours+:

Leo Express, <http://www.le.cz/i.php>, getting off at Ostrava Hl. Nádraží station.

Regio Jet, <https://bustickets.studentagency.eu/>, getting off at Ostrava Stodolní station.

Pendolino, <https://www.cd.cz/eshop>, getting off at Ostrava hl. Nádraží station.

All participants are expected to arrive to Ostrava on September 20.

InFocus

Within the framework of the URBACT programme, InFocus is a pioneering transnational network aimed at boosting the urban/metropolitan agenda on economic development by means of smart specialisation as overarching approach, while at the same time articulating better with RIS3 at regional level. Led by the city of Bilbao, InFocus is also joined by Bielsko-Biala, Bordeaux, Bucharest, Frankfurt, Grenoble, Ostrava, Plasencia, Porto and Torino.

The InFocus agenda, and in particular the thematic workshop in Ostrava, is also supported by the Smart Specialisation Platform created by the European Commission and placed at the Joint Research Centre.

Key contacts

City of Bilbao as lead partner: Eva Salcedo esalcedo@bilbaoekintza.bilbao.net and Oihana Eizmendi oeizmendi@bilbaoekintza.bilbao.net, Bilbao Ekintza.

InFocus lead expert: Miguel Rivas mrivas@grupotaso.com

In focus

SMART SPECIALISATION AT CITY LEVEL



 **URBACT**
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Bielsko-Biala

OSTRAVA!!!