

Smart Specialisation and Entrepreneurial Search

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Who are the entrepreneurs?

- * Businesses
- * University researchers
- * State actors
- * Civil society organisations
- * Individuals
- * Financial institutions
- * Knowledge brokers
- *

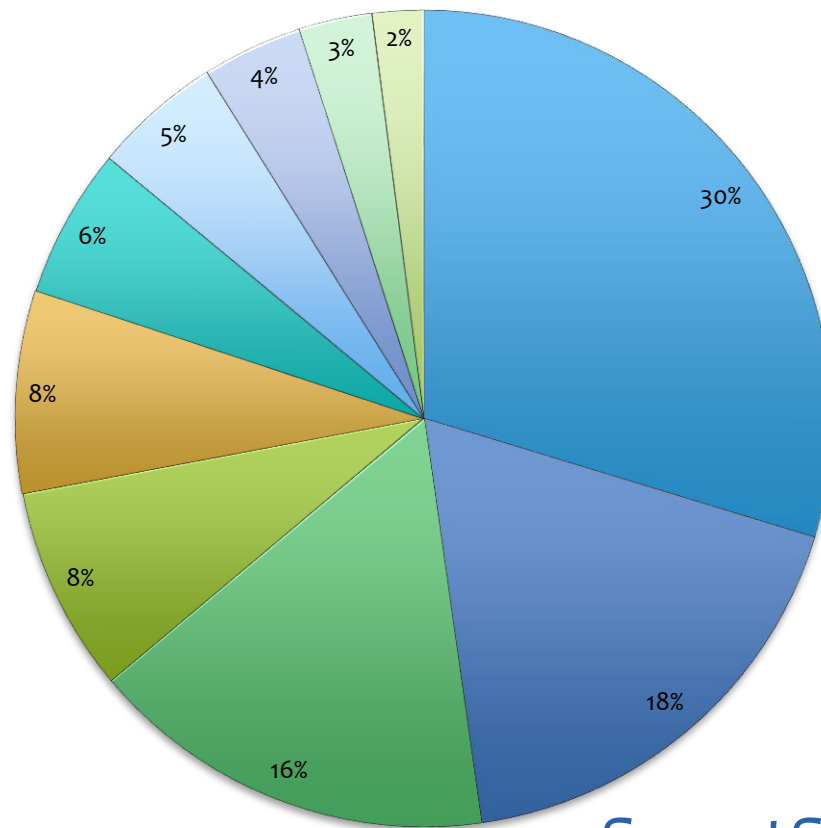
Twin pillars

- * Identifying Smart Specialisation priorities
- * Stimulating an entrepreneurial discovery process

The discovery process

- * Experimentation – try new ideas
 - * Needs a potential return to justify investment
 - * Reduce costs or other barriers
- * Identify what you are good at (as firms or places)
 - * Places do specialise
- * Acquire or develop knowledge
 - * Including embedded knowledge

Highly important sources of information



- The enterprise or the enterprise group itself
- Clients or customers
- Suppliers of equipment, materials, components or software
- Conferences, trade fairs, exhibitions
- Competitors or other enterprises of the same sector
- Consultants, commercial labs or private R&D institutes
- Scientific journals and trade/technical publications
- Professional and industry associations
- Universities or other higher education institutes
- Government or public research institutes

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Increasing the volume of discovery

- * More search
 - * Encourage engagement
- * Wider search
 - * Novel sectors
 - * A wider geography
- * New partners
 - * Enterprises and knowledge brokers
 - * An entrepreneurial state
 - * Higher Education

What's the value of smart specialisation?

- * A focus for interaction
 - * Encourage new connections
 - * Encourage novel connections
- * Raise your profile in the (international) search environment
- * Encourage experimentation
- * Utilise your existing assets
- * Connect to new assets
- * Focus your policy actions to support productive experiments
- * Push out less productive or unproductive activities

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