WELCOME TO VOJVODINA AND SOUTH HUNGARY
Inspiration for cross border cooperation in S3 -IPA CBC HU-SRB project: INTERRIS-

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INTERRIS project

Product of cooperation of two partners:
1. Regional Innovation Agency of Southern Great Plain (Utility-Dél-alföldi Regionális Innovációs Ügynökség Közhasznú Egyesület) Szeged, Hungary
2. Information Centre for Business Standardisation and Certification (BSC) from Serbia
The aims of the project INTERRIS:

a) To **supplement the existing innovation strategy** of the Southern Great Plain of Hungary in relation to the regional innovation system of Vojvodina, in terms of opportunities for cooperation, joint planning of **cross-border innovation activities** of common interest and investment in R & D;

- b) To **transfer regional innovation strategy** of the Southern Great Plain in Hungary to Vojvodina as a benchmarking methodology for planning and to **develop regional innovation strategic concept** of Vojvodina;

- c) **Disseminate conclusions** among potentially interested participants.
The project results:

3 regional strategic documents:

- **Revised RIS3** of the Southern Great Plain in HU,
- **First regional RIS3 of Vojvodina** in SRB
- **Cross-border RIS3** that covers the two regions with joint development opportunities on the principle of synergy,
Project activities:

1. Transfer of planning **methodology** from the Innovation Strategy of the Southern Great Plain innovation strategies. Creating and making available educational and training materials.

2. Organisation of **trainings** for participants from Vojvodina

3. Creation of a joint **cross-border questionnaire** for organisations from both countries and of special questionnaire for creation of the national strategy of Vojvodina

4. Primary **data collection**: Examinations on the basis of the 100 and 100 responses.
Project activities:

5. Creation of **joint database of innovative actors** (organisations);

6. **Statistical analysis** of the questionnaire and drawing of the appropriate conclusions;

7. **Secondary data collection:**
   Benchmarking i.e. taking over the best experiences from the innovation strategies from other countries, particularly in the area of cross-border innovation cooperation.

8. **Strategies preparation.**
Methodology

Groups of organisations surveyed:

- **Innovation enterprises**: large companies, medium, small and micro enterprises.
- **Scientific and research organisations**: universities, faculties, institutes.
- **Bridging organisations**: the provincial government, local government, consulting organisations, chambers of commerce, professional associations.
Methodology

Groups of questions:

• Sources of innovation;
• Obstacles of innovation;
• Financing of innovation;
• Cooperation in innovation;
• Decision-making in innovation.
Comparison Sources of innovation

• If yes, in what technological areas?
Do you know any organization in Vojvodina / Southern Hungary which can help to solve the technological problems of your organization?

![Bar Chart]

- **SGP**: 76% Yes, 24% No
- **VO**: 84% Yes, 16% No
Do you support cross-border know-how transfer?

- **SGP**:
  - 5 (completely): 49%
  - 4: 26%
  - 3: 17%
  - 2: 5%
  - 1 (completely not): 3%

- **YO**:
  - 5 (completely): 85%
  - 4: 5%
  - 3: 0%
  - 2: 1%
  - 1 (completely not): 0%
Obstacles of innovation

<table>
<thead>
<tr>
<th>Obstacles</th>
<th>Ratio of Serbian respondents%</th>
<th>Ratio of Hungarian respondents %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of information</td>
<td>23</td>
<td>18</td>
</tr>
<tr>
<td>Do not have enough capital</td>
<td>20</td>
<td>16</td>
</tr>
<tr>
<td>Lack of adequate support</td>
<td>17</td>
<td>13.5</td>
</tr>
<tr>
<td>Lack of trust</td>
<td>4</td>
<td>10.5%</td>
</tr>
<tr>
<td>Lack of communication between partners</td>
<td>11</td>
<td>10.5%</td>
</tr>
<tr>
<td>Lack of language skills</td>
<td>9</td>
<td>9.5%</td>
</tr>
<tr>
<td>High level of market risk</td>
<td>6</td>
<td>9%</td>
</tr>
<tr>
<td>Lack of cooperation skill</td>
<td>7</td>
<td>7.5%</td>
</tr>
<tr>
<td>Lack of qualified labor</td>
<td>3</td>
<td>3.5%</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
<td>2%</td>
</tr>
</tbody>
</table>
Preferred financial sources of innovation:

**SGP:** How should cross-border innovation projects be financed?
- From European Union funds: 92%
- From public resources: 40%
- From external private capital investments: 35%
- From own internal sources: 28%
- From loans: 7%

**VO:** How should cross-border innovation projects be financed?
- From European Union funds: 44%
- From public resources: 23%
- From external private capital investments: 14%
- From own internal sources: 14%
- From loans: 5%
Cooperation in innovation

SH: Does your organization have any cooperation in innovation with other partners in Vojvodina?
VO: Has your organization established an innovation cooperation with partners from Southern Hungary in the last two years?

Are you planning cooperation in innovation with other partners (SGP) in Vojvodina region of Serbia / (VO) from South Great Plain region of Hungary in the next 2 years?
SGP: Which cross-border innovation project would you purpose (from the area of interest of your organization)?

- Environmental protection & renewable energy sources: 46%
- Life sciences: 36%
- Information & communication technology: 13%
- Automotive industry: 13%
- Other: 20%

VO: Which cross-border innovation project would you purpose (from the area of interest of your organization)?

- Energy projects & renewable energy sources: 25%
- Biotechnology & food production: 19%
- Information & communication technology: 21%
- Ecology: 15%
- Other: 20%
**VO**

Do you support cross-border clusters?

- 5 (completely): 39%
- 4: 8%
- 3: 9%
- 2: 21%
- 1 (completely not): 23%

**HU**

Does your organisation have a need to become a member of cross-border cluster?

- 5 (to a great extent): 34%
- 4: 16%
- 3: 15%
- 2: 6%
- 1 (not at all): 29%
In your opinion, which conditions would increase the number of the cross-border R&D activities?

- Favorable legal environment: 36% (South Great Plain), 30% (Vojvodina)
- Development of cross-border relations with R&D centers: 58% (South Great Plain), 27% (Vojvodina)
- Appropriate cooperating partner: 72% (South Great Plain), 32% (Vojvodina)
- Correspondence of the required technical level: 32% (South Great Plain), 16% (Vojvodina)
- Appearance of appropriate consultancy services: 8% (South Great Plain), 5% (Vojvodina)
- Other: 3% (South Great Plain), 5% (Vojvodina)
Conclusions

- The results are **very similar**.
- The respondents mentioned the same factors inhibiting the innovative processes and projects in regional and interregional context too.
- It shows that **dimensions of the cross-border interregional strategic planning are identical with those to the used during the regional strategic planning within one country**.
- Due to the fact that the **innovative possibilities of two regions are quite similar**, the innovative attitude of the Hungarian and Serbian enterprises can not be so different either. And the results of the survey – as we mentioned above – verify this phenomenon.
Strengths
• Geographical connections, similarity of climate and topography
• Strong cultural and historical connections
• Necessity for using innovation processes for development
• Appearance of start ups with high growth potential
• Overlap of the research areas
• Presence of qualified researchers in both regions

Weaknesses
• The Innovation level in both regions is very low (according to OECD indicators)
• Insufficient political support
• Lack of cross border institutions and organizations for support
• Lack of a database of innovation potential of both regions
• The Republic of Serbia is not a member of the EU
• Lack of mutual contacts among innovation processes participants
• Lack of services and funds which supports cross border innovation projects

Opportunities
• Strengthening of the R&D and innovation friendly atmosphere in the economic and regulatory environment
• Geographical and climatic preconditions to develop economies relying to each other
• Compatibility of economies with possibilities for clusters, incubators...
• Multidisciplinary development teams
• Establishing of R&D and certification laboratories. Use of EU funds

Threats
• Lack of cross border innovation instruments
• Absence of cross border innovation strategies and appropriate bodies for their implementation and correction
• Concrete and visible political support
• Competitiveness between regions rather than cooperation
• Low level of R&D and innovation demand
Goals of cross border RIS 3

- **Vision**: developed and knowledge based regions with common innovation activities
- **Mission**: improving the cross-border innovation activities and performance
- **Priorities**
  - Establishment and improvement of the conditionality of the cross-border innovation activities
  - Enhancement and improvement of competitiveness of the regional enterprises
  - Encouragement of the innovative enterprises to build up cross-border relations and enhancement of the existing cooperations
Key principles at strategic (decision making) level:

- Communication platform (cross border visibility)
- Integration platform (common cross border RIS3 goals)
- Innovative state administration (introduction of trans national and cross border innovation policy)
- Innovative company concept (by providing education to increase companies innovation level in both regions)
Key sectors at regional level:

1. Agricultural production and food industry
2. Information communication technology
3. Metal industry
4. Tourism
Key horizontal principles:

1. Ecology and environment protection
2. Energy efficiency
3. Renewable energy source (geothermal resources, biomass/biogas, biodiesel, mini hydropower, wind turbines, solar energy)
4. Innovation centers and clusters: organizations for commercialization of innovation potential.
5. Social innovation
How to reach goals (I):

1. Awareness and culture in the cross border innovation society through overall and real political support in the following way:

- To inform about the importance of cross border innovation cooperation
- To develop cross border development platforms and their connecting
- To create legal and other preconditions for verifying cross border innovation process results and projects at the market
How to reach goals (II):

2. Survey of the current state

Databases:
✓ innovation companies and services: innovation offers and needs of both regions.
✓ To analyse complementaries of the offer and supply
  • overlapping
  • Drawbacks
✓ unused innovation potential
✓ scientific and research organizations, persons
✓ bridging organizations in innovation activities
✓ patents, small patents, marks, trademarks, industrial designs
✓ innovation projects in the cross border regions
✓ clusters and other organizations,
✓ technology parks, business incubators, ...
✓ innovation activities funds…
How to reach goals (III):

3. Activation of innovation process

- Centers in order to promote and popularize cross border innovation system and to make them work.
- Permanent participation of all stakeholders.
- Mechanisms for informing each region about possibilities of the other and the others about joint innovation potentials of the regions Southern Hungary and APV.
- Cross border agencies for promotion of cross border innovation system.
- Common Open innovations system.
- Cross border clusters (knowledge clusters).
- Interconnect R&D organizations, education organizations in cross border area.
- Common plan for long life learning and certification.
- Unique system for certifying experts so as to create and maintain creative and innovative potential of an individual.
How to reach goals (III):

- Common system to **commercialize inno potential** and for financing innovation and R & D projects.
- Conditions for unhindered **mobility** of highly educated professionals.
- Joint **applied research** and to connect science and industry.
- Permanent and secure **cross border funding system** for innovation process
- **Equalize** the innovation development of two regions
- **Spread organisations** like: technology parks, business incubators... over the border
- **Common monitoring system** (indicators – OSLO manuel OECD)
## Cross border Action Plan

<table>
<thead>
<tr>
<th>Priorities</th>
<th>Projects</th>
</tr>
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<tbody>
<tr>
<td><strong>Measure 1.1. Increase of awareness of innovation importance in priority sectors</strong></td>
<td>Cross border program for implementation of innovation into: •Nursery schools, •Schools, •High schools and •Universities</td>
</tr>
<tr>
<td><strong>Measure 1.2. Establishing of cooperation between enterprises and education system</strong></td>
<td>•Database of cross border innovation demand and supply •Specialized praxes programs for pupils and students in companies •Database of bachelor, master and PhD thesis created according to companies demand •Joint research programs for new product/service</td>
</tr>
<tr>
<td><strong>Measure 1.3. Increasing the role of creative sector in industrial production</strong></td>
<td>Cross border and transnational creative industry clusters and incubator</td>
</tr>
<tr>
<td><strong>Measure 2.1: Assistance services for transforming innovative ideas in business ideas</strong></td>
<td>•Trainings: TRIZ •Business plan •PCM •Competitions: From the idea to the profit</td>
</tr>
<tr>
<td><strong>Measure 2.2: Implementing financial instruments to support creation and development of innovative companies within the region</strong></td>
<td>•Study for the most efficient cross border innovation funds •Stimulation of endowments •Action plan for business angels funds and networks •Action plan for Venture capital funds •Emission of innovation project shares, securities •Innovation project stock market</td>
</tr>
<tr>
<td><strong>Measure 3.1: Development of the S3 implementation, monitoring and</strong></td>
<td>•Study of cross border monitoring methodology •Annual innovation report •Innovation journal</td>
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Implementation and budget (I)

✓ **Operational leading role**: BSC centar and Regional Innovation Agency of Southern Great Plain

✓ **Consensus**: Smart Specialization Cross border Consortium with all stakeholders

✓ **No a specific budget**
Implementation of cross border RIS 3 - The role of regional bodies

**Political level**
- Parliaments of regions
- Governments of regions
- Provincial Secretaries of regions

**Operational level**
- Innovation center of South Grant Plain;
- Innovation center of Vojvodina: BSC Centre

**Direct holders of innovation processes**
- Small and Medium Enterprises
- Scientific-research and Educational Institutes
- Bridging organisations: -Incubators -Clusters -System of Commerce -Consultancy firms
Monitoring of Cross Border RIS3 (I)

- Indicators:
  - **Result indicators**: Annual cross border reports: National Bureaus of Statistics
  - **Output indicators**: OECD defined
  - **Benchmarking indicators**: comparison with the results of other selected regions
  - **Indicators of comparison with neighboring and similar regions**
  - **Additional indicators**: Use of complementary surveys for monitoring, in organizations that implement the relevant innovation projects.
Next steps

✓ Adoption of the RIS3 cross border strategy with Action plan at Regional Assemblies of both regions
✓ Formalize the position of BSC Centar and Innovation agency Szeged which will lead operational activities of RIS3
✓ Implementation of RIS3 Action plan
✓ Established monitoring and correction process by publishing Annual report which will compare results with previously reached and with results of selected other regions
✓ The RIS3 should be included in the all future strategic documents of both regions
Results achieved

☑ Importance of accreditation of cross border clusters
☑ Spin off companies within universities
☑ Joint study programs
☑ Mobility of students and professors
☑ Participation in joint EU funded projects
☑ Joint cross border events: Danube business forum
Assessment wheel of cross border RIS 3

Driving economic change through smart specialisation/RIS3

Informal assessment - region Vojvodina
Our partnership

– Resulted in a new project (IPA CBC HU-SRB):

**CROSS-CLUSTER**

Cross-border cooperation in innovation process for the development and harmonization of clusters to increase competitiveness of their SMEs
Our partnership

The differences can not be so deep that they can not be turned into a significant advantage!
THANK YOU FOR YOUR ATTENTION!

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