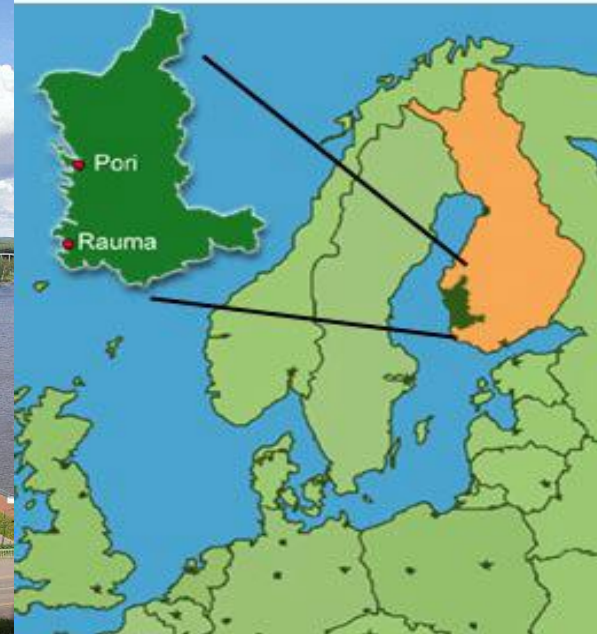


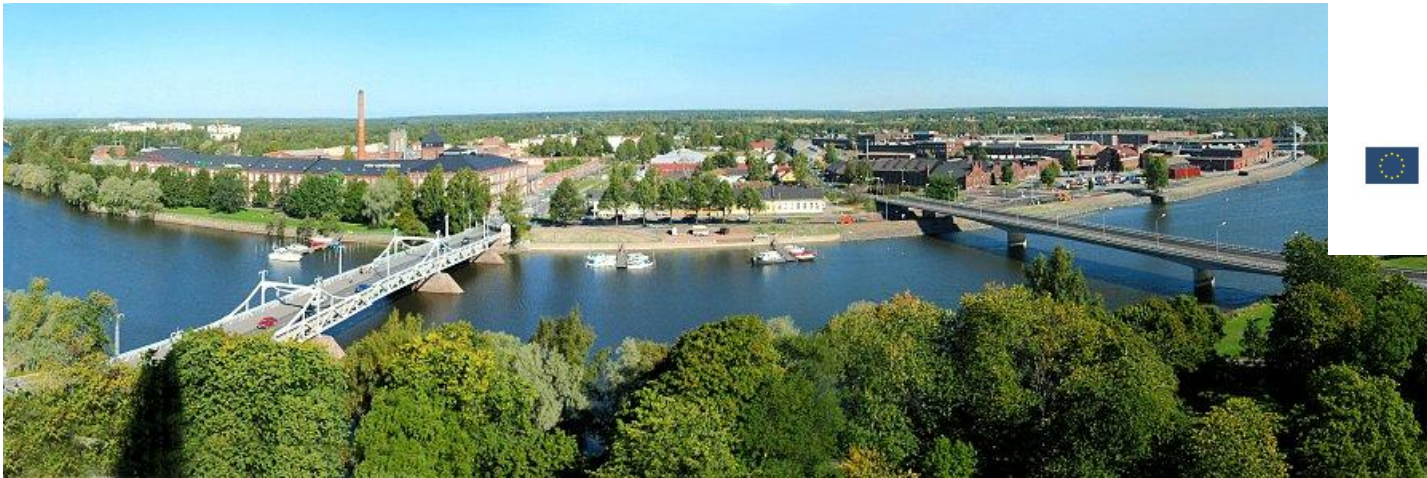
# Satakunta Region: Towards a RIS3 strategy



SATAKUNTA IN EUROPE



**Pisa, 28 September 2012**  
**Katja Laitinen**  
**Viveka Lanne**  
**Regional Council of Satakunta**



- Located on the west coast of Finland
- Population 227 000
  - Main towns: Pori (83 000 inhabitants), Rauma, Ulvila, Kankaanpää, Huittinen, Eura, Kokemäki
  - 21 municipalities
  - 3 sub-regions
- Area 8 000 km<sup>2</sup>
- Average population density is 29 inhabitants/square kilometer but the density varies a great deal. In the north of Satakunta the density is only 10 inhabitants/square kilometer.

# Corner Stones of the local economy



- Metal Industry (Heavy engineering, offshore, automation)
- Food processing industry (diversified production eg. poultry)
- Forestry industry
- Pulp and paper industry
- Energy production
- Process industry
- Ports and logistics



# Employment and economic structure



- 12,000 companies (employing 54 000 persons)
- Total jobs 92 000
- Unemployment rate 10%
- Industrial structure:
  - 5 % Agriculture and forestry
  - 31 % Industry (incl. construction and energy prod.)
  - 64 % Services



# Your Expectations from the Peer-Review Workshop



Regional Council of Satakunta is proceeding with  
the RIS –process

- framework is done but are we going to the right  
direction?
- what should be the next steps?

Special issue:

- low internationalization rate

# Satakunta Region work on Research and Innovation Strategy



- The Future Handbook for Satakunta Region 2035 represents foresights of regional values and interests.
- Smart, sustainable and inclusive growth for Satakunta by Encouraging Community, Pure Vitality and People Oriented solutions

# Regional Development Structure

## Regional Long-Term Development Plan

**National Goals for Land Using**

**Regional Land Use Plan**

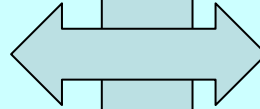
**Regional Development Program**

**National Goals for Regional Development**

**National programs and plans**

**EU -programmms**

**Implementing**



# Regional Development Model

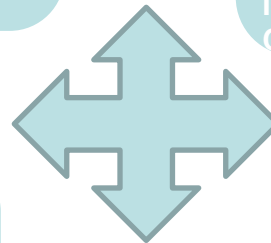


Regional development, coordination, foresight, policy making, EU policy and objectives

Regional Council of Satakunta, Center for Economic Development, Transport and the Environment

Developers, research units, industry, institutes to facilitate technology diffusion, R& D performing organizations

University Consortium Of Pori, Prizztech Ltd, Satakunta University of Applied Sciences, Satafood Development Association, Pyhäjärvi Institute, Local Development Units, Chambers etc.



Public sector, human resources, knowledge creation

Social partners, Sme's

Knowledge diffusion; End-users, consumers, citizens,



# Place-based dimension of the RIS3



## - Main competitive advantages

- University Consortium of Pori. The University Consortium is a centre of four universities operating networked.
- We also have some local research centers working in the area with close connection to the businesslife.
- Satakunta has a University of Applied Sciences and a technology center. They both operate in several municipalities.
- Our cities are relatively small and they act as the motors of development in their area.
- Strong and networked innovation actors
- Living Labs
- Our biggest functional strength is our compact area, in which the actors know each other and the special features of the region, and this enables us to work quickly, flexibly and customer-based according to the EU *subsidiarity principle*.

## - Key challenges

- Our challenge is that sub-regional disparities in socio-economic sense are unreasonable.
- According to GDP indicator three sub-region of Satakunta region belong in Finland scale one to highest, one to middle and one to lowest category .
- Also age structure of the population varies greatly in Satakunta region. Dependency ratio between municipalities varies from 1, 2 to 2, 0.
- Regional challenges and driving forces for the future are declining population, regional disparity in development, structural change of industry, ageing and small amount of international growth companies.

## Main opportunities for Future Regional Development

<b>1) Pure Vitality</b>	<b>2) Encouraging community</b>	<b>3) People-oriented solutions</b>
<p>1.1 Beneficial environment 1.2 Focus on bio-economy and energy 1.3 Safe local food and water</p>	<p>2.1 Positivity 2.2 Responsibility for self and others 2.3 Intrapreneurship 2.4 Internationality</p>	<p>3.1 Housing and safety 3.2 Services 3.3 Co-operation in common issues 3.4 Daily connections</p>
<p>We want to provide future generations of Satakunta residents with the essentials for good living in a pure, healthy environment. We ensure safe, local food and water for the table and we produce clean energy. We see the success of our economy and the future of our industry as rooted in environmental technology and clean products. This is how we can ensure work and well-being for all. We invest in pure vitality.</p>	<p>We want to build a positive, constructive community within Satakunta. We openly examine and discuss all aspects of our region and our community. We work to bring improvement where needed and to build on our strengths. Our guiding principles are intrapreneurship, internationality and health. We work together and encourage one another. We take responsibility as individuals and as a community to create a caring and supportive community. This improves our well-being, both at the workplace and in the home. When we are supported, we can provide better support to those around us and to the wider community. This is also visible to others outside our community, and further adds to the attractiveness of Satakunta. Together, we can secure the basics for good living in a healthy community.</p>	<p>New ways of implementing community services are needed. We continuously seek innovative solutions for housing, mobility, safety and service production. We draw on the opportunities provided by new technology. We respect different needs and freedom of choice. As the people of Satakunta, we participate in decision-making, planning and service implementation to the best of our abilities. Together, we are better able to meet future challenges and to secure our common well-being. We each take responsibility for helping build a better life for ourselves and for our community.</p>



# Future Handbook 2035



## Regional Development Plan → The Future Handbook for Satakunta Region 2035

- Very strong Civil Outlook
- Common language
- Simple but Smart
- Consist the main elements of EU 2020 strategy
- We involved up to 2000 people
  - Street polls
  - Childrens handworks
  - Special Forum for Youth
  - Interviews among unemployed
  - Inquiries in the internet
  - Workshops for stakeholders and specialist

### How can your region use innovation to address the challenges?

At local level we can implement Regional Future Plan in a more effective way through networked innovation actors; e.g.. we can react agile to the changes in the operational environment .

# Looking beyond Your Region's boundaries



- Does your RIS3 take into account the external context, national/international? How?
  - The Future Handbook follows the main themes of EU 2020 strategy: smart, sustainable and inclusive growth.
  - The Finnish Funding Agency for Technology and Innovations (2011) points out that our regional choices implements very well national innovation policy. At the same time we have national challenges with regional specialisation and profiling. At our region the specific challenge is the lack on internationalization.

# Entrepreneurial dynamics



- Assessing entrepreneurial dynamics in your Region:
  - University Consortium of Pori focuses on e.g. to entrepreneurial orientation and opportunity recognition
  - ENTER Enterprise Services : An Association for Enterprise Services in the Satakunta Region
    - guarantee basic counseling to entrepreneurs during the start-up phase of their business in the Pori Region
    - to provide all the necessary services needed in starting up a business at one service point
    - to promote entrepreneurship and to contribute to the development of a positive entrepreneurial climate in the region
    - to develop education services in entrepreneurship together with schools; to promote entrepreneurship education and the dissemination of knowledge about entrepreneurship
  - Our task is to make all different kinds of actors collide in new and sudden ways, and by doing this create unseen cooperation and thus totally new kinds of solutions

# Governance



- Regional Council of Satakunta coordinates the RIS3 design process
- Regional partnership
  - e.g. Regional forums for rural development, regional foresight, regional climate and energy strategy monitoring, tourism development, regional adult education, regional land use plan, members of parliament

# Framework for Roadmap

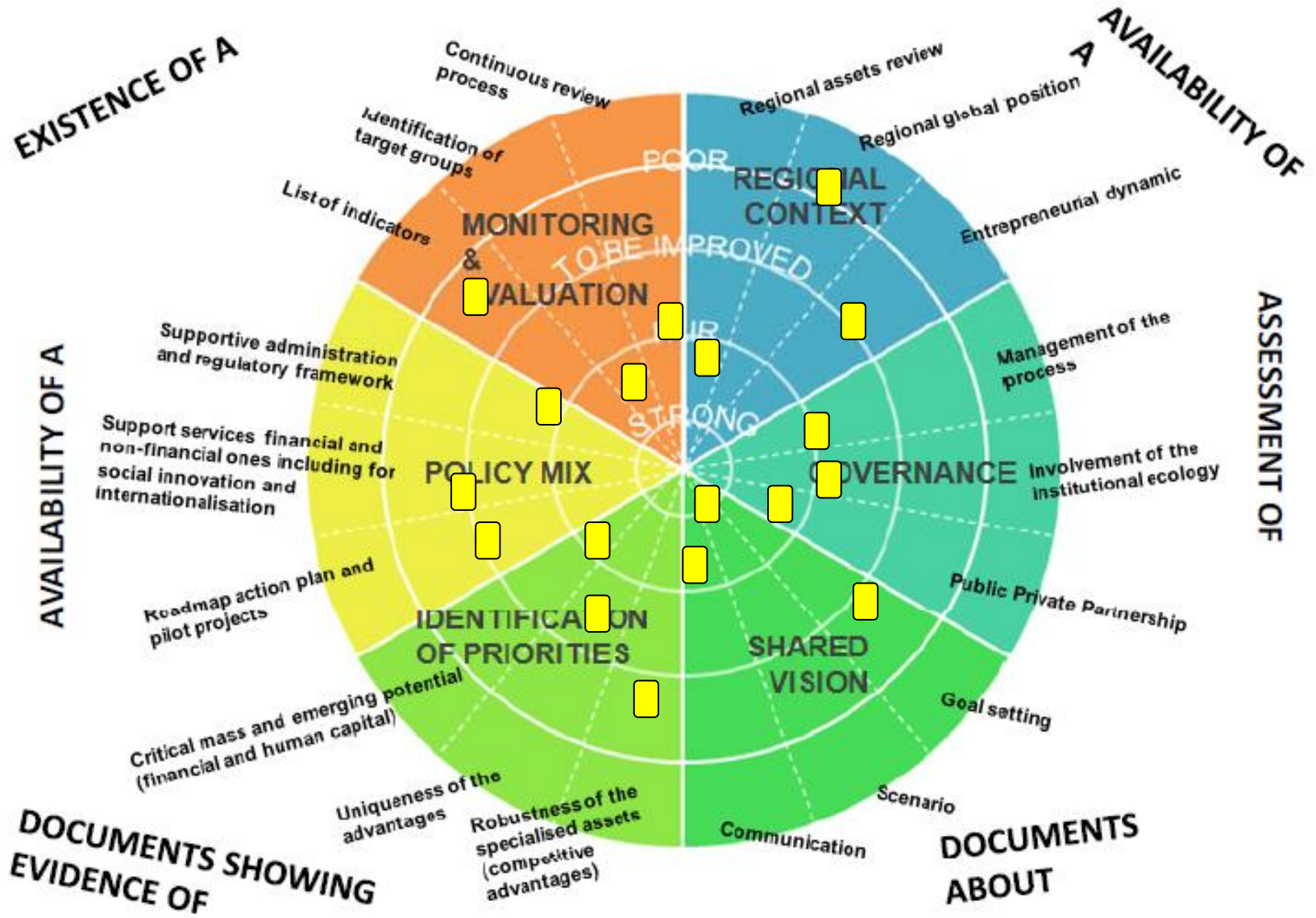


	Pure Vitality	Encouraging Community	People-Oriented Solutions	Evaluation
National Funds				
EARDF ESF				
EAFRD				
Other EU Funds				
Results				

# Measuring the progress

- Feed-Back system
- Innovational effectiveness will be evaluated by target groups and stakeholders
- innovations (including sub-actions achievements) can be evaluated in different forums such as social media and public debate forum and work-shops
- Continuous dialogue with end-user





# Summary and next steps

- the Regional Council of Satakunta designs supporting implementation strategy, the Regional Programme. Regional Council prepares the related Implementation Plan, which includes indicative funding and actors.
  - RIS3 is going to be included to these processes
  - We'll have new politicians at the beginning of the 2013 so this will be a right moment to involve them to smart specialisation
- International cooperation is a way to strengthen the regional strategic plan and its implementation.