

## ASVILOC PLUS PROJECT

Agencies supporting value of  
Innovation Systems in Regional and  
Local Economies

5<sup>th</sup> PROJECT NEWSLETTER



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*Dear Reader,*

*AsviLoc plus Management Unit is pleased to  
share with you the fifth edition of the  
newsletter*

Through this fifth edition of **the AsviLoc plus Project Newsletter**, the AsviLoc plus Partnership would like to share with you the final activities of the Development Agencies involved: the Transnational and Final event which will be held in Wien and the sustainability actions proposed thus the upcoming signature of the Memorandum of Understanding and the RDAs Regional Innovation Action Plan 2020 elaborated during the last months of project activities. We will give you also some interesting update on incoming conference and news on innovation themes!

*Enjoy your reading!!*

*Best Wishes from*

**ASVILOC PLUS MANAGEMENT UNIT**

## 1. AsviLoc plus Project Transnational Event and Final Conference in Wien

**The AsviLoc plus Transnational Conference and the Project Final Event will be held in Wien the 21<sup>st</sup> and the 22<sup>nd</sup> of June 2012.**

The **Transnational Conference** which will be held th **21<sup>st</sup> of June** represents a moment to disseminate the Good Practices of innovation actions to support SMEs and innovation governance actions implemented within the involved Regions in the framework of AsviLoc plus projects and beyond.

The Conference also intends to promote the South East Europe as a place to foster innovation and innovative entrepreneurship and to underline the Regional Development Agencies role within the innovation systems.

The Agenda of the Transnational Conference foresees discussions about the paradigm change from R&D systems to innovation systems, sessions about social innovation, Technological innovation, knowledge based innovation and the innovation management systems further to the presentations of the pilot actions to support innovation systems implemented by the Partners during the AsviLoc plus project.

The **Project Final Event**, which will be held on the **22<sup>nd</sup> of June** will concentrate on the **future strategy for a transnational innovation systems** through the presentation of the RDAs Innovation Action plan 2020 and the Memorandum of Understanding among the involved Agencies aimed to give sustanaibility to the AsviLoc plus project activities, to capitalize RDAs experiences as added value for innovation policies development and to set up a lasting coordination mechanism for RDAs action as a starting point for future cooperation actions. The final events also forsees interventions about the Smart Specialisation Strategies (S3) as a new innovative approach of regional development strategies.

For further information on AsviLoc plus Transnational Conference and Final Event and for registration please email to:

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austria wirtschaftsservice | erp-fonds  
Ungargasse 37, 1030 Wien

## 1.1 Transnational Event Programme

**21st of June 2012**

**at aws, Ungargasse 37, 1030 Vienna**

8:45 – 9:00 Registration

9:00 – 9:15 Short Introduction

*Mr Anderle – Austria Wirtschaftsservice GmbH (aws)*

9:15 – 10:15 Change of Paradigm – From R&D Systems to Innovation Systems

*Mr Steinwender – Platform for Innovation Management*

10:15 – 10:45 Social innovation – the future challenge for economy and society

*Mr Schuch – Centre for Social Innovation (ZSI)*

10:45 – 11:00 Innovation management systems – a special challenge for small enterprises

*Mr Donabaum – DWS-Hydro-Ökologie GmbH*

11:00 – 11:30 Coffee break

11:30 – 12:00 Technological innovation – Strategy of “VPTÖ” to promote and strengthen

cooperation between research/science and enterprises, esp. SMEs

*Mr Schwaha – The Society for the Promotion and Modernization of*

*Production*

*Technology in Austria (VPTÖ)*

12:00 – 12:30 Knowledge based innovation – Promotion of framework conditions for encouraging creative industries development

*Ms Pümpel – Austria Wirtschaftsservice (aws)*

12:30 – 12:45 Otelo – model of regional lab to promote creative experimentation

*Mr Hollinetz – Otelo*

12:45 – 14:00 Lunch

14:00 – 14:15 Short introduction regarding afternoon programme incl. information on the

Good Practice Catalogue

*Ms Kober – Austria Wirtschaftsservice GmbH (aws)*

14:15 – 15:30 Presentation of pilot actions (activities 5.2., 5.3.)

- *SVIM/Italy* – CRM software testing: ANTROX Experience (by Mr Giraldi)
- *COSVIPO/Italy* – CRM software testing
- *ecoplus/Austria* – Mechatronic cluster/ Competence Mapping and Technology Radar (by Mr Bleier)
- *NW RDA/Romania* – Northern Transylvania Furniture cluster (by Mr

Laczko)

15:30 – 16:00 Coffee break

16:00 – 17:30 Presentation of pilot actions (activities 5.2., 5.3.)

- *SVIM/Italy* – Training Laboratory for the new professional profile of the Agent for Change and Development
- *ANATOLIKI/Greece* – Regional Innovation Pole of Central Macedonia (by Mr Tramantzas)
- *INFORMEST/Italy* – “Welfare and Innovation in the field of the active and healthy ageing. The regional laboratory in Friuli Venezia Giulia” (by Mr Antonini)
- Time for further pilot actions presentations

About 17:30 Short summarization and conclusions

## 1.1 Final Event Programme

**22nd of June 2012, at AWS, Ungargasse 37, 1030 Vienna**

8:45 – 9:15 Registration

9:15– 9:30 Short Introduction

*Ms Anderle – Austria Wirtschaftsservice GmbH*

9:30 – 10:45 Smart Specialisation Strategies (S3) – new innovative approach of regional

development strategies

*Mr Hartmann – Centre for Economic and Innovation Research, Austria  
(Austrian coordinator of OECD “S3 case studies”)*

10:45 – 11:15 Smart specialisation approach of the Province of Lower Austria

*Ms Hagenauer – ecoplus*

11:15 – 11:45 Coffee break

11:45– 12:15 AsviLoc plus project: results and follow up  
*Lead Partner, Svim – Sviluppo Marche SpA*

12:15 – 13:00 Regional innovation Action Plans and Memorandum of Understanding as  
starting point for future cooperation  
*Ms Kober – Austria Wirtschaftsservice GmbH*

13:00 – 13:30 Discussion and summarization  
*Lead Partner, Svim - Sviluppo Marche SpA*

13:30 – 14:30 Lunch

## 2. The RDAs Regional Innovation Action plan 2020

The Regional Development Agencies involved in the AsviLoc plus project, starting from the project findings and considering the role of RDAs as key players in innovation local systems contributes to set up a transnational innovation system aimed to:

- to capitalize RDAs experiences as added value for innovation policies development;
- to start up a lasting coordination mechanism for RDAs action.

Partnership cooperate in the definition of a **RDAs Innovation Action Plan 2020, a transnational innovation system based on several concepts including regional aspects and aspects of innovation per se.**

The aim is to set up a transnational strategy by analysing the properties of each RDA operating under normal circumstances, combining successful aspects and concepts. In particular, findings, new approaches and experiences from pilot actions of the SEE project 'AsviLoc plus' have been taken into account.

The **RDAs IAP 2020** elaborated within the AsviLoc plus project also follows the idea of shared research and development as well as sustainable, interregional and international co-operations and takes into account and evaluates the competitive situation of the specific field of technology and the combination of technology-based innovation and knowledge-based innovation promoting understanding and exchanging information and foreseeing specific activities and tools to implement during the next cohesion policy programme period.

## 2.1 Regional Innovation Action plan of Central Macedonia

The **Regional Innovation Action Plan for the Region of Central Macedonia**, Greece, being drafted in the framework of WP6 – Strategy for a Transnational Innovation System of the SEE – by the Partner ANATOLIKI have been presented, in the International Conference for Entrepreneurship, Innovation and Regional Development - ICEIRD 2012, June 1st – 2nd 2012 in Sofia, Bulgaria.

The Action Plan have been presented by Mr. Nikos Zaharis, Director of South East European Research Center (SEERC), who is a member of the AsviLocPlus Regional Laboratory managed by ANATOLIKI s.a. on behalf of the AsviLocPlus project. During the Conference, Mr. Zaharis chaired the workshop “Innovation in the Western Balkan Countries: Capacity, Status Quo and Best Practice”.

Below, you can find the **abstract of the Action Plan**, as it was submitted to ICEIRD.

“This paper presents the results of a regional consultation exercise, initiated by the Asviloc+ South East Europe territorial cooperation project, with the aim of defining a medium to long term strategy for developing innovation in the wider metropolitan area of Thessaloniki, Greece. The strategy was developed and presented for consultation in a series of open events in Thessaloniki, where the relevant stakeholders had the opportunity to debate and reshape it. The wider Thessaloniki area is characterised by the increased concentration of research and innovation support related activities but is lagging behind in terms of the added value and permanent links created between academic research and entrepreneurship. The paper presents the current situation by discussing the position of Thessaloniki and the Region of Central Macedonia regarding innovation activity. The technological and research capacity in the different sectors of the economy are being discussed and the funding of innovation during the recent years presented. Based on the above, a presentation of the main actors of the regional innovation system and an assessment of the local capacity for Research, Development and Innovation, a SWOT analysis with reference to the development of innovative activities is being drawn. The current situation analysis is being complemented by an analysis of the wider context and principles of the innovation strategy. This leads to the definition of the main objectives and priorities of the strategy as well as the tools for its implementation. Priorities for the whole range of the triple helix are discussed and a set of policy proposals are presented. These proposals cover both the institutional and the operational aspects of a comprehensive innovation strategy. Finally a series of proposed activities that will enhance innovation and allow taking advantage of the region’s capacities are being discussed”.

### 3. The Memorandum of Understanding

The AsviLoc plus project partnership cooperate in the definition of a Memorandum of Understanding (MoU) describing the common vision and perspective to create a European innovation environment, including suggestions and recommendations addressed to the European Policies Makers in charge of shaping cohesion policy for the period 2013-2020.

Particularly, the RDAs within the Memorandum of Understanding start from the Innovation Union as a "flagship" in the Europe 2020 Strategy: a comprehensive innovation strategy agreed by Member States in June 2010 and which builds on the progress made under the Lisbon Strategy. It comprises a list of Innovation Union Commitments as presented in the Commission's Innovation Union communication of October 2010.

The Memorandum of Understanding shared by the AsviLoc plus partners presents RDAs position on their role on fostering innovation policies towards some EU key commitments in supporting innovation governance gathering the common vision taking from the experience gained through project activities.

The aim of this Memorandum of Understanding is to contribute to the setting up of a transnational innovation system through the continued cooperation among AsviLoc plus project partners, with the partners establishing **an innovation knowledge network open to other innovation promotion agencies and stakeholders, and exchanging good practices to improve innovation governance.**

The MoU aims at gather RDAs comments/vision towards the provisions of Innovation Union, also giving inputs usefull for cohesion policy of 2014-2020 (focussing on key issues) reaching a common perspective which will be discussed and shared within the Project Final Event in Wien. The MoU, signed by all the Partnersm, also will be a useful tool to identify opportunity to capitalise AsviLoc Plus project network in other EU initiatives/networks.

#### 4. The SEE Annual Conference 2012

### SEE Annual Conference 2012, 29 June Bologna

The **South East Europe Programme Annual Conference** "The FUTURE built on the PRESENT" **will be held the 29 June in Bologna**. The conference will bring together up to 400 participants, including practitioners, representatives of the European Commission, European Parliament, government officials and experts from the SEE countries, representatives of international organizations and academia, potential project developers.

The linkage between the present and future of territorial cooperation must be ensured and the conference aims to be a forum where a mixture of political and thematic discussion will bridge the Programme results to the future challenges.

This year's specific objectives are:

- to discuss the future of territorial cooperation from political and institutional point of view;
- to show the added value of the Programme and the achievements up to date;
- to create an efficient platform for dialoguing over the topic of macroregions and other strategic issues in the SEE area
- to offer networking opportunities and a framework for the exchange of experience for the Programme stakeholders;
- to stimulate networking of projects and project partners for future co-operation activities.

It will be possible to download the draft agenda of the event on the following link: [www.seeconference2012.net/pdf/SEE\\_Draft\\_agenda.pdf](http://www.seeconference2012.net/pdf/SEE_Draft_agenda.pdf)

Or on the conference website: [www.seeconference2012.net](http://www.seeconference2012.net)

TO JOIN THIS EVENT: [www.seeconference2012.net/registration.php](http://www.seeconference2012.net/registration.php)

**AsviLoc plus representatives will attend the conference in order to share, disseminate, network and capitalise project results.**



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**AWS** - Austria Wirtschaftsservice  
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**VEDA** - Varna Economic  
Development Agency (BG)  
[www.veda-bg.eu](http://www.veda-bg.eu)

**ANATOLIKI** - Development

Agency of Eastern Thessaloniki  
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[www.anatoliki.gr](http://www.anatoliki.gr)

**ANRO** - Regional Development

Agency of Rodopi (GR)

[www.anro.gr](http://www.anro.gr)

**STRIA** - South Transdanubian

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[www.ddriu.hu](http://www.ddriu.hu)

**ADR NORDEST** - North-East

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[www.adrnordest.ro](http://www.adrnordest.ro)

**NW RDA** - North West Regional

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[www.nord-vest.ro](http://www.nord-vest.ro)

**IDA** - Istrian Development

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