

What is Smart Specialisation?

- = **fact-based**: all assets + capabilities + bottlenecks in a region, incl. external perspective, cooperation potential, global value chains
- = no top-down decision but **dynamic entrepreneurial discovery process** uniting key stakeholders around shared vision
- = **all forms of innovation**, not only technology-driven, existing / new knowledge
- = **ecosystem approach**: creating environment for change, efficiency of institutions
- = **differentiation**: focus on competitive advantages, potential for excellence, emerging opportunities, market niches, at the level of activities - granularity
- = **concentration of resources** on priorities, problems and core needs, for critical mass/critical potential – **NOT a Neutral Policy!**
- = **synergies** across different departments and governance levels (EU-national-regional); cross-sector/technology links – **NO Silos Thinking!**
- = **place-based economic transformation**: rejuvenate traditional sectors through higher-value activities; aiming at developing a strategic approach to territorial development

Key ingredients of successful Entrepreneurial Discovery Process...

... SI experience of key factors to establish **TRUST**

1. Understand (well) your Context (develop in-house capacity/ knowledge to understand and interpret the evidence based data and the policy context)
2. Clear & Convincing Concept (long term) – key to establish robust , surviving strategy → show you have long term vision (SRIP in the case of Slovenia)
3. Proactive & Daring Delivery - Interact with people – → show you dare **BREATH WITH YOUR** companies
4. Leadership & Politics → present proves that you are able to assure long-term political backing for the strategy
5. Learn from the others (i.e. FIDEA, Latvia) ... make shortcuts; exercise flexibility / agility → Adapt **S3** to your needs → **S4**



Summary

Main Lessons learnt:

- Strong analytical part isn't enough – need for EDP
- Not only RDI (HR, Non tech, social innovation, creative industries...)
- Need cooperation between science and economy (SI: ministries), stability
- Involvement of all (S4 is not a „room doc“)
- EU cooperation (JRC. Peer review, EC, Smart Spec)
- Finish (20.9.; 3.11.) → Start (Continuous exercise)

S4 shortly:

Focus - priorities

Collaboration – SRIP, NIP

Creativity and Entrepreneurship

S4? - 2) Ambitious



Me, Active → Ambassador



THANK YOU

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