



WORKING PARTY ON INNOVATION  
AND TECHNOLOGY POLICY (TIP)



## JOINT WORKSHOP ON SMART SPECIALISATION STRATEGIES: CONCEPT AND TOOLS

Hosted by Andalusia and co-organised by the Andalusian Government, OECD and IPTS

22-24 November 2011

Seville, Spain

Venue: Hotel Melia

Dr. Pedro de Castro, 1, 41004, Seville, Spain

*This workshop brings together experts of countries and regions in the context of the OECD project on design smart specialisation strategies for cluster development in global value chains and the S3 platform of the JRC-IPTS. The workshop will discuss the new policy concept of “smart specialisation” from the policy development perspective, will explore the tools for measuring specialisation strengths and will maximise the policy learning for designing smart specialisation strategies through benchmarking.*

### AGENDA

Tuesday, 22 November

20:00

*Welcome cocktail at Rio Grande Restaurant.*

Calle Betis, S/N, 41010 Seville

9.30-9.45

**Opening ceremony**

Mr. Antonio Ávila Cano, Regional Government of Andalusia;

Mr. Dominique Guellec, Head, Countries Studies and Outlook Division, OECD Directorate for Science, Technology and Industry;

Mr. Mikel Landabaso, Head of Unit, Thematic Development, Innovation, DG REGIO, European Commission

**SESSION 1: Smart Specialization Strategy: the concept and its conditionality in the forthcoming Cohesion Framework 2014-2020**

9.45-10.30

**Part I: Strategic guidance for the new Cohesion Policy 2014-20**

**Moderator:**

Ms. Elvira Saint Gerons, General Secretary for External Affairs, Regional Government of Andalusia

**Panel:**

**Strategic guidance for the new Cohesion Policy 2014-20**

Mr. Mikel Landabaso, Head of Unit, Thematic Development, Innovation, DG REGIO, European Commission

**Smart Specialisation: An Integrated Approach for a Reformed Cohesion Policy**

Prof. Philip McCann, University of Groningen, Netherlands

**Intercluster cooperation on global value chains: aligning regional specialisation strategies**

Mr. Rod Brown, CEO, Cockatoo Network, Australia

10.30-11.45

**Part II: Innovation and Structural Funds: a new approach for the new European Cohesion Framework 2014-20**

**Moderator:**

Ms. Patricia Eguilior, General Director for European Funds, Regional Government of Andalusia

**Panel:**

**The role of innovation in the future EU cohesion policy framework (2014-20)**

Mr. Andrea Mairate, Head of Unit Spain – DG REGIO, European Commission;

**Innovation and Growth: new ways to converge from uneven realities**

Ms. Mercedes Caballero. European Funds Director. Ministry of Economy and Treasury. Spain

**Smart Specialisation Strategy, a new framework for innovation and development in Andalusia.**

Mr. Antonio Valverde Ramos, General Director of the Agency of Innovation and Development of Andalusia

11.15-11.45

*Coffee break*

11:45-12:30 **Part III: Steps towards developing smart strategies: regional experiences**

**Moderator:** Mr. Francisco Morillo, Director of European Programmes and International Cooperation, Agency of Innovation and Development of Andalusia

**Presentations:** **International trade and aspects of smart specialization: General framework and case on peripheral region in Finland, Lathi region.**

Dr. Raine Hermans, Finnish Funding Agency for Technology and Innovation

**The 2010-2013 business competitiveness plan, a smart specialization strategy: Basque Country, Spain.**

Ms. Inmaculada Freije, Director of Planning and Strategy, Regional Government of Basque Country

**Smart specialisation strategies as an engine for regional development.**

Ms. Raquel Ortega-Argilés, Technology Innovation and Research Policy, Instituto Superior Técnico

12:30-13:00 **Part IV: Initiatives for supporting countries and regions to design smart specialisation strategies**

**Moderator:** Mr. Antonio Galán, General Coordinator of the Agency of Innovation and Development of Andalusia

**Presentations:**

<b>Introduction to the OECD project</b>	<b>Support activities for regions on S3 platform</b>	<b>World Bank</b>
Mr. Mario Cervantes, Senior Economist, Ms. Inma Periañez, Consultant, Directorate for Science, Technology and Industry	Mr. Xabier Goenaga, Head of Unit, JRC-IPTS, European Commission	Ms. Esperanza Elasagabaster Senior Economist, World Bank

13:00-13:30

**General discussion**

*13:30-15:00*

*Lunch break*

**SESSION 2** **OECD Session: *Smart Specialisation – What is the Baseline?***

15:00-15:05 ***Policy-makers' expectations***

**Speaker:** Ms. Maria Sol Calzado, General Director for Research, Innovation and Enterprise, Andalusian Government of Economy, Innovation and Science

15:05-15:35 ***Keynote on a few specific (and difficult) aspects of smart specialisation: entrepreneurial discovery, political choice and policy***

**Speaker:** Prof. Dominique Foray, Colleague of Management, EPFL, (Lausanne)

**SESSION 3:** ***What is the Baseline?: The Specialisation profiles***

15.35 – 17:15 The OECD has initiated a two-year project on smart specialisation that is basically structured around two questions: What is the base-line for strategic monitoring? Beyond

the baseline: how to improve design and assessment of smart specialisation strategies? With support from the Belgium Delegation and the Expertise Centre for R&D Indicators (ECOOM) in Belgium together with the OECD, instruments for strategic monitoring will be developed: *i) an indicator-based specialisation profile* to help countries and regions to identify the relative specialisation in the different stages of the innovation trajectory; *ii) a “governance template”* for collecting qualitative information on priorities and strategic governance as the “base-line” and as “beyond base-line” to identify what are the capacities to design smart(er) specialisation strategies and what are the existing strategic monitoring tools in use.

**Part I: Presentation and discussion of the indicator-based specialisation profile:** metrics of smart specialisation: data, sources, indicators, profiles. **The first results for Flanders and Andalusia.**

**Speaker:** Prof. Koenraad Debackere, Director ECOOM (Expertise Centre R&D Indicators) Professor Innovation Management, General Manager University of Leuven

17:15-17:30 *Coffee break*

17:30-19:15 **Part II: Presentation and discussion of the governance template:** Policy learning about capacities for designing smart specialisation strategies (template concept, participative process, execution arrangements).

**Moderator:** Mr. Dominique Guellec, Head, Countries Studies and Outlook Division, OECD Directorate for Science, Technology and Industry

**Speakers:** Prof. Koenraad Debackere, Director ECOOM (Expertise Centre R&D Indicators) Professor Innovation Management, General Manager University of Leuven

Ms. Claire Nauwelaers – International policy expert, former policy analyst in the OECD Regional Development Policies Division

**General discussion on the indicators and governance template**

Thursday, 24 November

9.00-9.15 *Beyond the base-line: starting up case-studies for the OECD project*

Mr. Mario Cervantes, Senior Economist;  
Ms. Inmaculada Periañez, Consultant;  
OECD Directorate for Science, Technology and Industry

**SESSION 4: *Expert Panel Discussion: Concept and Methodology for Cases Studies on Smart Specialisation***

9:15-10:45 **Presentation of a methodological approach and report structure for the case-studies:** Cases studies will deepen the understanding of governance mechanisms, policies and methods for strategy development for future “smart”.

**Moderator:** Mr. Dominique Guellec, Head, Countries Studies and Outlook Division, OECD

Directorate for Science, Technology and Industry

- Panel:** Ms. Paries Boekholt, Director Technopolis, Belgium  
Prof. Philip McCann, University of Groningen, Netherlands  
Mr. Rod Brown, CEO, Cockatoo Network, Australia  
Prof. Koenraad Debackere – Director ECOOM, Belgium

**General discussion**

*10:45-11:00*

*Coffee break*

**SESSION 5: Roundtable Regional Case Studies Presentations**

11:00-13:30 Tour of the table on proposal for 14 smart specialisation case studies and on synergies.

**Moderator:** Mr. Jan Larosse, Policy Advisor – Flemish Government

Participating countries			
Australia	Finland	Korea South	Turkey
Austria	Germany	Poland	United Kingdom
Belgium	Netherlands	Spain	

**Conclusion on case studies methodology**

*13.30-14.30*

*Lunch break*

**SESSION 6: Horizontal Modules**

14.30-16:00 **Presentation of the horizontal modules by lead countries**

**Moderator:** Mr. Mario Cervantes, Senior Economist  
OECD Directorate for Science, Technology and Industry

<b>Self-assessment tool module</b> Mr. Armin Mahr, Austrian Delegation; Dr. Christian Hartmann, Joanneum Research, Graz and Vienna	<b>Conceptual work module</b> Dr. Jeong Hyop Korean Delegation
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**Roundtable discussion and next steps:**

Final report: structure and authors