

UNITED NATIONS ECONOMIC COMMISSION FOR EUROPE

**APPLIED POLICY SEMINAR**

Policies for Innovation and Knowledge-based Development  
in the 21<sup>st</sup> Century

# Smart Specialization

## Strategies for Sustainable Development



**16-17 October 2014**  
Geneva, Switzerland



UNITED NATIONS

At its 69<sup>th</sup> session starting in September 2014, the General Assembly of the United Nations will discuss the post-2015 Sustainable Development Goals. Inclusive and sustainable economic growth figures prominently in the discussion on the post-2015 development agenda. Innovation can make an important contribution to advance this agenda, as it drives increases in productivity, economizes on scarce resources and facilitates the changing of production and consumption patterns from unsustainable to sustainable.

Smart specialization is a – relatively new – approach to innovation policy and to economic development. It is a strategy in which governments design and deploy their policy instruments on the basis of market signals in order to leverage existing capabilities, assets and competences in the enterprise sector to promote innovation and to generate new comparative advantages.

The applied policy seminar will bring together leading policy makers, and representatives of civil society, the business community and academics to discuss issues such as:

- Analyzing existing strengths and weaknesses and identifying the potential for smart specialization at the local, regional or national level;
- Identifying priority areas for allocating public resources to leverage existing competencies and to strengthen market-driven innovation;
- Developing strategies that maximize synergies between policies for innovation, enterprise development and human capital formation;
- Building successful partnerships between government, business and knowledge institutions;
- Linking regions within and across borders;
- The role of excellence clusters;
- The contribution of smart specialization strategies to sustainable economic development in the UNECE region.

Time Table	
<b>Thursday 16 October 2014</b>	
9 am – 10 am	Registration
10 am – 10:15 am	Opening
10:15 am- 1 pm	Session 1: <b>Smart Specialization Strategies – Why, What and How?</b>
1 pm – 3 pm	Break
3 pm – 6 pm	Session 2: <b>Smart Specialization and Economic Development – Filling the Policy Gaps</b>
<b>Friday 17 October 2014</b>	
10 am – 11:30 am	Session 3: <b>Smart Government for Smart Specialization -. Building Capacity for Policy Design and Implementation</b>
11:30 am – 1 pm	Session 4: <b>Above and Beyond – Clusters, Regions, Cross-border Collaboration, and the Global Agenda</b>

The Applied Policy Seminar is part of the seventh session of the United Nations Economic Commission for Europe Team of Specialists on Innovation and Competitiveness Policies (UNECE TOS-ICP).

TOS-ICP is an intergovernmental group promoting knowledge sharing, network-building and good practices leading to better innovation policies. Please visit our [website](#) to find out more about our activities and publications.

## Interpretation

Simultaneous interpretation English-French-Russian will be provided throughout the conference.

## Conference Venue

The [Palais des Nations](#) is an outstanding testimony to twentieth century architecture, situated in a beautiful park overlooking Lake Geneva, with a splendid view of the Alps.



## Registration

To register online, please click [here](#).

## Entrance and accreditation (see map overleaf)

On the first day, seminar participants need to pick up their security badges at the Pregny Gate. Please bring the registration form with you. With a valid piece of identity and the security badge you will receive at the Pregny Gate, entry will also be possible through the Place of Nations Gate on the second day.

## Accommodation

Geneva is the world's leading international conference center. There is a large choice of hotels of all categories. However, hotels can fill up quickly during peak times, so it is a good idea to book early. The Geneva Tourist Office maintains a [search engine](#).

## Geneva

Birthplace of the Red Cross movement and seat of the European headquarters of the United Nations, Geneva's exceptional history and international vocation make it a cosmopolitan and lively city. [Geneva](#) is uniquely set on the shores of Western Europe's largest lake with a magnificent view of Mont Blanc, the tallest peak in Western Europe.



## Getting there

[Geneva International Airport](#) is located about 6 km from the Palais des Nations. Taxis are readily available. There are also free public transport tickets available from a machine in the baggage collection area (on the left hand side just before passing customs). Bus 28 goes from the airport to the [Pregny Gate entrance](#) ("Appia" stop), which is the point of entry for conference participants.

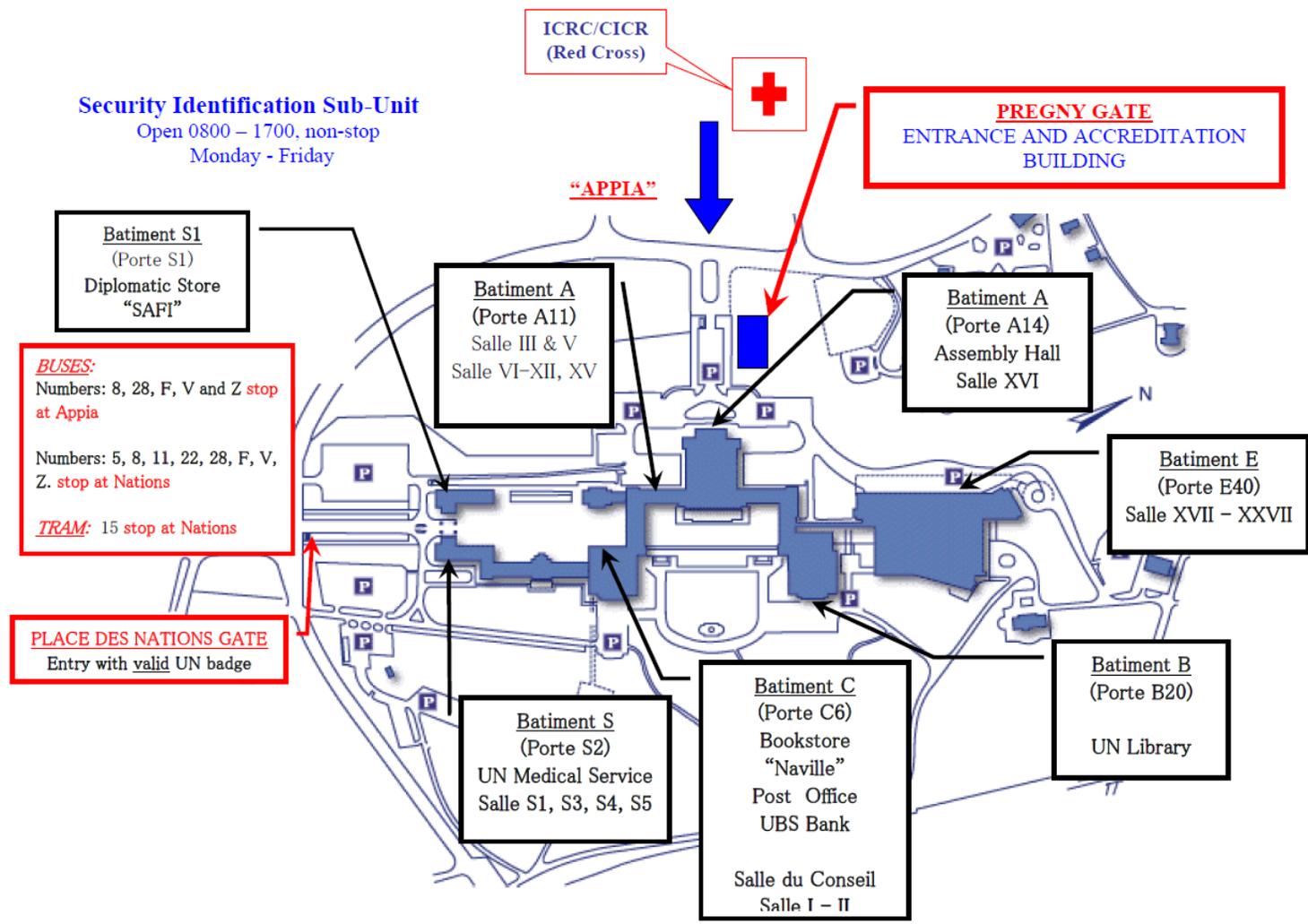
## Moving around

Details on public transport links can be found in the website of [Transports Publics Genevois](#), which includes a useful [route planner](#) in English.

**For further information, including speaking opportunities, please contact:**

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ICRC/CICR  
(Red Cross)



**Security Identification Sub-Unit**  
Open 0800 – 1700, non-stop  
Monday - Friday

**PREGNY GATE**  
ENTRANCE AND ACCREDITATION  
BUILDING

**“APPLA”**

**Batiment S1**  
(Porte S1)  
Diplomatic Store  
“SAFI”

**Batiment A**  
(Porte A11)  
Salle III & V  
Salle VI-XII, XV

**Batiment A**  
(Porte A14)  
Assembly Hall  
Salle XVI

**Batiment E**  
(Porte E40)  
Salle XVII - XXVII

**BUSES:**  
Numbers: 8, 28, F, V and Z stop  
at Appia

Numbers: 5, 8, 11, 22, 28, F, V,  
Z. stop at Nations

**TRAM:** 15 stop at Nations

**PLACE DES NATIONS GATE**  
Entry with valid UN badge

**Batiment S**  
(Porte S2)  
UN Medical Service  
Salle S1, S3, S4, S5

**Batiment C**  
(Porte C6)  
Bookstore  
“Naville”  
Post Office  
UBS Bank

Salle du Conseil  
Salle I - II

**Batiment B**  
(Porte B20)  
UN Library