4TH INTERNATIONAL CLUSTER CONFERENCE
S3-4AlpClusters Final Conference

Cross-Regional Development of Transformative Activities
Experience from Veneto and Upper Austria
Iris Reingruber, Project Manager, Business Upper Austria, Linz

Venice, March 14, 2019

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S3-Innovation Model

**Process**
- Generate a base of evidence
- Identify TA Assess critical mass
- Identify TA to be implemented cross-regionally
- Develop actions to implement TA regionally or cross-regionally
- Synchronize funding
- Regional or cross-regional implementation of TA
- Monitoring and evaluation of TA

**Tools**
- Quantitative and qualitative analysis
- StressTest
- Synergy Diamonds
- EDW Entrepreneurial Discovery Workshops
- cEDW cross-regional Entrepreneurial Discovery Workshops
- ADW / cADW Action Development Workshops
- ACIE Synchronized Funding Scheme
- TACT Transformative Activities Cluster Toolbox
- TAET Transformative Activities Evaluation Toolbox

**Base of Evidence**
- Identification

**Development**

**Implementation**
- Transformative activities for regional development

**Monitoring**

**Text**

**Interreg Alpine Space S3-4AlpClusters**

**Smart Specialisation with Smart Clusters**
cADW: Upper Austria & Veneto Region

• (c)ADW needed to further develop TA
• (c)ADW allows working out concrete actions - such as R&D projects, networking, cooperation schemes or development of critical skills –
• in order to gain critical mass for the identified Transformative Activities, both regionally and cross-regionally
Potentials identified for cross-regional cooperation based on

- Results of analyzing the existing S3 documents, represented in four S3-Synergy Diamonds targeting opportunities for Transformative Activities (Strategic Alpine Space Areas for Cross-regional Cooperation)
- And Transformative Activities identified in previous Entrepreneurial Discovery Workshops
e.g. S3-Synergy Diamond / Climate Change

Source: Meier zu Köcker et al., 2017.
TA identified in EDWs

- Smart Nutrition
- New products & productive methodologies (Agrofood/Environment)
- Predictive maintenance
- Products & production systems of the future, e.g. robotics for agriculture
- Digitization of food production
- Building R&D capacities & awareness of regional quality at companies in the food sector
cADW: Upper Austria, Veneto Region

Existing Resources
- Production & Automation
- Mechatronics
- Agriculture
- Food Production Clusters

Opportunities
- Smart Food Ecosystem
- Digitization
- Circular Economy

New combinations of innovation capacities

Transformative Activities

<table>
<thead>
<tr>
<th>Innovation Capacities</th>
<th>Safety, quality, and food traceability along the food value chain</th>
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<tbody>
<tr>
<td>Actions</td>
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cADW: Veneto & Upper Austria

• Organisers:
  Veneto Region / Fiorenzo Cazzato
  Veneto Innovazione / Ivan Boesso, Maria Sole D’Orazio
  Business Upper Austria / Iris Reingruber, Christoph Reiss-Schmidt

• TA: Smart Food Ecosystem > Safety, Quality and Traceability along the Food Value Chain

• 2 days cross-regional action development workshop
  September 2018, Venice
Pilot Clusters involved

Upper Austria:
- Food Cluster
- FFoQSI - Feed and Food Quality, Safety & Innovation Competence Center
- Mechatronics Cluster

Veneto Region:
- RibesNest (Health Ecosystem and Smart Nutrition)
- Improvenet (ICT for Smart Manufacturing Processes)
Aim

- Offer opportunity to share information and solutions
- Elaborate common cross-regional actions which can help to meet the objectives related to regional S3
- Develop an action plan with concrete next steps
- Initiate cross-regional cooperation of relevant clusters and stakeholders
Preparation

• Create a common understanding of the focused TA and the goal of the cADW (e.g. action plan)
• Establish and share in advance an information sheet regarding the TA: Involved clusters, current activities/initiatives/projects, specific know-how/new developments, specific problems, further stakeholder institutions/organisations
• Agree on the workshop setting, prepare in detail
• Engage an experienced moderator
Methodology

Interactive workshop

• 1st part dedicated to presentations & knowledge sharing on competences & challenges
• 2nd part dedicated to elaborate an action plan in 4 rounds:
  R1: Identification of challenges & competences
  R2: Prioritization
  R3: Action development phase
  R4: Draft of Action plan including next steps
Interactive Workshop
Result – Actions

• Identified several common challenges
• For 3 of them the group reached the same vision
• Definition of
  Cooperative actions
  Responsibilities
• Further steps
Result – Actions

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| Actions                | Change Mind-Set of Young People (healthy food, wellbeing, regionality, waste)  
New Smart Packaging Solutions (better logistics, traceability, ...)  
Smart Manufacturing for SME in Food Production (information, support, qualification) |
Success Factors and Pitfalls

- Selection of TA to be focused
- Creation of common understanding of cADW objective
- Communication of clearly defined TA
- Date of workshop (no cADW without the thematic experts)
- Participants identification and motivation
- Experienced moderator
cADW: Veneto & Upper Austria
Contact details

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