

PRACTICE EXAMPLE

From theory to practice through
Entrepreneurial Discovery Workshops (EDW) –
Experience from the INTERREG Alpine Space
project S3-4AlpClusters



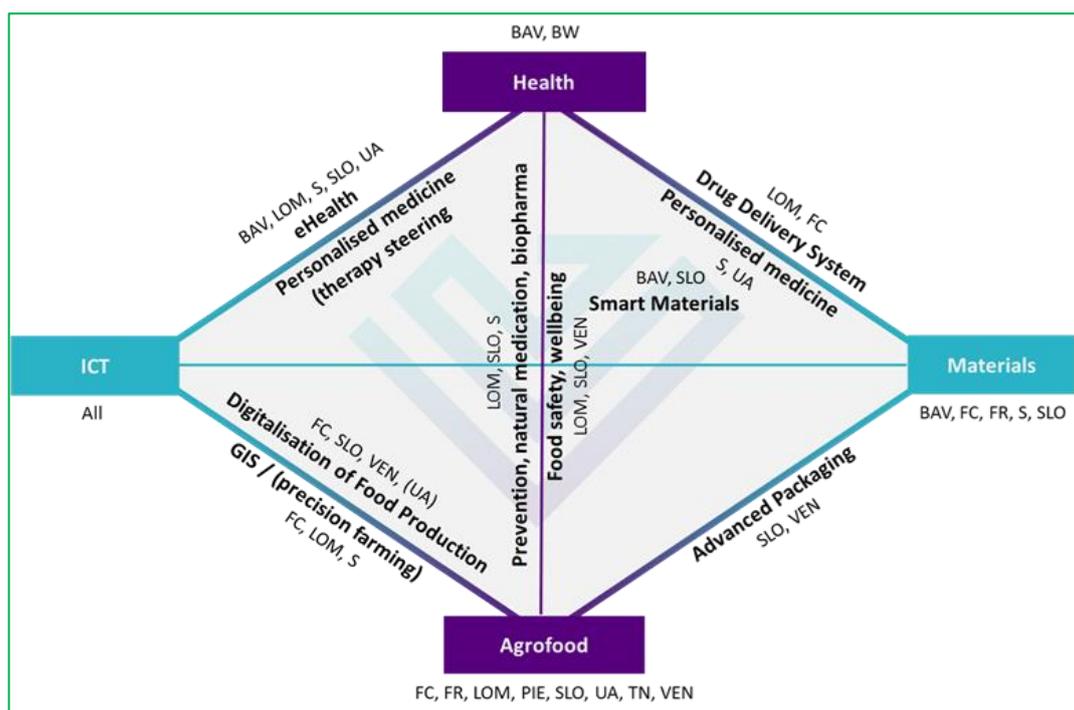
The S3-4AlpClusters Project

How to foster innovation processes within clusters? How to increase the impact of Smart Specialization Strategies (S3) implemented by regional authorities? These are the two central questions addressed in our project entitled S3-4AlpClusters. The School of Engineering and Architecture of Fribourg (HES-SO HEIA-FR) manages this project as part of the INTERREG VB Alpine Space programme. The project brings together 15 partners from 11 Alpine Space Regions (Piedmont, Lombardy, Autonomous Province of Trento, Venetia, Slovenia, Upper Austria, Salzburg, Bavaria, Baden-Württemberg, Franche-Comté, and the canton of Fribourg), their clusters and 9 observers. It aims at strengthening the impact of the regional economy's policies on its enterprises by selecting and prioritizing, through an entrepreneurial discovery process, new innovative value chains with a strong focus on interregional collaboration.

First Results: Synergy Diamonds for Need-Based Interregional Collaboration

The first period of the S3-4AlpClusters has been completed this summer with the publication of first results. Led by VDI/VDE GmbH, Berlin, Anteja ECG, Ljubljana and HES-SO HEIA-FR, Fribourg, a strong focus has been put on the identification of synergies and complementarities between the strategies of the regions of the Alpine Space. The S3 documents of all participating regions have been studied in detail. We specifically identified strategic priorities, which are mentioned in the strategies of multiple regions, which represent a substantial potential for interregional collaboration, and which offer, when combined, opportunities for transformative activities (new innovative value chains). The results from this analysis have been summarized in a new analytical tool we called «Synergy Diamonds». These Synergy Diamonds represent, on their edges, the global strategic priorities shared by several regions of the Alpine Space and, on the axes, a field of opportunities for transformative activities in new value chains.

Figure 1: Synergy Diamond, Example.

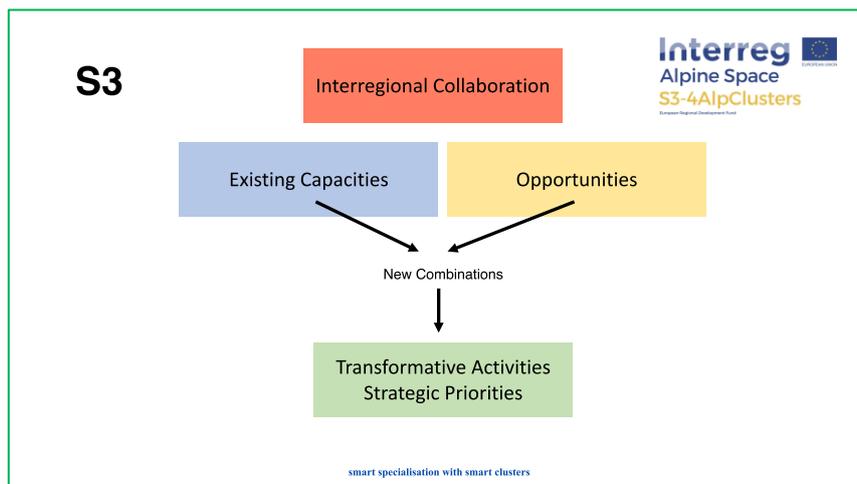


Meier zu Köcker, G., Dermastia, M. and Keller, M. (2017). *Strategic Alpine Space Areas for Cross-regional Cooperation*. S3-4AlpClusters Report.

From Theory to Practice: Thematic Entrepreneurial Discovery Workshops

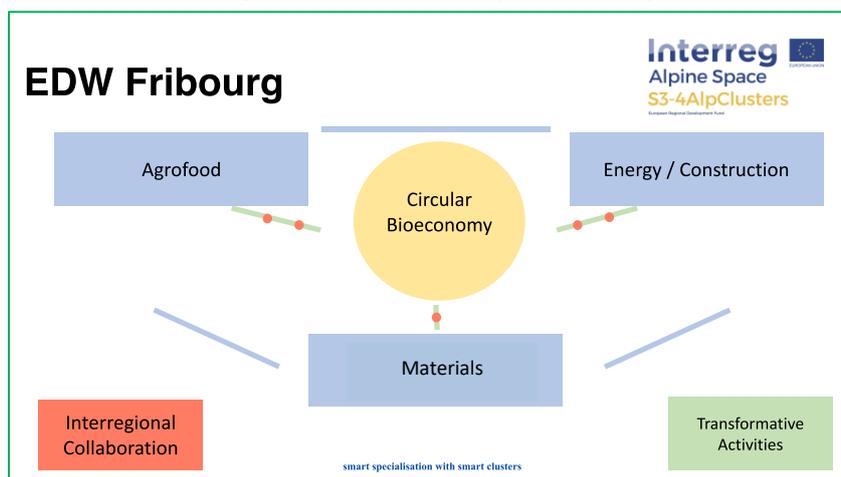
Drawing on the identified synergy potentials in regional S3, a series of Entrepreneurial Discovery Workshops (EDW) was launched under the lead of Dominique Foray (EPFL), Gerd Meier zu Köcker (VDI/VDE GmbH) and Michael Keller (HES-SO//FR HEIA-FR), where new ideas for smart specialization in new value chains were discussed in the participating regions in a bottom-up approach involving participants from regional firms, clusters, policymakers and representatives of the regional research and innovation-system. The workshops aimed at defining transformative activities in new innovative value chains based on the entrepreneurial resources and capacities already existing in the regions and the opportunities represented by developments in technology, R&D and innovation and relevant technological, economical and societal trends. In each region (Salzburg, Trento, Munich, Linz, Milan, Besançon, Venice, Fribourg, Ljubljana, North Black Forest), specific transformative activities have been identified in this process and been analyzed with a focus on need-based interregional collaboration. The only workshop of the series in Switzerland took place in Fribourg on July 13, 2017 and focused on circular bioeconomy.

Figure 2: S3 Concept for Entrepreneurial Discovery Workshops



Foray, D. and Keller, M. Ongoing work within the S3-4AlpClusters project.

Figure 3: EDW, Example Fribourg



Foray, D. and Keller, M. Ongoing work within the S3-4AlpClusters project.

In a Nutshell:

- S3-4AlpClusters: Innovative approach considering the **interplay between S3 and clusters** within the Alpine Space
- First results: **Synergy Diamonds** as a new analytical tool for interregional collaboration
- Put into practice in a series of thematic **Entrepreneurial Discovery Workshops (EDW)**
- Example Canton of Fribourg: **Circular Bioeconomy**

FURTHER INFORMATION

www.alpine-space.eu/projects/s3-4alpclusters