

ERIK Action

Policies for fostering Innovating – Business Strategies to support firms competitiveness



Region of West Macedonia

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Agenda



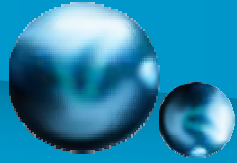
1. Region of West Macedonia

2. The Regional Innovation Strategy

3. ROP Strategic Priorities

4. Innovating in Western Macedonia today

5. The Future of Innovation



Geographic Location



- Location of W.M constitutes a basic competitive advantage for the development of regional economy
- One dimension of entrepreneurial activities that is declining due to saturation (e.g. leather & energy sector)
- Intra-region inequalities between urban & rural centers



The Green Bible for Innovation 1995



**“The regional level is the optimum level
for the design and the implementation of
an INNOVATION STRATEGY”**

SynEnergia
Πόλος Καινοτομίας
Δυτικής Μακεδονίας



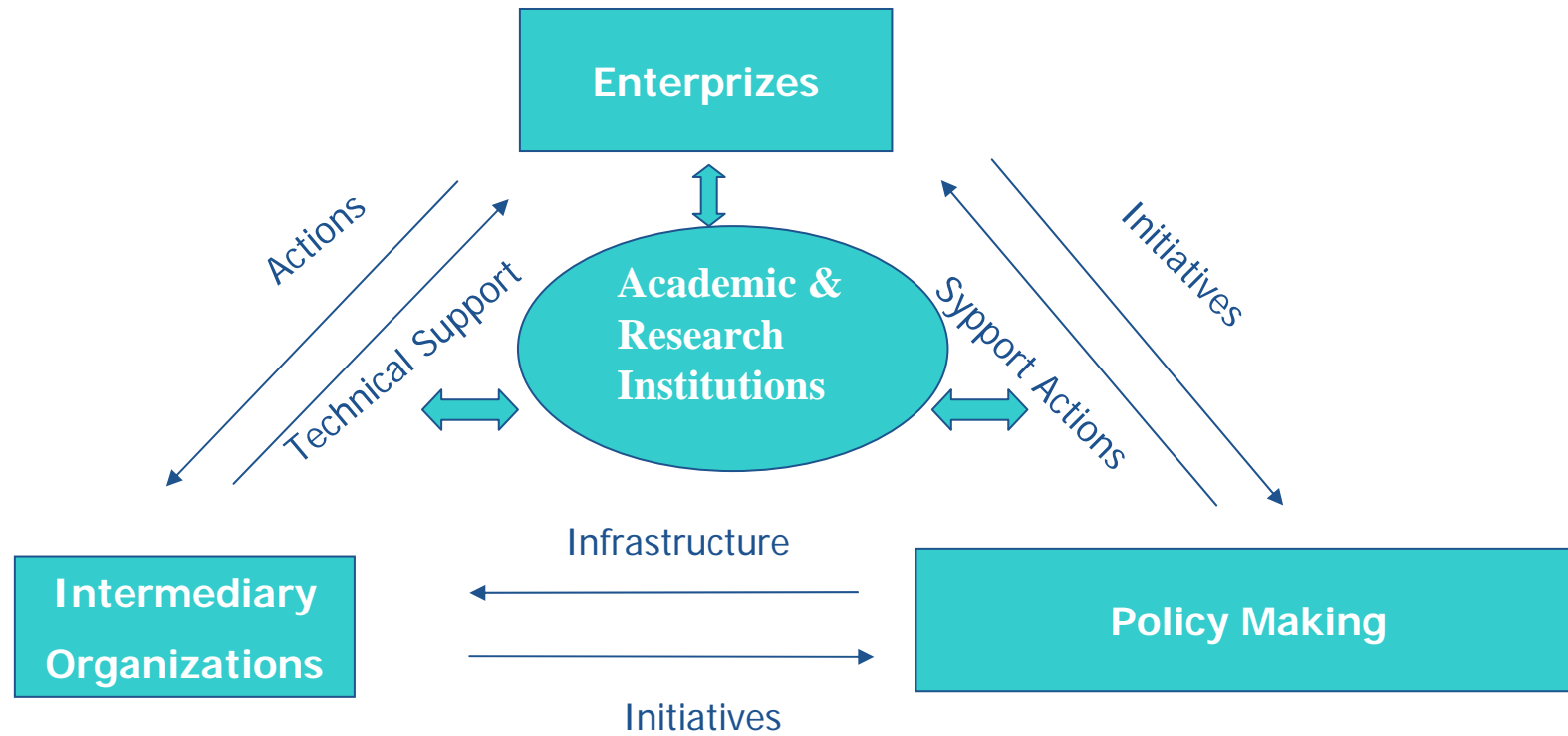
A Regional Innovation Strategy always should include



- Evaluation of Regional System of Innovation
- Strategic aims and objectives
- Action Plan
- Well defined Actions and Projects
- Private and Public Funding
- Effective Monitoring System

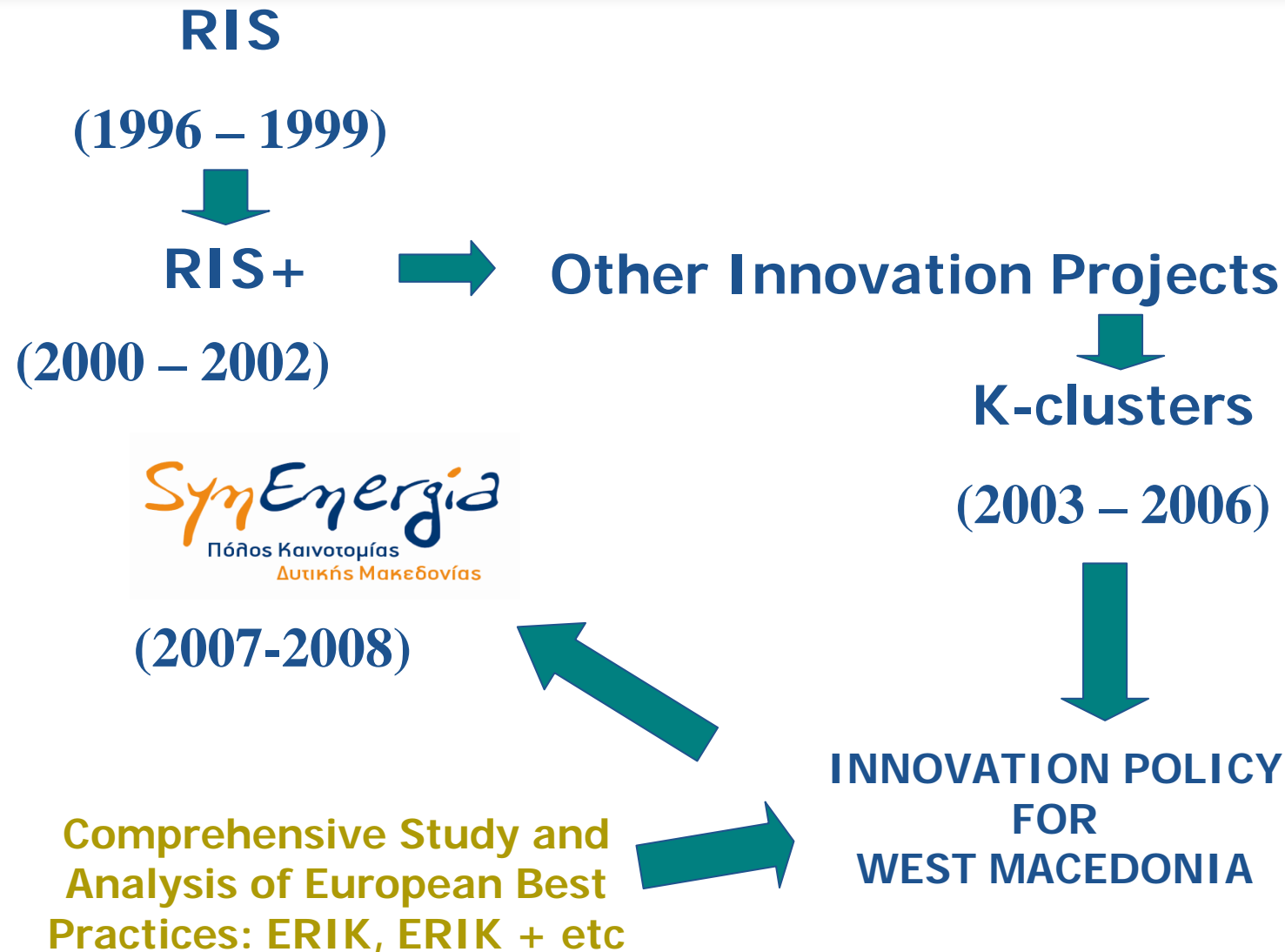


A Regional Innovation Roadmap





The Innovation Strategy Roadmap for West Macedonia





Innovation Strategy and ROP

The questions:

“How important for the region is the implementation of the
Regional Innovation Strategy Actions”

“Has the Innovation Strategy become a part of ROP in
Western Macedonia”

Strengths & Weaknesses in Western Macedonia

Strengths

- Location of the region
- Country's Energy Center (Public Power Corp.)
- Important tourist resources, natural ecosystems and rich cultural reserve
- Long history of commercial activity with the neighboring Balkan countries
- Important support structures to entrepreneurship and the regional administrative authorities
- Academic & Research Institutes (UOWM, TEI, ITESK)
- Increase quality of life (infrastructure development)
- Average growth rate higher of the respective rate at EU-25

Weaknesses

- Limited sector-based specialization & small share of high-tech and high value products.
- Weakness of production networks in combination with the decline of industrial activity and the non-dynamic services sector
- Long term unemployment
- Absence of foreign investments
- Inadequate links with the South and the economic centers
- Low capacity of transportation means (e.g. rail, air links)
- Environmental pollution due to the heavy industrial activity
- Low education & specialization levels of HR except the energy and leather sectors
- Low investment in R&D



ROP Strategic Priorities

ROP of West Macedonia

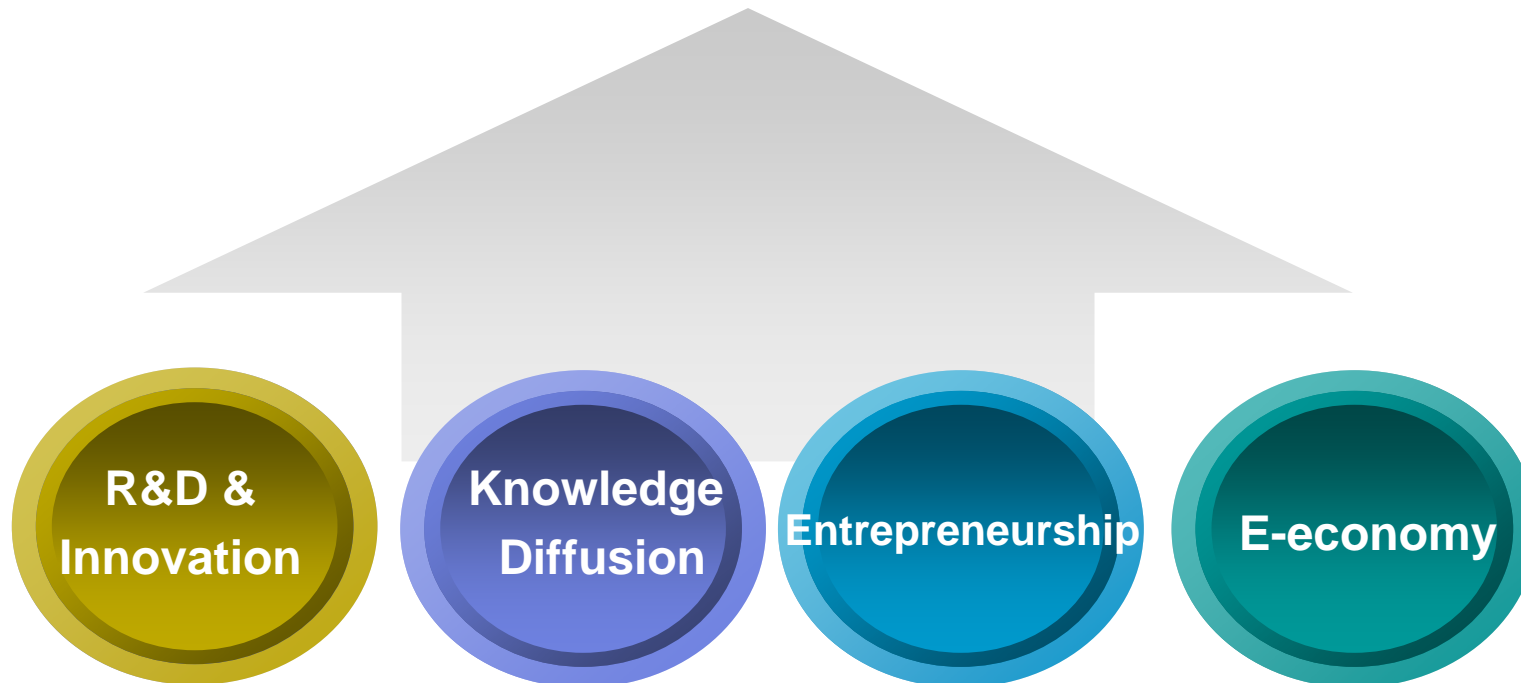




ROP Task Forces



Transition to knowledge economy





Matching Platform



Experience Indicatively

K-CLUSTERS, ERIK+, RIS, RIS+, RITTS, SMART, TRACTORS, TRAINMAIN,

Strategic Development Plan on Research Technology and Innovation

R&D &
Innovation

-Increase SMEs capacity to invest in R&D

-Participate in thematic networks of advanced R&D which are competitive at international level

-Create better links between businesses and supporting institutions (e.g. Academic)

Knowledge
Diffusion

-Promote actions to convert knowledge into innovative products, processes and services and knowledge transfer especially to SMEs

Entrepreneurship

- Support the creation of spin off companies, and obtain IPR

- Encourage entrepreneurial activity and promote innovative actions in business clusters within the region

E-economy

- Increase competitiveness and internationalization of businesses, especially SMEs/ Create trans-european links for advertising products and services

- Promote new ICT services (e.g. e-government, e-health, e-business, e-learning, e-inclusion)



The participation of WM in ERIK+ and other European Innovation Networks



- Regions Priority
- Participation and active support of all regional actors

The two Greek best practices in Clusters:

“Innovation Learning Center for Small Firms & Clusters”

“Development of Innovation in the Wood Sector”



Good Practise: Innovation Learning Center for Small Firms & Clusters



- Managing Organization: EURO INFO CENTRE OF REGIONAL DEVELOPMENT AGENCY OF WESTERN MACEDONIA
- Outline of G.P.: the "awakening" of innovative spirit in between SMEs is achieved through innovation campaign, working and policy making cross-sector events such as the "innovation week" and knowledge transfer events. More specifically, the activities that have been implemented in the framework of the G.P. are:
 - a) Intergraded services to SMEs and clusters (e-alert and weekly bulletin services, managing information received and stored by EIC, business cooperation database, promotion of technology partnerships, fostering an innovation and technology culture among SMEs.
 - b) Transfer of knowledge and good practices from E.U.



Good Practise: Innovation Learning Center for Small Firms & Clusters



- c) Assistance to SMEs in the framework of open calls for tenders.
- d) Preparation and implementation of a benchmarking workshop.
- e) Press articles to media referred to Innovation and Technology Process for SMEs.
- f) Preparation and implementation of actions focused on dynamic sectors in the region such as agrotourism and food industry.
- g) Development of a network of business consultants in Innovation, R&D programs and projects.



WHAT ARE THE KEY INNOVATIVE FEATURES OF THIS GP ?



- Integrated support of region's SMEs.
Support region's SMEs in innovative actions through information, business consultancy and giving grants to the SMEs for investing in innovation (new products and services, new methods in production procedures).
- Innovative approach of project's planning and implementation.
- Cooperation among different regional public and private bodies.



Good Practice: Development of Innovation in the Wood Sector.



- Managing Organization: ANGRE
- The Action focuses upon improving Innovation capacity in the sector of Wood, traditionally strong in the Regional economy.

More specifically, this is achieved through:

- Development of a mechanism to ensure the monitoring of the action, the analysis of parameters regarding the development of new products in the sector, the development of know – how and the systematization of knowledge.
- A call for proposals for five (5) pilot projects in SME's of the sector that will be assisted to develop new products and / or methods or procedures of elaboration. These 5 projects can be proposed by enterprises either already operational or under establishment.
- Development of the above mentioned pilot projects in the SME's that will be selected.
- Diffusion of results to the rest of SME's operating in the wood sector.

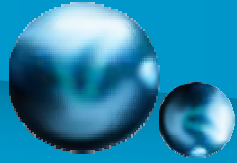


Good Practice: Development of Innovation in the Wood Sector.



The action is already finished and the five enterprises that developed their project were:

- ALFA WOOD PINDOS in Grevena
- GIOTAS WOOD ABEE in Grevena
- GEORGIOS Th. & SPYRIDON Th. ZIOGAS O.E. in Grevena
- e-EFFICIENCY – INFORMATICS APPLICATIONS AE in Grevena
- CHLIAPAS WOOD ABEE in Kozani



WHAT ARE THE KEY INNOVATIVE FEATURES OF THE GP ?



- The innovative features were the special 3 cycles of informative seminars which took place in a hotel in small villages away from their companies during weekends and everybody was having the opportunity to discuss his problem. The lectures were given by the expert staff of the Department of Wood and Furniture Design and Technology. Reference notes were written to help with the problems, which were detected at the branch of this area. Those notes were given to the owners of the wood companies.
- Simultaneously experts scientific were visiting companies, which confront problems at their production line with a target to help them.
- Finally six (6) companies was manage to make proposals for new innovative ideas with the help of the staff of the Department and five of them was manage to take the grand in order to produce these new products . The total amount of their investments was up to 1.000.000 euros.



IS THIS ACTION A GOOD PRACTICE ?



The main and only criteria was the interest of the companies.

Results were encouraging and this was the main reason for this practice to be a GP. If one considers that in the wood sector till that moment there was nothing “moving” and at the end of the project there were 5 big enterprises that wanted to invest money on innovation then we can say that it did work!.



Innovating in WM today



Innovation Pole of West Macedonia



- Public Private Partnership
- Improving technological and innovation performance
- Increase competitiveness of the regional economy



Innovating in WM today



- The creation of "**Regional Pole of Innovation of Western Macedonia (RPIWM)**" expresses the collective effort of institutions of research, technology and business world of Western Macedonia to implement a program of development of a Regional Pole of Innovation in equivalence with the new policy of Ministry of Development for the creation of powerful clusters of research, technological growth and knowledge based business in the Greek regions

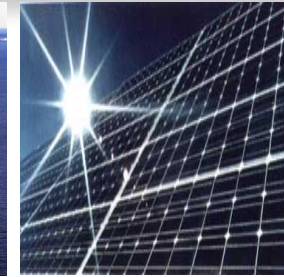
- The Regional Pole of Innovation of Western Macedonia (RPIWM) is a union of institutions from private and wider public sector that aim to increase the technological and innovative records, the creation of environment of innovation and regional conscience in Western Macedonia **in the main axis of Energy** and the increase of competitiveness of regional economy.



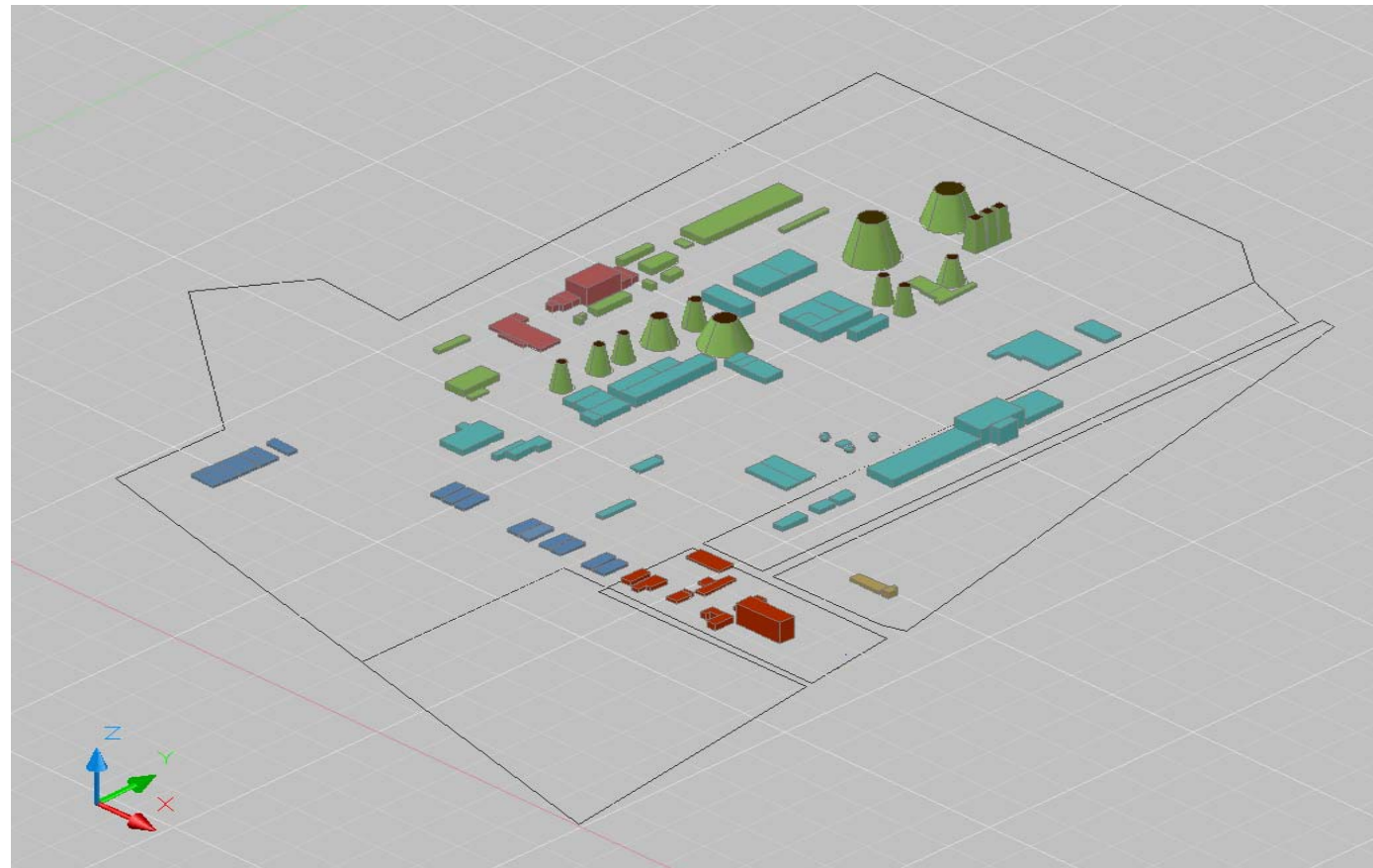
The Future...



....the Eco-Inno Energy Land



- Zone of Research and Entrepreneurship
- Zone of Industrial Heritage
- Business Park

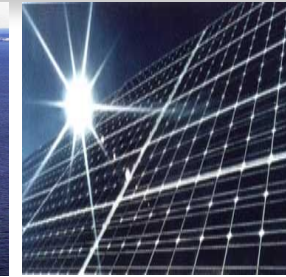




The Future...



....the Eco-Inno Energy Land



.... *but not **only** that*

Creation of a new multidisciplinary Regional Innovation Pole including a discipline for enhancing innovation and competitiveness in the wood sector and ERIK Action will serve as the basic platform to achieve this goal.

ERIK Action



Thank you for your attention!

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