

Regional Innovation Strategy of the ZLIN Region

INNOVATION STRATEGIES FOR REGIONAL DEVELOPMENT

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infyde The logo for infyde, featuring the word 'infyde' in a lowercase, sans-serif font, followed by a stylized 'i' inside a square frame.

INDEX

- 1. GENERAL INTRODUCTION**
- 2. DESIGNING THE RIS**
- 3. RIS AS AN INNOVATIVE POLICY TOOL**
- 4. ENTREPRENEUR**



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1. GENERAL INTRODUCTION

- The technology, the innovation and the enterprising spirit constitute the fundamental engines of the economic growth in a global context of increasing competitiveness.
- The way of increasing the competitiveness is improving:
 - The system of science and technology
 - The capacity of the companies to assimilate the results of the R&D
 - The capacity of the citizens to create companies.



1. GENERAL INTRODUCTION

WORLD

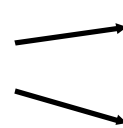
- ü Global (+than international)
- ü Constant innovation (+than science, + than technology)
- ü Constant change (permanent adaptation need)



1. GENERAL INTRODUCTION

WORLD+COMPLICATED

- ü Importance human resources
- ü Importance knowledge
- ü Importance ADAPTATION CAPACITY



Kind of enterprise

Kind of worker

Need of reinforcing coherence and prevision



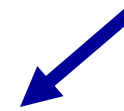
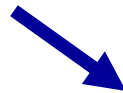
Strategy factor



1. GENERAL INTRODUCTION

Innovation is highly dependant from external firms knowledge.

The process of generating and exchanging know-how takes part at a regional and business sectorial level.



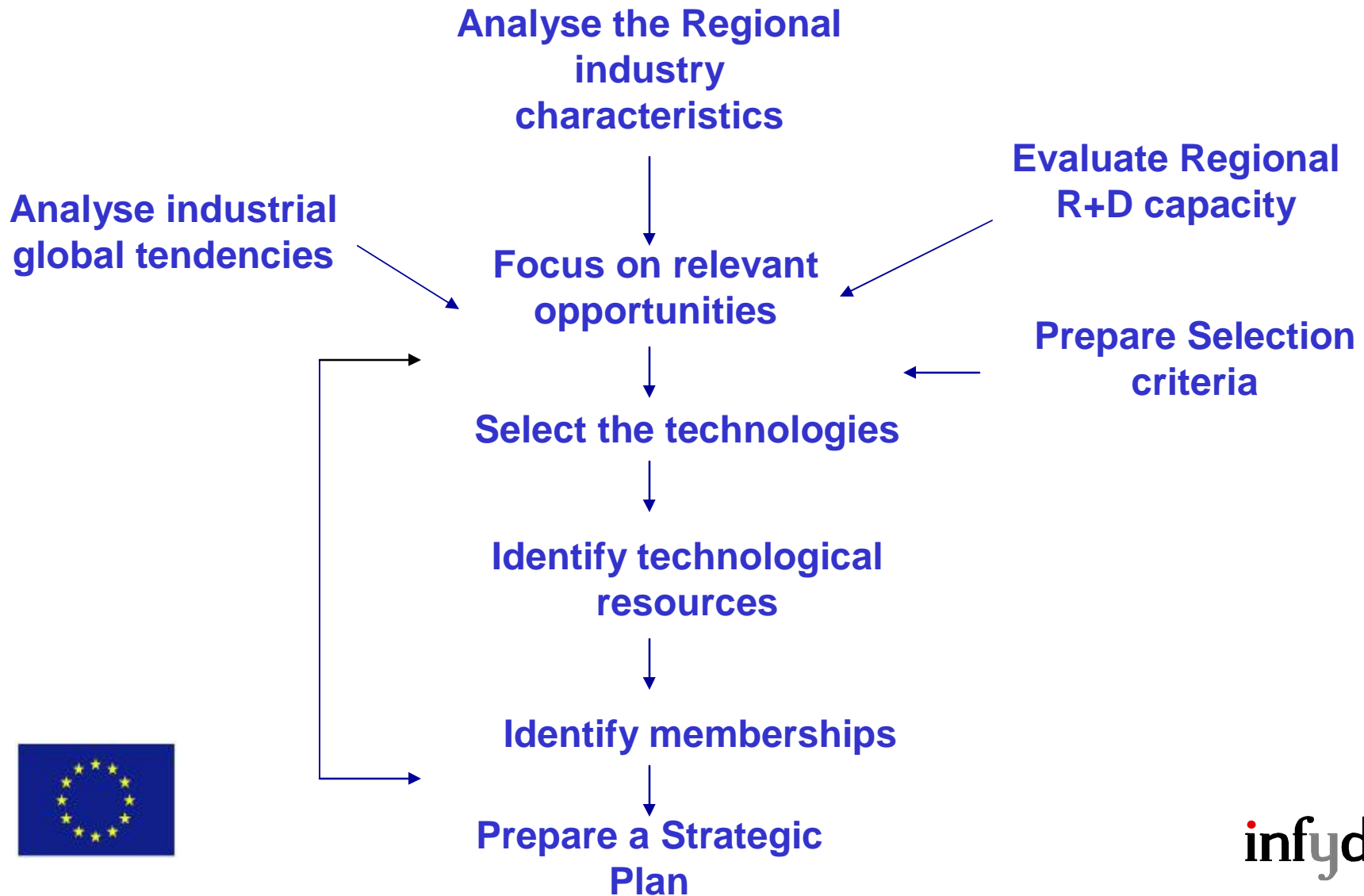
The local approach is critical



The globalization is improving a closer firms activities to a regional approach.

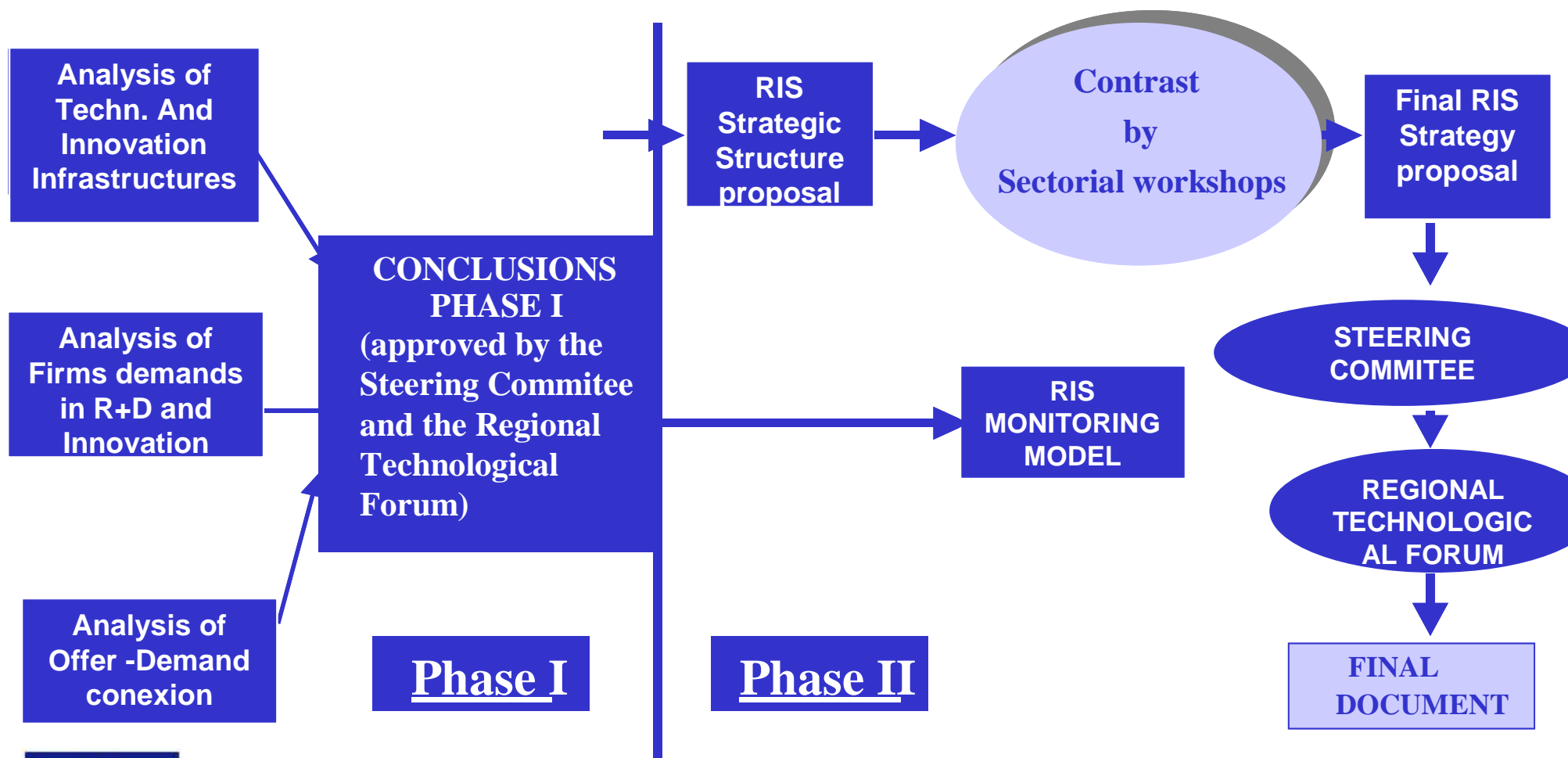


2. DESIGN OF THE GLOBAL PROCESS OF RIS



2. DESIGN OF THE GLOBAL PROCESS OF RIS

ELABORATION PROCESS FOR RIS



3. RIS AS AN INNOVATIVE POLICY TOOL

1. RESULTS FORESEEN

- ü TO IDENTIFY THE SECTORS AND STRATEGIC TECHNOLOGIES.
- ü TO DEFINE STRATEGIES.
- ü TO DETERMINE PRECISE ACTIONS.
- ü TO ESTIMATE THE FINANCIAL RESOURCES
- ü TO ESTABLISH THE MECHANISMS OF FOLLOW-UP AND OF EVALUATION.
- ü TO ESTABLISH MECHANISMS OF CONSENSUS



3. RIS AS AN INNOVATIVE POLICY TOOL

2. PROCESS OF STRATEGY BUILDING

- ü BOTTOM UP INCLUDING THE INSTITUTIONAL AGENTS.
- ü WITH A LONG TERM VISION OF AIMS AND PRIORITIES.
- ü INTEGRATING EFFORTS OF THE PRIVATE SECTOR.
- ü CONSIDERING THE INTERNATIONAL TRENDS AND COLLABORATIONS.



3. RIS AS AN INNOVATIVE POLICY TOOL

3. SUPPORT THE ENVIRONMENT

ü GENERATE THE NECESSARY TECHNOLOGICAL INFRASTRUCTURES OF SUPPORT

- ✓ Technological Centres.
- ✓ Technological and Science.
- ✓ Incubators.
- ✓ Information and Prospective Systems.
- ✓ Support to Partnership and Networking.

ü TRENDS TO CREATE TECHNOLOGICAL PLATFORMS (CONCENTRATION OF EFFORTS TO FIND THE ADEQUATE DIMENSION).



3. RIS AS AN INNOVATIVE POLICY TOOL

4. SUPPORT HUMAN RESOURCES

ü To adapt the higher education to the needs of the productive system and the society

- ✓ in the formative curricula
- ✓ in the research activities.



3. RIS AS AN INNOVATIVE POLICY TOOL

5. BASES OF THE STRATEGY

- ü SUPPORTING THE GENERAL DIRECTIVES OF THE ECONOMIC POLITICS.
- ü CONSENSUS AND PARTICIPATION OF ALL THE AGENTS.
- ü COMPLEMENTACIÓN OF THE STRATEGY WITH THE NATIONAL AND INTERNATIONAL INITIATIVES.
- ü GRADUAL DEVELOPMENT OF THE ACTIONS.



3. RIS AS AN INNOVATIVE POLICY TOOL

6. SCOPE OF THE STRATEGY

- ü TO DEVELOP ACTIONS THAT CONTRIBUTE TO THE PROMOTION AND DEVELOPMENT OF THE PROCESS OF INNOVATION.
- ü TO COVER, GIVE INTEGRAL FORM, THE WHOLE CYCLE OF PERFORMANCES.
- ü TO SUPPORT PERFORMANCES DESTINED FOR THE SET OF AGENTS:
 - Ø TOTALITY OF THE COMPANIES
 - Ø TECHNOLOGICAL INFRASTRUCTURE
 - Ø PUBLIC ADMINISTRATION



3. RIS AS AN INNOVATIVE POLICY TOOL

SUPPORTING THE INNOVATION

1. TO PROMOTE A FAVOURABLE CULTURE FOR:

- ü Innovation
- ü Opening to world and to external environment.
- ü ENTREPRENEURSHIP capacity.

2. CLIMATE FOR INNOVATIVE ENTERPRISES. COHERENT MODEL OF INSTITUTIONAL MANAGEMENT

- ü Sufficient qualified and motivated proactive human resources.
- ü Coordination of the different departments.
- ü Small number of flexible aids.
- ü Support to the creation of collaborations and networks.
- ü Clear definition of objectives and indicators.
- ü Evaluation system.



4. ENTREPRENEUR

- **SUPPORTING THE ENTREPRENEURS. Importance of:**
 1. The CULTURE (innovative and entrepreneurship).
 2. Favourable CLIMATE.
 3. The ENVIRONMENT (technological infrastructures, training, information, regulation, etc).
 4. The quality of HUMAN RESOURCES.



4. ENTREPRENEUR

- ü There exists a direct **relationship** between **creating new businesses** and **local economical development**, which is different from one to another region.
- ü The **indicators** for the improvement of the business start up includes: demographic aspects, labour force skills and unemployment rate, education and trainings, landed properties market, basic infrastructures and regional history.



4. ENTREPRENEUR

MEASURES

- ü Integrate the **RELATIONSHIP** between the entrepreneurial activity, the creation of employment, innovation and local development.
- ü Promotion and **DIFFUSION** of efficient tools for creating enterprises, such as: enterprises networks, incubators, micro-credits, programmes for economic articulation.
- ü Promotion of a new social **CULTURE** oriented to the creativity and entrepreneurship in all life aspects.

