



# WIRED 2016

WEEK OF INNOVATIVE REGIONS IN EUROPE



How to facilitate *entrepreneurial discovery* in regions  
Henning Kroll, Fraunhofer ISI

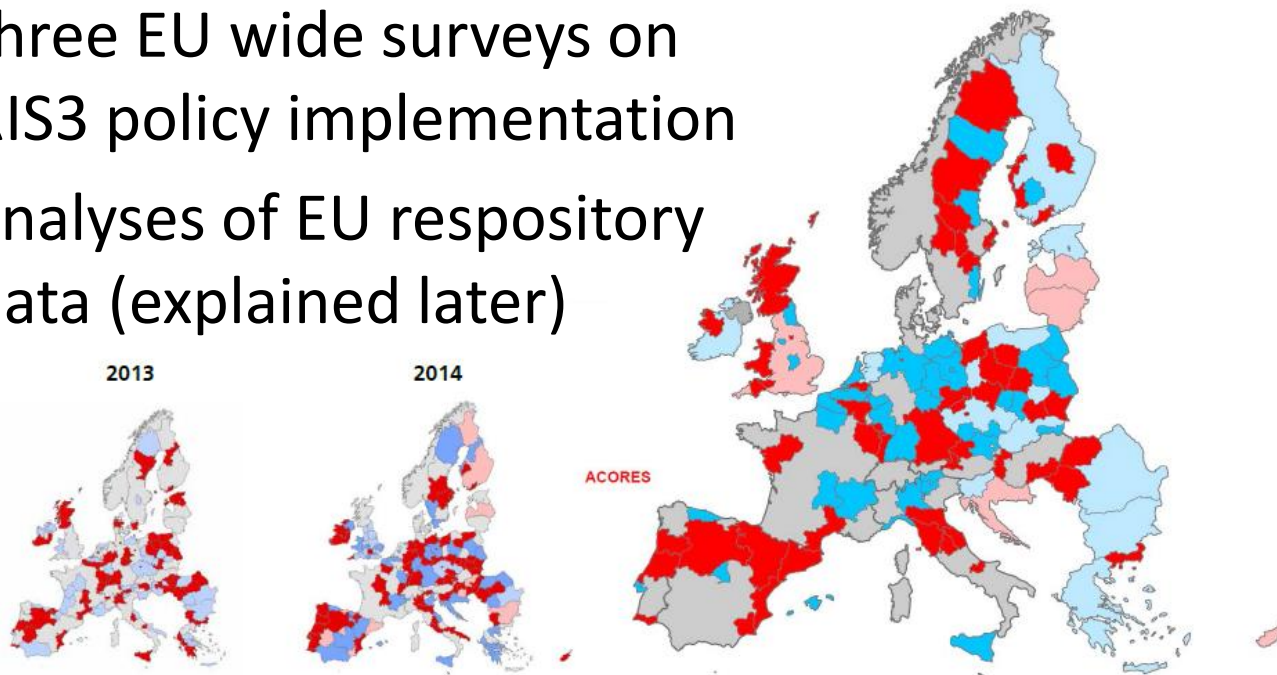


European  
Commission



# Telling stories from...

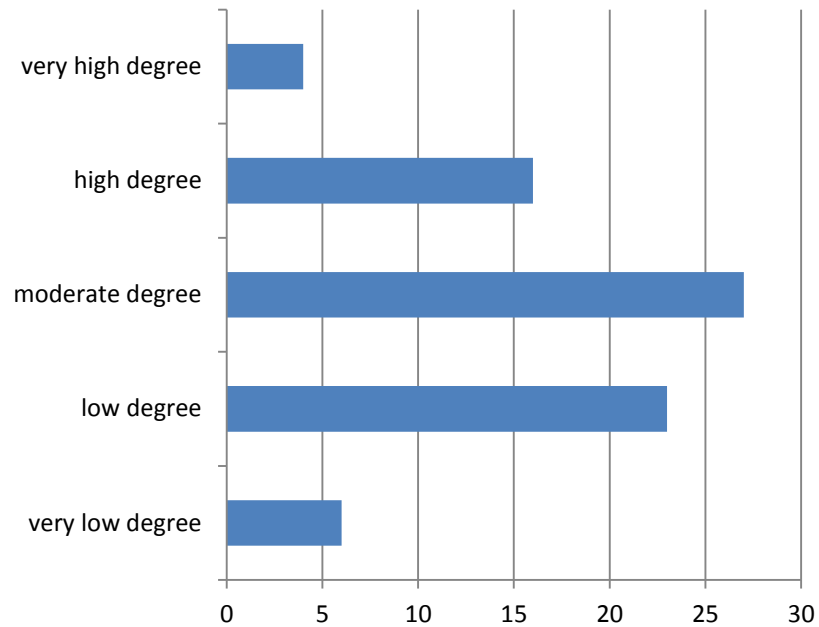
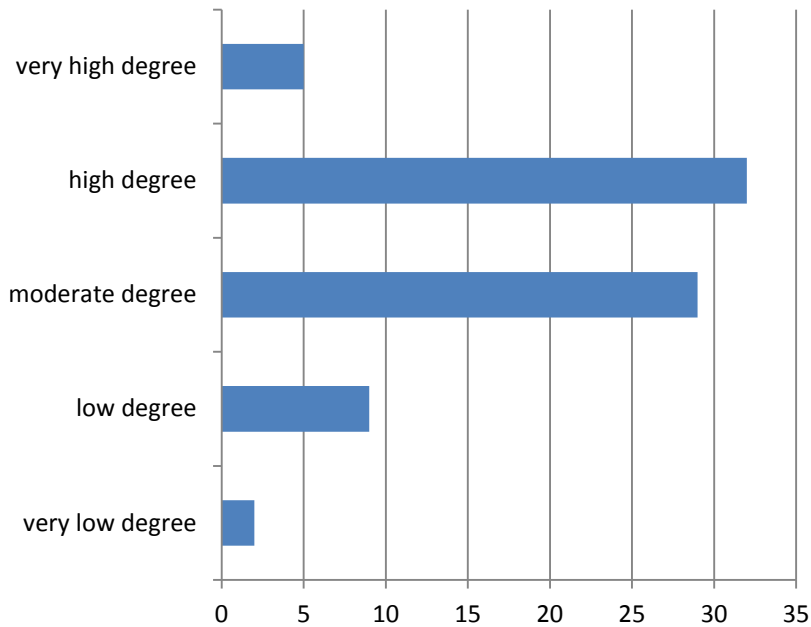
- three EU wide surveys on RIS3 policy implementation
- analyses of EU respository data (explained later)



# RIS3 seems to have some benefits

Potential of the RIS3 Process to Prompt Changes

Feeling that RIS3 is Imposed / Not Really Place-Based



# Priorities and Strategies

- Number of lead priorities in a RIS3 strategy on average about **5**; many also around **3**
- >80% state that they would choose most or all again

But:

- only about half of them are precisely defined
- 42% acknowledge limited business participation

➤ As such, they will probably not take policy makers far

# Implementation

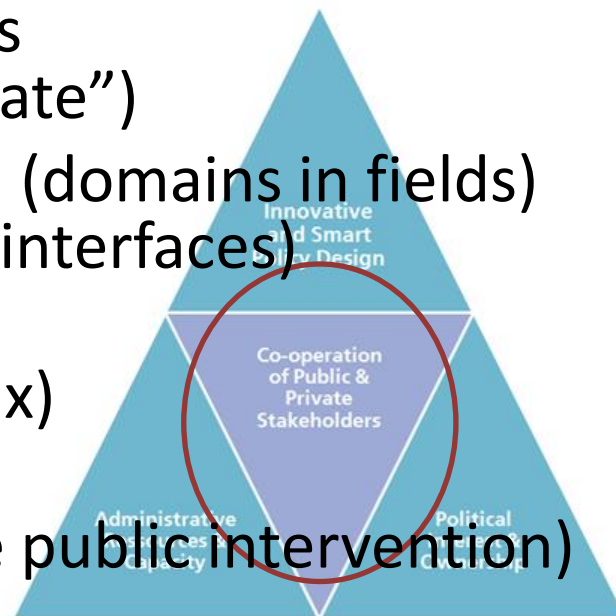
- Two thirds say that there is “room for improvement”
  - Only ~50% see most priorities reflected in measures
  - Nearly 40% report that >50% of the ERDF budget is still allocated in a horizontal manner
  - More than half of the respondents still consider horizontal approaches common in most policy areas
- So what then is a good way to strategically focus policy?

# “entrepreneurial discovery process”

- often quoted „mantra“ with open meaning
- A third of regions say they “had RIS3 before”  
A further third say they had “similar activities”
- 75% say that “EDP” in their region is ongoing
- What does this mean?
- What is the potential?

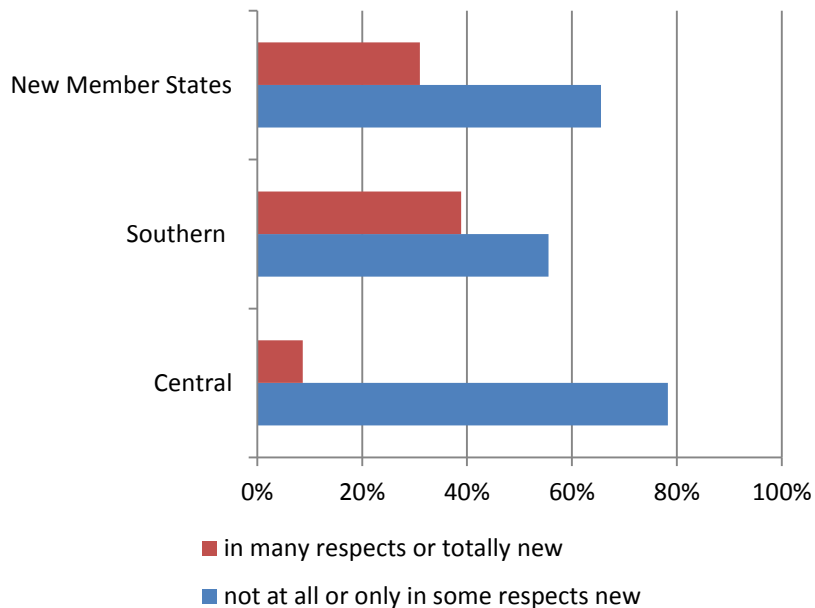
# to make a difference EDP must

- alert policy to market opportunities (EDP without policy are the “template”)
  - be continuous & thematically open (domains in fields) (about establishing exchanges and interfaces)
  - bridging and connecting (involve all players of the triple helix)
  - connect consultation to decision (in the end, the purpose is to guide public intervention)
- So why is this so difficult to do?

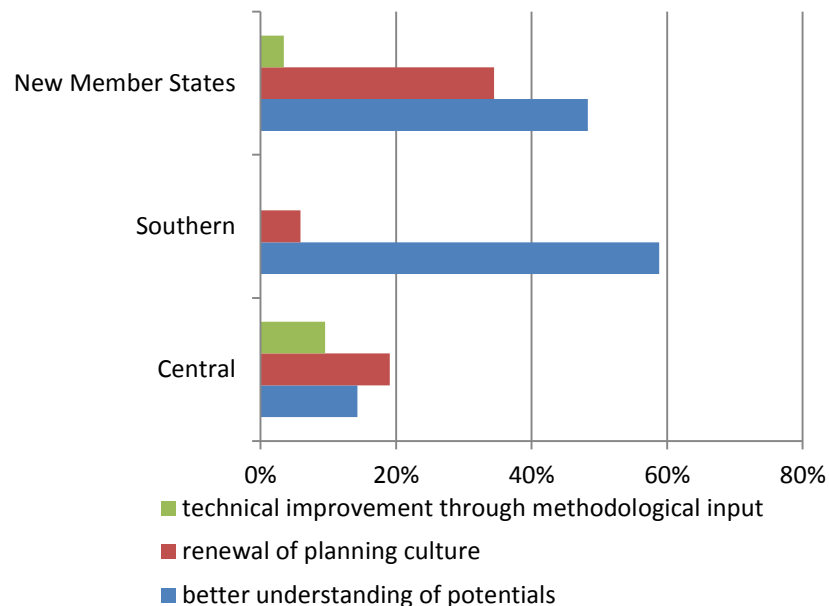


# ...which was new to some

Novelty of Process



Renewal of Planning Culture





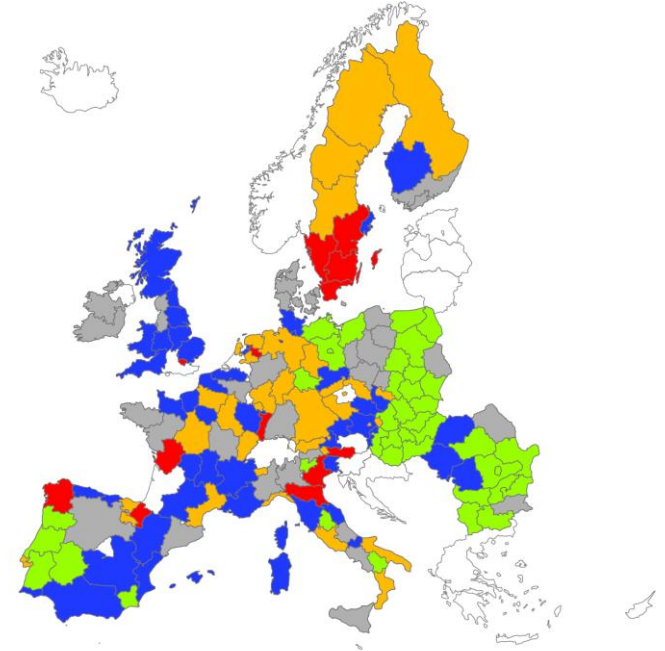
# Limits to Implementation

- Administration and politics
  - lack of resources ranks highest (74%),
  - information failure (59%)  
professional capacity (53%)
  - administrative preference against bottom-up (45%),  
local policy issues (42%) and  
vested interests (41%)
- Also, however: support culture (what is this?)

# 5 Clusters of typical “Policy Mixes”



1. Business-Oriented Policy Mixes, myopic on business
2. Business-Oriented Policy Mixes, addressing framework
3. **Systemic Policy Mixes**, based on grants & investments
4. **Systemic Policy Mixes**, based on other approaches
5. Convergence Cluster



# Implications for EDP

- Even if politically willing and administratively capable, regions need different stories
- There is a need to explore which “EDP” are already present under other names
- Building on traditions while adapting them is a good way to enable RIS3

# Why now?

- New trends like Industry 4.0 etc. will bring new domains but also risks for “incumbent regions”
  - Reactive policies will not be enough to leverage potentials to shape the new trends
  - Regions need to internally re-connect, meaning standing working groups and platforms
  - Also: new options how the periphery can profit?
- Now is the time for more EDP!

# Contact

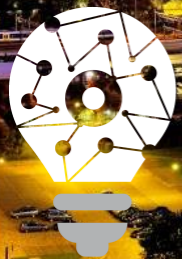


**Henning Kroll**

*Fraunhofer ISI, Karlsruhe, Germany*

henning.kroll@isi.fraunhofer.de

+49 721 6809 181



# WIRE 2016

WEEK OF INNOVATIVE REGIONS IN EUROPE

