INNOVATIVE UPPER AUSTRIA 2020
Regional Smart Specialisation Strategy

INNOVATIVES OBERÖSTERREICH 2020
FORSCHUNG. WIRTSCHAFT. ZUKUNFT
STRATEGIC PROGRAMMING IN UPPER AUSTRIA

• Response to economic crisis in 1980s
• Foundation of a central economic agency
• Focus on technology, professional qualification and location marketing

Innovative Upper Austria 2010 (2005-2010)
• Participative stakeholder process including with 250 experts
• Focus on research and development, professional qualification, clusters and networks, EU networking

Innovative Upper Austria 2010+ (2011-2013)
• Follow-up of predecessor programme, similar focus areas
• Research and development emphasis on Mechatronics, ICT, Life Sciences, Innovative Materials, Logistics, Renewable Energy
STRATEGIC PROGRAMMING IN UPPER AUSTRIA

Innovative Upper Austria 2010+ (2011-2013)

The 4 Core Strategies based on:

- Strategies on EU level (Grand Challenges Horizon 2020)
- Recommendations of the Austrian Council for Research and Technology Development (RFTE)
- Basic strategic recommendations of the Upper Austrian Council for Research and Technology (RFT OÖ)
- Upper Austria focuses on a productivity-oriented growth strategy.

4 CORE STRATEGIES

i. Location Development
ii. Industrial Market Leadership
iii. Internationalisation
iv. Future and Emerging Technologies
4 CORE STRATEGIES

Location Development
• attract the **best scientific and business minds**, strong economic agency, **strengthen science and research** as a basis for future economic development

Industrial Market Leadership
• **promote research and development** in areas in which companies excel, important are **knowledge-based business models** and export-oriented industrial sectors, invest in efficient, **adaptable production systems** and new knowledge-based services.
• pursue **long-term technological leadership** in global niches
• competitive advantage through **quick diffusion** of new technology in processes and products, innovative models of technology transfer, furthering clusters, new approaches to solve the greatest societal challenges including open innovation and creative communities.
4 CORE STRATEGIES

Internationalisation

• strengthen international orientation of the education, research and businesses and support activities of local companies, position Upper Austria as an accepted business and research region, form long-term strategic alliances with other regions

• attract excellent international researchers and high-profile global companies, promote the establishment of research headquarters of international corporations in Upper Austria

Future and Emerging Technologies

• set preconditions to recognize global future trends

• strengthen awareness for importance of research and development in society, encourage entrepreneurial and research spirit throughout education
5 FIELDS OF ACTIVITY – SMART SPECIALISATION

- Industrial Production Processes
- Energy
- Health | Ageing Society
- Food | Nutrition
- Mobility | Logistics

• A top-down and bottom-up stakeholder process has led to the definition of 5 Fields of Activity.

• Alignment with Grand Challenges and Strategies in the European Research Area

• Strategic goals within the 5 fields reflect the innovation chain Education – Research - Economy.

• For operational implementation the Fields of Activities are further detailed in Topics and Measures.
COMPREHENSIVE TOPICS ALONG THE INNOVATION CHAIN

EDUCATION
- Technology and social competence in primary and secondary education
- Strength-oriented teaching
- Key Enabling Technologies: mechatronics, ICT, advanced materials, etc.
- Joining forces and competences, critical mass

RESEARCH
- Manufacturing region 2050
- (Knowledge-based) services
- Innovation in companies, especially in SMEs

ECONOMY
- The gifted and talented
- Expansion and focused development of tertiary education (JKU/FH)
- Lifelong learning
- Interdisciplinarity
- Internationalisation
- Lead companies/headquarters
- Networking with EU institutions
- Exports
- Entrepreneurship / venture creation
SMART SPECIALIZATION STRATEGY (S3) UPPER AUSTRIA

FURTHER DEVELOPMENT OF THE INDUSTRY LOCATION UPPER AUSTRIA
INDUSTRIAL MARKET LEADERSHIP INTERNATIONALISATION
FOCUS ON FUTURE AND ENABLING TECHNOLOGIES

CORE STRATEGIES

INNOVATION CHAIN

5 KEY AREAS FOR THE FUTURE

Advanced Manufacturing
Energy
Health\Ageing
Food\Nutrition
Mobility\Logistics
THE PROCESS

- Registration S3 Platform: 2011
- S3 Workshop OECD-EC in Linz: 2012
- Start program development: 2012
- First Stakeholder meeting: 2012
- Call for expression of interest: 2013
- Ex-ante evaluation: 2013
- Program start: 2014
- Evaluation: 2016
Principals/Politics
Education/Research/Economy

Coordination of Program
Funding bodies

Education
Research
Economy

Program Office
Stakeholder-Coordination

Panel of Experts

Upper Austrian Council for Research and Technology
Strategic Advisory Board

ROLES AND RESPONSIBILITIES

aus z.B.: AFK, FFG, WKÖÖ, IVOÖ, Unternehmen, RTO, ZAK, Bildung, ...
ANNUAL CONTROL AND STEERING CYCLE
INFORMATION

- Andrea Heiml
- Program Office OÖ2020
- Tel. 0732/79810-5262
- info@ooe2020.at
- www.ooe2020.at