

What is TR3S ?

- **TR3S** is a Regional Initiative Project dealing directly with **smart specialisation**.
- **TR3S** offers a source of ideas and good practices for other regions implementing, or thinking about implementing **smart specialisation**.
- **TR3S** falls under the INTERREG IVC Programme. The overall objective of this Programme is to improve the effectiveness of regional policies and instruments.

Towards regional specialisation...



Smart specialisation:
helping regions to
better define their
research and innovation
strategies

In recent years, the European Commission has increasingly stressed the importance of developing a comprehensive European innovation strategy for smart, sustainable and inclusive growth by investing in research, innovation and entrepreneurship.

Towards regional specialisation...

- **Smart specialisation** is all about learning what a country or region does best.
- It is an important concept for regional innovation policy because it provides a **strategy for regions** that takes into account their specific innovation assets.
- It is concerned with the **focused use** of public research and innovation investment...
- ... and provides support for member states and regions in their effort to diversify and upgrade existing industries and to strengthen their innovation capacity.

Towards regional specialisation...

The **smart specialisation approach** is one where each region should identify its:

- **high-value assets** and
- **R&I potential**

in order to be able to concentrate its efforts and resources on a limited number of priorities where it can really develop excellence and compete in the global economy.

Towards regional specialisation...

- The **Smart Specialisation Platform** was launched by the EC as part of the Europe 2020 Strategy, to meet the objectives set out by the member states for research and innovation.



- The platform provides assistance to national and regional innovation policy-makers in the development and review of smart specialisation strategies.

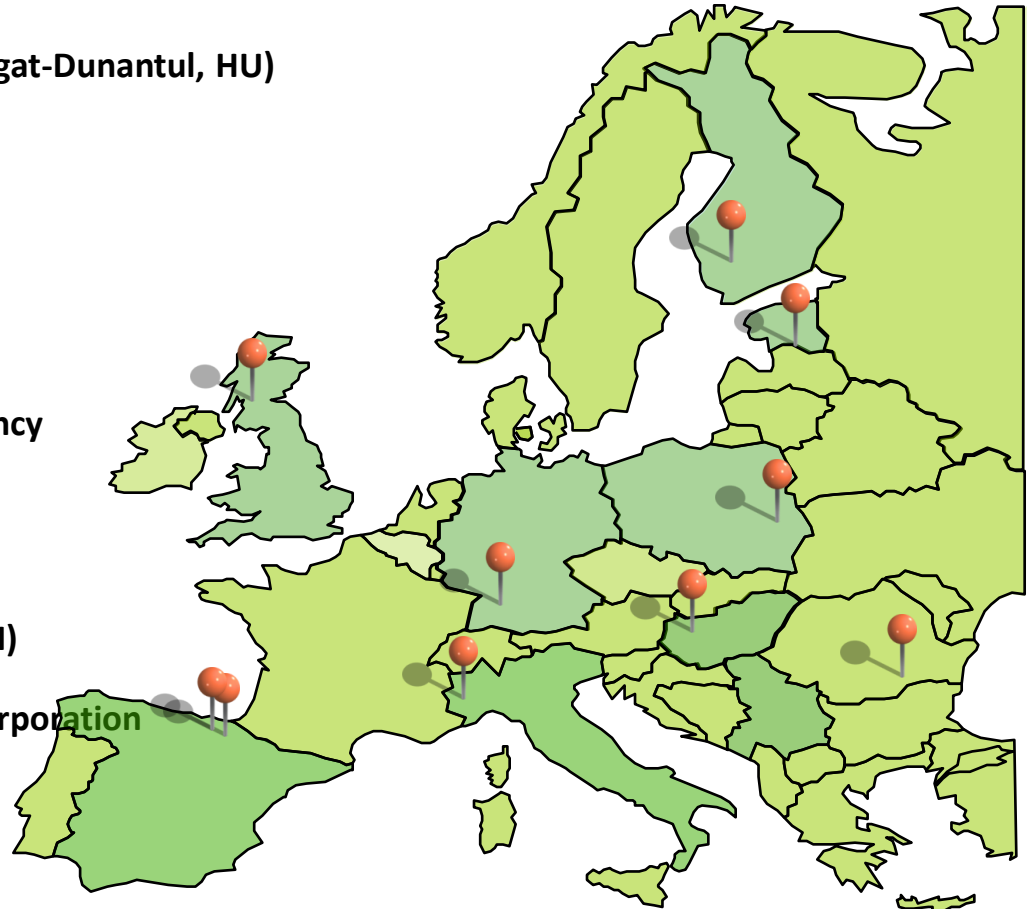
Which are the objectives of TR3S

Smart Specialisation Strategies in TR3S:

- TR3S is focused on the analysis of regional capacities and careful prioritisation in planning and implementing regional innovation policies and investments.
- TR3S partners mobilise the innovation capacity and growth potential of their regions so as to become globally more competitive.
- They form a strong multidimensional partnership representing different innovation realities and ecosystems, sharing expertise and know-how about their **Smart Specialisation Strategies**.

Who are the TR3S project partners ?

- **Tecnalía R&I Foundation (Basque Country, ES)**
www.tecnalia.com
- **Regional Development Agency of the Basque Country (Basque Country, ES)**
www.spri.es
- **Pannon Business Network Association (Nyugat-Dunantul, HU)**
www.pbn.hu
- **Scottish Enterprise (Scotland, UK)**
www.scottish-enterprise.com
- **Valga County Government (Eesti, EE)**
www.valgamv.ee
- **Regione Piemonte (Piemonte, IT)**
www.regione.piemonte.it
- **Bucharest- Ilfov Regional Development Agency (Bucuresti-Ilfov, RO)**
www.adrbi.ro
- **Lubelskie Voivodeship(Lubelskie, PL)**
www.lubelskie.pl
- **The Baltic Institute of Finland (Pirkanmaa, FI)**
www.baltic.org
- **Stuttgart Region Economic Development Corporation (Stuttgart, DE)**
www.region-stuttgart.de



What is it all about?

TR3S proposes a methodology similar to a
cooking process



In cooking, tradition is mixed with specialisation, innovation and creativity. This creates space for learning, creation and transformation to develop new innovation approaches or `recipes`.

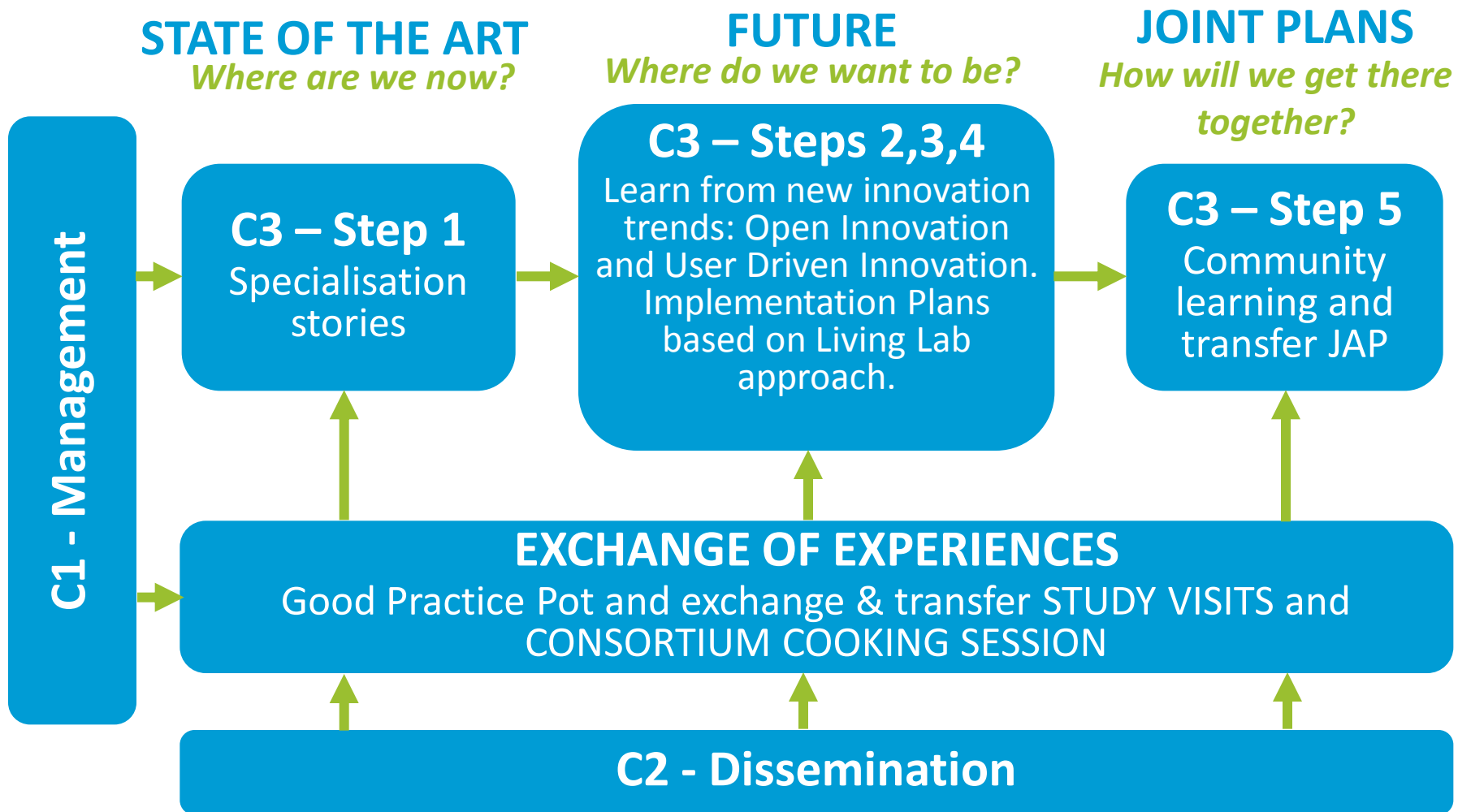


TR3S Work Plan

TR3S suggests three inter-related Components to structure the work:

- C1 Management and Coordination** enables sound management and coordination from a strategic, financial and administrative point of view.
- C2 Communication and Dissemination** enhances and ensures successful involvement of key stakeholders, supports the durability and diffusion of results by means of a web 2.0 based dissemination and networking strategy, making TR3S an opinion leader.
- C3 Exchange of experiences dedicated to the identification and analysis of Good Practices:** defines a common framework for Good Practice identification, analysis and exchange that leads to individual Implementation Plans.

TR3S Work Plan



C2- Communication and dissemination

Ensuring external awareness and durability of the project

PROCESS

Step 1

Dissemination plan.
Specialisation stories.

Step 2

Web 2.0 strategy.
Community Manager.

Step 3

Participation in
events.

Step 4

Providing
dissemination
materials.

Stakeholders
database. Website.
Dissemination plan.

Participation in web
2.0 platform.

Connecting TR3S
to S3 platform.

Leaflets.
Newsletters.
Press releases.

OUTCOME

- TR3S and the good work done in our regions is known by others.
- Feedback from S3 platform.

C3- Exchange of experiences

Where do we want to be? How will we get there together?

PROCESS

Step 1 – Specialisation stories

Step 2 – New innovation policy trends

Step 3 – Exchange of GPs

Step 4 – Living kitchen sessions

Step 5 – Community learning and transfer

OUTCOME

- Clear vision of the future smart strategies within the region.
- Exchange of experiences.
- Transfer of 3 GPs.
- 3 policies improved.

TR3S 2.0

Our presence in the 2.0 World:



wikispaces

wikis for everyone

www.wikispaces.com

twitter

www.twitter.com



slideshare

www.slideshare.net

You Tube

www.youtube.com

<http://www.tr3s-project.eu>

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Basic information

- Programme:
INTERREG IVC
- Priority:
Innovation and the Knowledge Economy
- Lead partner:
Tecnalia Research & Innovation Foundation (ES)
- Duration:
01/2012 – 12/2014
- Total budget:
€ 1,439,912.69
- ERDF contribution:
€ 1,113,197.00

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