Table G
Regional Aspects of Knowledge Economy

Seven habits of highly effective regions
The knowledge challenge

1. Creation of new knowledge
   - Technology
   - Service innovation and/or non-technological innovation

2. Commercialisation of new products/services based on new knowledge

Knowledge-based region
- technology leaders
- start-ups
- gazelles
- licensing

Others
- access to knowledge
- absorption of knowledge
- diffusion of knowledge
Four avenues of an entrepreneurial discovery process

• turning traditional sectors into new competitive areas Nord-Pas-de-Calais (F) in rail transport or Baden-Württemberg (D) from the automotive sector to mobility, or Friesland (NL): salt-resisting crops;
• modernising specialisation through new technology [Jyväskylä (FIN) in the paper industry with the integration of ICT, optoelectronics and nanotechnology];
• diversifying, based on existing specialisation [whale tourism in Husavik (IS) from fisheries’ experience; eco-building in Lower Austria (A)];
• radical change [Leuven (B) in microelectronics; Cambridge (UK) in biotechnology or Cantrabria (E) in marine science].
Types of innovation

- New knowledge, competences, technologies
- New products, technical solutions, production processes
- New services
- New designs or brands
- New business operating models
- New systems and networks
- New life style ways
- New working practices, organisations or management models
- Public service realised in a new way
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<th>PEOPLE BASED ACTIVITIES</th>
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<td>Joint publications</td>
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Knowledge flows from Region A to Region B
Seven habits of highly effective regions

- Critical Mass
- Communication
- Caocacity
- Concentration
- Connectivity
- Collaboration
- Cooperation
- Effectiveness
Critical mass

• Regions good size to bring together critical mass in triple/quadruple helix

• Regions/cities have democratic legitimacy
Capacity

• Need to develop regional capacities to exploit EU funding opportunities
• Need to train boundary spanners who can link triple helix players
• Need to retain key staff – differing rewards in public sector
  – Loss of staff = loss of knowledge and contacts
Connectivity

• Internal
  – Triple helix
  – Entrepreneurship House in Zagreb
    • Zero emission
    • Design focus
    • On campus

• Importance of international outlook
  – Global cities
  – Benchmarking
  – Transport
  – Clarity of who to connect to...
Cooperation

- Joint projects
- Shared research infrastructure
- Macro regions – e.g. Danube Strategy
Concentration

- Aware of diversity
- Setting priorities
- Developing strategy and implementation
- Smart specialisation
Collaboration

• $1 + 1 = 3$

• University Business links
  – Entrepreneurship House in Zagreb - SEECEL
    • Zero emission
    • Design focus
    • On campus

• Transnational cooperation
  – Cross border
  – Transnational
  – Interregional
Clarity/communication

- Clear communication lines within region
- Strong representation towards outside regions
  - Brussels Office etc.
- Clarity of strengths and collaboration priorities