

INNOVATIVE UPPER AUSTRIA 2020

Regional Smart Specialisation Strategy



**INNOVATIVES
OBERÖSTERREICH** 2020
FORSCHUNG. WIRTSCHAFT. ZUKUNFT

STRATEGIC PROGRAMMING IN UPPER AUSTRIA

Upper Austria 2000+ (1998 – 2004)

- 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)



4 CORE STRATEGIES

- i. **Location Development**
- ii. **Industrial Market Leadership**
- iii. **Internationalisation**
- iv. **Future and Emerging Technologies**

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

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



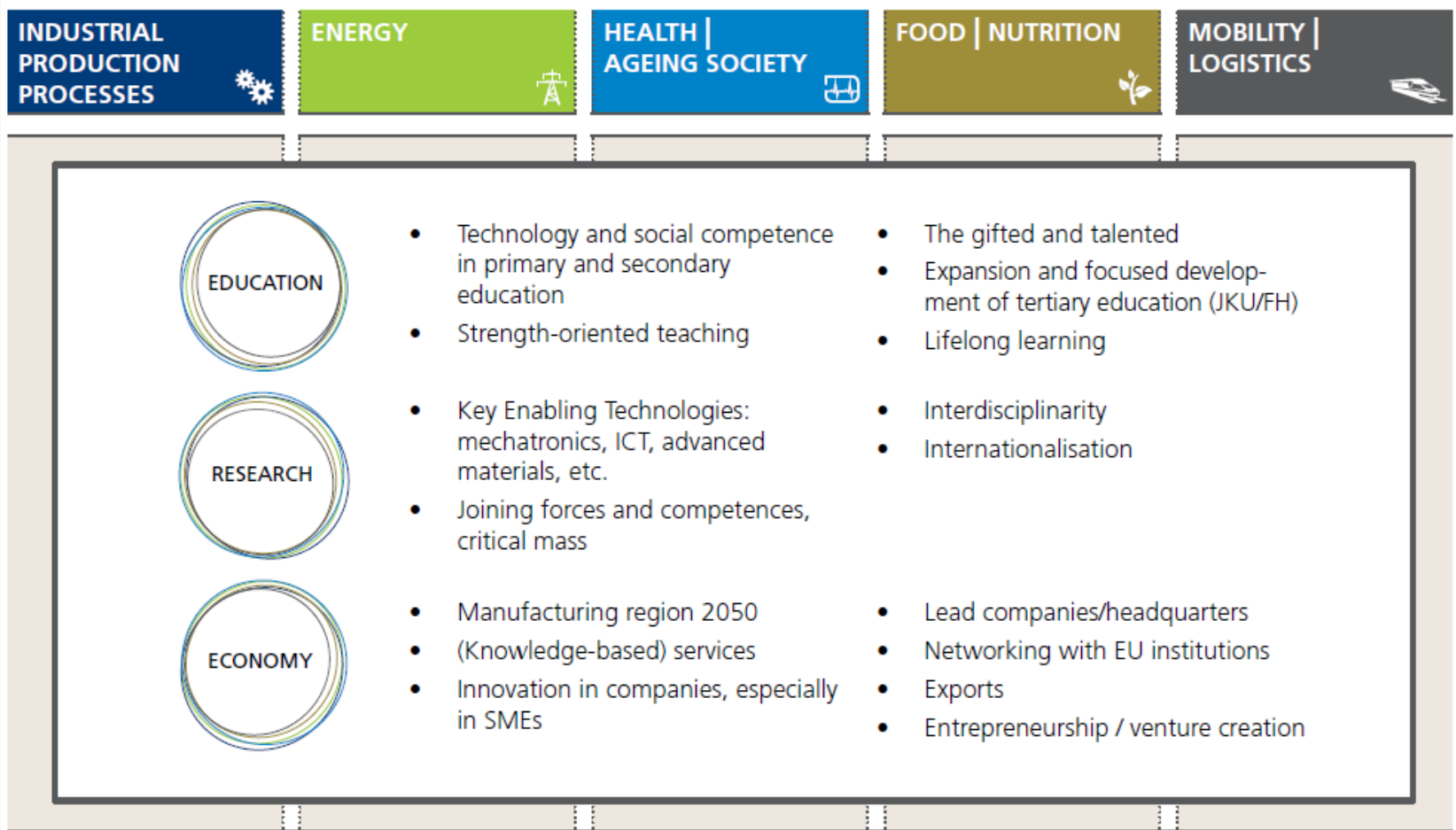
Food | Nutrition



Mobility | Logistics

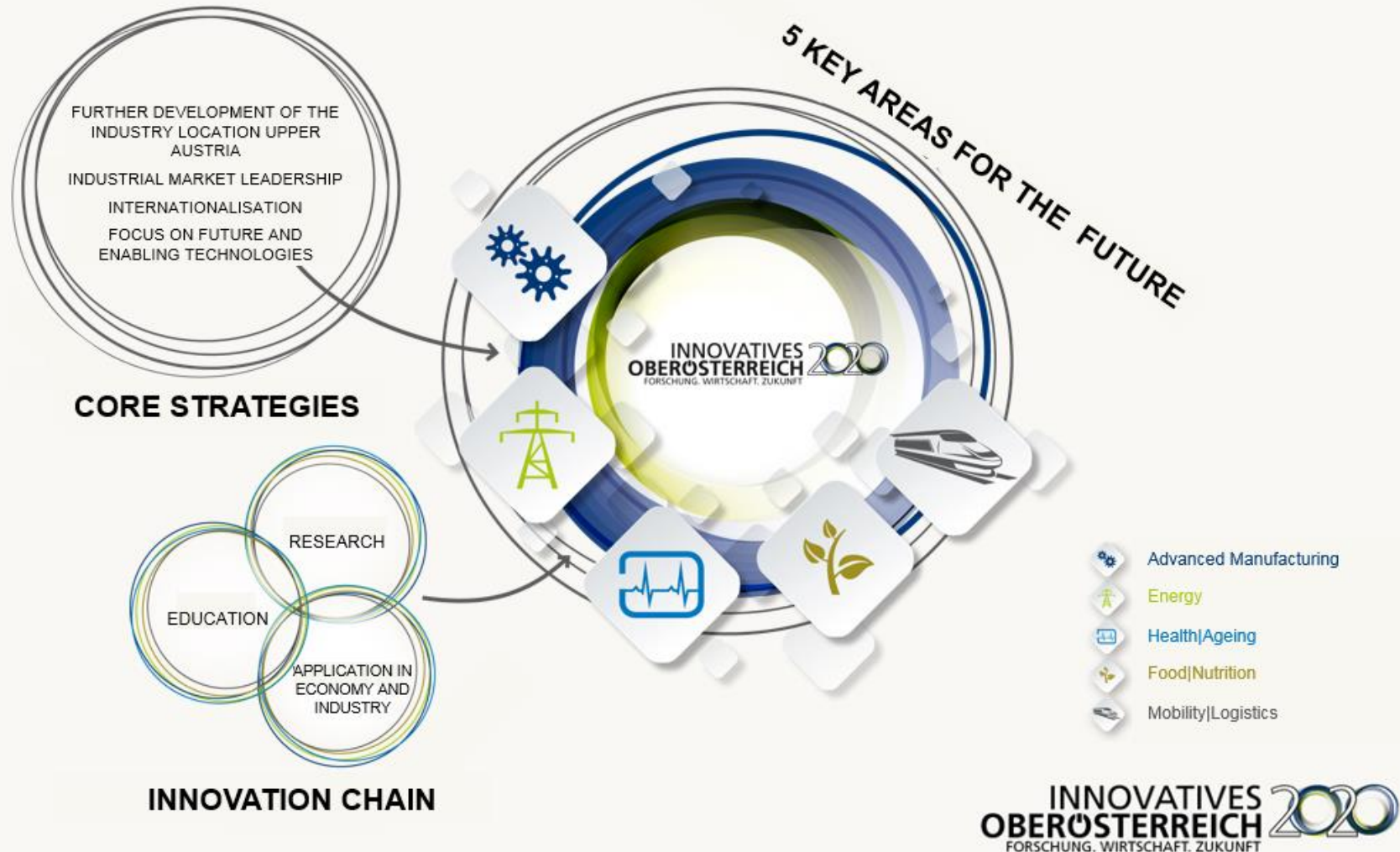
- A top-down and bottom-up stakeholder process has led to the definition of 5 Fields of Activity.
- Alignment with Grand Challenges and Strategies in the European Research Area
- Strategic goals within the 5 fields reflect the innovation chain
Education – Research - Economy.
- For operational implementation the Fields of Activities are further detailed in Topics and Measures.

COMPREHENSIVE TOPICS ALONG THE INNOVATION CHAIN

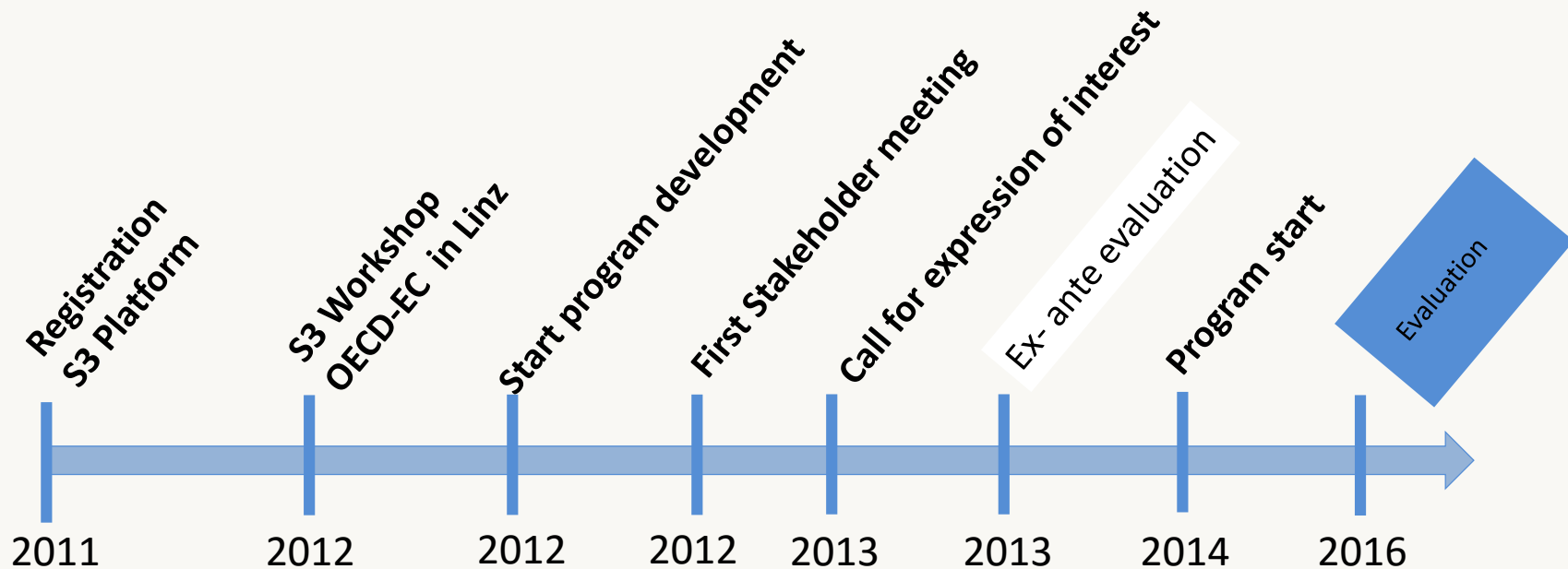


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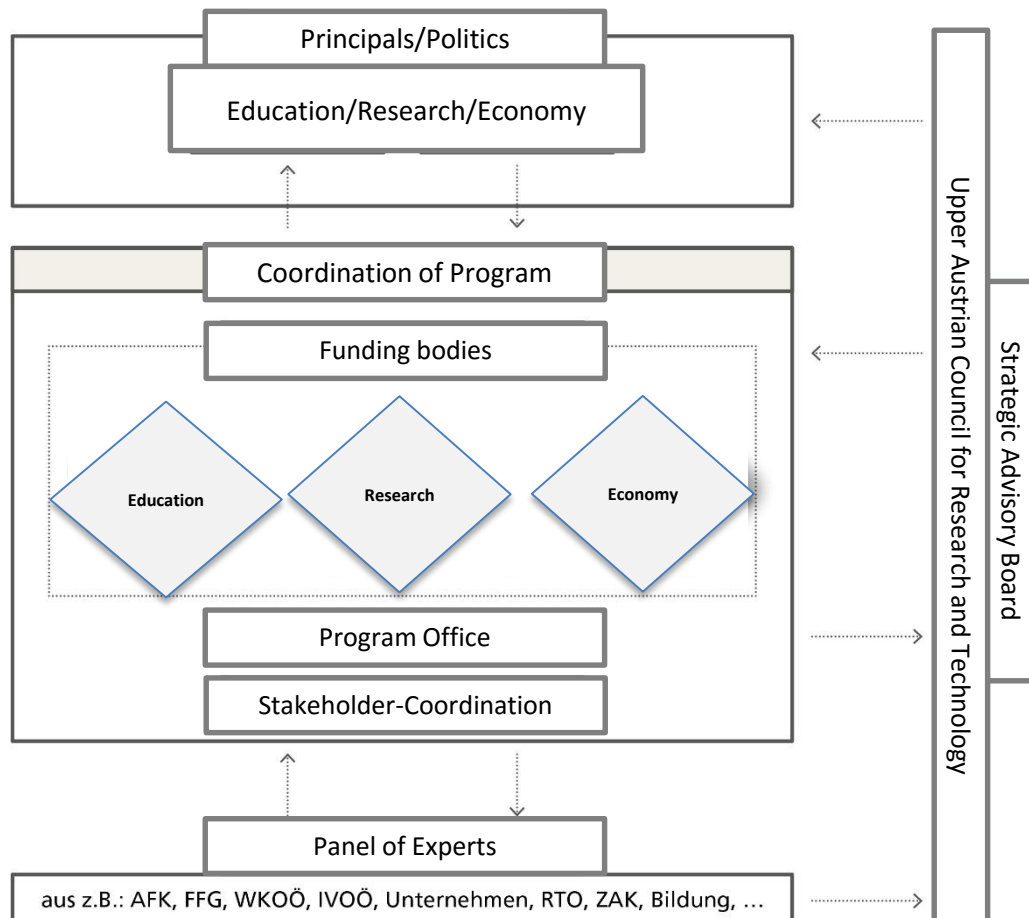
SMART SPECIALIZATION STRATEGY (S3) UPPER AUSTRIA



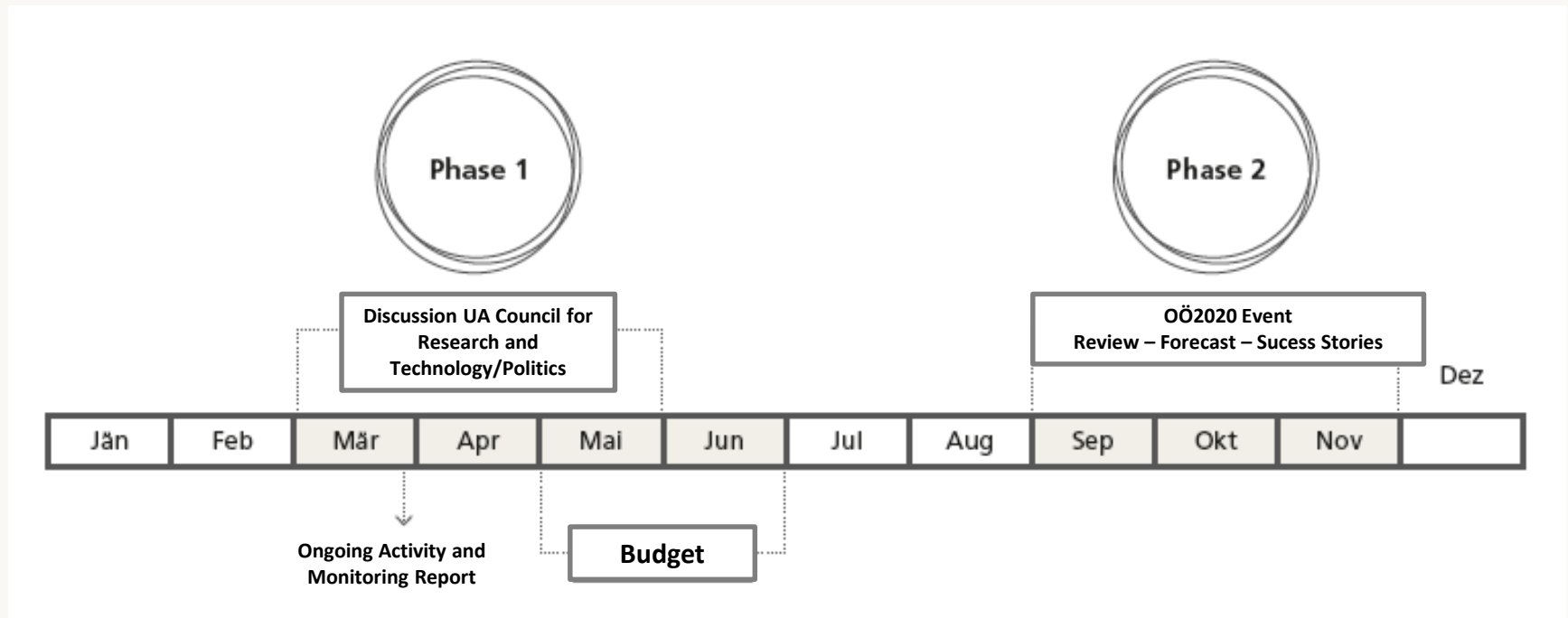
THE PROCESS



ROLES AND RESPONSIBILITIES



ANNUAL CONTROL AND STEERING CYCLE



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