

An Industrial Policy for the Globalisation Era

10 April 2013

Markku Markkula

- EU Committee of the Regions, Rapporteur on Horizon 2020, Chair EPP-CoR Task Force on Europe 2020



Committee of the Regions: Towards Smart Regions and Cities

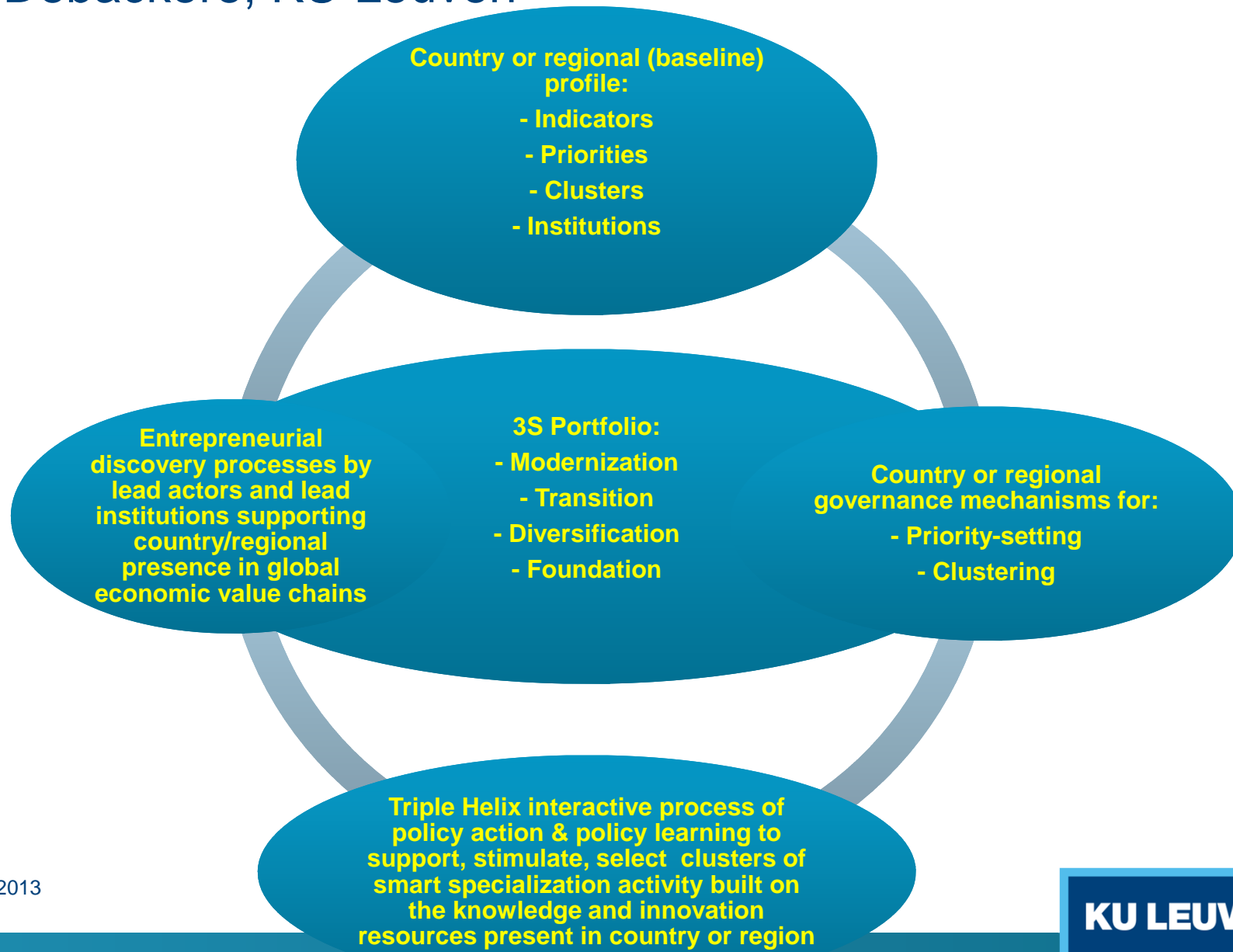
There is a **huge gap between the latest research knowledge and real life practice**. What do we need to do to fill it? CoR has defined the following guidelines:

1. Europe needs **pioneering regions** to be forerunners in implementing the EU2020 and through that to invent the desired future.
2. Lifelong learning and the **full use of ICT** are cornerstones for this **change of mindset towards entrepreneurship and innovation**.
3. We need the dynamic understanding of **regional innovation ecosystems** where public, private and third sector learn to operate together. **Modernize Triple Helix**.
4. We need methodologies to mobilize public private partnerships and encourage especially people participations: **user-driven open innovation & living labs**.
5. We need to **speed up the change by scalability & implementation**.

Source: CoR Opinions 2011-2012

CoR Conference Plenary 10 April 2013 Conclusion

Prof. Debackere, KU Leuven



16-4-2013

The levers for the three types on innovation

(The focus on innovations has been on business models and technology.
Now the cultural levers are the drivers of change)

Business Model Levers			Technology Levers		
Value Proposition	Value Chain	Target Customer	Product and Service	Process Technology	Enabling Technology
Cultural Levers					
Regional Innovation Ecosystem	Incremental innovations				
Space (Ba & Flow)	Semi-radical innovations				
Design	Radical innovations				
Mindset					
Learning					

Markkula M & Pirttivaara M, (2013). Adding the Cultural Levers. Developed from Davila T, Epstein MJ and Shelton RD, (2013), Making Innovation Work, FT Press, New Jersey.

Regional Innovation Ecosystem Aalto University Campus 2020

Nokia

Rovio

Aalto
University

Young entrepreneurial mindset



Let's be
LOVEBIRDS

Tapiola
Garden
City

EIT ICT Lab

Laurea

According to the plans, by 2020, there will be new investments of 4-5 billion €: metro, tunnel construction of ring road, other infra, housing, office and business buildings, public services, university buildings, sports and cultural facilities...

Making the Transformation to Happen

- 1. Addressing new innovative solutions on major societal challenges at regional level**
- 2. Smart specialisation – what does that mean in practice**
- 3. Smart cities and smart regions – concepts and implementation**
- 4. Regional innovation ecosystems as laboratories for entrepreneurial discovery**
- 5. Synergistic cooperation during the new programming period**