



## IURC Annual Event 2021 – Innovative, Sustainable and Carbon-neutral ecosystems and strategic sectors

- Moderators: Edgardo Sara (IURC LA) & Esteban Pelayo (IURC CCS)
- Date: 23/11/2021 – 16:20 - 17:45 CET

# Innovative, Sustainable and Carbon-neutral ecosystems and strategic sectors



**SANTIAGO BONIFATTI**

**MAR DE PLATA**



**MONIKA PTAK,**

**SILESIA VOIVODESHIP**



**PAZ DIAZ NIETO**

**CANTABRIA**

# MAR DEL PLATA

ARGENTINA

Mar del Plata, the main tourist and seaside resort in Argentina, lies on the Atlantic Ocean, only 404 km away from Buenos Aires, its capital city

The stable population amounts to 650.000 inhabitants with over 8.600.000 visitor arrivals per year

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Municipalidad de  
General Pueyrredon  
**Tenemos todo**

**mardelplata**  
**#TenemosTodo**

# — KNOWLEDGE CITY - STRATEGIC PLAN —

## Mar del Plata

The industrial District focuses on the development of the Knowledge Economy Industry. The final objective is to take the local technology area to a higher level and to lead the industry's digital transformation

In addition, this new venture will join companies and entrepreneurs associated with the knowledge economy, the education and the scientific-technological area



Development Industries Employment  
Knowledge Innovation Economy

# The strategic plan:



- Encourage the creation and development of technology-based enterprises and entrepreneurs
- Link knowledge companies with the entire local industry
- Raises the vocation in young people
- Build ownership of Mar del Plata as a City of knowledge by the people

-Boosts current technology companies

-Promotes the development and establishment of new companies, by boosting the Knowledge Economy Industry

-Provides more competitiveness to the city industry



-Positions the local technology sector

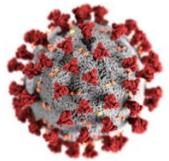
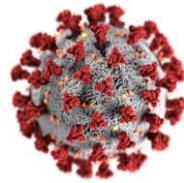
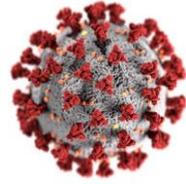
-Encourages young people to become creators of technology

-Represents the Lighthouse of Innovation, symbol of the new productive model of the city

RESILIENCE AND DIGITAL  
TRANSFORMATION PROGRAM  
**Modernization Municipal Office**



Along the pandemic SARS-COV 2, the Municipality had to face unknown and unexpected challenges which involved a change of paradigm, to solve particular situations

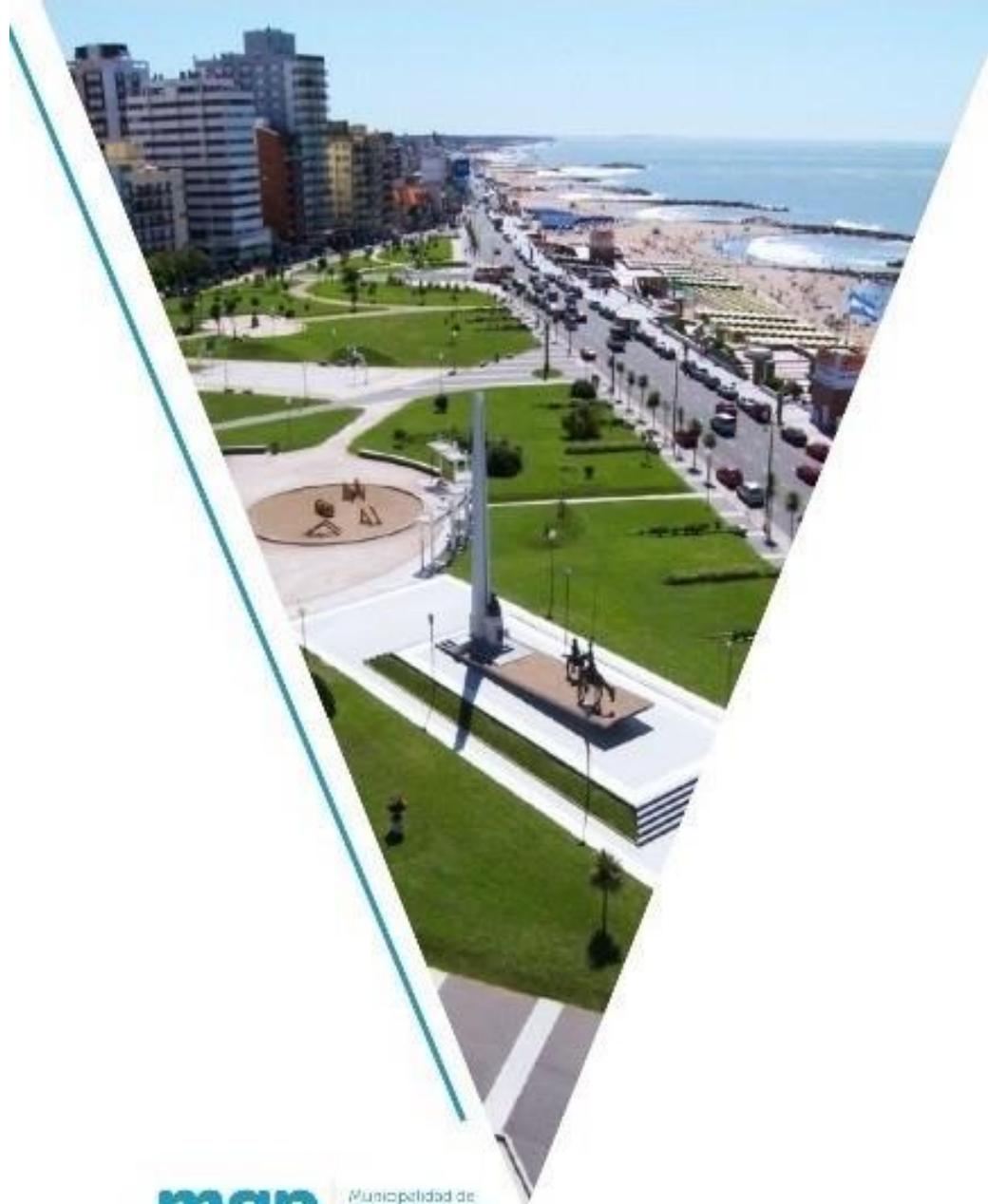




# 4 objectives



- 1) It promotes a management model based on the conception of an agile, innovative Municipal Government close to its citizens

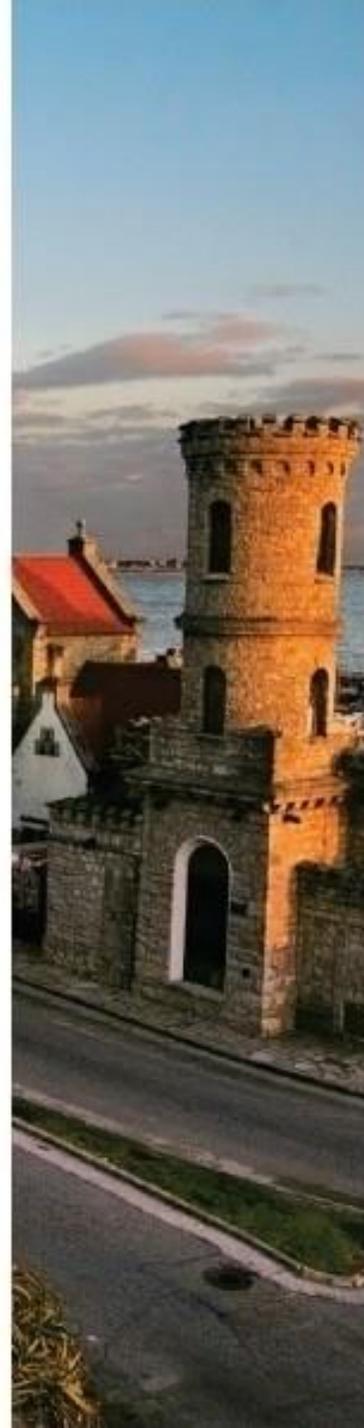


2 ) It generates resilient public policies from a cross-sectional perspective in a context of permanent change

3) It adds tools based on technological devices to guarantee the supply of services by the local government



- 4) It supports greater efficiency in the use of public resources through paperless, electronic adoption and digital signatures within the local administration





## Technology is not a solution per se:

- Strategic alliance with local public and private actors
- Work on the organizational culture.

**¡Muchas gracias!**



# International Urban and Regional Cooperation (IUC) Programme

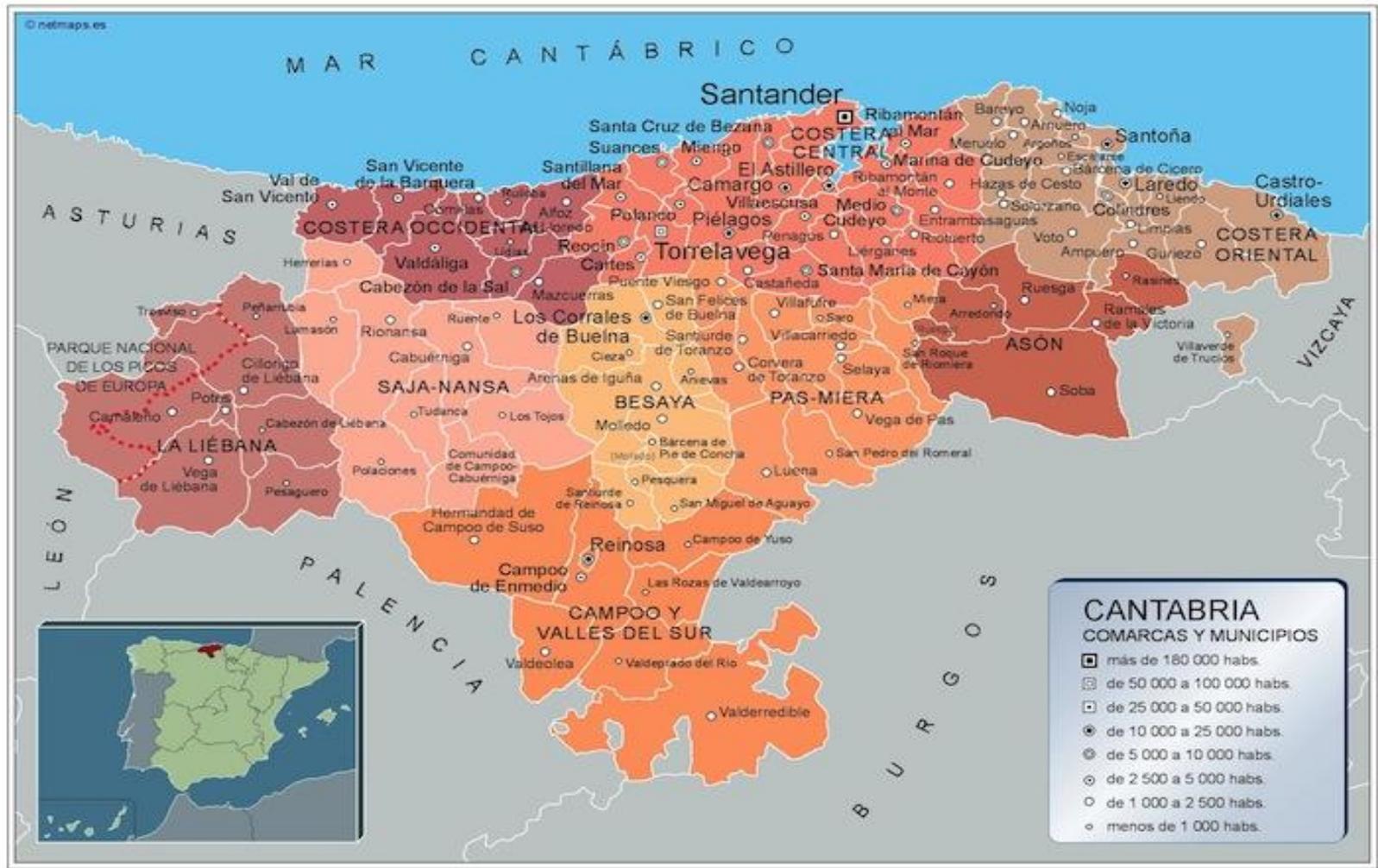
November 23rd., 2021

# The Region



- **Name:** Autonomous Region of Cantabria
- **Population size:** 582,206 (2020)
- **GDP** (€ per person per year): 21,553 Euros (2016)
  - In 2016, the GDP figure was 12,539 million euros
  - Cantabria covers an area of 531,817 hectares (1.1% of all Spanish territory)
  - The second autonomous community with the smallest population (only ahead of La Rioja)
  - Cantabria shares with the provinces of its environment, both the Cantabrian coast and Castilla y León, an aging population (as of 2016, roughly 20.4 thousand inhabitants were aged between 80 and 84 years)





# Challenges, opportunities and regional innovation



## Main socio-economic and environmental challenges

- Activities with greater weight within the regional economy:
  - Trade, manufacturing, health and well-being, public administration, tourism and culture.
  - Industrial activities have a significant relative weight in the economy of Cantabria (22% of the regional GDP).

## The role of entrepreneurship and Innovation

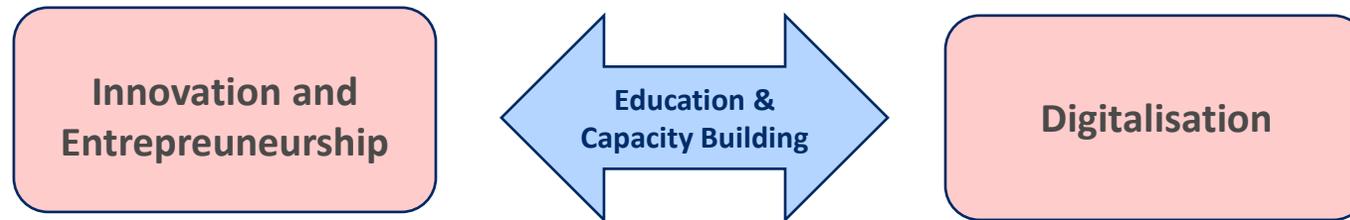
- Entrepreneurship, Innovation and technological development have become the backbone of the region's economic development.
- In recent years a large number of technology-based companies have been created. Different stakeholders have been involved, such as: University of Cantabria, Technological Centers, CISE
- In terms of regional innovation specialization, Cantabria follows the guidelines set by the Spanish Science and Technology and Innovation Strategy. For the period 2021-2027 several ecosystems areas have been defined, considering the socioeconomic context.

# Challenges, opportunities and regional innovation



## Why a partnership with Chihuahua?

- Identification of 2 main pillars:



- With the collaboration of the different public-private actors (Government of Cantabria, University of Cantabria, Technological Centers, among others), this project of sharing best practices could help in the consolidation of the following items:
  - Strengthen both, Chihuahuas's and Cantabria's R&D&i system;
  - Support the generation of innovation networks (public-private collaboration);
  - Strengthen the already existing clusters and establishment of collaboration networks;
  - Development of entrepreneurship strategies based on common experiences.

# Pairing with Chihuahua



## Main practices / topics in Cantabria to be transferred ...

- At this moment, the Regional Government is focused in developing the new Operational Programmes under the MFF 2021-2027.
  - **Including a Regional Innovation Strategy (RIS3) 2021-2027**, a strategy we have designed, and whose main objective is to make innovation the main engine of the region's competitiveness.
- Cantabria's region is focused on establishing the basis of a new productive model, based on **social economy and open innovation**.
  - **Our main purpose: to create a dynamic ecosystem, in which all agents work together, exchange information, face common challenges and benefit, each in its own area, from the results obtained.**
- We are also working on projects to strengthen and establish an **innovative regional public purchasing system**.

# Social Ecosystem Lead the Future (SELF)



- According to OECD report 2019, Social Economy accounts for 6.4% of EU workforce, representing 11.9 million jobs and between 6% to 8% of GDP across 27 European Union (EU) countries.
- In line with the priorities of the European Commission, the European Innovation Council and SME Executive Agency (EISMEA), and COSME Programme 2014-2020...
  - *SELF project is an initiative focused on developing a resilient social economy model for the rural environment aimed at transforming regions through the social and solidarity economy.*

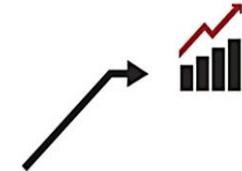
# European Action Plan for the Social Economy 2021-27



- Demonstrating the **role of regional authorities as key actors in the social economy governance model** that allows a constant dialogue and meets the real needs of the territory.
- Provide **sustainable economic development and social community cohesion** that are adapted to cope with depopulation and ageing.



**BUILDING RESILIENT  
REGIONAL ECOSYSTEMS  
FOR RURAL ENVIROMENT**



Share experiences and best practices of social economy model.



Improve governance model and transfer of competences at regional/local level



Develop a model by promoting social economic enterprises

# HUB Comillas

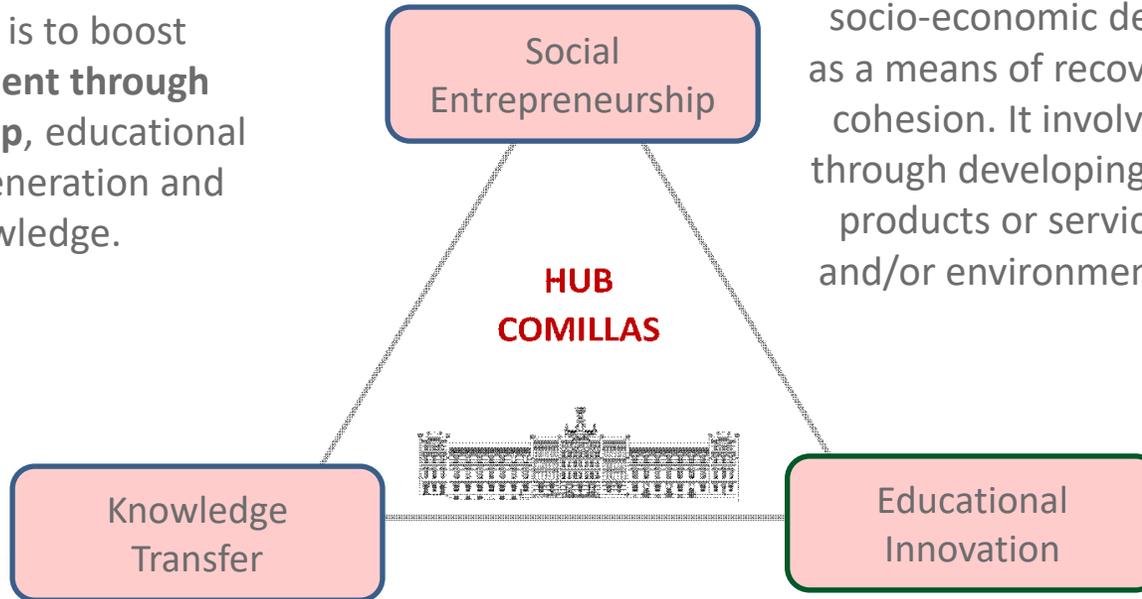
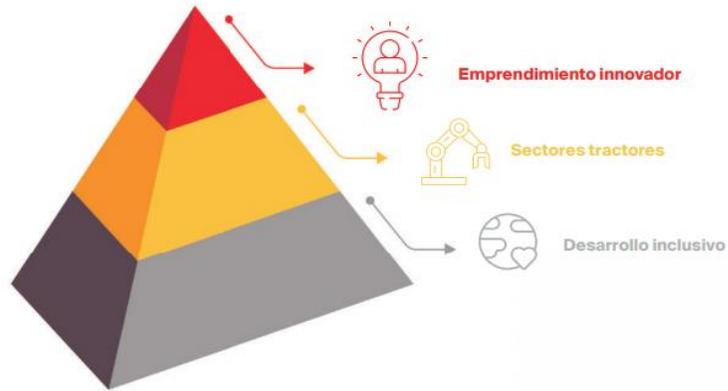
## ECOSYSTEM



# HUB Comillas

The aim of the Hub is to boost **economic development through social entrepreneurship**, educational innovation and the generation and transfer of knowledge.

The initiative focuses on entrepreneurship, understood as a different way to drive socio-economic development and growth as a means of recovering social and regional cohesion. It involves tackling social issues through developing businesses that provide products or services that generate social and/or environmental value for the region.



goal of the Cantabrian Research and Transfer Agency is to build up Cantabria's role in the Spanish research ecosystem through supporting and cooperating with all agents in the region and by developing regional research.

The Educational Innovation Laboratory is a partnership with the University of Cantabria and Tecnológico de Monterrey in Mexico for testing and validating innovative practices that improve learning models and contribute to the digital transformation of education at all levels.

# Mutual businesses and learning



## Mutual learning opportunities

- Through this project we want to develop a closer relationship with Chihuahua State.
- It is widely known that Mexico (and specifically Chihuahua State) is a **world-class Manufacturing Hub**.
  - International trade agreements and the experience gathered from electronics and automotive industries, have created a **highly competitive zone** for the development of a manufacturing export industry that could bring new opportunities for Cantabria's companies;
- Chihuahua has institutions with a large experience in entrepreneurship and innovation (with a social focus).
- To develop an emotional binding of the institutions and persons involved. Thus the partnership should be able to bring together different actors in collaborative action as well as in collaborative efforts to effect change.
- For us is a “win-win” collaboration project.



Województwo  
Śląskie



**Silesian Voivodeship**  
European Entrepreneurial Region 2021-2022

# Silesia

Katowice, 23 November 2021

# Strong Silesian Ecosystem



The network of regional stakeholders is built on the strong potential of the regional ecosystem, composed of leading institutions in the Silesian region.

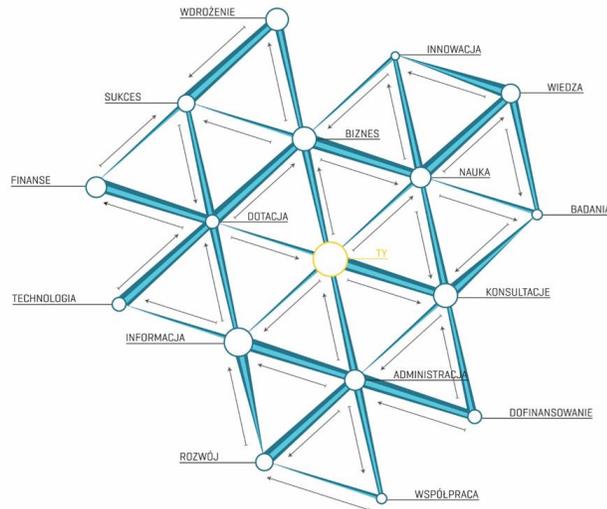
The high quality of scientific institutions and research and development units as well as large facilities of large, medium and small enterprises guarantee the creation of a lasting partnership for innovation.

# Network of Regional Specialist Observatories - the cooperation network to support the Regional Innovation Strategy



Strong cooperation of Regional Partners in the Silesian Voivodeship inspired to create the '**Network of Regional Specialized Observatories**' – cooperation model supporting technological development of the region.

**The Network has worked free of charge since 2013.**



Cooperation network among local authorities, business support organizations, the R&D sector and business based on technological specializations diagnosed in Technological Development Programme for Silesia Voivodeship for the years 2010-2020 and new one Technological Development Programme for Silesia Voivodeship for the years 2019-2030.

**It's main aim is to monitor, measure and analyze areas of specialization, identify growth sectors of the economy, which may update regional smart specializations.**

# Network of Regional Specialist Observatories – regional stakeholders

**Energy Observatory** – partnership agreement between Science & Technology Park EURO-CENTRUM (the leader) and Regional Development Agency in Czestochowa;

**Medicine Observatory** – partnership agreement between Upper Silesian Agency for Entrepreneurship and Development (the leader), Professor Zbigniew Religa Foundation of Cardiac Surgery Development, Institute of Medical Technology and Equipment in Zabrze ITAM, Silesian University of Technology, Medical University of Silesia;

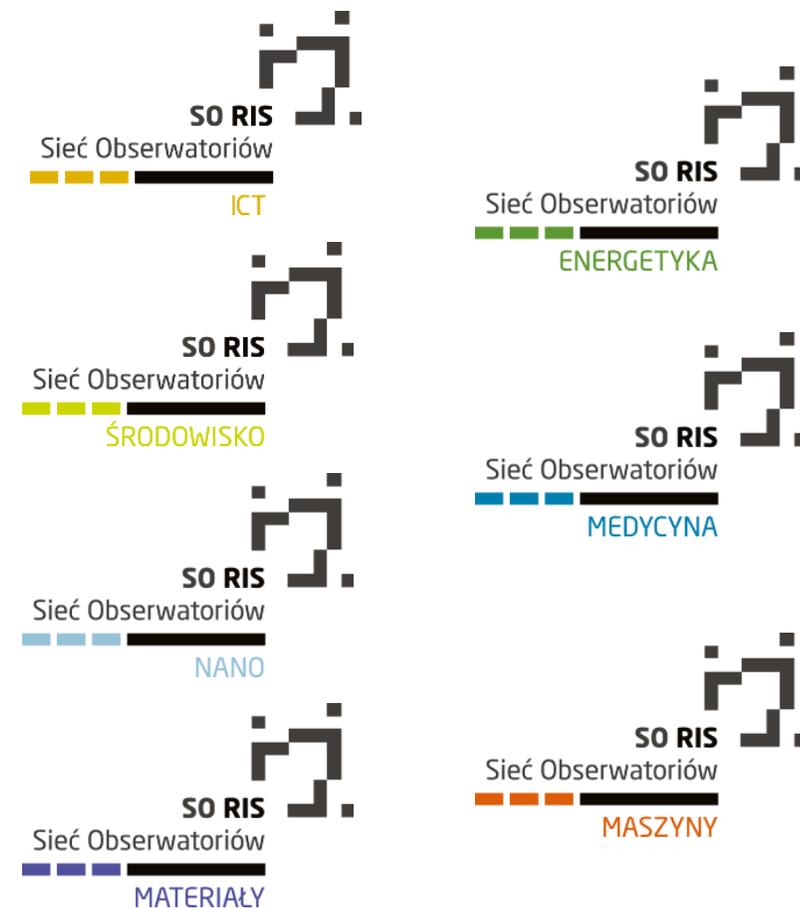
**ICT Observatory** – Technopark Gliwice Science and Technology Park

**Environment Observatory** – Central Mining Institute

**Nano Observatory** – partnership agreement between University of Silesia, Foundation of Nanotechnology and Nanoscience Support NANONET, The Foundation of Nanoscience and Nanotechnology Support NANONET, Centre of Polymer and Carbon Materials Polish Academy of Science, Institute of Non-Ferrous Metals;

**Materials Observatory** – partnership agreement between Silesian University of Technology, Institute of Non-Ferrous Metals;

**Aviation Observatory** – Silesian Science and Technology Centre of Aviation Industry;



# PRT - The Technology Development Program of the Silesian Voivodeship for the years 2019-2030

The Technology Development Program of the Silesian Voivodeship for the years 2019-2030 is an operational and complementary document for the Regional Innovation Strategy of the Silesian Voivodeship. It provides up-to-date knowledge about the directions of technological development of the region and the potential to build a competitive advantage based on the existing economic and scientific and research potential.



# Smart Specializations



- **Energetics**
- **Medicine**
- **Information and communication technologies**
- **Emerging industries**
- **Green economy**



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## 2. ICT

# ICT Observatory - monitoring of technological potential



**Science and Technology Park "TECHNOPARK GLIWICE" Sp. z o.o.** is a modern entrepreneurship support center. Good infrastructure, training and consulting services as well as the implementation of international, central and regional support programs create a friendly atmosphere for business. This is especially important for academic entrepreneurship, which is particularly important in the Park.

The park is a platform for cooperation between the sphere of science and business. The aim of the Park's activity is to transfer modern technologies to the economy, and at the same time to use the enormous intellectual potential inherent in the society of our region.

As an ICT Observatory, the Park deals with the **collection and processing of specialist knowledge, monitoring of technological and economic trends and the assessment of endogenous technological potential in the region.**

- **15 years of experience** in creating and supporting modern technology companies,
- **40 completed projects** co-financed from European, national and own funds,
- analysis of over **2,000 business plans**,
- financing **60 emerging micro-enterprises**
- establishment of **12** innovative, technological portfolio **companies**,
- funding scholarships for **31 doctoral students** worth nearly PLN 2 million,
- almost **80 companies currently operating in the Technopark**,
- over **80% of the companies** operating in the Park are companies closely related personally with the structures of the Silesian University of Technology,
- over **2.5 thousand students** of the Silesian University of Technology and other universities trained in entrepreneurship,
- over **2,000 hours of consulting**

# 40READY - Strengthening SME capacity to engage in Industry 4.0

- **Lead time:** 1.08.2019 – 31.01.2023
- **8 Partners:**
- **Project goals:**
  - ✓ preparing SMEs for the 4.0 revolution (SMEs: entrepreneurs, owners, managers and employees at all levels)
  - ✓ modification of the support policy based on the ESF and ERDF funds, enabling SMEs to develop and access digitization and automation of the industry and benefit from them
  - ✓ support for authorities aimed at developing, implementing and monitoring Action Plans for the development of industry 4.0



Ministerul Fondurilor Europene



## Silesia. Professionals

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- The aim of the project is to **increase the quality of vocational education in the Silesian Voivodeship and to improve and adapt the educational offer to the needs of the labor market.**
- This includes creating conditions for practical classes for around 1998 students through participation in student internships, trainings, courses and counseling.
- The project should raise the competences of about 370 teachers, representatives of teaching staff and instructors of practical vocational training, as well as develop a model solution - cooperation between education and business.

# BRASILEZIA

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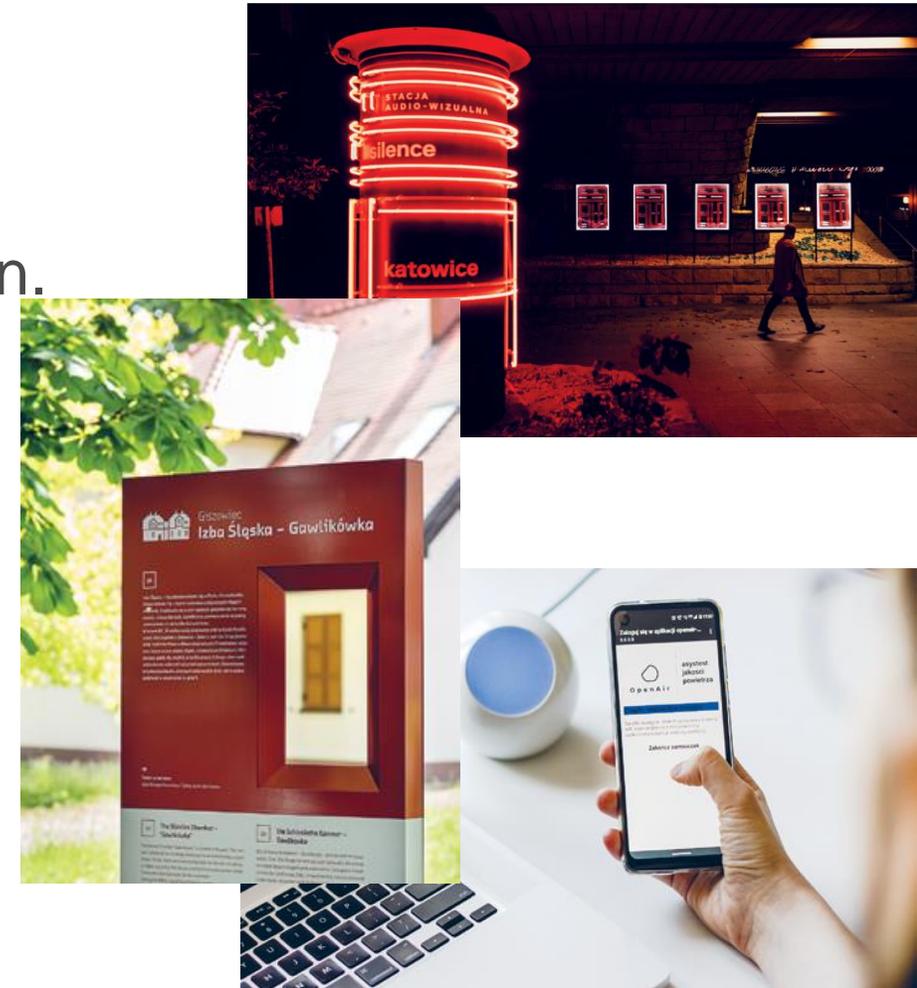
The special purpose vehicle of the University of Silesia SPIN-US, the Venture Capital Fund - Invento Capital together with the Katowice Special Economic Zone SA, in cooperation with Brazilian partners (from the Minas Gerais region), took steps to prepare and conduct a joint pilot acceleration program called "**BraSilesia**", which aims to build a bridge between the Silesian and Brazilian innovation ecosystem.



# Support in creating smart solutions in public space

**Zamek Cieszyn** is a local government cultural institution run as a joint cultural institution of two organizers: the City of Cieszyn and the Silesian region.

The Zamek's goal is to support the development of innovation by using the potential of design. Zamek Cieszyn promotes design as an effective tool to increase the competitiveness of cities and regions, companies and institutions.



## Main actors:



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# **GREEN ECONOMY**

# Green transformation of the region

## Vision of the development of the Silesian Voivodeship

### *Green Silesia*

The Silesian Voivodeship will be a modern European region with a competitive economy, resulting from a responsible transformation, providing development opportunities for its inhabitants and offering a high quality of life in a clean environment.

The vision of the development of the Silesian Voivodeship will lead to the creation of a region with a new, positive image, which will play an important role in the development processes of Europe.



*The Development Strategy of the Śląskie Voivodeship  
"Śląskie 2030" Zielone Śląskie*

# Environment Observatory – Central Mining Institute

The Central Mining Institute (GIG) is a research institute whose mission is to conduct scientific research as well as implementation and service activities to shape beneficial relationships: man - industry – environment.

The Central Mining Institute (GIG) runs an **Environmental Engineering Center**.

New technologies, products and solutions to mitigate the impact on the environment, supporting the protection of resources and their sharing in accordance with the principles of sustainable development are developed and implemented. Broad range of environmental services supported by accredited laboratories are provided.

**GIG know how to balance industry and environment**



## Activities of the Environmental Observatory

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- development of competencies and services of the information society and dissemination of environmental information, which is associated with an **increase in environmental awareness** as well as **improving the efficiency and quality of environmental management**,
- modernization of technology within the conventional industries and **development and implementation of innovative technologies**, which will contribute to reduction of human pressure,
- creation of criteria for the **analysis of the environmental impact of potential investments**, which will comply with the principles of **sustainable development**,
- promoting **environmentally friendly technologies in the energy sector**, which, being smart specialization of the region, is the driving force for a variety of **eco-innovative solutions**.

# Post-industrial areas management it tool

Information Platform "Post-industrial and degraded areas" (OPI-TPP 2.0) innovative tool supporting spatial management by identification of possible environmental and social conflicts

- ✓ Public accessible and comprehensive IT tool for acquiring, processing and sharing data on industrial areas
- ✓ Integration of different data sources in connection with spatial information
- ✓ Revitalisation scenarios, environmental assessment and conflict identification analysis

Database of post-mining areas

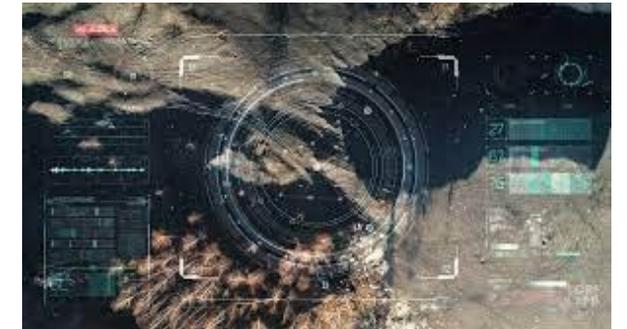
Cyfrowe repozytorium dokumentów

Revitalization cost assessment

The potential to provide ecosystem services

Investment attractiveness and potential of post-mining areas

Benchmarking





Województwo  
Śląskie



**Silesian Voivodeship**  
European Entrepreneurial Region 2021-2022

# Thank you for your attention

Regional Development Department

# Moving towards a joint roadmap



- The working programme should be based on a common strategy and on a comprehensive analysis of the Mexico's Innovation Ecosystem, as well as on an assessment of regional and local needs, including a consultation process with local and regional actors;
- Establishment of common objectives and clear targets;
- Strategy, objectives, targets and the working programme are reviewed and revised at regular intervals, taking into account partners' experiences as well as changes in the environment context;
- Programme targets are compatible with relevant strategic documents (i.e. European or national programmes and guidelines, regional models);
- Budget responsibilities (including different financial sources) should be specified in the programme;
- Measures for permanent monitoring and evaluation are planned;
- Public relations activities and a clear external reporting system are planned;



# Thank you !

Paz Díaz Nieto – DG European Funds – [diaz\\_mpa@cantabria.es](mailto:diaz_mpa@cantabria.es)