

Facilitating Responsible Innovation in South East Europe countries

**Παραδοτέο Γ.11.6: Σύνταξη Σχεδίου Δράσης για την
Υπεύθυνη Καινοτομία**

«Σχετική Μελέτη»

Σεπτέμβριος 2014

Παραδοτέο Γ.11.6: «Σχετική Μελέτη»

Συσχετισμός με Δραστηριότητα: 11.6: Σύνταξη Σχεδίου Δράσης για την Υπεύθυνη Καινοτομία

Συσχετισμός με Παραδοτέα Σύμβασης: ΠΕ_4: Σύνταξη Σχεδίου Δράσης για την Υπεύθυνη Καινοτομία

Θεσσαλονίκη, Σεπτέμβριος 2014

Action Plan for the North Aegean Region, Greece

The main thematic questions of Action Plan are:

- 1. Embedding the Action Plan (AP) into the Local/Regional/National Mainstream Programmes*
- 2. SWOT of the innovation and entrepreneurship system in the area*
- 3. Concept for Implementation*
- 4. Development and/or Integration of PA/GPs from partner to other regions*
- 5. Transfer and Implementation team*
- 6. Implementation Schedule*
- 7. Budget allocation and Resources*
- 8. Expected impact*

1. Embedding the Action Plan (AP) into the Local/Regional/National Mainstream Programs (R/N_M_P)

1.1 Mainstream Programs Overview

The North Aegean Region and the Chamber of Samos, give emphasis on regional innovation strategy for local products, culture and tourism of the region. These are the main axes. The relevant enterprises and organizations have to be strengthened and become more extroverted and competitive. Responsible Innovation will provide these enterprises with an important competitive advantage in the market.

2. SWOT of the Innovation and Entrepreneurship System in the Area

Greece is in the middle of an intensive economic crisis, which has stressed the country's resources. This has impact on the Regions and Greek Peripheries, their policies and their capacity to approve and implement new initiatives, even those that could have a positive impact on the local economies.

Some of the weaknesses of the North Aegean Region are:

- Entrepreneurship performance. There is low degree of cooperation among the industry sectors active in North Aegean region, local firms are focusing on local markets (which are small), and highly educated personnel is not offered enough opportunities to enable them to reside permanently in the region.
- Innovative outcomes. There is low adoption of new information technologies.

The main threat that was identified through the SWOT analysis is:

- Entrepreneurship performance. The local business people and entrepreneurs find difficult to differentiate their products and services from those offered by the competition, in and outside of Greece.

Table 1 The SWOT matrix of the Province of North Aegean Region

Strengths	Weaknesses
<ul style="list-style-type: none"> • Good quality and variety of local agricultural products. • Exceptional concentration of cooperative activities (mainly woman cooperative businesses) • Rich culture. • Many SMEs produce and export local agricultural products. For example, mastic production in Chios is a global monopoly. • The University of the Aegean plays an 	<ul style="list-style-type: none"> • Low productivity across industries in the region. • Many infrastructure facilities need further improvements (ports, roads, etc.). • New energy sources or expansion of existing are needed. • Ageing population. • The cooperation among the industry sectors is low. • Small firms are focused on the region's

<p>important role in the promotion of innovation of the region (however, there are lacks in connection between the entrepreneurs of the region).</p> <ul style="list-style-type: none"> • Public R&D investment but limited to infrastructure projects. • Presence of Greek banks, with financial products, concerning access to finance. • University of the Aegean has many researchers in various fields (600 in 2009). • In 2009, 5,000 workers were involved in science and technology (education, occupation) in the region. • According to infrastructure, there are many airports in several of the islands in the region (Chios, Mytilini, Samos, Ikaria, Limnos) and ports. • Governance fund education and workforce training through the national social security system. • There is favorable taxation, compared to mainland Greece. • Rich and pure biodiversity. • Entrepreneurial culture (especially in Chios). • Natural advantages for tourism. • Good quality of food and drink due to the region (origin). • University attracts skilled students and help in development and diffusion of technologies into regional firms. • Regional government agencies such as, RF, IMA, have established cooperation. 	<p>markets, which are too small.</p> <ul style="list-style-type: none"> • Average educational level of the region's workforce. • Highly educated workforce is usually temporary in the region and the offered opportunities are not able to reside permanently the workforce in the region. • There are gender inequalities on access to the labor markets in the region. • Low adoption (use) of new information technologies. • No recent patents or patent applications. • No high tech companies and no medium tech companies. • No venture capital firms and business angels. • Low private R&D investments and venture capital investments. • The majority of those involved in science and technology are involved in the education part, according to human capital. • Many of students, who come from outside, they return to their home regions after graduation. • Limited number of foreign post-graduate students. • No executive education. • Limited life-long education. • There is no business incubators (private or public). • There is high bureaucracy in starting or closing a business. • There is no patent application office. • There is a small number of firms that take benefit of state-subsidized for the workforce training. • Insularity has higher costs for businesses that operate from the islands.
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	<ul style="list-style-type: none"> • Lack of quality services for business support. • University is disconnected from regional enterprises, even if there is co-operation.
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • Protection and correct manipulation of natural and cultural resources. • Improvements in transportation in order to “connect” the region with the rest of Greece and Europe in order to help businesses from isolation. • Turning its “frontier region” position into a position of “port of entry” to the Europe. • Expand the region’s tourism industry. • Increase cooperation among the firms in order to lower their costs, as well as develop joint products and services. • Be more outward facing about new markets. • Better links and generally cooperation with the University of the Aegean, the region tries to establish academic and research institution. • Greek government (and EU) funds the link between SMEs with the University and other R&D institutions. Especially the life-long education in the region. • Funding from the Greek government to increase innovation through development of a regional business incubator. • Access to EU funds and Greek government funds. • Large community of emigrated inhabitants from this region who may be like to invest in their motherland. 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • The country has affected by economic crisis, the same and region of North Aegean. The efforts are focused more on containing public deficit rather than achieving growth. • Economic crisis decrease the number of people (and especially skilled workers), which want to stay or to move into this isolated region, as is North Aegean. • Local entrepreneurs find it difficult to differentiate their products and services from competition (within and outside Greece). • Local workforce finds it difficult to constantly adapt to technological innovations. • There is a restructuring of the regional public sector in Greece delay somehow the award of public funds. • There is no clear strategies that offer access to seed and venture capital, beyond bank loans. • There are no clear policies to attract external know-how, such as consultants. • There is lack of technology-skilled workers. • External migration leads to reduce “good brains”. • Potential conflict between development of tourism and the island biodiversity. • There is a lack of experience in designing and implementing innovation measures.

<ul style="list-style-type: none"> • Large number of Greek ship-owners who may be like to invest improving the economic profile of the region. • The Greek government proposes a new legal framework to help new entrepreneurial ventures become faster than past. • New legislation for SME development with tax subsidies. • There is a new structure of regional public administration since 1/1/2011, giving space for new ideas and propositions. • There is a new legislation that provide public loans, investments and public support for business start-ups. • A new legislation for tax credits on SMEs that reinvest on sales proceedings in the growth of the firm. • Motivations to skilled workers and businesses to move and reside in the region. • Exploitation of tourism from Turkey and other non-EU countries. • Rich potential for new products and services based culture of each of the islands in the Aegean region. • Good digital network connection and improving usage of Internet potential. 	<ul style="list-style-type: none"> • Risk of lack of 'joined-up' regional development policy (programmes and funds) and of mainstreaming of successful actions.
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Table 2 Special SWOT of the North Aegean territorial unit

Special SWOT Analysis	Strengths	Weaknesses
Opportunities	<p>Strengths-Opportunities Strategies</p> <ul style="list-style-type: none"> • Reinforcement of Cooperative Movement and improvements in transportation in order to increase promotion and sales of the unique products (mainly agricultural) of the region. • Facilitating University Initiatives in order to attract students and researchers with qualifications to help-assist-consult firms to improve their performance. • Improvements of ports and airports infrastructure in the islands of the region for better and more effective connect ability to Greece and Europe. • Exploitation of natural advantages of tourism attracting new visitors and investors in diverse forms of tourism. 	<p>Weaknesses-Opportunities Strategies</p> <ul style="list-style-type: none"> • Increase of industry productivity through the new improvements of transportation. • Supporting – facilitating the return to North Aegean of the young population after finishing their studies or their first years of work experience. Cooperation with the University of the Aegean would help and accelerate it.
Threats	<p>Strengths-Threats Strategies</p> <ul style="list-style-type: none"> • Providing solutions to the problem of adaption to technological innovations of local workforce. • Increasing the percentage of technology-skilled workforce with initiatives such as “working force involvement in science and technology (2009). 	<p>Weaknesses-Threats Strategies</p> <ul style="list-style-type: none"> • Facilitating Actions (targeted training) in order the assist local entrepreneurs to find their way to differentiate their products and services from competition.

3. Concept for Implementation

This Action Plan, has three main axes, as we have mentioned before. A regional innovation strategy for local products of the region, culture and tourism, and for this reason is giving support in the relevant enterprises and organizations in order to become more “stronger” and extroverted.

Moreover, attempt to solve some problems, such as the promotion of local products and the need for new marketing product tools, the funding of the Experts, who will work in these companies helping them, will be calls-proposals, which will fund the promotion of local products on the market and new funded integrated programmes will be in the future. Furthermore, it is important the local products get a mark of Responsible Innovation and the priority will be given in the enterprises and organizations, which desire to introduce Responsible Innovation in their practices and local products. As well as, this Action plan aims to lead consumers to look for "responsible" products within the meaning of ethical dimensions of the production and not only looking for local products.

Consumers should be trained to know how to search and find these products that have been produced by responsible enterprises/organizations, they also, be informed about the certification systems, HAASP and ISO, which are not particularly known to consumers. Finally, Action plan contends the existence of an Innovation Council for the establishment of an Agency, which will support the enterprises of the North Aegean Region generally, and particularly the women's cooperatives of the region. These cooperatives need the local authorities' support to expand and to strengthen their products' promotion and export.

4. Development and/or Integration of PA/GPs from partner and other regions

As, we have mentioned before the distribution of the Responsible Innovation is the biggest and the main challenge during the introduction of the concept in the North Aegean Region, through the FaRIInn programme.

For this purpose will be carried many events, such as seminars, workshops, exhibitions and a short film, in order the stakeholders be informed and come closer to Responsible Innovation and its benefits for their selves, community and economy generally and particularly for the concrete region.

5. Transfer and implementation team

The Implementation team, includes the North Aegean Region, the Chamber of Samos, the women cooperatives from Lesvos, the University of Aegean and some innovative coop companies and farmers, and film creators.

6. Implementation team

Benchmarking Phase. We will use the outcomes of the SWOT analysis and by initial assessment the Pilot outcomes, which will affect the profile of innovation of the North Aegean region. This will be also used as a key communication, tool for engaging stakeholders, especially local government actors, who have significant involvement in the following phase.

Implementation Phase. The implementation will focus on the stakeholders, which are mainly the enterprises and the entrepreneurs who have to familiarize more, with the terms of Responsible Innovation and these positive, and the second pillar is the consumers, due to the fact that they have to be informed about the positive and the goods of Responsible Innovation on products, and the whole procedure, to choose consciously “Responsible Products”.

7. Budget allocation and Resources

The Regional Operational Programme will finance the main axes for the new programmatically period from the North Aegean Region.

8. Expected impact

8.1 INDICATORS OF PROPOSAL

The appropriate indicators will be the numbers of the enterprises and consumers who finally embraced the Responsible Innovation for local products and services, as well as, are aware of the Innovation and its significance for the growth, development, and competitiveness of the society and the region.

8.2 MONITORING ACTIONS PROPOSED FOR MEASURING THE EXPECTED

All these will be conducted through some events aiming to the better quality of life and social cohesion of a region.

8.3 CONTRIBUTION TO LISBON AGENDA

These axes are aligned to Lisbon strategy, promoting actions to enable the European Union to achieve improvement of the quality of life for the current and the future period, help at the same time the local communities to become more productive, innovative, ecological ensuring at the same time the prosperity, environmental protection and social cohesion.

Official Declaration:

Support for the RI Action Plan for the Region of Northern Aegean

The following organizations in the region of Northern Aegean have participated in the FARINN project in the preparation and implementation of Responsible Innovation Pilot actions

- [regional, subregional or local authority, regional actor or service provider]
- [regional, subregional or local authority, regional actor or service provider]
- ...

All these institutions acknowledge the added value of the FARINN project and its contribution to the regional mainstream programmes, provided through interregional collaboration, identification of valuable tools and practices and the development of the own RI Action Plan with the purpose to enhance the framework conditions and pave the way for an innovation model in South East Europe that respects the principles of sustainability, social responsibility and better quality of life, by transfer and implementation of acknowledged Practices in the field of Responsible Innovation and Entrepreneurship support following a holistic socio-economic and networking methodology aiming at:

- To promote exchange among regions in the SEE programme area on experiences, constraints and good practices related to responsible innovation;
- To strengthen the capacity of innovation actors to design and implement responsible innovation strategies;
- To raise awareness of the benefits, potential and mechanisms of responsible innovation among identified target groups, defined as key innovation actors and stakeholders;
- To raise awareness of the benefits, potential and mechanisms of responsible innovation among the wider public;
- To design, apply and test elements of a new, responsible policy model for innovation in different areas of the SEE programme area;
- To design an Action Plan, with relative recommendations, for the future of policies and initiatives for responsible innovation in each partner area and at overall territorial level;

During the FARINN project the above-mentioned authorities, stakeholders and actors have participated in the pilot activities, in view of a possible implementation of related Responsible Innovation Actions:

[RI Action 1]

Very brief description;

Coherence of the RI action with funding programmes being used to fund activities;

Allocated budget and time frame for implementation.

[RI Action n]

Very brief description;

Coherence of the RI action with funding programmes being used to fund activities;

Allocated budget and time frame for implementation.

We consider the implementation of the abovementioned RI Actions, with the necessary adaptation according to local/regional context, to represent potentially valuable input for economic development in the region of [region]. The annex of this declaration contains the detailed RI Action Plan for [region].

We hereby confirm our support for the implementation of the above mentioned RI Actions in local/regional mainstream programmes according to the developed Action Plan.

Organization: _____

Name and function of Legal Signatory: _____

Signature: _____

Date: _____

Official Stamp:



responsible innovation
odgovorno inoviranje
felelősségteljes innováció
innovazione responsabile
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