

A dark blue map of Europe with several regions highlighted in a bright yellow color. The highlighted regions include the British Isles, parts of Scandinavia, the Baltic states, and several regions in Central and Eastern Europe. The map shows the outlines of countries and major cities.

VANGUARD INITIATIVE NEW GROWTH BY SMART SPECIALISATION

Engagement for the future of industry in Europe

BRUSSELS, 8TH OF NOVEMBER 2013

COLOPHON

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A large industrial ship, possibly a tugboat or a specialized cargo vessel, is shown at night. The ship is illuminated by numerous lights, creating a bright glow against the dark blue sky and water. The ship's name, "MARIEKE", is visible on its side. The lights reflect on the water's surface, creating a shimmering effect. The overall scene is dramatic and industrial.

**TOGETHER, WE CAN HAVE
A POWERFUL VOICE IN
THE CONSULTATION WITH
EUROPEAN POLICY MAKERS
AND REALISE A COHERENT
MULTI-LEVEL POLICY.**

Introduction

Industry is a major cornerstone of our prosperity. During these past decades industry has helped to turn Europe into an economic world power. Today, however, we are faced with a great challenge: to make our industry more competitive in the globalised world we live in.

There is a need for a new form of industrial entrepreneurship that focuses on the continuous innovation of high added value products and services, the development of new value chains, exports to new and existing markets, and the search for adequate responses to global challenges (such as climate change, raw materials, energy, health and nutrition, ageing, etc.). This requires a profound transformation of our industrial fabric.

The analysis has been made and the whole of Europe agrees. The question we are all asking ourselves now is how we can put this into practice? The bottom-up dynamics is essential in this. The companies will have to deliver. Both SMEs and large multinationals should demonstrate dynamic entrepreneurship. They have to make the transition from innovation to valorisation. They need to internationalise by adopting a more export-oriented strategy and building international networks. Industrial clusters and ecosystems which allow the new emerging industry to grow, should be set up internationally.

To that end, all levels of government in Europe have to develop the proper framework and encourage companies to embrace the transformation through innovation.

As regions we play a crucial role in this, since we are sufficiently close to this entrepreneurial dynamics. We know what the companies in our regions need and can translate this into a powerful and forward-looking policy. However, we should not do this on our own. Europe's more progressive regions should work together and align their regional policies with the policy dynamics of other levels of government.

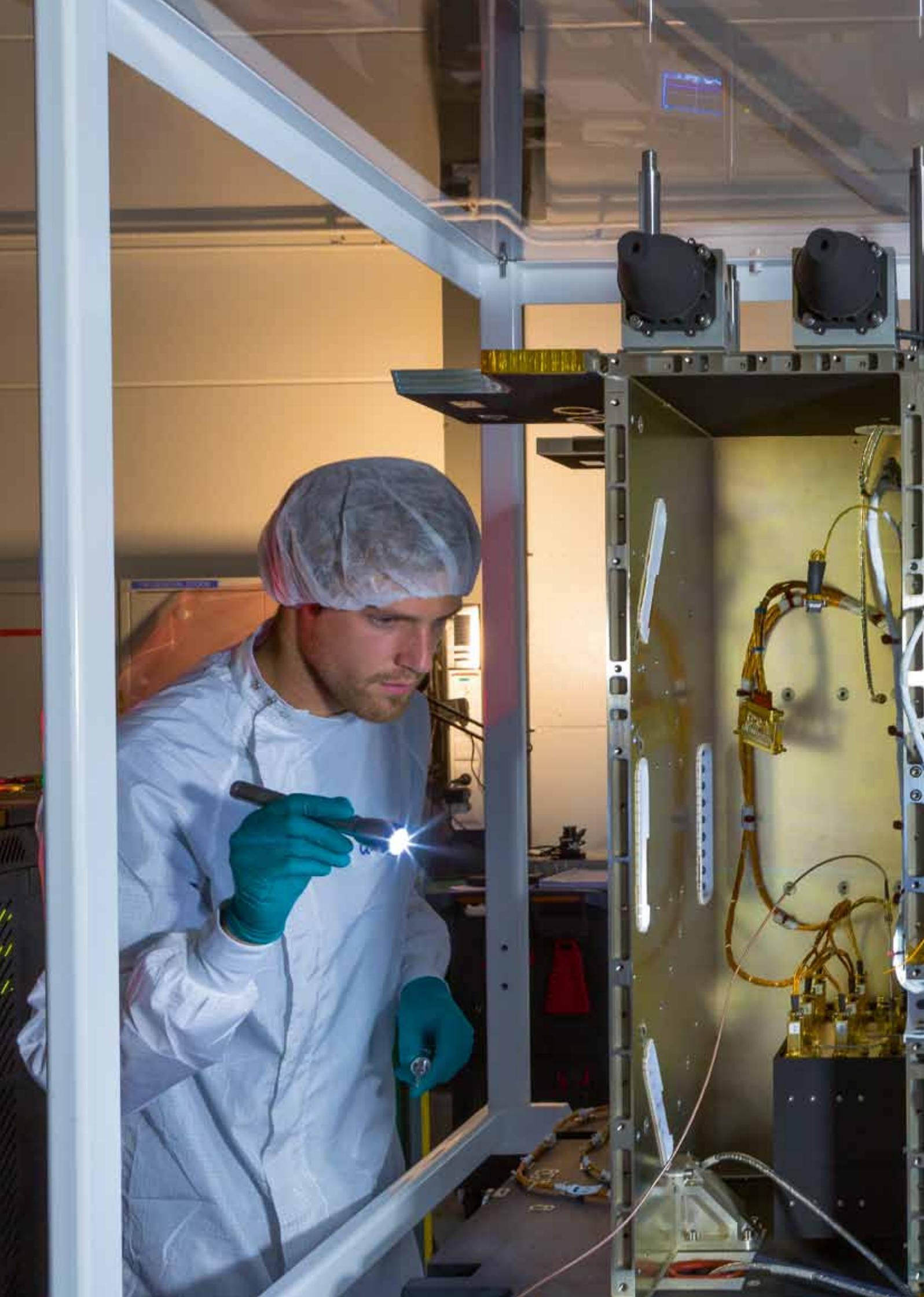
That is why, as a political representative of an important industrial region that aspires to play a major role in the industry of the future, I have taken the initiative to bring together other leading industrial regions in Europe to join forces. Together, we can provide a positive impetus to interregional cooperation in order to shape the industry of the future. Together, we can have a powerful voice in the consultation with European policy makers and realise a coherent multi-level policy. This is the best way to support our industry and companies in giving concrete shape to Europe's industrial future.

I extend my explicit gratitude to the other regions who are pioneering this initiative. In the coming months other industrial regions will no doubt join our initiative. Together, we can make an important contribution to supporting a new industrial future for Europe.



MINISTER-PRESIDENT OF THE GOVERNMENT OF FLANDERS

Kris Peeters



Declaration

Vanguard Initiative for New Growth by Smart Specialisation

Engagement for the future of industry in Europe

The political leaders of 10 European industrial regions were gathered on 8 November 2013 in Brussels to engage in a joint effort for the industrial future of Europe. The 'Vanguard Initiative for New Growth by Smart Specialisation' supports the wider application and visibility of smart specialisation principles with the aim of boosting EU competitiveness and future growth. This regional engagement anticipates the proposed 'Industrial Compact', expected to be launched by the European Council in February 2014. Therefore the Vanguard Initiative prepares to take a next step in January 2014.

We, political leaders of the regions associated in the Vanguard Initiative for New Growth by Smart Specialisation', share with the European Council the analysis, ambitions and objectives that give rise to the project of an Industrial Compact for Growth. In supporting the efforts for the stabilisation of the financial and budgetary crisis there is a need to drive a new growth path for Europe with a central place given to the industry of the future.

Our proposals are shaped as a Vanguard Initiative' because we are convinced that leadership and strong partnerships are needed to achieve this ambition. Our political engagement for an Industrial Compact is based on a firm belief that entrepreneurship on the one hand and common policy goals to respond to societal challenges on the other will provide the impetus for revitalised European industrial growth.

This Vanguard Initiative has its foundations at the regional level. EU regions are the closest policy link to the bottom-up growth dynamics for the renewal of our industrial fabric, through their proximity to place-based innovative partnerships and clusters in the regions. Such partnerships and clusters form eco-systems that are

launching new fast-growing innovative SMEs. They can re-shape industrial structures which are vital for new growth. Thanks to unique combinations of innovation and entrepreneurship in the regions they can develop solutions for the grand societal challenges while delivering on the EU's ambitions for improved international competitiveness. The political leaders of Vanguard regions are advocates of a strong multi-level governance to support the growth of such eco-systems.

To this end the regions taking part in this Vanguard Initiative are committed to a joint operationalisation of 'smart specialisation'. We believe that smart specialisation can serve as a coordination mechanism for our common efforts to foster structural renewal in Europe on the basis of each region's competitive strengths. Prioritising public resources for innovation and industrial renewal is an essential ingredient for this. Smart specialisation strategies provide the necessary impetus for re-focusing of priorities through public-private partnerships that exploit the entrepreneurial opportunities of the region while simultaneously providing the basis for finding synergies across Europe.

The Vanguard Initiative for New Growth by Smart Specialisation' seeks to better position and embed the smart specialisation agenda within relevant EU policy framework in following concrete activities:

- Matching strategic roadmaps between, national and European policy levels in support of European priority areas for the future of industry, in particular those that are identified in the Industrial Policy Communication of October 2012¹. Vanguard regions are committed to develop joint roadmaps for building critical mass and complementary specialisations in these emerging industries.
- Aligning strategic investments, coming out of these roadmaps, in order to open new industrial pathways via flagship projects such as demonstrators and pilots identified in the European priority areas. Vanguard regions are committed to combine their resources with European investments in these focus areas.
- Upgrading regional partnerships and clusters with global potential, which are identified in smart specialisation strategies, to European world-class clusters that can compete globally. Vanguard regions are committed to internationalise their cluster initiatives in cross-border and networked European clusters and partnerships.

EUSKADI

represented by **Estibaliz Hernaez**,
Deputy minister for Technology, Innovation
and Competitiveness

LOMBARDIA

represented by **Mario Melazzini**,
Regional Minister for Productive Activities,
Research and Innovation

MAŁOPOLSKA

represented by **Jacek Krupa**, Vice – President

NORDRHEIN-WESTFALEN

represented by **Angelica Schwall-Düren**,
Minister for Federal Affairs, Europe and the Media

SCOTLAND

represented by **Roddy Macdonald**,
Head of Innovation, Investment and Industries

An Industrial Compact for Growth requires multi-level political leadership which highlights common goals, while promoting a bottom-up entrepreneurial drive for value-creation. The Vanguard Initiative is committed to ensuring greater visibility and stronger positioning of smart specialisation principles and practice in the EU Compact for Growth. The regions that have strong industrial ambitions and smart specialisation strategies for an innovation driven structural renewal can make a difference.

The under-signed EU regions are committed to the development of a unique partnership for growth, which will be ready to act as a strategic dialogue partner in supporting and influencing related EU policy and would welcome the exchange of ideas at Council, Parliament and Commission levels.

REGION SKÅNE

represented by **Pontus Lindberg**, Deputy Governor

TAMPERE REGION

represented by **Harri Jaskari**,
President of the Regional Board, Council of Tampere

VLAANDEREN

represented by **Kris Peeters**, Minister-President
of the Government of Flanders

WALLONIE

represented by **Jean-Claude Marcourt**, Vice-President

ZUIDOOST – NEDERLAND

represented by **Rob van Gijzel**,
President 'Brainport 2020 Commission'

¹These priority areas are: Markets for advanced manufacturing and technologies for clean production; Markets for key enabling technologies; Bio-based product market; Sustainable industrial policy, construction and raw materials; Clean vehicles and vessels; Smart grids.

A woman with short brown hair, wearing a white lab coat, is looking through a white microscope. She is positioned in the center of the frame. The background is a blurred industrial setting, likely a factory or laboratory, with various pieces of machinery and equipment. The lighting is somewhat dim, with some bright spots from overhead lights. The overall tone is professional and focused.

In Short

THE VANGUARD INITIATIVE FOR NEW GROWTH BY SMART SPECIALISATION.

WHAT – a vanguard initiative of political leaders of regions that commit to the future for industry in Europe supported by smart specialisation, via the development of multi-level European investment and cluster initiatives for emerging and transforming industries in an Industrial Compact for Growth.

WHY – need to deliver on jobs and growth and foster global competitiveness by investments in strategic priority domains for Europe's industrial future (with a focus on new pilot activities).

WHO – regions with strong industrial ambitions and smart specialisation strategies for their structural renewal (beyond the ex-ante conditionality)

HOW – by sharing information to initiate bottom-up vanguard initiatives, developing common roadmaps and multi-level approaches to stimulate investment and enabling local clusters with global potential to develop into world-class clusters

WHEN – initiated to influence the European Council in February 2014 and future investment opportunities in priority areas for the future of industry in Europe.



**IT CONFIRMS THAT WE
ARE ON THE RIGHT TRACK
WITH PROMOTING SMART
SPECIALISATION AS A
STRATEGIC INSTRUMENT
FOR MOBILIZING PUBLIC
AND PRIVATE RESOURCES
FOR NEW GROWTH.**

Afterword

I welcome the 'Vanguard Initiative for New Growth by Smart Specialisation' as a valuable contribution to the discussion on smart specialisation as a necessary and key ingredient for a European growth strategy.

It confirms that we are on the right track with promoting smart specialisation as a strategic instrument for mobilizing public and private resources for new growth.

This kind of bottom-up initiative shows that we are getting more and more buy-in and ownership among our stakeholders for this concept, which will help to multiply the leverage effect of the approximately € 100 bn ERDF funding we will be dedicating to innovation in the wider sense in the run-up to 2020.

Smart specialisation has been placed onto the European growth agenda with the Innovation Union initiative and by introducing it an 'ex ante conditionality' for ERDF funding.

It is a new approach to increase the impact of funding for generating growth and jobs at European scale in areas that are designated by the regions themselves as their competitive opportunities.

I congratulate the regions that came up with this initiative and I hope that many more regions will commit themselves at a political level to jointly implement smart specialisation and maximize the complementarities between their investment strategies and with European-level strategies.

This is a unique opportunity for Europe and its regions. The next 7 years financial perspective will be crucial not only for Regional Policy but for firing up the micro-economic engine across Europe through our growth-enhancing investments.



EUROPEAN COMMISSIONER

Johannes Hahn



Partnership regions

- I. Euskadi
- II. Lombardia
- III. Małopolska
- IV. Nordrhein-Westfalen
- V. Scotland
- VI. Region Skåne
- VII. Tampere Region
- VIII. Vlaanderen
- IX. Wallonie
- X. Zuidoost – Nederland
(Limburg & Noord-Brabant)



Euskadi

GENERAL

Country

Spain

Region Capital:

Vitoria

Population (2011):

2 174 033

GDP/cap (2011):

30 274 euro

R&D-intensity (GERD/gdp) (2010):

2.08%

INDUSTRY

Employment industry (2011):

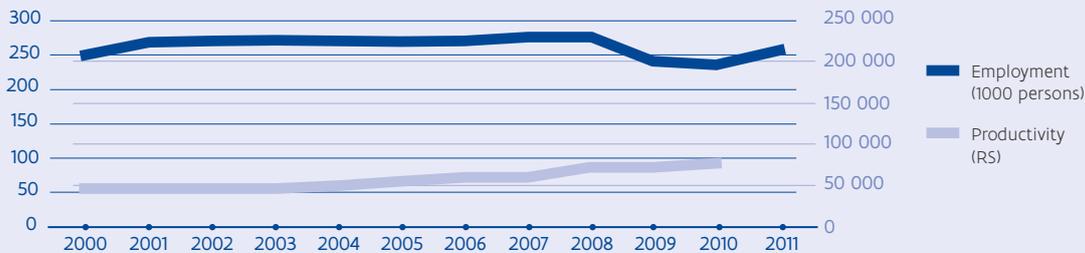
213 406

Share industry gross added value (2011):

23.8%

R&D-intensity (BERD/gdp) (2010):

1.61%



INDUSTRIAL POLICY

The industrial character of the Basque economy has set the Industrial Policy as the backbone of the Basque Government's actions on competitiveness. Science, Technology and Innovation policy in the Basque Country has a track record of 30 years with a continuity in terms of major objectives and many of the initiatives. The strategic vision has focused in achieving the short-term needs for maintaining and increasing the industrial competitiveness in the Basque economy, while we open areas of industrial diversification built from our own capabilities. We have articulated an Innovation System that is open to the world, based on a cluster policy, in the creation of the right environment to support innovation in SMEs, mainly based in a research infrastructure and attractive regional competence centers.

SMART SPECIALISATION

The institutional plurality embedded in a private public collaboration scheme has been recognized as one of the unique strengths in the Basque Country. The RIS3 design has resulted from the combination of structural or functional priorities with vertical bets under the premise of increasing the economic impact of investments by transferring knowledge to the industry. The exercise has led us to three vertical priorities. Smart Manufacturing, Energy and the Bio-Nano Convergence have been set as the three key priority areas for scientific, technological and industrial development.



“ Our RIS3 strategy responds to the productive and social transformation needed by adding up different stakeholders with the same vision: to contribute to the productive transformation in the Basque Country so as to generate employment and welfare. ”

Mrs Estibaliz Hernaez, DEPUTY MINISTER FOR TECHNOLOGY, INNOVATION AND COMPETITIVENESS

Lombardia

GENERAL

Country

Italy

Region Capital:

Milan

Population (2011):

9 955 100

GDP/cap (2010):

32 300 euro

R&D-intensity (GERD/gdp) (2010):

1.33%

INDUSTRY

Employment industry (2011):

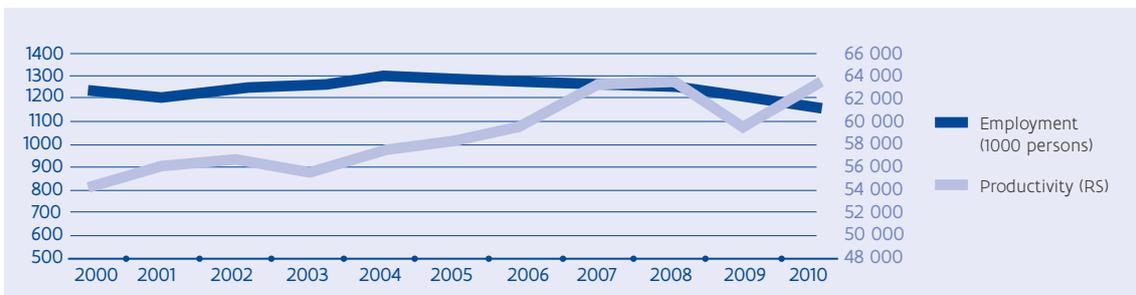
1 166 100

Share industry in gross added value

(2010): **24.9%**

Business R&D-intensity (BERD/gdp)

(2010): **0.91%**



NEW INDUSTRIAL POLICY

Lombardy industrial policy is in line with the S3 Strategy aiming at supporting the key areas of regional excellence. It is divided into three main areas: 1)enterprise and entrepreneurship; 2)research, innovation and technology transfer; 3)internationalization. Innovation, as crucial element of the regional action, is essential for the complex and diverse productive system in order to maintain its competitive position at global level. The stimulation of the connection between the three elements of the knowledge triangle is key for the growth and productivity of the business and knowledge system, as well as for the creation of a favorable and attractive environment for talents, where they can express creativity and find self-realization.

TRANSFORMATION OF INDUSTRY

Lombardy Region has the goal of identifying the "integrated trajectory" for its development, focusing investments on priority technologies and productive

sectors with an innovative potential. The objective is to find paths for the growth of the territory by leveraging on the strengths and turning weaknesses into opportunities. The point of view has changed, going from a bottom-up approach - based on traditional sectors - to an horizontal approach, with a vision structured around systems of competence and expertise. The challenge is helping the productive system intercepting and seizing new market opportunities, accompanying traditional industries in the transition and specialization towards emerging industries. The resources will be concentrated on great impact projects supporting 1) innovation processes and competitiveness of traditional sectors (e.g. mechanical, chemicals and pharma, fashion, furniture, agro-food..); 2) the development of innovative and technological clusters (e.g. advanced manufacturing, energy, aerospace); 3) the transformation of productive activities, helping businesses to find new market niches and opportunities by integrating the supply chains of different sectors.



“Lombardy is ready for the challenges of the future. Willing to be a leading player, the region will keep betting on research and innovation, real engines of growth and development”

Mr Mario Melazzini, REGIONAL MINISTER FOR PRODUCTIVE ACTIVITIES, RESEARCH AND INNOVATION

Małopolska

GENERAL

Country

Poland

Region Capital:

Kraków

Population (2011):

3 341 700

GDP/cap (2011):

13 000 euro

R&D-intensity (GERD/gdp) (2011):

1.05%

INDUSTRY

Employment industry (2011):

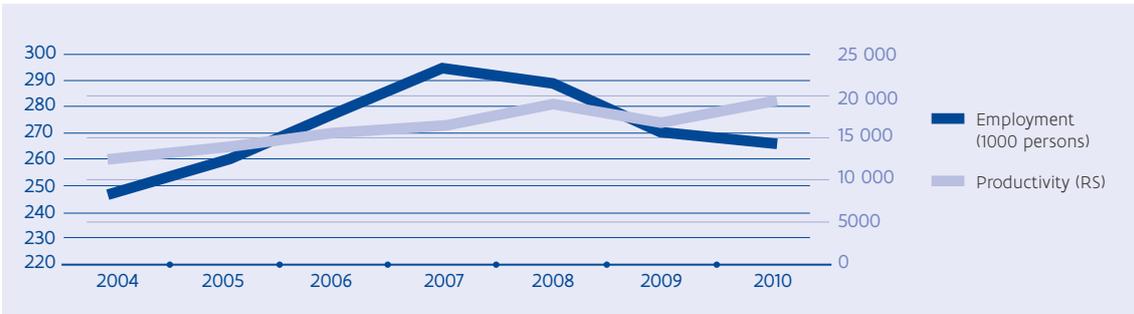
182 400

Share industry gross added value (2011):

23.1%

R&D-intensity (BERD/gdp) (2011):

0.21%



POLICY TO PROMOTE RE-INDUSTRIALISATION

The Małopolska Region's ambition is to become one of the leading European regions. The main branch of the competitive regional economy shall be knowledge-based and high-tech industries able to use the key development assets of Małopolska: intellectual capital and entrepreneurial skills. We wish to provide a system of support (including financial one) to make those assets a valuable source of development for regional key domains and sectors of economy. That will allow the region to compete in the global market and contribute to better economic and social well-being. Implementation of the Regional Innovation Strategy using smart specialization, transforms Małopolska into a region of strong clusters and new industries.

TRANSFORMATION OF INDUSTRY

The Małopolska Region uses modern technologies to bring new life into its traditional sectors of economy. A comprehensive program organized in a cooperation with universities, is going to support a transformation in the steel industry and revitalize former industrial areas (The Krakow – “Nowa Huta” of the Future). The regional chemical industry will open widely to the new sustainable technologies, this will result in strengthening its position in the international market. Małopolska will also strive to seize the potential of its ICT sector that is leading in Poland to drive the development of computer games and multimedia. In addition the region is focusing on the development of sustainable energy and the area of life sciences. That is due to the high number of graduates in bio-chemical fields and developed agricultural sector that makes the region attractive today. All that leads to a future competitive advantage of the Małopolska Region.



“ Shifting away from traditional industries, however with respect for their most valuable qualities, to the knowledge-based economy, makes up the vision and determines the Małopolska Region’s direction of development.” Marek Sowa, President of the Małopolska Region. ”

Mr Marek Sowa, PRESIDENT OF THE MALOPOLSKA REGION

Nordrhein-Westfalen

GENERAL

Country

Germany

Region Capital:

Düsseldorf

Population (2012):

17 554 300

GDP/cap (2012):

32 631 euro

R&D-intensity (GERD/gdp) (2009):

2.03%

INDUSTRY

Employment industry (2012):

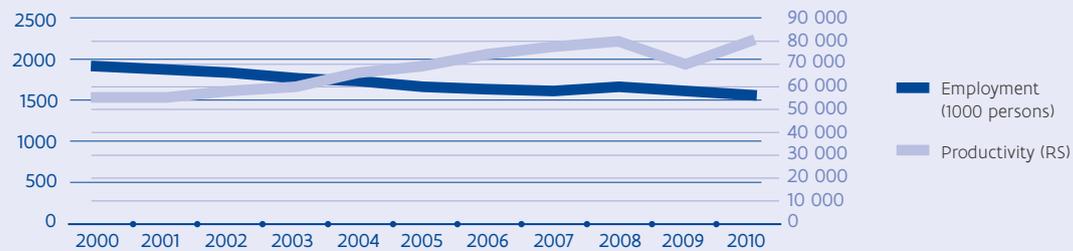
1 624 800

Share industry in gross added

value (2012): **25.4%**

Business R&D-intensity (BERD/gdp)

(2009): **1.23%**



INDUSTRIAL POLICY

North Rhine-Westphalia as one of the leading economic regions in Europe has mastered a difficult structural change from coal and steel towards a future-oriented location for science and industry. One of the key elements of North Rhine-Westphalia's industrial policy will be the focus on eight identified lead markets of the future, where NRW has strengths and advantages through (smart) specialisation. Clusters play a very important role by supporting further development of these markets and linking the partners in the value chains. Through the focus on the lead markets – New Materials, Machinery and Plant Engineering/Production Technology, Health, Information- and Communication Technologies, Mobility and Logistics, Energy and Environment, Life Sciences, Media and Creative Industries – NRW opens up enormous opportunities for partners in the value chain while supporting technological, economic and social innovation as well as tackling global challenges.

SMART SPECIALISATION

In addition NRW is developing a technology-transfer strategy especially for SMEs, which links the focus on lead markets with a research-oriented strategy Fortschritt.NRW. Fortschritt.NRW gives especially universities and other key research organisations a framework to find solutions for the grand challenges in lead markets. In the draft of these strategies as well as the combined regional innovation strategy the stakeholders were and will be involved, which will lead to a successful implementation of the strategies. This will sharpen the profile of NRW as a location for successful undertakings in industry and services as well as a location for science. Fruitful cross-innovation activities with solutions regarding resource efficiency in the industrial sector or new customer relations and business models are only a few positive examples of the smart specialisation efforts of NRW.



“ North Rhine-Westphalia continues to be the industrial heartland of Europe. Through our industrial policy, we assist industry with bringing innovative products successfully to the lead markets of the future. ”

Mrs Hannelore Kraft, STATE PREMIER OF NORTH RHINE-WESTPHALIA

Scotland

GENERAL

Country

United Kingdom

Region Capital:

Edinburgh

Population (2012):

5 313 600

GDP/cap (2012):

£28 139

R&D-intensity (GERD/gdp) (2011):

1.56%

INDUSTRY

Total Employment (2012):

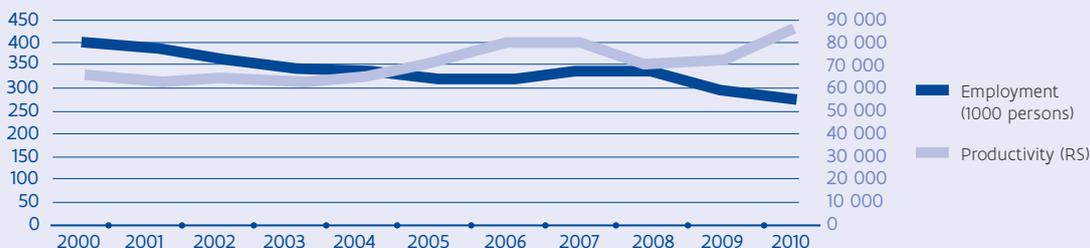
2 425 900

GDP in £m (2012):

149 522

Business R&D-intensity (BERD/gdp)

(2011): **0.56%**



STRATEGIC APPROACH

The Scottish Government has set out its approach to establishing the foundations for long-term economic prosperity and the policy levers which will drive growth most effectively in its **Government Economic Strategy**.

The Government Economic Strategy articulates how the Scottish Government will support economic growth through a range of actions focussed on six Growth Sectors which will accelerate recovery, drive sustainable growth and develop a more resilient and adaptable economy. These Growth Sectors are characterised by strong industry leadership, working alongside public partners in setting the ambition and direction for each sector. The creation of four Enterprise Areas will also support our industries to create new employment opportunities, stimulate private investment and boost growth.

SMART SPECIALISATION APPROACH

The Scottish Growth Sectors are: Food & Drink; Creative Industries; Sustainable Tourism; Energy (including renewables); Financial & Business Services; Life Sciences. There are also significant opportunities from Scotland's science, technology and engineering assets across sectors, with others that underpin and form an essential part of the supply chain in the growth sectors, such as enabling and digital technologies. In addition, each Enterprise Area has a clear sectoral focus, enabling a targeted approach to business growth and maximising the advantages of the natural resources and knowledge clusters, which are driving the creation of new opportunities at each location.

“ The Scottish Government is committed to working with other EU regions to ensure that Scotland plays a full part in shaping future European Union policies whilst at the same time grasping the existing opportunities that partnership working brings. ”

Mr Roddy Macdonald, HEAD OF INNOVATION, INVESTMENT AND INDUSTRIES

Region Skåne

GENERAL

Country

Sweden

Region Capital:

Malmö

Population (2012):

1 263 088

GDP/cap (2010):

26 300 euro

R&D-intensity (GERD/gdp) (2009):

4.65%

INDUSTRY

Employment industry (2011):

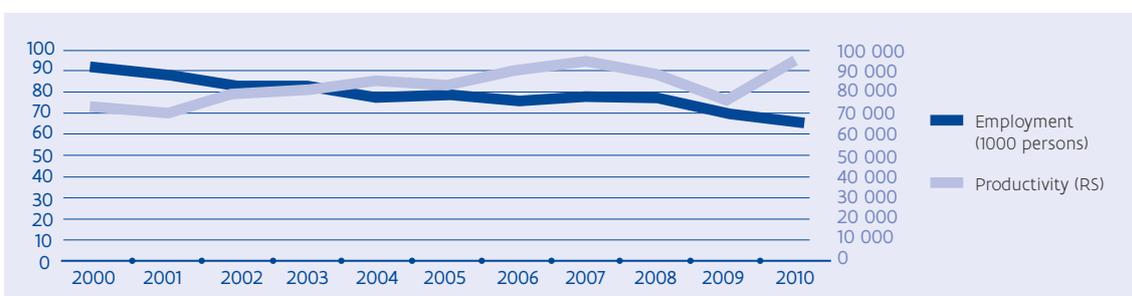
64 000

Share industry in gross added value

(2010): **17.7%**

Business R&D-intensity (BERD/gdp) (2011):

3.44%



TRANSFORMATION OF INDUSTRY

There is a clear political vision for Skåne to become one of the most innovative regions in Europe 2020. There are a number of strong and innovative clusters in Skåne, including some working cross-border, specializing within clean tech, food, life science, ICT and mobile communications and packaging. This is combined with a solid industrial base within engineering. The planning and building of two world-leading research infrastructures: ESS and MaxIV, has had a major impact on the smart specialization strategy for Skåne where advanced materials, smart and sustainable cities and personalized health are prioritized. A strategy is also being developed to strengthen the industrial base and support the interaction between engineering and the new service sectors. In the coming years we will prioritize strategic work to

raise the level of know-how in industry. We need to extend the value chains and increase productivity and innovation capacity in order to raise the competitiveness of our industry.

SMART SPECIALISATION IN SKÅNE

Industry in Skåne has gone through major structural change during the last decades, increasingly focusing on service sectors, especially those working close to the producing industry. As is true for Sweden as such, industry has a competitive advantage in highly skilled engineering and production. A recent trend can be seen of companies moving back production from low-cost countries, based on increased emphasis on quality and productivity. However, to ensure that this trend stabilizes, there is a need to further strengthen the skill base as well as the innovative capacity within the industry.



“ With the fixed link between Malmö and Copenhagen we are creating a dynamic region across the Öresund strait. The competition will be very tough in the future, but regions with a high level of research and development, a concentration of both public and private activities based on knowledge and innovation will have opportunities. ”

Mr Pontus Lindberg, DEPUTY GOVERNOR

Tampere Region

GENERAL

Country

Finland

Region Capital:

Tampere

Population (2013):

499 606

GDP/cap (2010):

31 285 euro

R&D-intensity (GERD/gdp) (2011):

7.15%

INDUSTRY

Employment industry (2011):

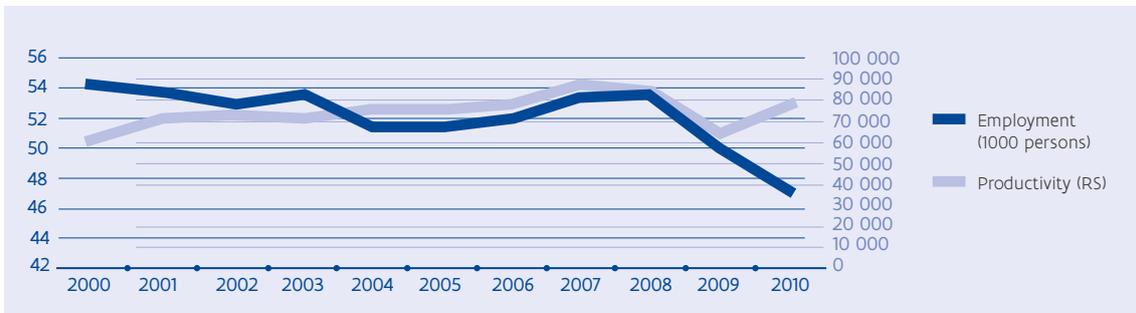
40 062

Share industry in gross added value

(2010): **38%**

Business R&D-intensity (BERD/gdp)

(2011): **5.82%**



MANUFACTURING OF TOMORROW

Renewing the manufacturing industry in Tampere region is at the heart of our regional development. We will regain our position at the forefront of manufacturing regions by combining new technologies, e.g. digital hydraulics, optoelectronics and augmented reality, to our products and services. We will use new ways of doing things in manufacturing: innovation platforms, system trials, demonstrations and international co-creation being some of our main tools. We would like to go beyond clusters and lead our manufacturing industry to post-cluster competition.

SMART SPECIALISATION

The smart specialisation strategy of Tampere region focuses at talent creation and capability building and catalyzing of business ecosystems in four main fields: smart mobility, smart housing & infrastructure, industry renewal, advanced treatments and human spare parts. The fields rely on key enabling technologies like computing, signal processing, photonics, advanced manufacturing and biomedicine. New ways of innovation are developed and used to take our key industries to global market leaders.



“ Tampere has been the cradle of industry and the capital of manufacturing in Finland. Through smart specialisation and renewing our manufacturing industry we will maintain our position among the most advanced regions in Europe. ”

Mr Harri Jaskari, PRESIDENT OF THE REGIONAL BOARD, COUNCIL OF TAMPERE REGION

Vlaanderen

GENERAL

Country

Belgium

Region Capital:

Brussels

Population (2011):

6 351 000

GDP/cap (2011):

33 381 euro

R&D-intensity (GERD/gdp) (2011):

2.4%

INDUSTRY

Employment industry (2011):

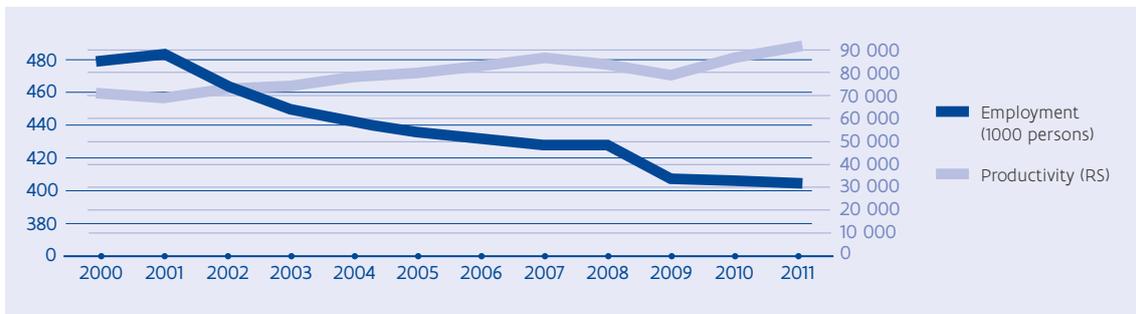
404 382

Share industry gross added value (2011):

19.5%

R&D-intensity (BERD/gdp) (2011):

1.64%



NEW INDUSTRIAL POLICY

The New Industrial Policy is a key project within the transition programme 'Flanders in Action' through which we channel our ambition to make Flanders a Top-region in Europe. It is an integrated policy of the ministers of economy, innovation and work to promote the transformation of our industry through innovation. We embrace a new approach based on value chains, clusters and systemic projects in order to boost productivity. A targeted cluster policy is now focusing on smart specialization. Cluster roadmaps that are drawn up by industry itself, will be supported by a toolbox of instruments to enable these new value chains.

TRANSFORMATION OF INDUSTRY

The transformation of the industry in Flanders, is focused on two axes. On the one hand, the already existing strong industrial clusters focus on tackling the new global challenges. The textile industry turns towards technical textiles with high added value such as safety textile, nautical textile or textile used in health care. De largest European petrochemical cluster, that is based mainly around Antwerp, has created a strategic programme that shows the path towards "sustainable chemistry". And our extensive logistical sector proves to be a dynamic factor in the integration of the new value chains. The second axis focuses on the innovative power of new industries such as micro-electronics, biotech or new materials. These emerging industries provide new solutions for new challenges in personalised health care and recycling to name but a few.



“ We don't hide our ambition Flanders wants to play a trailblazing role in the preparation of a new industrial era . ”

Mr Kris Peeters, MINISTER-PRESIDENT OF THE GOVERNMENT OF FLANDERS

Wallonie

GENERAL

Country

Belgium

Region Capital:

Namur

Population (2011):

3 536 000

GDP/cap (2011):

30 684 euro

R&D-intensity (GERD/gdp)

(2009): **2.22 %**

INDUSTRY

Employment industry (2011):

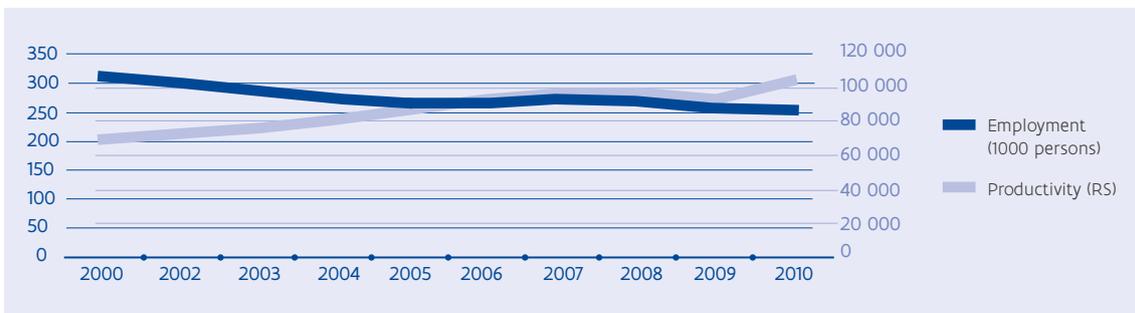
154 940

Share industry in gross added value

(2011): **18.5%**

Business R&D-intensity (BERD/gdp)

(2009): **1.68%**



NEW INDUSTRIAL POLICY

In 2005, the Walloon Government adopted its Priority Action Plan, the “Marshall Plan” which aims, through important budgetary efforts, to boost the economy of the Region. In 2009, the orientations of the Marshall Plan were confirmed in a “2.Green Marshall Plan”. At the heart of those plans, the development of a new industrial policy in Wallonia mainly focused on the development of industrial eco-systems through an ambitious **Competitiveness Poles policy**.

The main objective of this policy is to reach a high level of competitiveness and international visibility some key growth sectors (life sciences, agro-industry, mechanical engineering, transport & logistic, aeronautics & space) on the basis of strong partnerships projects between enterprises, research centers/universities and training centers (triple helix approach). Mixing top-down and bottom-up approaches, this policy constitutes the backbone of the regional smart specialization strategy. It mixes different policy tools and fosters cross-fertilization among different industries and sectors.

TRANSFORMATION OF INDUSTRY

Since 2009, with the 2.green Marshall Plan, a greater emphasis is put on **eco-efficiency and green technologies**. In 2011, a 6th Pole in environmental technologies was created, and a new axis for action in industrial ecology was developed with a view to deal with new green challenges and opportunities and foster resource efficiency in industry. Wallonia also concluded in 2013 a partnership with the Ellen McArthur Foundation to promote practices of circular economy (NEXT program).

Furthermore, with the **Creative Wallonia** Action Plan (2010), the Government fosters the transformation of regional economy through the emergence of a wide spread innovation and creativity culture in Wallonia. Cross fertilization between traditional industrial sectors and creative and cultural industries is further explored in the context of the **Wallonia, European Creative District** project supported by the European Commission.



“ The third industrial revolution will be based on Europe and the regions of Europe. Wallonia will totally be part of this redeployment. This redeployment is supported by sectors with high level economic potential and innovative activities. ”

Mr Jean-Claude Marcourt, VICE-PRESIDENT

Zuidoost – Nederland

GENERAL

Country

The Netherlands

Capital Region:

Den Bosch/Maastricht

Population (2011):

3 582 000

GDP/cap (2010):

30 934 euro

R&D-int. (GERD/gdp)

(2009): **2.23%**

INDUSTRY

Employment industry (2010):

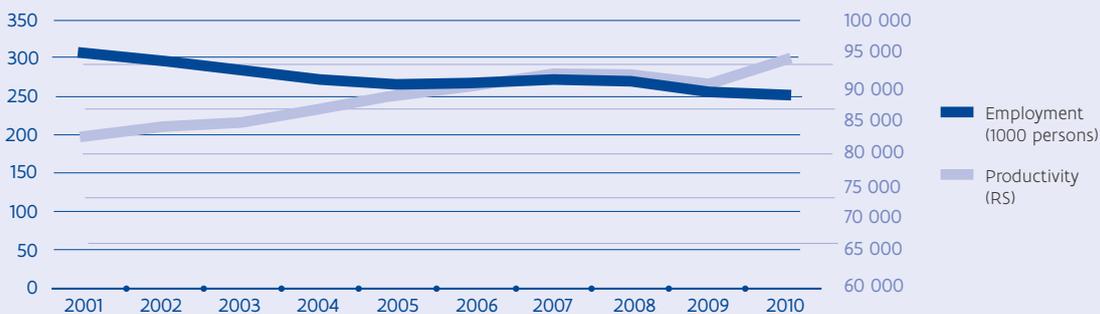
252 200

Share industry in gross added

value (2010): **23.4%**

Business R&D-int. (BERD/gdp)

(2009): **1.69%**



BRAINPORT 2020 : TOP ECONOMY, SMART SOCIETY

“Brainport 2020” is the Southeast Netherlands’ future vision and strategy to be part of the top 3 high tech regions in Europe and the top 10 in the world compared to other regions with a similar business and technology profile. Strengthening and interconnecting existing top clusters, and developing new clusters is the goal. A unique triple helix cooperation – in which high tech research and business, facilitated by public authorities, work closely together in an open innovation ecosystem – the means. The Brainport 2020 program unites hundreds of actions focusing on ‘people’ (labour market), ‘technology’ (R&D+design), ‘business’ (climate for commercial activities), ‘basics’ (quality of environment and infrastructure), ‘governance’ (administration and organization) and ‘international cooperation’.

OUR SMART SPECIALISATION

The South Netherlands is a highly innovative manufacturing region with strong assets and a flexibility to adjust to economic circumstances and structural changes, as it (had to) demonstrate a few times in the past. Keeping focused on remaining strengths whilst opening up for new developments has always been at the heart of the strategy incorporated by the region’s economic strongholds. ‘Smart specialisation’ is no new concept but is in the region’s veins and fabric.

High Tech Systems, Chemistry and LifeTec are the region’s main top clusters, whilst other emerging ones such as smart mobility, solar, energy in the built environment, industrial design or food&technology have strong potential to achieve technology and/or market leadership as well.

The strategy, and each of its priority clusters, has been defined through a bottom-up process involving the sectors of business, education and research, with policy makers in a facilitating role. Proposed actions are developed likewise, as part of the same process, thus ensuring close involvement, actual implementation and spread responsibility to realize individual and common goals.

The Southeast Netherlands builds on the power of a community which is able to use its competences and skills to translate innovative solutions into products and services with a high added value. A community with the ability to design, engineer (multidisciplinary and interdisciplinary), manufacture, sell and service. In short, a community able to create value and capture value, time and time again.



“ South East Netherlands based high tech manufacturers contribute to European welfare by combining a globally competitive position with strong links to the regional open innovation ecosystem. And by cooperating closely with partners in likeminded regions throughout Europe. EU Industrial Policy should further enable and facilitate this. ”

Mr. Rob van Gijzel, PRESIDENT OF THE 'BRAINPORT 2020 COMMISSION'





This Vanguard Initiative New Growth by Smart Specialisation is open to all political leaders of regions that share its ambitions.

The 30th of January a high-level working session of the Vanguard Initiative will be organized to sign a 'Letter of engagement' regarding the Industrial Compact, that will be sent to the President of the European Council.

That Letter will express the principles of this Declaration, to enrich the European Industrial Policy with the bottom-up dynamics of regions with industrial ambitions and smart specialisation strategies to deliver on European priorities.