



2021-2027

Regional Innovation Strategy for the South Moravian Region, 2021-2027

**Open and confident society supporting
an innovative environment in which it
is a joy to do business, work and live.**

The Regional Innovation Strategy for the South Moravian Region (RIS SMR, or RIS) is the **basic policy of the South Moravian Region (SMR) and the City of Brno (CoB) for developing economic competitiveness and adding value by introducing innovation**. It is aimed at every actor in the innovation ecosystem who has an interest in helping, through their actions, to increase the region's standard of living – to share and to make coordinated decisions.

The RIS coordinates innovation policy in the region regardless of the source of funding and the promoter of interventions. **It identifies a regional specialization and a set of horizontal objectives that focus attention on key development opportunities.**

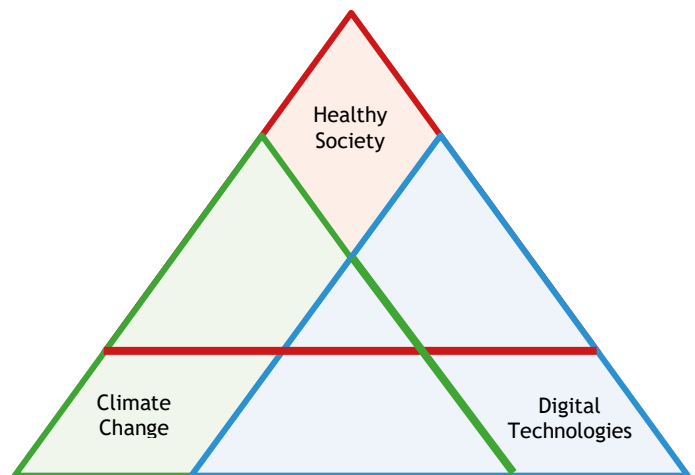
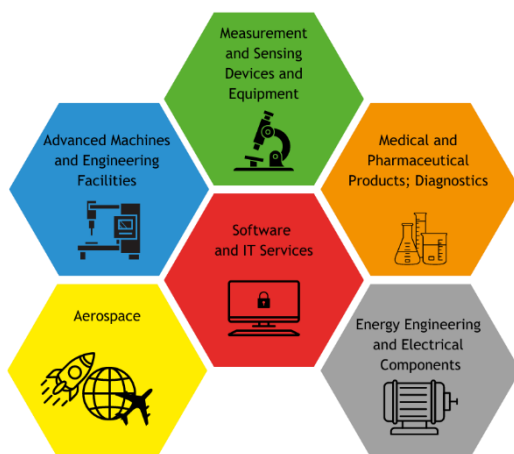
Regional Specialization

The delineation of the specialization shows in what domains a competitive advantage exists in the region and where the largest space can be expected to exist for the creation of new innovation opportunities. The delineation of specializations leans upon three perspectives.

► **The key economic sectors** are defined as the concentration of enterprises in sectors or product groups with a high knowledge intensity and simultaneously a high wage level that is linked with greater added value. Looking back on the basis of the available data, they describe the knowledge economy's focal points in the enterprise sector.

► **The relevant global challenges** are defined on the basis of research on trends and risks as seen by leading world organizations. They direct attention toward changes in society. These are, meanwhile, perceived as an opportunity for harnessing new solutions. The challenges have a high relevance for all types of regional actors across sectors and fields.

► **Cross-sectional competencies** are of a generic nature. They are an important contribution toward increasing the added value of existing sectors. Catching hold of them properly increases the ability to adapt to changes related to global challenges.



Vision

An open and confident society supporting an innovative environment in which it is a joy to do business, work and live.

► open society = people who have an unforced approach and are open to new ideas; cooperation inside and outside the region; tolerance toward diversity; awareness of one's place in the world

► self-confident society = a responsible society built on education and individuals' personal development, leadership, and innovation; people proud of their skills and success

► supporting an innovative environment = partnership; a shared vision; infrastructure for the development of people and companies; the courage to be an innovator

► a joy to do business, work, and live = positive mindset; proactivity; safety; accessibility; prospering companies of all sizes; creative people

Chart of Strategic and Specific Goals



1. A Home for Globally Successful Entrepreneurs

1.1 Heighten the Number of People with Entrepreneurial Drive Who Found Their Own Company

1.2 Increase the Number of Dynamically Growing Startup Companies

1.3 Increase the Number of Companies That Can Go International with Their Own Product

1.4 Expand the Community and Deepen Cooperation among Local Entrepreneurial Leaders

1.5 Raise Awareness among Local Investors and Investor Clubs

1.6 Develop the Infrastructure for the Creation of Business Hubs



2. Embedded Foreign Corporations with Strong Autonomy

2.1 Strengthen Cooperation by the Managers of Foreign Innovative Corporations and Their Involvement in the Ecosystem's Development

2.2 Stimulate the Formation of Valuable Strategic Partnerships

2.3 Strive for the Diversification of Global Companies' Activities in the Region to Harness the Available Knowledge Potential



3. Youth Prepared to Change the World

3.1 Build up the System for Comprehensive Coverage of Awareness and Development of Entrepreneurship

3.2 Adapt the System for Educating Youth to Empower Them to Meet the Demands of Today's World



4. Sufficiency of Experts for the Knowledge Economy

4.1 Ensure a High-quality Education System for Youth in STEAM Subjects at PS and SS

4.2 Introduce a Global System of Support for Popularizing Science and Technology and Developing Digital Literacy

4.3 Stimulate the Use of Skills through Cooperation with the Practical Sphere

4.4 Identify and Work Systematically with Exceptionally Talented and Motivated People



5. Research with an Impact on Business and Society

5.1 Strengthen the International Attractiveness of Research and Education in Profiled Fields and Address the Challenges of Today's World

5.2 Mobilize Partnerships between the Best Research Teams and Companies

5.3 Produce Favourable Conditions to Increase the Founding of Spin-Offs from Research Organizations



6. An Open and Attractive Innovation Ecosystem

6.1 Strengthen Trust and Open Communication among All Ecosystem Elements

6.2 Strengthen the Region's Attractiveness as a Place for Innovation and Technologies

6.3 Make the Region a Friendlier Place for Qualified Workers and Talented Students from Abroad



7. #brnregion as the Lab of the Future

7.1 Create a "Living Lab" Environment for Testing New Solutions

Strategic Goals

1 | A Home for Globally Successful Entrepreneurs

- ▶ **Locally owned** businesses represent the basic pillar of the region's **economic stability**. Their **owners and directors** make **strategic decisions** here autonomously due to none other than their local ownership and ability to take risks upon themselves.
- ▶ **Home** is connected with a feeling of togetherness and a link to the place a person comes from. Entrepreneurs often take on **the role of local leaders**. They seek chances to strengthen their position thanks to cooperation within the ecosystem. Presence on **global markets** and the achieving of critical mass provide proof of their business success.
- ▶ The chosen approach is **based on a funnel analogy**. **Work with company leaders** is crucial for all of its levels. We are led forward by the vision that awareness and celebration of our successes will make entrepreneurship more prestigious. It will be viewed by young people as a potential **career choice**. It will become a visible part of **the region's DNA**.
- ▶ We consider it fundamentally important to reach out to the broadest possible base of people with a desire to do business and give them a chance to verify their plan with the support of experienced experts. A constantly improving **system of consultation support** for both beginning and established firms with distinctive products and an ambition for growth ties into a high-quality **pre-incubation infrastructure**. It will seamlessly cover all phases, from the initial growth phase to scaling up and international expansion.
- ▶ The building-up of expert **communities, interconnection, and mutual inspiration** among company leaders will be stimulated beyond the bounds of direct support. Care for the entrepreneurial ecosystem will also reside in support for its other key elements – we aspire to increase activities by experienced **local investors** and the systematic formation of **business hubs**.

2 | Embedded Foreign Corporations with Strong Autonomy

- ▶ Large companies are a fundamental part of the majority of advanced innovation ecosystems. **Foreign corporations “propel” the knowledge economy** in many places, including the SMR. Because of this, we find it important to strengthen their bonds to **local companies and research capacities**.
- ▶ It especially makes sense to strive to **localize strategic functions** within the value chains. Especially those functions that precede and follow on from manufacturing and bring the highest added value (R&D, design, sales, and marketing).
- ▶ The leading global companies exude **prestige and strengthen the region's visibility** abroad. They have **knowledge of global markets, know-how** including employee training.
- ▶ We will support **local managers** of foreign companies. It places them in the role of local leaders who can strengthen connectedness to the ecosystem – and within companies' hierarchies, they are an important way to anchor corporations in the region.
- ▶ Thanks to this, **more opportunities are created for entering into strategic partnerships** (with public research, startups, etc.) and pulling in strategic functions. By doing this, we wish to support branches in gaining **greater decision-making autonomy** and capturing a greater share of added value within the region.

3 | Youth Prepared to Change the World

- ▶ The need for young people to be equipped with **competencies for solving today's and tomorrow's problems** is growing ever more palpable. We consider **active people motivated toward self-development** to be the foundation of an open and confident society that the RIS vision aspires to.
- ▶ Namely this means the ability to **actively use opportunities**, come forth with creative solutions to problems, and think strategically. Alongside this it is essential to have a good grasp of the surrounding world and **acquire and critically assess information** with awareness of social and environmental responsibility and ethics. To have the needed communication skills, **social and emotional intelligence**, communicate in a global language, handle cooperation well, adapt well, and have the ability to learn constantly and identify and **develop one's strengths** and talents.
- ▶ The essence of this strategic goal is to **ensure comprehensive coverage throughout the environment**, so that all the youth in the region have an opportunity to pick up these skills up to their personal maximum (not just the basics). Not only in Brno, but within a wider territory – this is the goal with the widest geographical reach.
- ▶ We are **primarily aiming at the group of PS and SS students**. At universities, students should already find these skills routine. We do perceive the limits of the national school system, and our ambition is to both influence **primarily teachers and principals** through our offering of activities, and to inspire and motivate them. We are aiming for a collective commitment by the main regional institutions responsible for education that will **open the door to new approaches**.

4 | Sufficiency of Experts for the Knowledge Economy

- ▶ This especially involves the advanced skills assembled under the acronym STEAM. **STEAM (science, technology, engineering, arts, mathematics)** emphasizes the interlinking of areas of knowledge, the use of acquired skills, and the ability for creation and presentation.
- ▶ We strive for young people to love to learn and to have motivation and the best of conditions for practical discovery. The strategy is to develop STEAM skills and create a broad funnel with the ambition of a **quality education across the board in STEAM at PS and SS and supplement it with informal and hobby education**. To **deepen the provided expertise** at higher levels with greater selectivity. The point is to both boost the average student and train more top experts.

- ▶ We are aiming for **practical education** connected with involving people from practice into education and the shaping of curricula. Students must work with **real-world problems**; teaching should guide them toward interlinking their competencies and seeking solutions to practical problems.
- ▶ Additionally it is essential to **mobilize and support educators and principals as well as institutions providing hobby education and science popularization**. Establishing partnerships with the application sphere and experts from practice, and thanks to this, boosting the relevance and attractiveness of education.

5 | Research with an Impact on Business and Society

- ▶ Excellence in research represents the **mainstay of innovation performance** in the world's advanced regions and a magnet for talent. Excellence is necessarily bound to a high degree of internationalization and **international openness**, and it opens up opportunities for closer **interconnection with the application sphere**. We believe that these parameters are mutually reinforcing, not mutually exclusive.
- ▶ The essence is to strengthen **research with an impact that changes the world, people's lives, and company products**. In the SMR, we have ample research capacities, but limited results applied in real-world applications. We aim to bolster the role of research organizations as drivers of regional development and strategic partners of businesses.
- ▶ Our strategy is grounded in **strengthening the areas in which we excel** and in which local research has an international standing. **Strategic profiling** is another way to achieve critical mass and international visibility for the region in research and university education.
- ▶ The local research environment must not remain closed to outside stimuli and new approaches. We consider **open personnel policy and systematically boosted international attractiveness** to be key for the inflow and retention of promising talent and the established research leaders.
- ▶ The point here is to achieve a **high degree of expertise in fields with relevance for the region's key economic sectors**, where the density of business actors offers the most innovation opportunities, **also a strong impact on addressing global challenges**. To change the world and people's lives through a partnership of the best scientists and companies and the public sector.

6 | An Open and Attractive Innovation Ecosystem

- ▶ The innovation **ecosystem produces opportunities** in which the development of the preceding areas takes place and that universally stimulate it. The ecosystem's defining trait is that it is **internally interconnected**. It is necessary that actors on our territory are able to cooperate effectively and align their intersecting goals.
- ▶ The region's attractiveness is directly influenced by the quality of the conditions for the activities of both individuals and institutions. This is a natural consequence of its high **openness and welcoming nature for people and ideas** from outside.
- ▶ The essence of this strategic goal is to create an environment that will stimulate further **growth in the region's innovation performance and its interconnectedness inside and out, with a view to retaining its character and authenticity**.
- ▶ The goal of unified communication is **for people to know of our region's attractiveness**. We are a region with a traditional heart, and a place that knows how to make one feel at home. We differentiate ourselves by creating a great place for living, infrastructure for creative people, and a space where success is in reach.
- ▶ A **modern public administration** that is friendly towards both locals and foreigners plays a key role in meeting these goals.

7 | #brnoregion as the Lab of the Future

- ▶ One more puzzle piece for an advanced innovation ecosystem is **outward visibility for the specific innovations created and deployed locally**. #brnoregion (a shared marketing brand for the South Moravian Region and the City of Brno) will thus be an **exemplary place** that offers good infrastructure for innovators in ways that include enabling the testing and demonstration of their solutions in a real- world environment.
- ▶ We will systematically strive for all the elements of the innovation ecosystem, with the public administration at their fore, to "hunger" for all that is new and **have the ambition to be pioneers and test new solutions**. The city and region take on the **role of Customer Zero for companies responding to global challenges**; the public administration is capable of responsibly formulating innovation demand and being a partner for the development and testing of new solutions.
- ▶ We will be a **place that makes a targeted effort to be green, safe, and solidary**. Where all of the ecosystem's elements contribute toward this goal, where it is visible, and it can be felt in people's lives. We will demonstrate and test smart technologies for a sustainable future.

Jihomoravský kraj

B | R | N | O

JIC

Velvet
Innovation

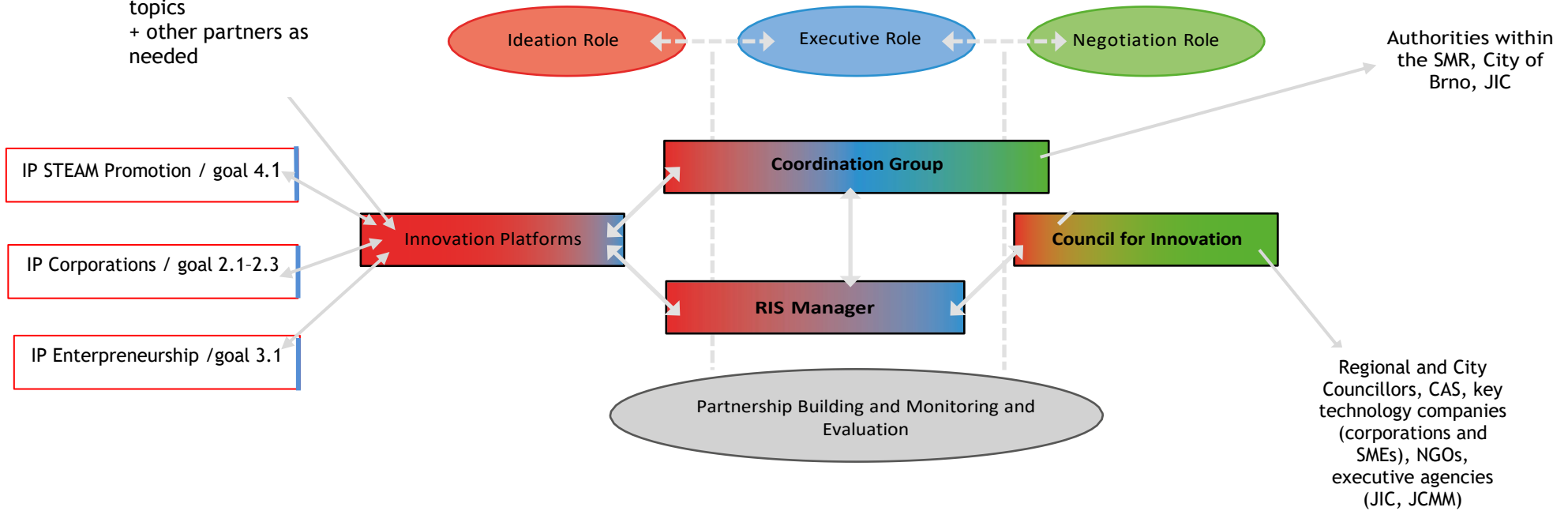


Spolufinancováno
Evropskou unií

MS
MT
MINISTERSTVO ŠKOLSTVÍ,
MLÁDEŽE A TĚLOVÝCHOVY

Implementation structure

Working groups:
Typically JIC +
"owner" of the
topics
+ other partners as
needed



PROJECTS → ACTION PLAN RIS SMR