



THE DANUBE STRATEGY REPUBLIC OF SERBIA



Development of the Knowledge Society through Research, Education and Information Technologies

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THE DANUBE REGION



PILAR C EUSDR– BUILDING PROSPERITY



The structure of the Action Plan



11 priority areas, coordinated by a priority area coordinator

This pillar focuses on innovation, information society, competitiveness of enterprises, education, labour market and marginalised communities.



PILAR C EUSDR



- **Enterprises**

Top-performing regions in Europe can be found in the area. Others lag a long way behind. They need to benefit, through better connections between innovation and business supporting institutions. Clusters and links between centres of excellence, binding them into existing education and research networks, will extend the competitiveness of upstream enterprises to the whole region.



THERE IS AN EVIDENT NEED...

✓ FOR MORE INTENSIVE COOPERATION OF THE PRIORITY AREAS,

in order to be able to share coordination of the researches conducted in all the priority areas.

✓ TO BE BETTER CONNECTED TO:

- other NCPs and PACs,
- European Commission Directorates:

DG Regional Policy, DG Education and Culture, DG Research and Innovation and DG Information Society,

- Regional Directorates,

TARGETS FOR THE PRIORITY AREA 7



- European Commission has identified the following targets PA7 SG:
 - To invest 3% of GDP in Research and Development by 2020;
 - Broadband access for all EU citizens in the Region by 2013;
 - Increase the number of patents obtained in the Region by 50%;
 - Increase the share of the EU population aged 30–34 with tertiary or equivalent education to 40% by 2020.
 - To improve balanced mobility (ratio of incoming to outgoing) students and go towards brain-circulation



Targets as challenges and opportunities



- What else..... ? Who else.....?
- networking,
- mobility,
- excellence,
-
- What are the current values of the numerical targets in different countries?



Targets as challenges and opportunities



- Developing regions downstream can benefit from the leading - indeed world-class - innovative regions upstream.



ROAD MAP



Smart specializations



- Research and Innovation Strategies for Smart Specialisations (RIS 3) PA7+PA8
- Smart Specialisation - A regional policy instrument for enhancing competitiveness and cooperation in the Danube region 24. May 2012, Stuttgart



Smart specializations



How to initiate a self-assessment for smart specialisation

- What: Concentrating knowledge resources for economic specialisation
- Why: Learning lessons from the past
- Who: Putting entrepreneurial knowledge to work
- How: Setting in motion regional change
- Where: A role for every region
- Identification of priorities



Smart specializations



- Clusters and smart specialisation
- Innovation friendly business environments for SMEs
- Research infrastructures, centres of competence and science parks
- Universities
- Digital Agenda for Europe
- Key enabling technologies
- Cultural and creative industries
- Internationalisation
- Financial engineering instruments
- Innovative public procurement
- Green growth
- Social innovation



THE DANUBE REGION

Registered by JRC
 IPTS for smart
 specialisation
 strategy

ČESKÁ REPUBLIKA

- Jihomoravský kraj
- DEUTSCHLAND
- Freistaat Sachsen

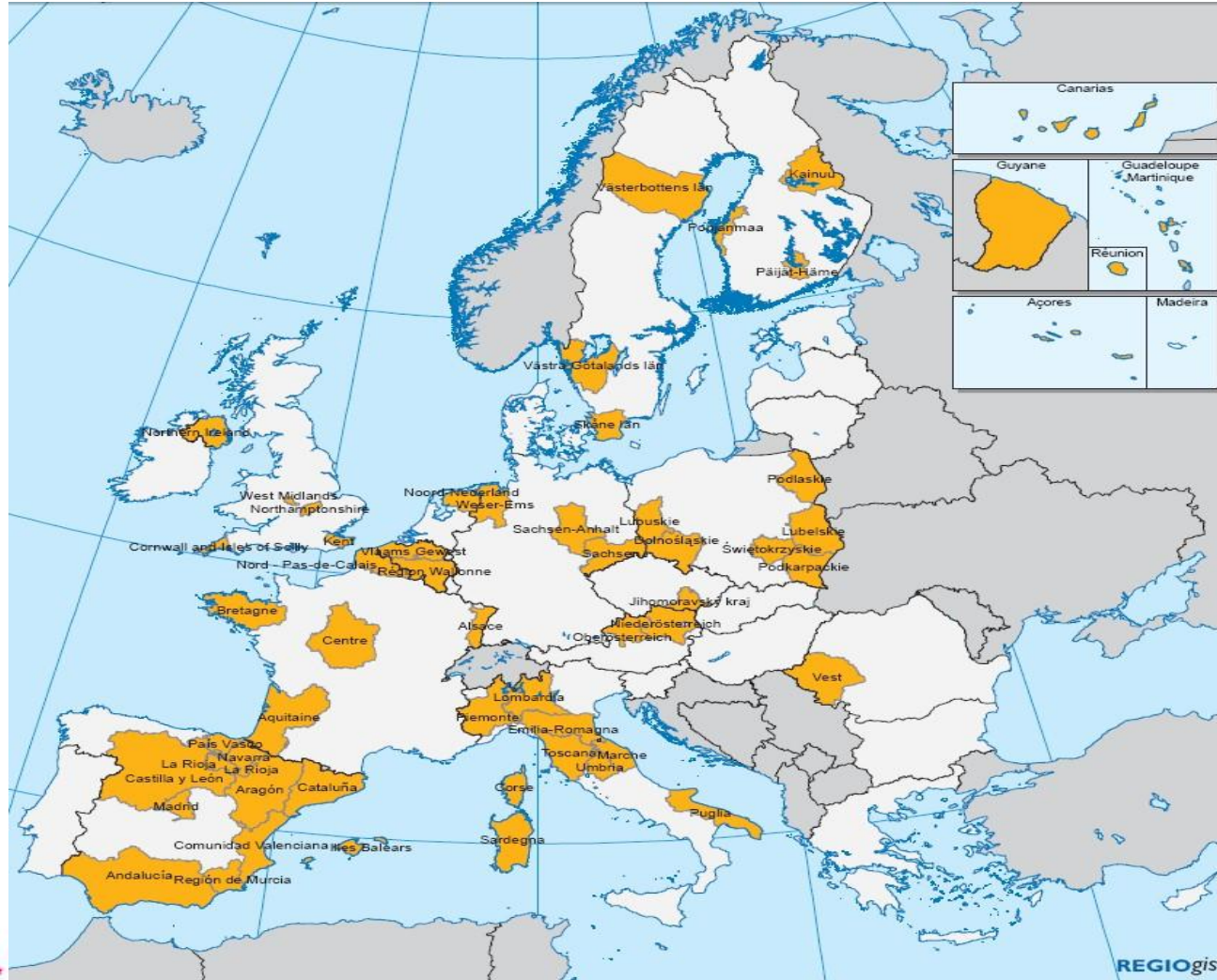
- Weser-Ems

ÖSTERREICH

- Niederösterreich
- Oberösterreich

ROMÂNIA

- Vest



ICT CHALLENGES



- Digital divide
- living-lab concept



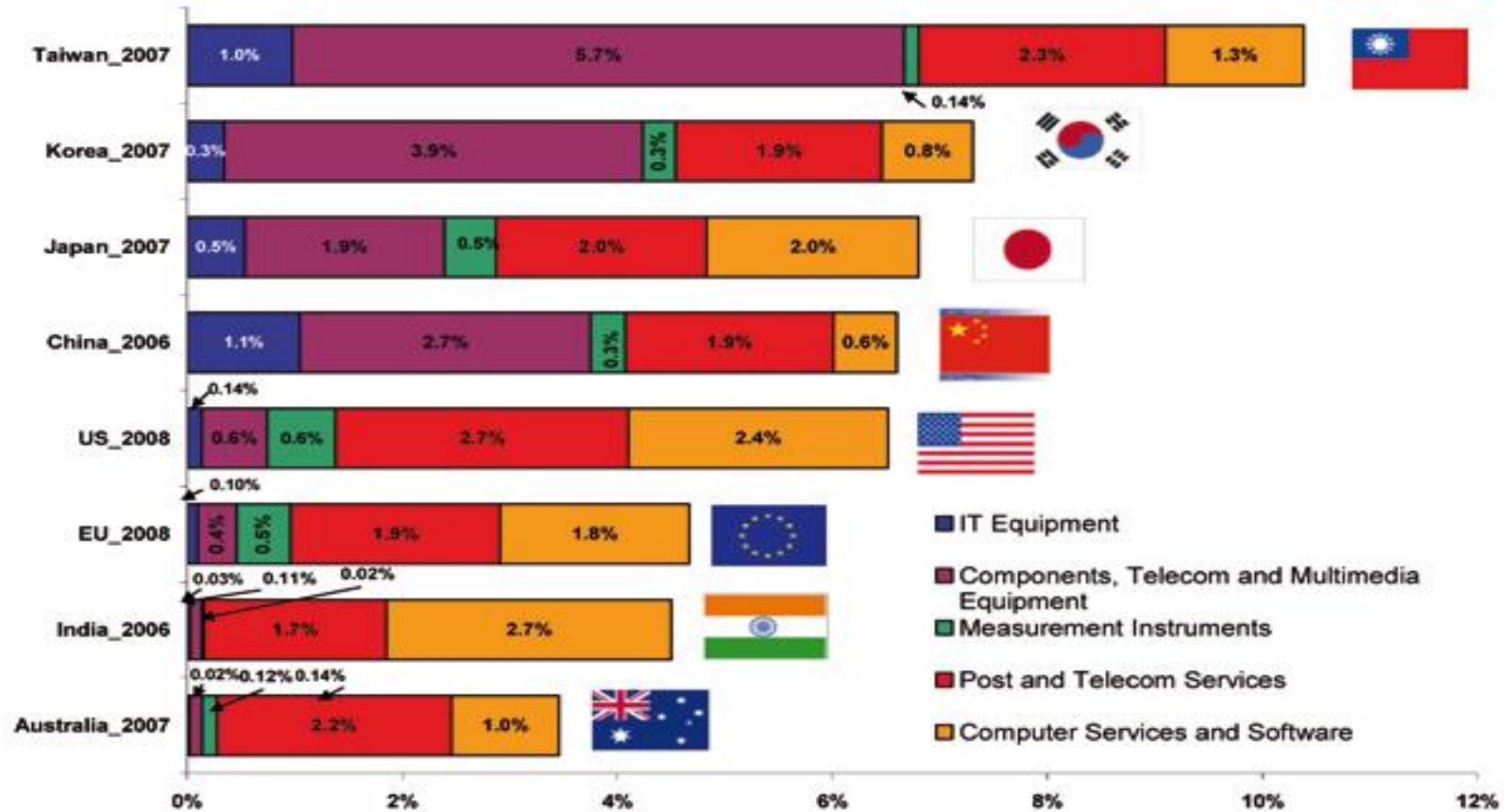
ICT CHALLENGES



- **The ICT sector has a smaller weight in the EU economy than it does in other major economies, and it has a dominant service component**
- With a value added of 4.7% of GDP, the relative economic weight of the ICT sector in the EU was significantly smaller in 2008 than it was in the US (6.4%), China (6.6 %12), Japan (6.9%),



Economic weight of the ICT sector, % of sector's value added in GDP, 2008 or latest data available



ICT FOR SOCIAL CHALLENGES



- The Digital Agenda focuses on ICTs capability to:
 - Reduce energy consumption, smart GRID, smart cities
 - e – government, e – commerce
 - Support ageing citizens' lives
 - Revolutionize health services
 - Deliver better public services
- ICTs can also drive forward the **digitalization of Europe's cultural heritage** providing online access for all.



EXAMPLES OF GOOD PRACTICE IN NETWORKING



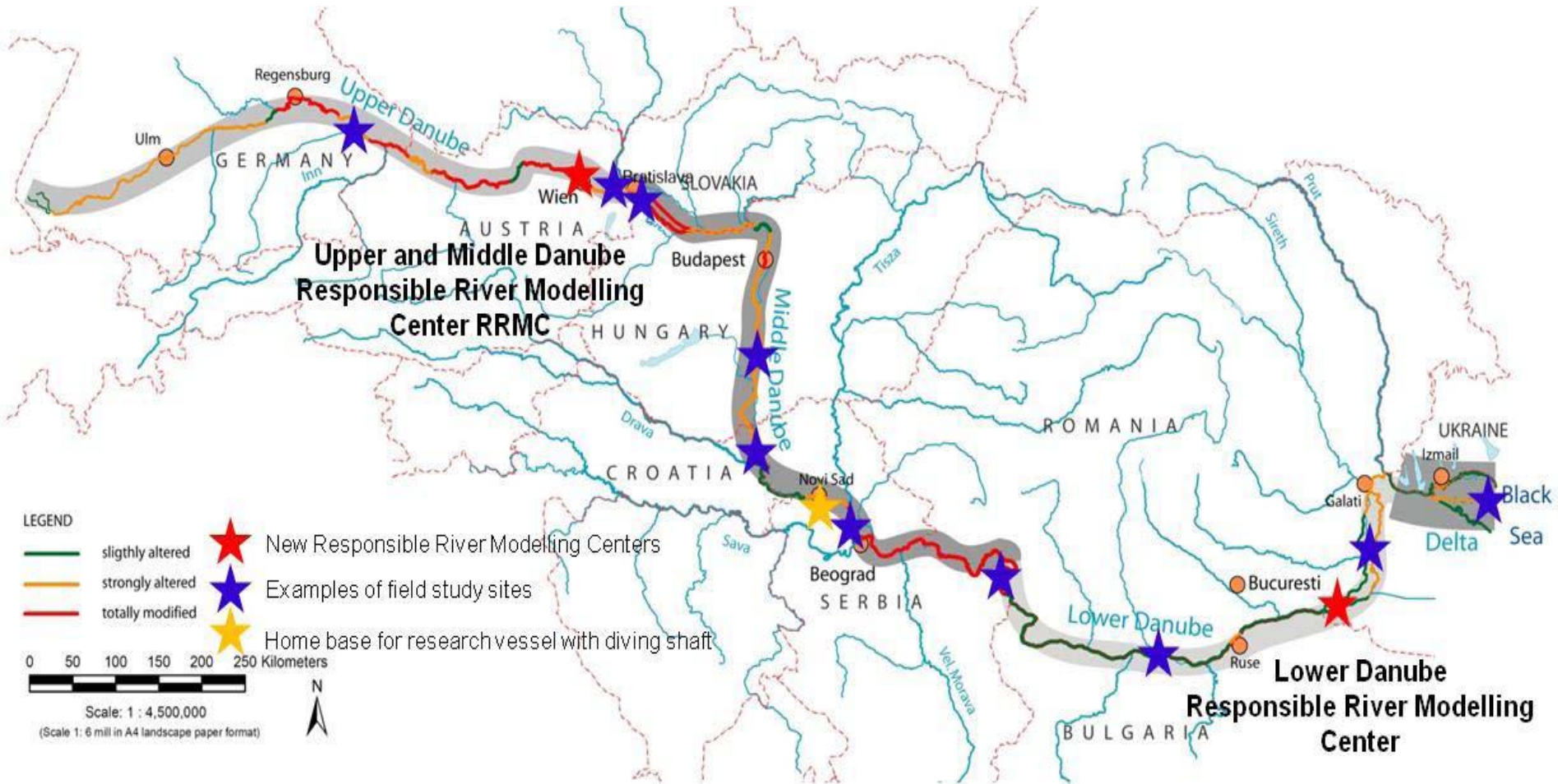
NETWORK OF CENTERS OF EXCELLENCE

√ Insisting on connecting the centers of excellence with the emphasis on ***complementarity*** - binding the Upper and Lower Danube.



EXAMPLES OF GOOD PRACTICE IN NETWORKING

WATER LABORATORY- DREAM PROJECT



TO CONCLUDE...



Higher education and research should create hope, from which society's desire for growth and prosperity will emerge.





THE DANUBE STRATEGY SERBIA

Thank you for your attention!

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