



*First EUSAIR Smart Specialisation Strategies  
Governance representatives meeting*

## From OISAIR to BLUEAIR project – Blue growth in Smart Specialisation

24 September 2020 |Elena Banci|

# OISAIR MAIN OBJECTIVES

**OISAIR** pursues the **strategic objective** of establishing and developing the **Open Innovation System of the Adriatic-Ionian Region**, competitive and attractive at regional and macro-regional level.

- Improve skills and competencies of R&D centers by assisting the **creation of innovation networks** beyond borders;
- Stimulate SMEs access to research infrastructures (i.e. labs) and **increase business investments in R&I**;
- **Valorize research results** and **establish durable links** and synergies between enterprises, R&D centers and research infrastructures.



# OISAIR: Budget, duration, partnership and territories

**Duration:** 01/01/2018 – 31/12/2020

**Total Budget:** >1.500.000 €



## Partners

IT - Area Science Park (LP),  
Università della Basilicata  
HR - Hrvatska gospodarska komora  
RS - Naučno tehnološki park Beograd  
SI - TEHNOLOŠKI PARK LJUBLJANA D.O.O.  
AL - Ministria e Financave dhe Ekonomisë  
GR - ΕΘΝΙΚΟ ΚΕΝΤΡΟ ΕΡΕΥΝΑΣ ΚΑΙ ΤΕΧΝΟΛΟΓΙΚΗΣ  
ΑΝΑΠΤΥΞΗΣ-ΕΚΕΤΑ (CERTH);

## Associate Partners:

IT - Friuli Venezia Giulia Region,  
Ministry of Foreign Affairs,  
Central European Initiative;  
ME - Ministry of Science;  
HR - Ministry of Economy;  
RS - Ministry of Education, Science and Technological  
Development

# OISAIR: main pillars and activities

- Action Plan for the Pilot macro-regional S3
- Roundtables&meetings with policy makers



MACRO  
REGIONAL  
S3 AIR



AREA SCIENCE PARK



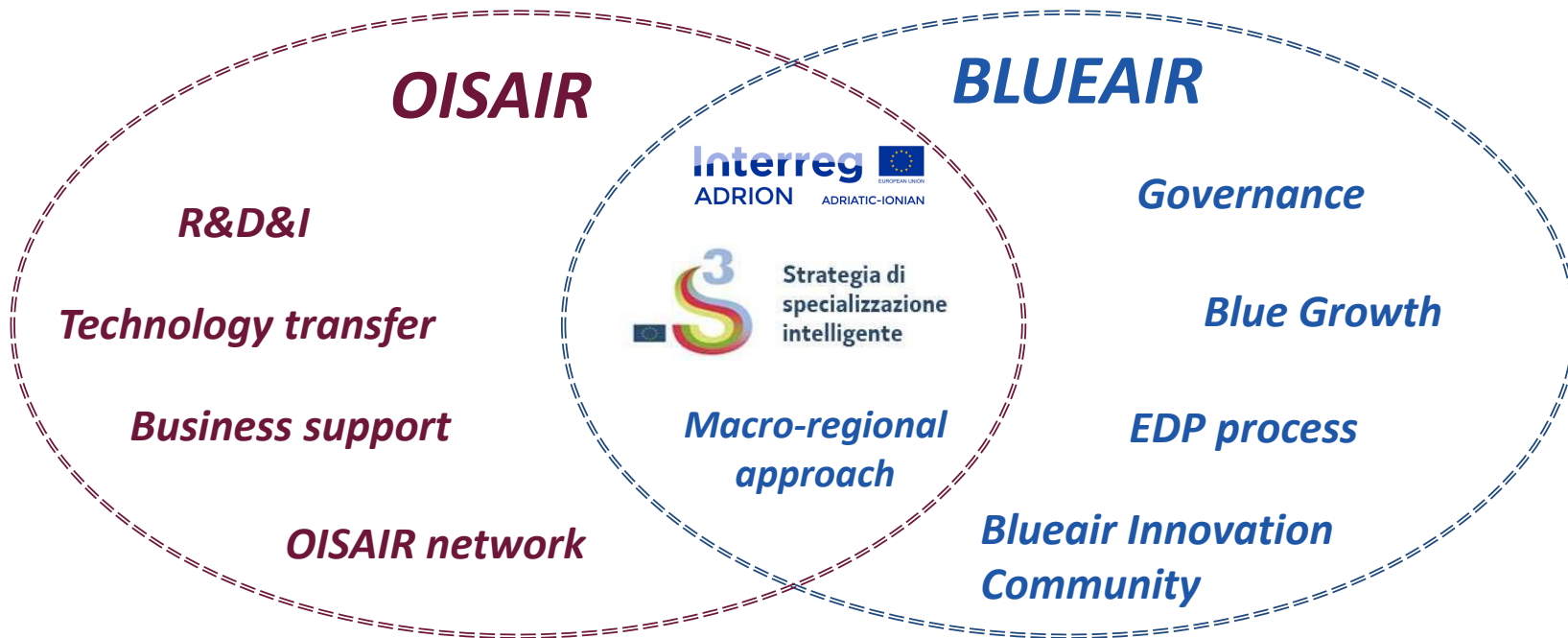
- Open Innovation workshops
- 10 Innovation vouchers (18.500 € each)
- 150 innovation audits



- OISAIR platform
- OISAIR Network
- Innovation Centres



# Capitalizing OISAIR under the Blue Growth sector: the BLUEAIR project



# Capitalizing OISAIR under the Blue Growth sector: key partners

***OISAIR***

***7 partners***

***7 associates***

***BLUEAIR***

***Area Science Park***

***Tehnološki Park Ljubljana***

***Hrvatska Gospodarska Komora***

***Naučno tehnološki park Beograd***

***Regione Autonoma  
Friuli Venezia Giulia***

***11 partners***

***20 associates***

# BLUEAIR: main thematic pillars



# BLUEAIR - BLUE GROWTH SMART ADRIATIC IONIAN S3: project in pills



- **ADRION Call:** Third ADRION call for proposals for Strategic projects - Priority Axis 1 “Innovative and Smart Region” Topic 1: Smart Specialization Strategy (S3) on Blue Growth (mid-2019)
- **Duration:** 30 months (November 2020- April 2023)
- **Budget:** 2.6 M€



## 11 Partners representing the whole A-I territory:

ITALY: Area Science Park,  
CROATIA: Croatian Chamber of Economy,  
SLOVENIA: Technology Park Ljubljana, Municipality of Isola,  
GREECE: Region of Central Macedonia, University of Piraeus research center, ALBANIA: National Agency for Scientific Research and Innovation,  
MONTENEGRO: Innovation and Entrepreneurship Centre Tehnopolis, Chamber of Economy of Montenegro  
SERBIA: University of Belgrade – Faculty of Transport and Traffic Engineering, BOSNIA AND HERZEGOVINA Chamber of Economy of the Federation of Bosnia and Herzegovina

## 20 Associate Partners



# BLUEAIR: challenges and objectives

## Territorial Challenges:

- current **fragmented approach** to innovation in Blue Growth in the A-I area
- Presence of **lagging behind regions** (not all territories have the same starting S3 background preconditions)
- Need for facilitating the joint transition to **knowledge-based innovation policies**.
- Need for armonizing the Blue growth policies (sea transport, energy connectivity, protecting the marine environment and promoting sustainable tourism..)



## Project Objectives:

- Improve the **competences of the quadruple helix actors in defining the innovation policies** on Blue Growth
- Identify **Blue Growth sectors of macro regional interest** and exploit potentials for transnational cooperation
- Support the **development of a Macro-Regional S3 on Blue Growth** in the Adriatic- Ionian area



# BLUEAIR: main activities

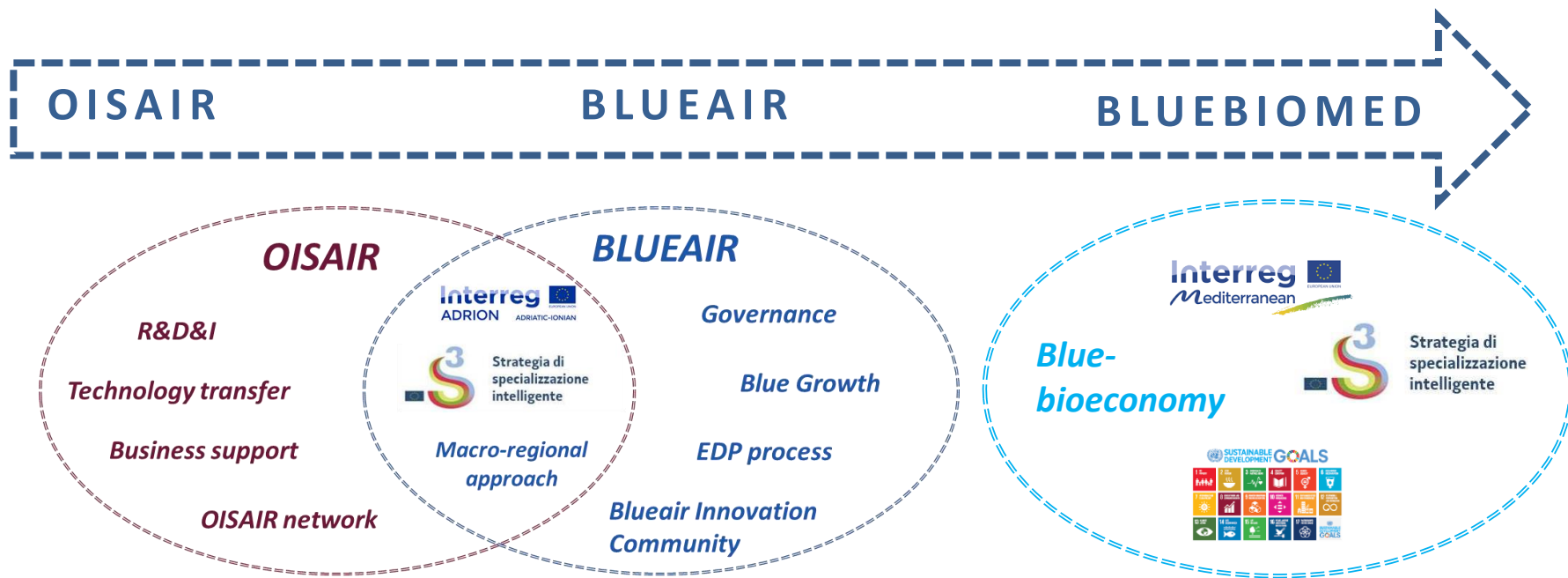
## Main Activities:

- Identification of **best practices available on Blue Growth innovation policies**
- Organization of **mutual learning events on Blue Growth innovation policies** (Mutual learning events, good practice exchange, cross fertilization workshops for policy officers and 4 helix players)
- Setting in place of a “**Blueair Innovation Community**” based on a quadruple helix approach
- **Blue growth smart strategy development** (Pilot Analysis of existing S3, Blue growth complementary report for adrion region, Technology foresight tool, roundtables with quadruple helix actors...)
- **Innovation Strategy and Action Plan for Innovation Investments in Blue Growth** (Technology foresight on key common technologies, Pilot EDP for Blue Growth (7 territories), Innovation strategy on Blue Growth, Action plan for Innovation investment ...)
- **S3 Improvement Toolkit** (Guidelines for BG S3 improvement, Recommendation paper)
- Capitalization, organization of 2 BlueGrowth weeks, Transferring BLUEAIR outputs to ADRION based policy makers and enterprises, Community enlargement actions)



***BLUEAIR: 2 seas, many untapped market opportunities in BG, different coastal and inland territories involved moving toward one single approach: the BLUEAIR Macro-Regional S3 on Blue Growth!***

# Further Capitalization actions





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