get on the smart path.

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This brochure gives you an overview of the aims, the partners and working methods of SMART EUROPE. To me, its colourful presentation is symbolic for the enthusiasm and creativity of the partnership. I am looking forward to working together in an international setting on the theme of innovation-based jobs, since strengthening the ties between innovation and employment policies is one of the challenges in our regions.

Please don’t hesitate to send me your feedback on SMART EUROPE!

Best regards,

Jan-Nico Appelman
Deputy Queen’s Commissioner, Province of Flevoland
Chairman of the SMART EUROPE Monitoring Board
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SMART EUROPE in a nutshell
SMART EUROPE considers that smart and targeted regional policies can be designed to boost employment in innovation-based sectors, with a substantial impact on the local economy.

SMART EUROPE delivers concrete proposals to improve employment regional strategies on specific fields of interest, addressing decision makers and key stakeholders.

A consortium of 13 partners, representing 11 European regions, develops and implements a peer review methodology to support the creation of job opportunities in innovation-based sectors in each local economy.

The project runs from January 2012 until December 2014.
partnership

Province of Flevoland
Lead Partner
www.flevoland.nl

Assembly of European Regions
www.aer.eu

Manchester Metropolitan University/
Centre for Enterprise
www.mmucfe.co.uk

Veneto Region
www.regione.veneto.it

Veneto Innovazione
www.venetoinnovazione.it

Province of Bologna
www.provincia.bologna.it

Észak Alföld Regional Development Agency
www.eszakalfold.hu

Maramures County Council
www.cjmaramures.ro

Almi Företagspartner Mitt AB
www.almi.se/mitt

Patras Science Park S.A.
www.psp.org.gr

The Baltic Institute of Finland
www.baltic.org

Avila County Council
www.diputacionavila.es

Sør – Trøndelag County Authority
www.stfk.no
some background information...
SMART EUROPE is in line with the Europe 2020 Strategy, recognising that employment and innovation are intertwined objectives to be pursued to meet Europe’s growth and jobs targets for 2020.

SMART EUROPE builds on the previous Interreg IVC project Mini Europe (2008 – 2011), focused on transparent infrastructures for innovation in SMEs and the promotion of entrepreneurship. With the deepening of the economic crisis, boosting regional employment in sectors and clusters that combine a potential for innovation and significant job creation has become an urgent task for regional authorities. Therefore, the Mini Europe consortium designed SMART EUROPE, a project targeting policy interventions for specific segments of regional economies, best capable of sustaining employment growth.
Studies and statistics show the trend for the coming years in new jobs will be in knowledge and skill-intensive occupations, such as high level managerial and technical jobs.

Employment trend by qualification, EU27 (2010-2020)

- +20% of high qualification employment
- -18.9% of low qualification employment

93 million highly qualified knowledge workers in the EU
38.5% of the total EU employment is in knowledge-intensive services.

Growing trend in years to come...

-22.7% of clerks/skilled agricultural and fishery workers/craft and related trade workers

+29.2% of professionals/technicians/managers and senior officials

Employment trend by occupation, EU27 (2010-2020)

Sources: Cedefop - Eurostat
The SMART EUROPE Peer Review Methodology enables an objective and high-quality assessment of regional policies targeting the employment growth in the sector of their “innovation anchor”.

Relevant local stakeholders are involved since the beginning with the aim to collect the needs and demands from the territory and to define specific focus of action.

11 Peer Reviews take place, one in each SMART partner region, allowing to build on the knowledge of peers, experts and practitioners dealing with employment strategies in different European countries, selected by the partners.

Background information is provided to the review team prior to the Peer Review. The host region sets the agenda with interviews, study trips and workshops allowing the experts to identify strengths and weaknesses in its innovation and employment policies.

A checklist is the common tool used by the peers to assess the host region’s policy regarding its innovation anchor. After the visit, the review team prepares a report with a series of recommendations on how to improve the region’s policy design and delivery.

Based on the feedback of the experts, the host region prepares its Action Plan setting out the concrete steps to follow up to the recommendations. An Implementation Plan defines a longer-term strategy and explains how the recommendations will be included in future regional policies.

Innovation anchor: driving actor of regional employment in innovation based jobs. Depending on the region it can be a multinational company, a cluster, a university or a specific economic sector, or a combination of those.
SMART results

Overall SMART EUROPE fosters

1. The launch of new innovative companies
2. Innovation in traditional sectors and non-metropolitan areas
3. The creation of innovative hubs
In detail

SMART EUROPE

Collects successful employment policies and instruments fostering innovation-based jobs in a Catalogue of Good Practices

11 good practices exchanged

Engages local institutions and key stakeholders in interactive and dynamic SMART Cafés

220 stakeholders involved

Develops and implements a Peer Review Methodology

11 Action Plans & 11 Implementation Plans

Supports the improvement of local policies for each partner region through Action and Implementation Plans

11 regional/local policies addressed

Issues the SMART EUROPE Toolkit, a customized package of policy instruments and measures to facilitate the creation of innovation-based jobs

1 Toolkit

Disseminates the tested measures towards other interested EU Regions

More than 1000 people informed

SMART Cafés: informal workshops designed to set up a living network of collaborative dialogue around the main project topics. The aim of the SMART Cafés, held in all partner regions, is to raise the awareness of the SMART EUROPE project at regional level and to involve the relevant stakeholders since the beginning.
contacts
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interreg IVC
INTERREG IVC provides funding for interregional cooperation across Europe. The overall objective of the programme is to improve the effectiveness of regional policies and instruments. The areas of support are innovation and the knowledge economy, environment and risk prevention. Thus, the programme aims to contribute to the economic modernisation and competitiveness of Europe.

A project funded by INTERREG IVC builds on the exchange of experiences among partners who are ideally responsible for the development of their local and regional policies. Typical tools for exchange of experience are networking activities such as thematic workshops, seminars, conferences, surveys, and study visits. Project partners cooperate to identify and transfer good practices.
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