

## ASVILOC PLUS PROJECT

Agencies supporting value of  
Innovation Systems in Regional and  
Local Economies

1<sup>st</sup> PROJECT NEWSLETTER



### INDEX

1. AsviLoc plus project
2. AsviLoc plus Kick off meeting
3. Partnership network
4. The analysis phase
5. News and Events in innovation field

*Dear Reader,*

*AsviLoc plus Management Unit is  
pleased to present you the first  
newsletter of the AsviLoc plus  
project.*

This newsletter has been thought with the aim of going deeper into the main objective of the AsviLoc plus project, which is to contribute to build up a transnational innovation system, enhancing Regional Development Agencies (RDAs) role in fostering regional innovation system and to constantly update all the stakeholder involved providing useful mechanisms and elements to improve harmonisation of innovation policies in the South East Europe area.

*Enjoy your reading!!*

*Best Wishes from ASVILOC PLUS  
MANAGEMENT UNIT*

## 1. AsviLoc plus Project

**AsviLoc plus project**, funded under the first call for proposal of SEE Programme ([www.southeast-europe.net/en/](http://www.southeast-europe.net/en/)), contributes to enhance the framework conditions and pave the way of innovation at transnational level improving Regional Development Agencies (RDAs) role as innovation governance promoter, thus fostering regional innovation systems.



The project foresees the setting up of Regional Laboratories in each project partner area, in order to create the matching of the needs of different stakeholders in the specific field of innovation and technology (research centres, universities and collective business support actors) and to transfer their needs at policy level addressing joint request to improve the innovation governance of the SEE area.



You can find more information on the website: [www.asvilocplus.eu](http://www.asvilocplus.eu)

## 2. AsviLoc plus Kick off meeting

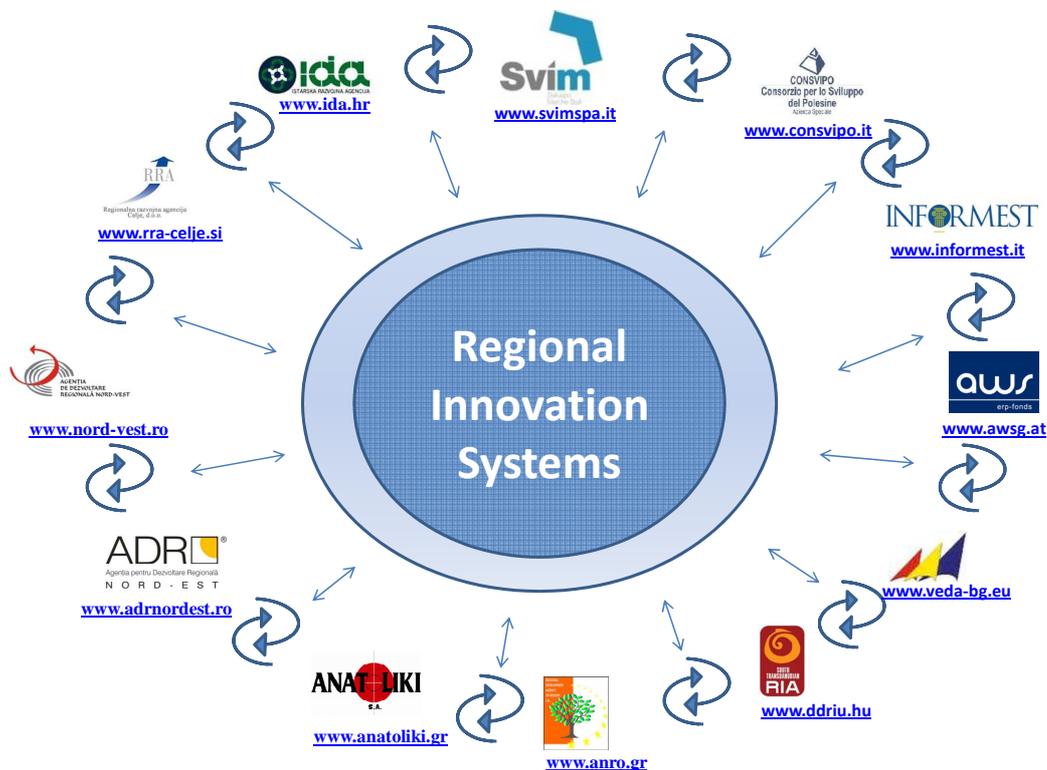
The project **AsviLoc plus – Agencies supporting value of Innovation systems in regional and LOCAL Economies**, officially kicked off on the 14<sup>th</sup> of **September 2009** in the headquarter of Marche Region (Li Madou Palace), through the launching conference. All the involved Project Partners participated to the event.

*“AsviLoc plus foresees the setting up of an international system coordinated by Development Agencies, a network that, thanks to good practices and know-how exchange will create a favourable environment in the involved Regions to better detect innovation importance, supporting SMEs in the improvement of organizational processes and in facing new markets or investing in human resources”*

### 3. Partnership network

Partnership is constituted by Regional Development Agencies and Regional Innovation Agencies of several SEE Regions as “innovation” catalyst agents in the concerned territory, aimed to enhance regional development within a based knowledge economy.

The networking activities of the RDAs allow an ongoing exchange of information and good practices, which could be also an opportunity for the new Member States of the SEE area to point their activities through innovation paths. Most of the RDAs are already parts of relevant European and international networks (Innovating Regions in Europe - IRE , European Association of Development Agencies - EURADA) aiming at encouraging the exchange of experiences and joint actions. The capacity of RDAs to turn knowledge, skills and competencies into sustainable competitive advantage is crucial to region’s economic performance.



#### 4. The analysis phase

The Partners are now finalizing the analysis phase administering an exploratory questionnaire to the identified regional key innovation actors to investigate the **diffusion of innovation in South East Europe Area** and each partner is successfully carrying out the establishment of the Innovation Key actors **Regional Laboratories** promoting innovation knowledge and the sharing of expertise among the participants. Within the Regional Laboratories the Regional Development Agencies own a focus role as link among innovation demand, innovation supply and the institutional level.

**The 13 Regional Laboratories of Innovation key actors established in the South East Europe Area shown in the picture below:**



 = Regional Laboratories of Innovation Key actors

## 5. News & Events in innovation field

***The Eco-Innovation Call for proposals 2010 is open! Deadline for submission of applications is 9 September 2010***

**Eco-innovation** means all forms of innovation activities resulting in or aimed at significantly improving environmental protection. Eco-innovation includes new production processes, new products or services, and new management and business methods, the use or implementation of which is likely to prevent or substantially reduce the risks to the environment, pollution and any other negative impact of the use of resources throughout the lifecycle of related activities. This initiative is addressed mainly to organisations that have developed an environmental product, service, management practice or process which has a proven track record, yet is not fully marketed due to residual risks. The Eco-innovation initiative is intended to overcome those barriers to further market penetration and turn these products and processes into Europe's future eco-innovation successes! Applications from SMEs are particularly encouraged.

### ***What will be funded?***

Innovative, environmental-friendly projects in the area of materials recycling (better sorting processes, innovative recycling products), sustainable buildings (innovative building processes and products), food &

drink industrial processes (waste reduction, recycling & recovery), green business & smart purchasing.

More information on the following link:  
<http://ec.europa.eu/environment/eco-innovation/>

***"Innovative industries: Regional and national specialisation patterns and the role of framework conditions"***

***Brussels 11 – 12 May 2010***

A joint workshop of the Sector Innovation Watch and the European Cluster Observatory will be organised in Brussels, Belgium on 11-12 May 2010.

The outcomes of the workshop discussions will be integrated into the European Cluster Observatory's platform, which will provide users with information and data on the competitive environment of Europe's regions, alongside comparative analysis for a selected sub-group of regions. The results of the workshop will also feed the agenda of the European Cluster Summit 2010, which is planned to take place on 29 September – 1 October 2010.

More information on the following link:  
[http://www.europe-innova.eu/web/guest/upcoming-events/-/journal\\_content/56/10136/197899](http://www.europe-innova.eu/web/guest/upcoming-events/-/journal_content/56/10136/197899)

**European Cluster Conference**

**2010**

**29 Sept. - 1 Oct. 2010**

**Brussels - Belgium**



The “**European Cluster Conference 2010**” will address the role of world-class clusters in renewing European industry in light of the Europe 2020 strategy. It will gather key policy-makers from the European Commission, Member States, regional authorities and high-level speakers from academia and industry to discuss how better policies can be formulated to make full use of the economic potential of excellent clusters. The event is organised under the chairmanship of the Belgian EU Presidency by the European Commission DG Enterprise and Industry.

More information on the following link:  
<http://www.proinno-europe.eu/events/european-cluster-conference-2010>

**3rd Europe INNOVA Conference:**

**27 – 29 October 2010**

**Liège**

The **3rd Europe INNOVA Conference** is being organised by the Belgian Presidency of the European Union and, in particular, the Region of Wallonia in close

collaboration with the European Commission’s DG Enterprise and Industry. In the context of the Europe 2020 Strategy, the conference will address policy priorities for smart, sustainable and inclusive growth and reflect on how innovation can support the transition towards a resource efficient and competitive economy. The Europe 2020 Strategy is designed to improve the business environment. It is vital that this environment offers the framework conditions to turn ideas into products and services more quickly and easily, whilst addressing environmental concerns and making efficient use of resources. At this important turning point, the Europe INNOVA conference will provide a timely opportunity to determine how innovation policy and innovation support can help Europe and its enterprises, both large and small, to best face these challenges.

More information on the following link:  
<http://www.europe-innova.eu/web/guest/liege-2010/about>



**Newsletter edited by:**

**SVIM** - Sviluppo Marche SpA (IT)  
Development Agency of Marche Region  
[www.svimspa.it](http://www.svimspa.it)

Working Group  
Lucia Catalani  
*Head of Territory Development, Environment and Energy  
Area*

Mara Morici  
*Project Manager*  
[mmorici@svimspa.it](mailto:mmorici@svimspa.it)

Fabiola Bedini  
*Project Manager*  
[fbedini@svimspa.it](mailto:fbedini@svimspa.it)

Cristina Frittelloni  
*Communication Manager*  
[cfrittelloni@svimspa.it](mailto:cfrittelloni@svimspa.it)

**with the contribution of the Project Partners:**

**Consvipo** – Consortium for the Development of  
Polesine (IT)  
[www.consvipo.it](http://www.consvipo.it)

**Informest** - Service and Documentation Centre for  
International Economic Cooperation (IT)  
[www.informest.it](http://www.informest.it)

**AWS** - Austria Wirtschaftsservice (AT)  
[www.awsg.at](http://www.awsg.at)

**VEDA** - Varna Economic Development Agency (BG)  
[www.veda-bg.eu](http://www.veda-bg.eu)

**ANATOLIKI** - Development Agency of Eastern  
Thessaloniki (GR)  
[www.anatoliki.gr](http://www.anatoliki.gr)

**ANRO** - Regional Development Agency of Rodopi  
(GR)  
[www.anro.gr](http://www.anro.gr)

**STRIA** - South Transdanubian Regional Innovation  
Agency (HU)  
[www.ddriu.hu](http://www.ddriu.hu)

**ADRNORDEST** - North-East Regional Development  
Agency (RO)  
[www.adrnordest.ro](http://www.adrnordest.ro)

**NW RDA** - North West Regional Development  
Agency (RO)  
[www.nord-vest.ro](http://www.nord-vest.ro)

**RDA CELJE** - Regional Development Agency Celje  
l.t.d.(SL)  
[www.rra-celje.si](http://www.rra-celje.si)

**IDA** - Istrian Development Agency (HR)  
[www.ida.hr](http://www.ida.hr)

**HRAST** - Development Agency Vukovar-Srijem  
County "HRAST" ltd (HR)  
[www.ar-hrast.hr/](http://www.ar-hrast.hr/)