



BRETAGNE ATLANTIQUE

Atlantic Marine Strategy

From competition to cooperation

Role of maritime clusters

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Maritime Atlantic Strategy Action plan

- Capacity for Research and Innovation
- Better bridge industry closer to research
- Enhance competitiveness of SMEs

Research & Innovation Strategies for Smart Specialisation RIS3

- Integrated, place-based economic transformation agendas:
 - Focus policy support and investments on key national/regional priorities
 - Build on each region's strength (competitive advantage and potential for excellence)
 - Aim to stimulate private investment (technological innovation support)
 - Encourage innovation through stakeholder engagement

- RIS3 Rationale:

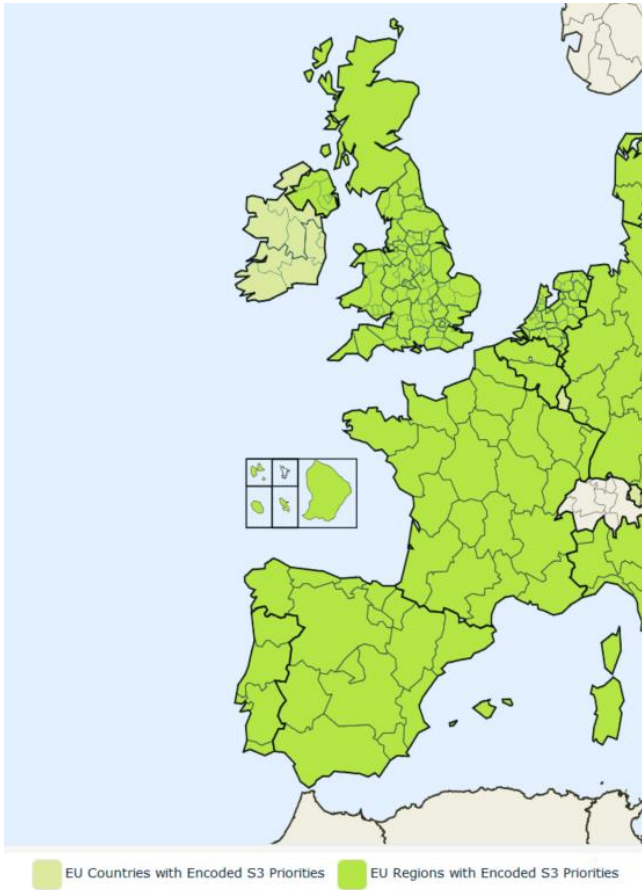
- Concentrate knowledge resources
- link them to a limited number of priority economic activities

⇒ **Regions (and countries) can become – and remain – competitive in the global economy**



Maritime Atlantic Strategy implemented with RIS3

- Maritime regions provided RIS3



SMART SPECIALISATION PLATFORM

European Commission | S3 Platform | About S3P | S3 Platform Registered Regions | Region/Regio/emple | France | Bretagne

Home | About S3P | News & Events | S3 Guidance | S3 Tools | S3 Peer Reviews | S3 Cooperation | S3 Actors | S3 Territories | S3 Governance | S3 Domains | Digital Agenda

Bretagne NUTS 2 : FR52 FR

Facts & Figures

Capital Review

Size: 27,207,9 km²

Population: 3,249,815

Regional GDP: 70,240

% of the National GDP: 4.04

Regional GERD (%): 1.07

% of Unemployment: 7.0

S3 related Region's Website

MAP NOT AVAILABLE YET

Contacts

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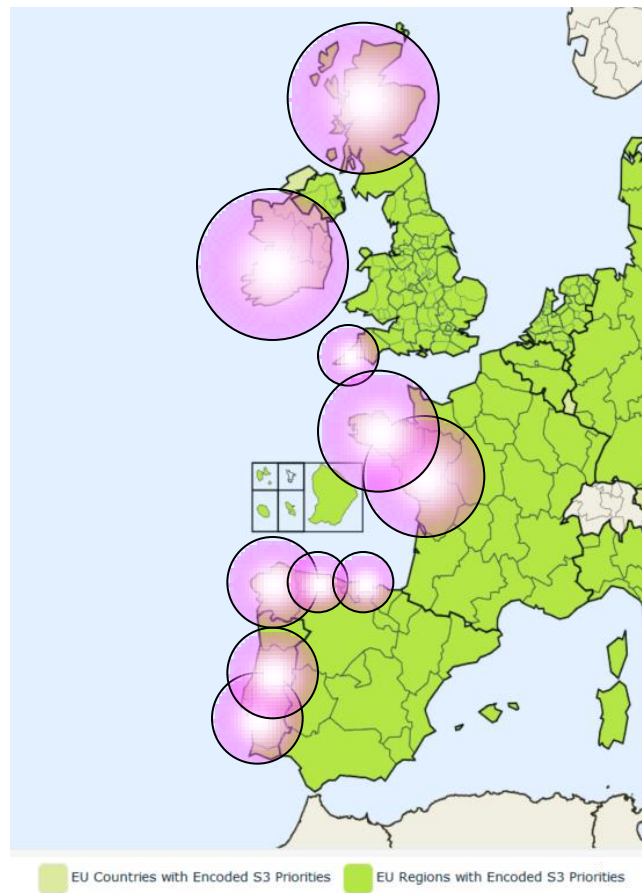
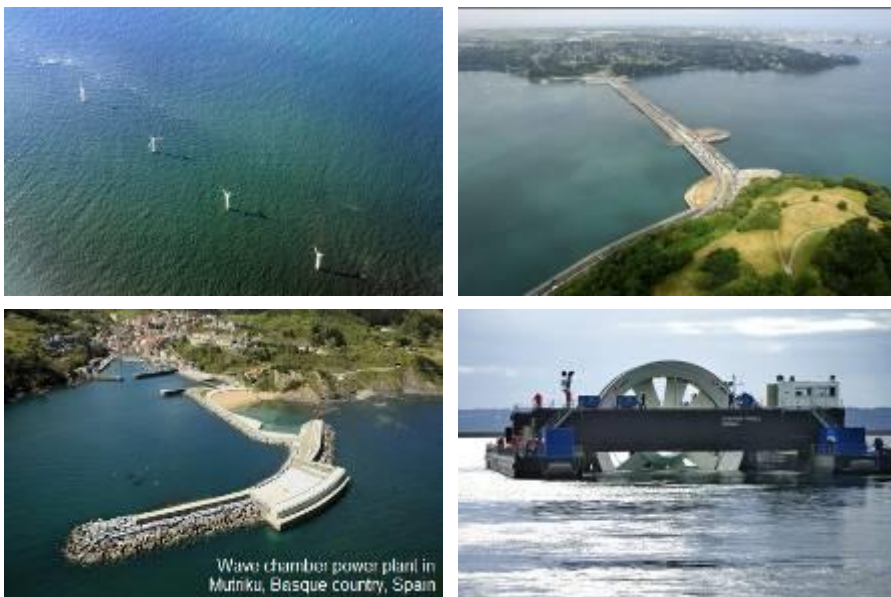
S3 Priorities as Encoded in the "Eye@RIS3" Tool

Description	Capabilities	Target Markets	EU Priorities
Social and community innovation for an open and creative society	1. Human health & social work activities	1. Human health & social work activities 2. Social work activities without accommodation	1. Social innovation 2. New products or services that meet social needs
Observation, surveillance and management of the environment, eco-systems and their interactions	1. Water supply, sewerage, waste management & remediation activities	1. Water supply, sewerage, waste management & remediation activities	1. Sustainable innovation 2. Eco-innovation
Advanced production technologies	1. Information & communication technologies (ICT)	1. Manufacturing & industry 2. Machinery & equipment n.e.c.	1. IRTs 2. Advanced manufacturing systems
Microelectronics including organic and polymer electronics (semi-conductors)	1. Manufacturing & industry 2. Computer, electronic & optical products	1. Manufacturing & industry 2. Machinery & equipment n.e.c.	1. IRTs 2. Micro/nano-electronics
Food factory of the Future	1. Manufacturing & industry 2. Machinery & equipment n.e.c.	1. Manufacturing & industry 2. Food, beverage & tobacco products	1. IRTs 2. Advanced manufacturing systems



Maritime Atlantic Strategy is already here!

- Marine Renewable Energy



- Identified differently:

- Energy (Scotland)
- Marine energy (Ireland)
- Maritime activities for blue growth (Brittany)
- Marine Industries (Pays de la Loire)
- ...



Maritime Atlantic Strategy is taken into account independently

- Issue #1
 - **How to identify the leading region at EU level**
 - ⇒ RIS3 = Inward looking exercise for regions
 - ⇒ Lack of standardisation
 - ⇒ No Benchmarks and indicators
 - ⇒ How to deal with other regions

- Issue #2
 - **Why identifying one as all regions are the best!!!**



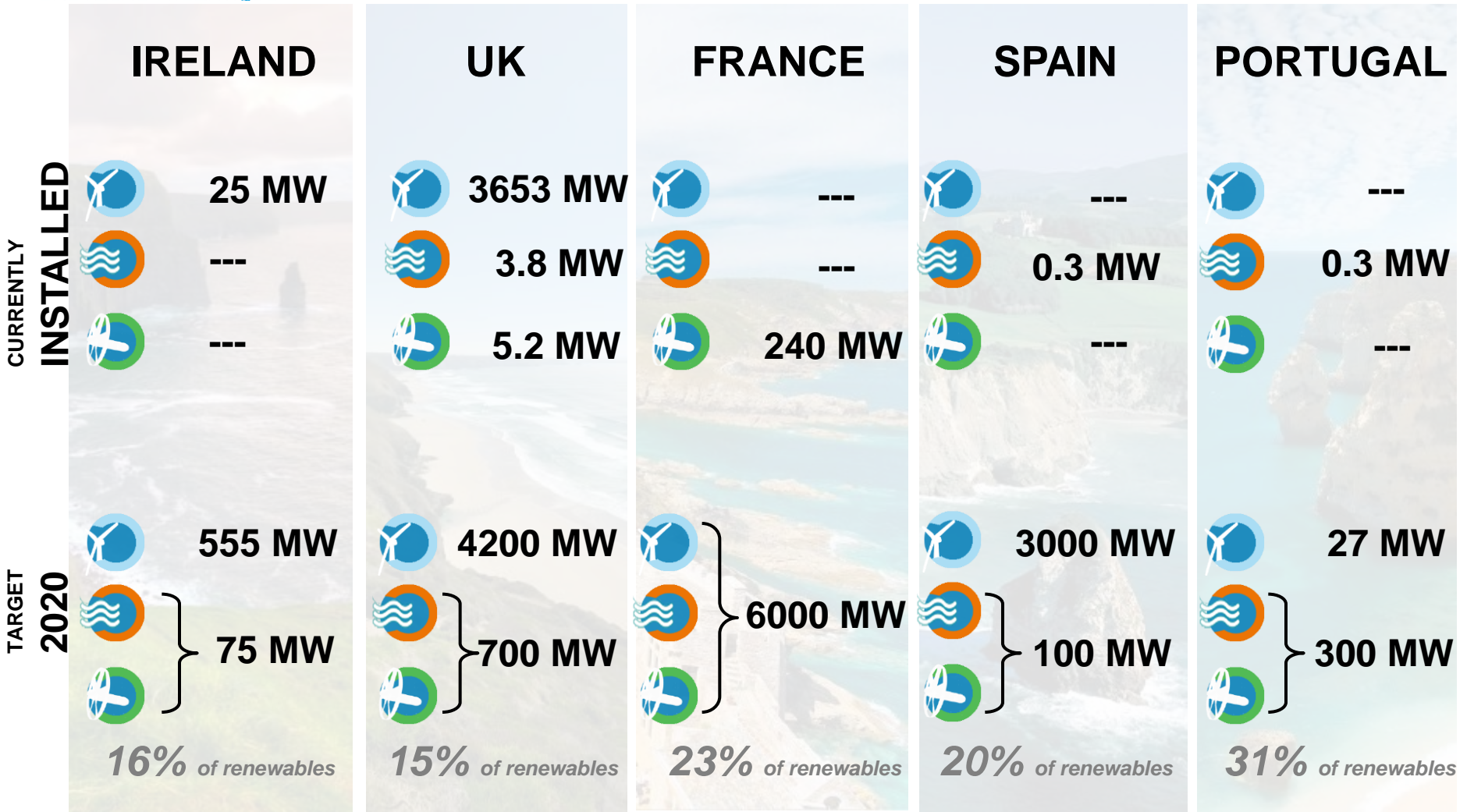
⇒ AIM of regional policies is to develop economic activities on its own territory



COMPETITION rather than COOPERATION



On the Atlantic european coastal area

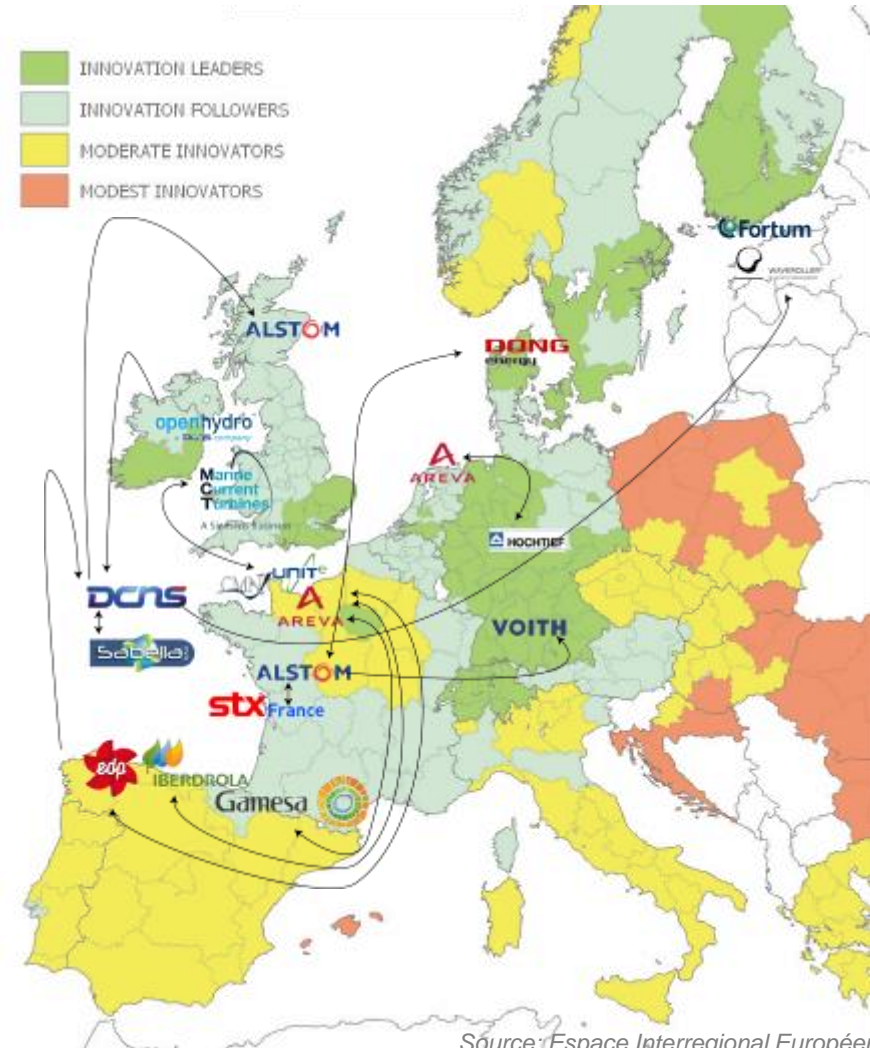


- **Innovation has no regional boundaries**

- ⇒ Value chains
- ⇒ Knowledge
- ⇒ Cooperations

- **Need for regional strategies to go beyond restrictive administrative boundaries!**

- ⇒ Outward looking
- ⇒ Being aware of potential synergies
- ⇒ Ultimately benefit of a common effort / Cooperation



Source: Espace Interregional Européen
Bretagne / Pays de la Loire / Poitou Charente



Innovation – Maritime Atlantic Strategy

REGIONS heading to the MRE sector



CLUSTER & INTERCLUSTERING APPROACH

- **CLUSTERS are key in inter-regional cooperation**
 - ⇒ Network related to innovation & Multilevel dimension
 - ⇒ May provide an alternative choice when conflicting policies (regional vs national)
 - ⇒ Speak ultimately for economic development
 - ⇒ Able to orientate economic policies towards specific economic areas
 - ⇒ Experienced in using various source of fundings (public money)
- **INTERCLUSTERING is key to the ATLANTIC MARITIME STRATEGY**
 - ⇒ Provide an excellent tool for implementing policies related to the Atlantic Maritime Strategy
 - ⇒ Provide a clearer vision for maritime innovation
Same language, same issues and mainly same goals
 - ⇒ Create critical mass and solve problem to benefit a whole sector
 - ⇒ High visibility for the maritime sector (lobbying, call for tender)



- **Example of INTERCLUSTERING ACTIVITIES**

- ⇒ Stimulate awareness (mostly for SMEs) of business opportunities
- ⇒ Map and consolidate knowledge and R&D capabilities accross the Atlantic Area
- ⇒ Use a network a the Atlantic area level as a catalyst for innovation
- ⇒ Guide Atlantic regions for a better cooperation
- ⇒ Capitalise on existing foundations for future European project application





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