

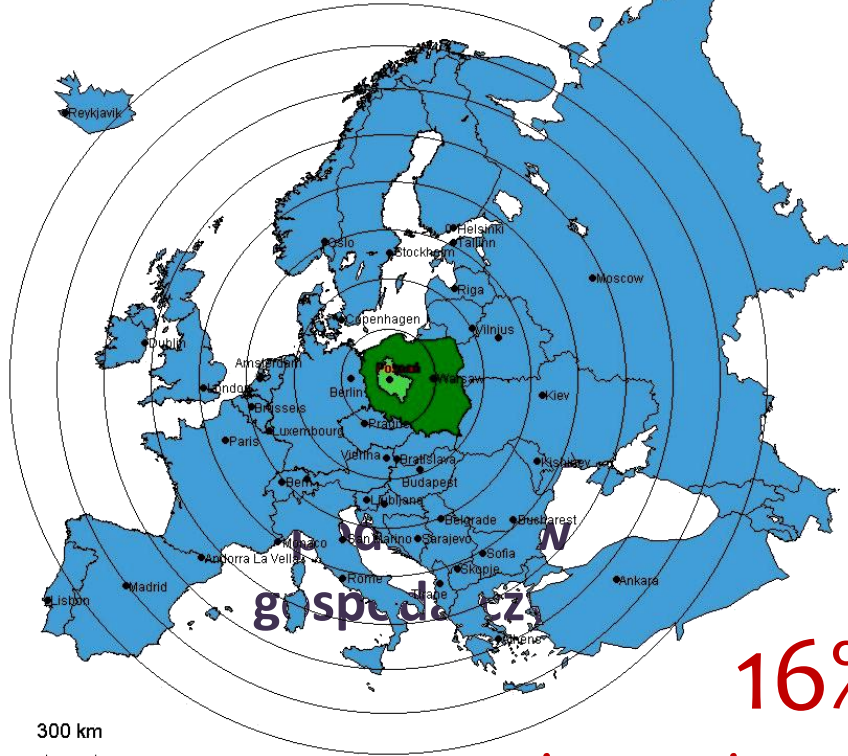
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**Regional change based on
human and social capital:
New innovation model
for Wielkopolska**

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Basic facts



3,5 million
inhabitants

4th

GDP per capita

16%

innovative companies

High diversity:

5 subregions

367 098
entreprises

Relatively strong
regional identity

Traditional
economy

Significant influence of EU
funds on innovation

Phases of regional transformation : driving factors



- 1989-2000: change of economic and political system
- 2001-2006: growing influence of EU funds and policies
- 2007-now: growing awareness of the role of innovation policies

Regional transformation 1989-2000



- Regional government since 1998: slow beginnings of autonomous policy
- Main reasons for growth and innovation:
 - economic transformation
 - systemic change
 - strong economic base and entrepreneurial tradition
- High absorption of innovation from Western Europe

Regional transformation 2001-2006



- Impact of EU accession on:
 - Policies
 - Role of regions
 - Behaviour of companies
- Innovation funded from external sources:
 - Infrastructure, machines and equipment
 - Absorption of old ‘new technologies’

Regional transformation from 2007



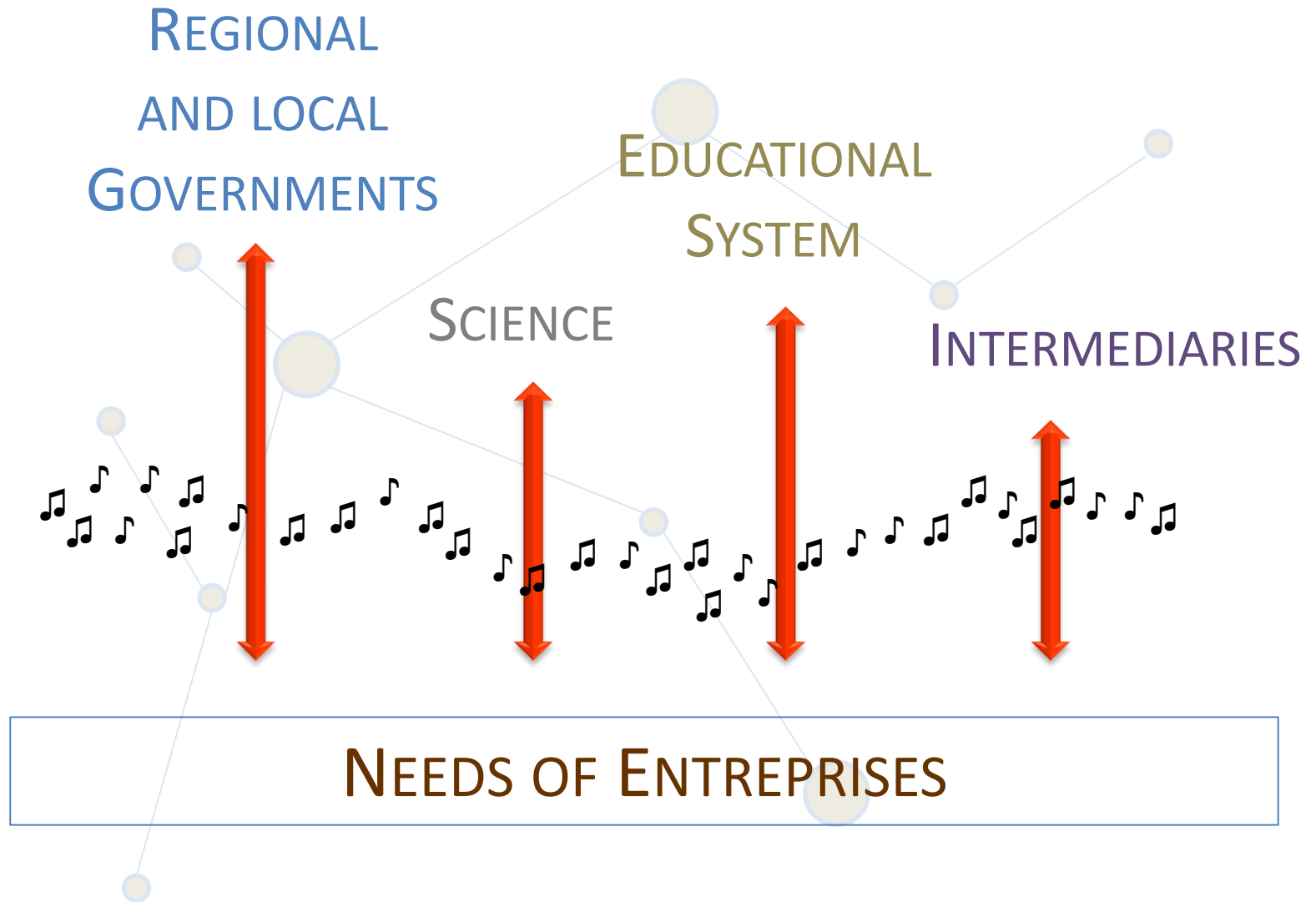
- More active regional economic and innovation policy
- Regional government encouraging changes among the actors of regional innovation system
- New innovation policy approach adopted in 2010: Best practice in smart specialization

New approach to innovation policy



- Model of development specific to regional needs: supply and demand approach, systems thinking, innovation cycle
- High level of institutional change: strategic programme on innovative administration
- Concentration on human and social capital necessary for innovation: skills, creativity, networks
- Smart specialization ideas used on subregional level

INNOVATION-BASED DEVELOPMENT MODEL



Horizontal lines



- **Entrepreneurship:** management skills for incremental innovation – process, organizational, marketing
- **Innovativeness:** skills for long-term radical innovation, first on national market - phases of innovation process in companies
- **Internationalization:** capabilities and skills to enter international markets and compete on value added

STRATEGIC PROGRAMMES



INNOVATIVE PUBLIC
ADMINISTRATION



PRO-INNOVATIVE
LOCAL
GOVERNMENT



PARTNERSHIPS
FOR INNOVATION



EFFECTIVE
INTERMEDIARIES



INNOVATIVE
COMPANIES

SCIENCE AND BUSINESS
COOPERATION



EDUCATION
FOR INNOVATION





**THANK YOU
FOR YOUR ATTENTION**

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