



Editorial

Mattia Crosetto

Dear Readers,

as you certainly know, the Representative office in Brussels is fully involved in the realisation of the European project focused on innovation where the Zlin Region takes part as an equal partner to Italian, Spanish, German and Estonian regions. The project is getting now to the end and will be closed with a final conference scheduled for November 2008 in Brussels.

The Zlin Region however has its further contribution within SupPolicy project just ahead as it hosts the international workshop for the assessment of the project model. The event will be held the 24th of September 2008 in Luhacovice. It will be followed by a Steering Committee in Zlin.

On this occasion all project partners will reach the Zlin Region and they will be also joined by other delegations coming from Europe, including the Trencin Region (SK) and the Picardie Region (FR).

I am personally looking forward to these events as it will be a huge opportunity for the Zlin Region to demonstrate its capacities from the development as well as cultural point of view.

And you all who are interested can join us!

Sincerely,

Mattia Crosetto
The Head of Office
Zlin Region in Brussels

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SUPPOLICY WORKSHOP IN THE ZLÍN REGION

International workshop of the SupPolicy project devoted to the model for implementing the innovation strategy

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The project activities in pictures

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 **Zlínský kraj v Bruselu**
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SupPolicy project International workshop in the Zlín Region

The Zlín Region will host a new project workshop for assessing the model on the decision-making process in local and regional administrations oriented to innovation. Specific aim of the event will be the presentation of the final version of the model, its possible applications and the suggestions for eventual integrations and modifications. The main target will always consist in the Regional decision-makers.



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www.suppolicy.eu

Implementing the Innovation Strategy Model for decision-makers

The workshop will be an opportunity to express opinion about the model, its components and its complementary tools. The validation exercise can end up with a revised model for efficient decision-making procedures targeting innovation. A part of the event will be also devoted to the exam of possible further developments of the SupPolicy project, eventually in the frame of a new partnership to be financed by a EU program.

date: 24. 09. 2008 at 09h30

venue: Conference hall "Elektra", Masarykova 950, Luhačovice, the Zlín Region (CZ)



IRER LOMBARDO REGIONAL INSTITUTE
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The **specific aim** of the event is to assess the main results achieved in the implementation phase of the project.

Partners of SupPolicy will first illustrate their **model to help decision-makers in assuming their decisions** for innovation-oriented activities and investments. The model provides assistance and guidance to regional policy makers by indicating them where the problems in implementing their innovation-oriented strategies can appear, what is worthwhile to do to face those problems and when is important to react. However, since all models are the product of theories and simplifications of the reality, for that they can be effective, validation with comparison to experience is needed.

That is the reason why the workshop will call for that participants can express their opinion about the model, its components and its complementary tools.

A part of the event will be also devoted to the exam of possible **further developments** of the SupPolicy project, eventually in the frame of a new partnership to be financed by a EU program.

Implementing the innovation strategy

Programme of the workshop

- 09:30 Welcome by the Zlín Region
- 09:45 Innovative tools to support decision-making for innovation
- 10:15 How to use the innovative tools
- 10:45 Networking by cup of coffee
- 11:00 Exchange of view with decision-makers
- 11:45 The point of view of interested parties



Purpose of the workshop

The workshop organised by the Zlín Region will be devoted to the presentation of SupPolicy model. Invited participants will be asked to comment the presented model, raise questions and make suggestions. At the end of the seminar, the model will be validated and definitely approved.

Future initiatives

SupPolicy will not remain isolated. Partners have already in mind further development which could be realised in the frame of new international partnership. The seminar in the Zlín Region will provide the occasion for presenting them to all interested parties.

Venue of the workshop

Conference hall "Elektra"

Masarykova 950
763 26 Luhacovice

Luhačovice Spa town in the Zlín Region



Luhačovice is the largest and most frequented Moravian spa, famous for its natural therapeutic springs, favourable climatic condition, and pleasant environment.

The Luhačovice Spa boasts 17 mineral springs – saltine sodium hydrogen carbonate springs and one sulphur spring. The temperature of the mineral water at the springs is between 10 and 12°C. Drinking treatments are the oldest therapeutic use of mineral water and along with inhalation form the

foundation of spa procedures at Luhačovice. Thank to their high mineral content and excellent carbonation from diluted carbonic acid the Luhačovice mineral springs are considered to be among the most effective in Europe.

The peaceful environment of Luhačovice is ideal not only for spa guests, but also for tourists in search of recreation and relaxation. Modern hotels offer a broad range of services and special stays for various groups of people. Large congress halls and a wide selection of accommodation, dining, and other services located in a magnificent natural setting make Luhačovice a perfect venue for holding various conferences and meetings.

INTERNATIONAL PROJECT SUPPOLICY

Project SupPolicy (Support Policy Making Through Innovative Assessing Tools) is one of the three projects cofinanced by the Sixth Framework Programme for Research and Development which was approved by the European Commission for the Zlin Region. The aim of the project is to use effectively public investments thanks to a coherent political framework developed on regional level. This two-year project – which brought 3,8 million Czech Crowns to the Zlin Region – will be ended by the final conference on November 2008.



The Representative Office of the Zlin Region in Brussels this project proposed, created and fully supported the Zlin Region in its implementation since the beginning of the project cycle. SupPolicy followed project "RIS – Regional Innovation Strategy" of the Zlin Region also financed by the EU. Its purpose is implementation of The Zlin Region Strategy in the field of research and innovation to everyday live.

SupPolicy aims at improving the efficiency of the decision-making process relating to the implementation of regional innovation oriented strategies. Starting in December 2006, project partners have been working on a methodology for identifying factors and mechanisms at the basis of successful innovation strategies and they have developed a model for describing the most effective decision-making political process. The final part of the project will now be devoted to the preparation of operational guidelines to support politicians responsible for the formulation and the implementation of innovation strategies.

Project is realised by an international consortium, whose partners are: **Finlombarda SPA** (Italy) as a project coordinator; **Fraunhofer Gesellschaft zur Foerderung der angewandten Forschung e.v.** – ISI- (Germany); **Istituto Regionale di Ricerca della Lombardia – IRER** (Italy); **Societat para el desarrollo regional de Cantabria - SODERCAN** (Spain); **Institute of Baltic Studies** (Estonia) and **Zlin Region** (Czech Republic).

Project website

www.suppolicy.eu



In the frame of SupPolicy the Zlin Region is responsible for the 5th work package which is devoted to spread of information about the project and its validation. To the main activities belong edition and publicity of the reports presenting best successes of the project, organization of partners meetings, conferences and workshops, representation of the main project outcomes to the European Commission, final beneficiaries, etc.

That is why the Office registered web domain of the official project website www.supppolicy.eu and created its web presentation from the graphical and content point of view. Website contains information about general project working programme and its phases, about partner's activities, project documents a dossiers and different logos advert to SupPolicy partners' official websites.



← **First Local Event**

27 September 2007, Zlín, Czech Republic

The first local event of SupPolicy took place in the Zlín Region, within the premises of the regional Council and the involvement of high-level policy makers dealing with R&D.



↑ **Meeting for the SupPolicy Model**

23 April 2008, Milan, Italy

The meeting was devoted to the revision of the model describing the basic decision-making process generally adopted in local and regional administrations willing to promote innovation.



↑ The Head of the Office of the Zlín Region in Brussels, Mattia Crosetto with the project manager from the Zlín Regional Authority, David Mareček

↑ **First Project Workshop**

12 July 2007, Como, Italy

IReR - Istituto Regionale di Ricerca della Lombardia, ISI-Fraunhofer and the Zlín Region in Brussels organised the first project workshop held in the historical Villa Olmo in Como. Specific aim of the event was to assess with a group of regional policy makers the conclusions of the first phase of the project activities, devoted to the comparative analysis of the policy measures implemented in the partner Regions with reference to the promotion of research, development and innovation.

Gallery
The Zlín Region
within the
SupPolicy project