

# RESILIENCE VIA SMART NETWORKING

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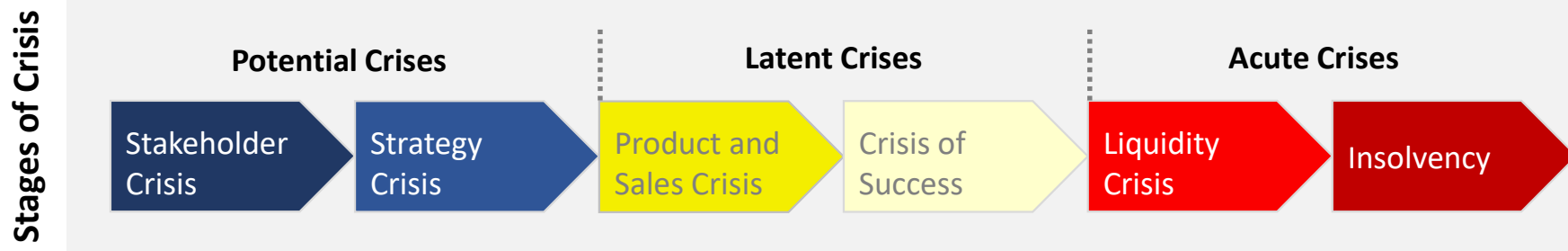
# After Crisis is before Crisis – Do we really learn?

## 10 Crises in a 2-Generations-Overview

- 1968: Czechoslovakia
- 1974: Oil crises
- 1986: Chernobyl nuclear disaster
- 1991-2001: Yugoslavia
- 1992 onwards: Climate XXX
- 2008/2010: Financial Crisis
- 2015/16
- 2020-2022plus: Covid-19
- 2021: Suez Blockade (Ever Given)
- 2022-...: Ukraine

## Organisational Point of View

- Types: Stakeholder, Strategy, Result, ...
- Scope of Crises
- Entrepreneurial Scope of Action
  - Lack of Entrepreneurial Response
  - Loss of Market Shares
  - Increase in Costs & Decline in Earnings
  - Liquidity Bottlenecks
  - External Control in Insolvency
- Organisational Learning
- Learning with the Eco Innovation System



**Dare to dream, but evidence it in practice.**



- Start small, having big picture in mind.
- Balance technology push and learning.
- Set a continuous strict impact controlling.

**You never walk alone.**



- Invest in capacity building.
- Follow clear long-term plans.
- Manage mobility among partners.

# Platform Internationalization Burgenland

## Objectives

- Shape an sound pool of knowledge partners for a concerted long-term cooperation in R&I and market operations
- Set a consistent transferable system of pilot actions including an interactive stakeholders dialogue
- Design and start a joint road-mapping process with additional strategic partner regions

### Partner Arena

- Triple Helix of Region
- Triple Helix in Austria
- EU Knowledge Axis
- Network of Flagships
- Interreg Twin Markets
- EU Governance System



### Thematic Playground

- Industry 4.0 ⇔ Industry 5.0
- Transfer to Health & Agri
- New Regional Products
- Upgrading Tech Levels
- Upscaling R&I Applications
- Infrastructure Sharing

Mutual Learning Processes

Strategic Roadmap 2030plus

# Platform in Practice: Examples / Markets

## Planning to Projects / Pilots to Markets

- LIVERUR (H2020): Living Lab for regional products & sustainable tourism
  - Placed in partner markets
  - Network for joint product, service & business development
- ATTRACTISS (Horizon Europe, CSA): Innovation in Agriculture, 2022-2028
- Green Energy Lab (Climate & Energy Fund): Austria's largest innovation laboratory for a sustainable energy future
- SMART CIRCUIT Initiative: Applications on Digital Circular Economy
  - Starting phase: 48 partners
  - Cross-programme setting: ~180Mio 1st wave

## System Architecture

- Anchor structures and processes: in/between/among regions
  - Cross-sectoral training schemes
  - Transnational curricula, education & mobility
- Address regional, national, European policy makers (1) to gain a critical mass (2) for a continuous strategic and operative cooperation
  - Establish a sound communication and transfer mechanism
  - Use full EU Financial Scheme

Interreg North-West Europe Interreg North-West Europe Interr North-We



Interreg Baltic Sea Region Interreg Baltic Sea Region Interreg Baltic Sea Region



Interreg Alpine Space



Interreg CENTRAL EUROPE European Union European Regional Development Fund



## WORK & DEVELOPMENT PLAN in progress & transition

- MONITORING
- FUNDS & FINANCE
- SCREENING & SCOUTING
- TIME TO MARKET & SCOPE OF SCALE
- LEARNING = CROSS-SECTORAL, (TRANS)NATIONAL, POLICY

**How will you contribute ...**



**Thank you!**  
**Looking forward to cooperating with you.**

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