

**Interreg
Europe**



European Union | European Regional Development Fund

Mission-oriented innovation policies in the City of Prague

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Thematic Webinar

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1. Institutional Context

Prague – only one strong innovator in the Czech Republic

Regional Innovation Strategy

Master plan for innovation in Prague
– creation of ecosystem on triple helix model

- ❖ Technology transfer: 38 universities (public and private)
- ❖ Space activities – GSA, ESA BIC Prague,
- ❖ Prague startup Centre and Market
- ❖ Innovation Market
- ❖ Innovation partnership (public procurement for innovations)





1. INNOTRANS

- **Map regional transport capacity and identify competitive advantages**

Our objectives:

- to implement high-level innovations into EU funds framework to boost competitiveness
- to utilise Europe-wide transport trends with regards to partners experience



Example - a cluster of CAV involved small businesses





2. Good practice - Ekologis

- **City logistic project**
- A significant proportion of city centre traffic and air pollutions come from the vehicle fleets of logistics companies
- The project began with an awareness-raising campaign, talking to Prague transport and logistics businesses
- Ekologis helped to create a platform for discussion between the City and logistics companies



2. Good practice - Ekologis



- **Outcome:** City Logistics Study – based on unique and in-depth information from communication platform
- first official City document that covers this subject
- Declaration of big logistic companies regarding the structure of the fleet (mainly electric cars or petrol cars) and supporting better driving style of drivers

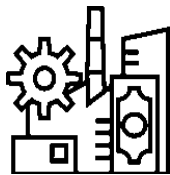




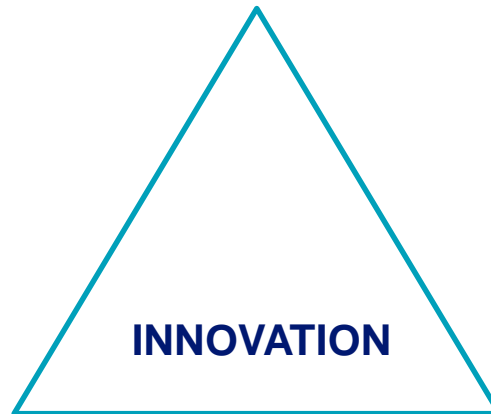
3. The mission-oriented dimension of your good practice



GOVERNMENT



BUSINESS



ACADEMIA



4. Recommendations

1. Create ecosystem – listen-discuss-agree-act (or support)
2. Test bed – setting conditions for innovation
3. Pilot → Deploy
4. Utilize local/regional human capital on different levels (triple helix)
5. New approaches and tools (e.g. innovation partnership)



Thanks for your attention

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