



STRATEGY DEBATE 2013

General Assembly 2013

01/07/2013

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- 1) **STARTING POINT**
- 2) **OUTCOME STRATEGY CONSULTATION 2012/13**
- 3) **STRATEGIC REFLECTIONS**
- 4) **ACTION LINE**

Starting Point: Current Political Scenery

- New Decade for majority of relevant EU-Policies and Programs (MFF 2014-2020, Horizon 2020, Copernicus post 2014, Regional Policy, Structural Policy)
 - All EU-Programs have a now a strong focus on INNOVATION
 - New EU-Space Policy Developments: EC-Proposals EU-Industrial Policy, Copernicus post 2014-regulation,
 - Europe's space systems enter 2014 the operational phase
- ⇒ NEREUS has to adjust its strategy to these **new challenges**
- ⇒ **What can be drawn from the Strategy Consultation 2012/13?**

Review on 2012

Main challenges of the network (Oct. 2012):

- Regional anchorage and participation
 - Growth
 - Public Awareness of space applications
 - Support of working and participatory network structures
- ⇒ **What responses brought the Strategy Consultation of members 2012/13 to these challenges?**

Strategy Consultation 2012/13

6 QUESTIONS :

- + **COMMUNICATION**
- + **WORKING STRUCTURE**
- + **EU FUNDING OPPORTUNITIES**
- + **SPACE TECHNOLOGIES AWARENESS**
- + **REGIONAL STRATEGY ON SPACE APPLICATIONS**
- + **INCENTIVES FOR NEW MEMBERS**

INTERNAL

EXTERNAL

14 ANSWERS :

9 FM

Baden-Württemberg | Basilicata | Bavaria | Brittany | Hesse | Azores |
Lazio | Lombardy | Midi-Pyrénées |

5 AM

FFG-Geist (Austria) | TAS (Piedmont) | TAS (Lombardy) |
CETE du Sud-Ouest (Midi-Pyrénées) | CNR-IREA TRE (Molise) |

Outcome (Summary)

RESPONSES EXPRESS AND REVEAL:

.... **CONFLICTING PRIORITIES AND DIVERSITY OF NETWORK COMMUNITY**

.....**DIFFERENT APPROACHES AND VIEWS...**

- **DIFFERENT UNDERSTANDING BECAUSE OF DIFFERENT PERSPECTIVES**
- **DIFFERENT OPINIONS BECAUSE OF DIFFERENT INTERESTS**
- **DIFFERENT PRIORITIES DUE TO DIFFERENT INTEREST/MOTIVATION**

....**A NUMBER OF COMMON OBSERVATIONS:**

- **SYSTEMATIZE IDENTIFICATION OF EU FUNDING OPPORTUNITIES**
- **ENHANCE ATTRACTIVENESS OF WORKING GROUPS**
- **FOCUS ON NEREUS'S CORE-MISSION AND STRONG ACTIVITIES TO INCENTIVIZE NEW MEMBERS**
- **NEED FOR RESOURCE EFFICIENCY**

STRATEGIC REFLECTIONS - general

- **REGIONAL ANCHORAGE** is a vital pre-requisite for all topics addressed (Capital of the network)
- **DIVERSITY** can be turned into a strength – it makes NEREUS a unique experience and platform ⇒ **PLURALISM**
- **RECOLLECTION OF NETWORK'S MISSION AND IDENTITY**
ESSENTIAL FOR ATTRACTIVENESS TO NEW MEMBERS
- Common Observations regarding **EU FUNDING OPPORTUNITIES, WORKING GROUPS, NEW MEMBERS** demand joint reaction by network community
- Define A **CAPABILITY-ORIENTED STRATEGY** building on **EXPERIENCE**

DIVERSITY & COMMON VISION

DIVERSITY

JOINT PLATFORM

COMMON VISION AND OBJECTIVES

STRATEGIC REFLECTIONS – DIVERSITY (1)

DIVERSITY

GEOGRAPHICAL DIVERSITY (Azores vs. Lombardy)

SECTORIAL DIVERSITY (infrastructure-oriented (industries) vs. Services-oriented (Regions))

INSTITUTIONAL DIVERSITY

DIVERSITY OF POTENTIAL END-USER

DIVERSITY OF BUSINESS COMMUNITIES

DIVERSITY OF ECONOMIC ACTORS

DIVERSITY WITH RESPECT TO REGIONAL POLICY, INDUSTRY DEVELOPMENT,
RESEARCH SPECIALIZATION THUS

DIVERSITY IN THE DEGREE OF SPECIALISATION (SMART SPECIALISATION
STRATEGIES)

⇒ **NEREUS needs to better exploit and market its diversity**

JOINT VISION

INCENTIVES FOR ATTRACTING **NEW MEMBERSHIPS?**

NO NEED FOR NEW INCENTIVES.

NEW MEMBERS SHOULD JOIN THE NETWORK, BECAUSE NEREUS...

- HAS A CLEAR MANDATE AND A CONVINCING STRATEGY
- PERFORMS TO ITS MISSION
- PROMOTES THE RESULTS OF **SUCCESSFULL INTERREGIONAL COLLABORATIONS**
- PROOVES THAT INVESTMENTS IN SPACE HAVE A **SOCIOECONOMIC RETURN**

STRATEGIC REFLECTIONS: Identity of Network/Platform

WHAT IS THE NETWORK'S CORE MISSION?

WHAT DOES *NEREUS* OFFER?

LOBBYIST? VOICE OF REGIONS? ADVOCATE?

FACILITATOR TO ACCESS BETTER FUNDING OPPORTUNITIES?

PROMOTION PLATFORM?

END-USER PLATFORM?

PLATFORM FOR INTERREGIONAL COLLABORATIONS AND EXCHANGE?

INFORMATION PROVIDER?

INNOVATOR?

ACTION LINES

PRIORITIZE

WHAT DOES NEREUS OFFER?

- **POSITION NEREUS CONCERNS IN THE UP-COMING EU-PROGRAMS AND POLICIES**
- **STIMULATE STRONG PARTNERSHIPS**
- **CREATE VALUE AROUND THE USE OF SPACE → EU PROJECTS & WG**
- **ADVOCATE AND MARKET THE VALUE OF SPACE USES → REGIONAL ANCHORAGE & EUROPEAN POLICY & PROMOTION ACTIVITIES**
- **COMMUNICATE AND MARKET THE VALUE OF SPACE USES → END-USERS : Best-practices, story telling, social media to success stories**