

## SPACES FOR SMART SPECIALISATION

THEMATIC WORKSHOP  
BORDEAUX, 22-24 NOVEMBER 2017

**FINAL AGENDA**



## Target audience

Professionals who work in the field of economic development planning, these can be from city government, business agencies, development agencies, universities, etc.

## Problem statement

The idea of smart specialisation can be used as a main driver to review and boost the urban agenda on business-led local economic development. In the InFocus project, we put the emphasis on four areas that constitute the basic skeleton of today's business-led local economic development: 1) Cluster-based local economic development, 2) Entrepreneurship local ecosystems, 3) New urban workspace (and business-related facilities), and 4) Attraction of investment and knowledge.

***For this meeting, we will zoom in on the 3<sup>rd</sup> topic: the development and management of (new) urban workspaces for smart specialisation.*** In other words: the physical spaces and places where smart specialisation takes shape.

Science parks, technology parks, technopoles, innovation quarters, knowledge hotspots and similar concepts are identified as key horizontal component of the RIS3. But planning and programming/managing them well is not easy. Although cities have a big influence on this through their planning competences, developing and running such areas must be done in co-production with other stakeholders, including knowledge institutions, companies, real estate players, and often other layers of government.

***In this meeting, we will explore how cities, in coordination with other stakeholders, can create and manage urban environments that foster innovation activities and smart specialisation.*** As the meeting takes place in Bordeaux, heavy emphasis will be put on Bordeaux locations and hotspots. Over the last years, the city has developed an interesting portfolio of places and spaces, with distinct characteristics. But we will learn about other cities approaches as well. The aim is to exchange experiences, and learn from each other how cities can develop and manage such spaces in a complex institutional environment. Some issues that we will address in this meeting:

- How to plan, develop and manage these areas in co-design with stakeholders?
- How to deal with competition vs complementarity of spaces and places in city and region
- How important are specific spaces & places for innovation processes in companies and knowledge institutes
- How to deal with specialisation in new innovation spaces. This question is at the core of S3 and many managers from science parks and business parks are facing the specialisation/diversification issue as a dilemma.
- What new concepts are emerging, how succesfull are they (and how do we find out...)

## November 22 (Wednesday)

VENUE: Hôtel de Métropole (Bordeaux Métropole main building) – 10th floor – C2D offices  
Esplanade Charles de Gaulle

13:00 – 14:00 Registration - Lunch buffet available

### 14:00 – 16:00 IN FOCUS STEERING COMMITTEE MEETING & IAP SESSION PART 1

**Steering Committee meeting. Only for In Focus partners.**

Check side agenda for this meeting

16:00 – 16:30 **Coffee break**

### 16:30 – 17:30 IN FOCUS STEERING COMMITTEE MEETING & IAP SESSION PART 2

**Only for In Focus partners and URBACT Secretariat**

Check side agenda for this meeting

17:30 Walk back to the hotel

20:00 Dinner at Hôtel de Ville / Bordeaux City Hall, place Pey-Berland

## November 23 (Thursday)

MORNING VENUE: Chamber of commerce, place de la Bourse, Bordeaux

08:30 Meet at the ADAGIO hotel – Walk to the morning venue

### 09:00 – 10:45 **SESSION 1: STRATEGIC PLANNING FOR A SMARTER URBAN ECONOMY**

09:00 – 09:10 **Welcome:** Pascal Faugère, CEO, CCI Bordeaux Gironde

09:10 – 09:40 **Opening: The Bordeaux Metropole economic roadmap:** Florence Forzy Raffard, Councillor for European affairs and international economic development, City of Bordeaux and Bordeaux Métropole.

9:40 – 10:45 **Introduction to the topic**

In this session, we start with the big picture: What kind of urban planning do we need in order to facilitate an innovation-based economy? We no longer build mono-functional areas such as science parks, but what has come in its place? Equally important is the “how” question: from top down planning, cities realise that planning must be inclusive and involve all stakeholders. But this is easier said than done.

#### **Questions**

- Planning for innovation: What new urban planning concepts are emerging?
- How can cities create a portfolio of various innovative “milieux” that are complementary (rather than competing with each other)
- What kind of strategic collaborations are needed between city, region, private sector and knowledge sector?

#### **Setup**

Introduction to the topic (5') : by Willem van Winden

Presentation of Bordeaux Aeroparc as a great scale innovative economic project (15') : Camille Uri, project manager for Bordeaux Aeroparc (Operation of Metropolitan Interest)

Discussion in groups about the following statement: *An economic cluster must be visible in the city, and it must have a home, a physical space/place/areas where the cluster companies are located together*

City participants discuss if they agree with this statement, and also exchange how they work on this in their home city.

10:45 – 11:15 **Coffee break**

## 11:15 – 13:00 SESSION 2: CAMPUS DEVELOPMENT

### Introduction to the topic

In this session, we focus on the development of a very important type of innovation hotspot: the university campus. In recent years, we see significant changes in ideas how university campuses are planned. Business and entrepreneurship have now a more prominent place, campuses are becoming more diverse, or “urban”, with more functions (facilities, restaurants, student housing, business facilities).

### Questions:

- What new developments do we see in campus development?
- How can university, city and other stakeholders collaborate more effectively to create a campus that delivers not only good science and education but also innovation?
- What are the main challenges and dilemmas?

### Setup:

Introduction to the topic (5'), Willem van Winden

Mervi Huhtelin, Tampere, Finland: new thinking about campus developments, the case of KampusAreena Tampere

Anne-Karine Bourcier, Innovation and corporate partnerships manager, Department for Research, International, Partnerships and Innovation, University of Bordeaux.

Discussion and sharing in groups about campus developments and challenges in our cities; ***each city brings a map and shows the others their campus areas***, developments and all challenges and problems.

## 13:00 – 14:15 Lunch break

14:15 – 14:30 Walk to the afternoon venue

AFTERNOON VENUE: *Le Village by CA, cours du XXX Juillet, Bordeaux*

## 14:30 – 16:00 SESSION 3: URBAN (RE) DEVELOPMENTS FOR INNOVATION

**Welcome and site visit:** Cédric Vicente, manager, Village by CA (20')

### Introduction to the topic

In this session, we focus on the planning and development of larger mixed urban (re)development areas that are branded/labeled as areas for innovation. These can be technopoles, innovation quarters, technology parks, etc. Unlike campuses, these urban spaces are more heterogeneous, there is not one dominant player (like the university in campus development). Thus, their planning and development is more difficult to control.

### Questions

- What new and interesting concepts are developed, what is the vision behind it?
- How can such zones be managed so that they become good urban spaces and innovation hotspots? How do the different city departments and public agencies work together? How is the phasing of the project? What is the role of the private sector? What challenges and problems do they face? How to balance specialisation and diversification?

## Setup

Introduction to the topic : Willem van Winden (5')

We invite 3 city teams to bring one case of an innovative urban redevelopment area from their own city:

- Bilbao / Zorrotzaurre Peninsula: Eva Salcedo, Bilbao Ekintza
- Porto / Campanha area: Pedro Baganha, City Councillor for urban planning, Porto
- Grenoble / Presqu'île area Bouchayer-Viallet: Jean-Charles Guibert, MINATEC Director, technical advisor to the CEA administrator, in charge of international innovation.

There will be 3 spaces (one for each presenting city), and two rounds of 30 minutes, so the audience can go to 2 of the 3 cases. Each city brings a map, explains their case according to the questions above, and discuss it with the other participants.

**16:00 – 16:30 Coffee break**

**16:30 – 17:30 SESSION 4: CO-WORKING SPACES**

### Introduction to the topic

In this session, we go back to the smaller level: the co-working space. Co-working spaces are a fast rising phenomenon in Europe's cities, powered by the fast rise of independent workers and the growing number of small startup companies. In this session, we will discuss the emergence and importance of co-working spaces

### Questions:

- What can cities do to guide this development?
- How do we see and judge the development of co-working spaces in our inFocus partner cities
- How to transform traditional office buildings and areas into more flexible spaces for smaller companies

### Set-up:

Introduction to the topic, Willem van Winden (5')

Inspiring presentation of a co-working space from Bordeaux (10') : Hemera - David Ducourneau, Administrator, and Claire Gendron, Business Development Manager

Play & design: At tables, in teams, we design our "perfect" co-working space

17:45 Walk back to hotel

20:00 Dinner at Restaurant Chez Jean, place du Parlement, Bordeaux

## November 24 (Friday)

***MORNING VENUE:** ATLANTICA building in the EURATLANTIQUE project of national interest*

08:30 Meet at the ADAGIO hotel – Bus to the venue

### 09:00 – 11:00 **SESSION 5: BORDEAUX EURATLANTIQUE AS NEW METROPOLITAN INNOVATION HUB**

9:00 – 9:15 **Welcome:** Helène Douet, Communication Manager, Caisse d'Épargne regional headquarters

9:15 – 10:00 **EURATLANTIQUE In-depth explanation and overview from top floor**  
Stéphane Sermadiras, in charge of the economic development department, EURATLANTIQUE

10:00 – 11:00 Bus tour within the BORDEAUX EURATLANTIQUE area

11:00 – 11:30 **Coffee break**

*11.30 Bus going to the airport for Ostrava and Porto delegations*

### 11:30 – 13:00 **SESSION 6: TAKE-AWAYS AND HOMEWORK**

In the sessions before, we have learned a lot about new spaces and places for smart specialisation. In this session, we will reflect on the role of spaces and places in our Integrated Action Plans.

During the session, each partner city (or team) prepares a sheet with the following aspects:

- What was most inspirational during the last two days
- What lessons do you take home (and perhaps integrate in your Integrated Action Plan).

We will discuss them in plenary after.

13:00 – 14:15 **Lunch break**

*Around 14:00 Transport to the airport and ADAGIO hotel*

## Further information and registration

Participation in the Thematic Workshop is open to any professional working in the field of economic development planning (city government, business agencies, development agencies, universities, etc.) as well as teams leading RIS3 strategies and experts and academics interested on smart specialisation.

Participation is free of charge, although registration is mandatory through this online registration form to be identified.

Registration includes participation in all the workshop sessions, site visits, coffee breaks, lunches and group dinners scheduled in the final programme. Accomodation in Bordeaux is not included. Registration may be subject to admission by the organisation team, since the workshop is seized to ease in-depth discussion and capacity is therefore limited.

For any further consultation on the registration procedure, please contact the local organisation team:

### BORDEAUX METROPOLE

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### In Focus

Within the framework of the URBACT programme, In Focus is a pioneering transnational network aimed at boosting the urban/metropolitan agenda on economic development by means of smart specialisation as overarching approach, while at the same time articulating better with RIS3 at regional level. Led by the city of Bilbao, In Focus is also joined by Bielsko-Biala, Bordeaux, Bucharest, Frankfurt, Grenoble, Ostrava, Plasencia, Porto and Torino.

The In Focus agenda is also supported by the Smart Specialisation Platform created by the European Commission and placed at the Joint Research Centre.

#### Key contacts

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