



European Committee
of the Regions

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Zarządu Województwa Śląskiego
z dnia 10.04.2018 r.

**Unit C.2 – Commission for Economic
Policy (ECON), Europe 2020
Monitoring Platform, EER**

Application Form

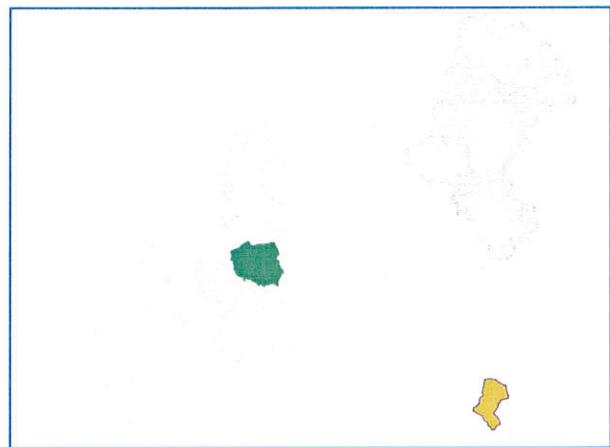


European Entrepreneurial Region Award

2019

[Silesia]

1. Fact sheet



General information

Name of the territory	Silesian Voivodeship		
Date of application	10.04. 2018		
Political endorsement	<i>The application is supported by Silesian Government / Marshal's Office of the Silesian Voivodeship / Regional Development Department / Regional Innovation Strategy Unit</i>		

Regional data

NUTS code	2	GDP/inhabitant (year)	48 670,00 PLN
Population	over 4,55 million	GDP growth rate (year)	104,7 %
Area in km ²	12 333 km ²	Unemployment rate (year)	6,6 %
Cohesion Policy category	<input type="checkbox"/> More developed region <input checked="" type="checkbox"/> Transition region <input type="checkbox"/> Less developed region		

Contact details

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The territorial EER strategy in a nutshell

Please provide a brief synopsis of your EER strategy (including the added value of the EER award for your territory) in a maximum of 200 words.

In the Silesian Voivodeship the time of economic transformation was well employed. In the 90's in the XX century the focus was on supporting entrepreneurship. On the local level infrastructure was developed in this scope and a lively structure of institutions surrounding business and local development was created, especially SMEs. It was on their basis that in the beginning of the XXI century foundations of pro-innovative policy were created in the voivodeship. R&D sector was involved in those works. Pre-access means and financing from structural funds were used for developing many instruments of regional policy - both those referred to as "soft" and the infrastructural ones. The task of region's innovative policy is to inspire for innovativeness and to create conditions for reaching market leadership, as well as to ensure technological development wither through reaching perfection in selected fields or through acquisition of technologies from global markets and settling it in the Silesian Voivodeship. What is equally important is to simultaneously strengthen leadership in business circles and in the actions of public authorities. The role of the strategy is to activate a dialog and to regulate the activity of numerous actors of the innovation ecosystem in Silesia.

How did you learn about the EER 2019 call?

<input type="checkbox"/> CoR website	<input type="checkbox"/> E-mail announcement from the CoR
<input type="checkbox"/> EWRC	<input type="checkbox"/> Announcement in CoR Plenary/Commission meeting
<input type="checkbox"/> Other CoR event	<input type="checkbox"/> Info table at CoR Plenary
<input checked="" type="checkbox"/> Other (please specify): Information from Southern Poland House in Brussels–Silesian representation in Brussels	

Please keep the fact sheet to one page. Please use English only.

2. Political vision

Please describe in a **maximum of 2 pages** your political strategy to implement the Small Business Act for Europe and boost entrepreneurship in your territory.

A key priority area for the Silesia, based on the '**Śląskie 2020" Development Strategy of the Śląskie Voivodeship**', is modern economy. Silesia as a knowledge-based region, creating its own and absorbing emerging innovations, including technological, attractive and friendly to entrepreneurs and investors, using the industrial achievements and traditions, potentials and specialties related to modern industries applies a development policy leading to the growth of innovativeness and competitiveness of the region. The policy pursued in that way make public administrations responsive to SME's needs , let adapt public policy tools to SME needs and create programs which give facilitate SMEs' access to finance and develop a legal and business environment supportive. Strategic areas of public intervention in Silesia Voivodeship: knowledge and innovation communities, network of public services, the infrastructure of the regional innovation ecosystem, enabling SMEs as a source of innovation into global chains, creation of talent and strengthening of competence.

By adopting the new framework for the 2014-2020 financial perspective, the European Commission indicated the Intelligent Specialization as a key point to promote smart, sustainable and inclusive growth. The history of the Silesian innovation system has started in 2003 with Regional Innovation Strategy, which was the first program of this kind in Poland dedicated to micro, small and medium

entrepreneurships. The next step was the technological foresight of the region which was the basis for the Technology Development Program for the Silesia for the years 2010-2020 [PRT], in which 8 technological areas were indicated. Working groups and experts focused on the specific nature of the identified technology areas and they recognised endogenous potential pointing out 3 regional specializations: medicine, energy and ICT. Once again, by adopting the Regional Innovation Strategy for Silesia for the years 2013-2020 [RIS 2013-2020], region has signed the third generation strategy as the first region in Poland. From march 2018 we add 2 new smart specializations into the RIS 2013-2020 – green economy that generates growth, creates jobs and helps reduce poverty through sustainable management of natural capital and emerging industries. For the Silesia it was always important to identify, develop and optimize the competitive advantages of a region, especially by the SMEs.. Except from choosing and implementing smart specializations according to RIS 2013-2020, it was essential to create the **Regional Innovation Ecosystem**, based on cooperation networks among business support organizations, the R&D sector, local authorities and businesses. In 2013 Marshal Office of the Silesian Voivodeship took the next step in implementing the strategic objectives by creating the '**Network of Regional Specialized Observatories**' [SO RIS] that has worked

free of charge since 2013. The Network has been involved in identifying, monitoring and evaluating 7 technological areas in order to diagnose potential of industry in each of the areas: medicine, ICT, energy, environment, nanotechnology, materials production and processing and aerospace area. The Network is manage in partnership with 13 regional institutions responsible for technological specialisations diagnosed in PRT, leadership by the Silesian Voivodeship. The Observatories are able to observe trends and draw solid conclusions and recommendations for the future. Thanks to involvement of Regional Partners the Silesian Government has got the recent data's to prepare the programs which have got the biggest influence on market mechanism and create interventions via regional policy tools.

The '**Network of Regional Specialised Observatories**' [SO RIS] turned out to be a great idea that let the region professionalise offer for recipients and - thanks to the institution which took care of the particular technological areas - arrange technological and innovation audits and scutings for entrepreneurs and local government. No less important was the improvement of the quality of self-government policy for the regional economy. The Network activities are focused on support and improvement of the management of the region's development in the following areas: regional potential of science and technology, positioning of key technology areas, assessment of the effectiveness of measures aimed at creating a regional technology development policy of Silesia, strengthening of regional specialization, strengthening of the adaptive capacity of the region, the regional market of research services and human resources by building a relationship of regional R & D sector, businesses, business support institutions and regional authorities and the development of knowledge, skills and experience exchange within the network.

The activities carried out by Marshal's Office of the Silesian Voivodeship related to implemented projects help SMEs to benefit more from the opportunities offered by the Single Market , promote the upgrading of skills in SMEs and all forms of innovation , enable SMEs to turn environmental challenges into opportunities and encourage and support SMEs to benefit from the growth of markets.

SWOT analysis:

Strengths:

- A strong scientific centres and a large number of R&D institutions;
- High position and economic potential of the region;
- Significant position of industry, ICT, and energy, medicine, environmental protection sectors (green economy) and emerging industries such as creative industries that use and create new technologies;
- High investment attractiveness and favorable investment conditions in the context of transport accessibility;
- Large area and transport accessibility of investment areas;
- Large number of registered regional products;
- Large and receptive market.

Weaknesses;

- Disproportions of the potential and economic activity of particular parts of the voivodship;
- Low expenditure of enterprises on innovative activities;
- Outflow of highly qualified personnel;
- Low "survival" of new enterprises;
- Distraction and lack of cooperation between small producers;
- High dependence of local labor markets on traditional industries (mining industry).

Opportunities:

- Availability of external resources supporting the development of the R & D sector and cooperation for smart specializations;
- Easy flow of knowledge and technological solutions;
- Development of a knowledge-based economy;
- Development of e-services;
- Development of the modern business services sector;
- The emerging market for so-called "Clean technologies" and "green economy";
- The development of information technologies enabling networking.

Threats;

- High competition between metropolitan centers for obtaining scientific projects and investors;
- Increasing competition between research centers;
- incoherent spatial policy;
- Lowering the level of education in universities caused by the commercialization of educational services;
- Legal instability and bureaucracy;
- Increasing labor and tax costs limiting the investment possibilities of companies;
- Transferring production to other countries, eg parent corporations or to countries with lower production costs.

Participation in EER gives the Silesian Voivodeship chances to implement new tools and opportunities to aim main goals of our strategy and better match the support offered by the region to SMEs needs.

3. Governance and partnership

The main policy designing principles indicated in RIS3 is the principle of social dialog, which is the basis of partnerships for innovation and the principle of partnership among government entities, local authority entities, business sector, knowledge and education sector and civic sector. In this way we can create an environment supportive to growth of entrepreneurship. Intersectorial cooperation based on numerous projects undertaken in the region in the area of support partnership building and thus also a technology transfer.

International level

Cooperation with European institutions like European Commission in many initiative like S3 Platform – dedicated to innovation cooperation in a field of smart specialization and taking part in ERRIN network is the great opportunity to promote green economy of Silesian Voivodeship on European scale. Being one of the partners region in Regions in transition EC initiative, the Silesian Board shows the great potential of regional institutions to implement science achievements in a field of environmental technologies, social innovation and the great revitalisation and transformation path in our region. At the same time regional authority take an active role in European projects concerning industrial modernisation and entrepreneurship.

Another forms of international cooperation are partnership agreements of the Silesian Voivodeship with other regions, abovementioned:

1. Nord-Pas de Calais (France) 18th July, 2018
2. North Rhine-Westphalia (Germany) 14th November, 2008
3. Moravian-Silesian Region (Czech Republic) 21st November, 2001
4. Žilina Self-Governing Region (Slovakia) 14th November, 2002
5. Lviv Oblast (Ukraine) 5th October, 2001
6. Chernivtsi Oblast (Ukraine) 23rd September, 2002
7. Donetsk Oblast (Ukraine) 21st December, 2005
8. Principality of Asturias (Spain) 11th June, 2004
9. Liaoning Province (China) 24th May, 2012
10. Borsod-Abaúj-Zemplén County Hungary 9th April, 2001
11. Autonomous Republic of Adjara (Georgia) 17th June, 2011
12. Wales (Great Britain) 16th October, 2002
13. Walloon Region (Belgium) 10th October, 1996

Cooperation based on agreements of the government of the Republic of Poland

14. Västra Götaland County (Sweden) 27th June, 2004
15. Zhytomyr Oblast (Ukraine) 10th October, 2015
16. State of Nevada (United States) 11th October, 2016
17. State of West Bengal (Republic of India) 17th January, 2018

Governance level – national:

Above the different 16 regional RIS3, Poland has defined a national smart specialization framework - basically 22 sectoral priorities grouped into 5 thematic areas. Such a national strategy will get funding directly by a dedicated EU Operational Programme 2014-2020 called Smart Growth. This framework foresees a country-region articulation model. Thus, among the governing and advisory bodies shaped to conduct and monitor this national strategy it is the “Regional Forum for Smart Specialization (RFSS)”. It is a platform for dialogue at EU, national and regional level, whose aim is to exchange experience and information in the area of smart specialization. The forum is comprised of representatives of 16 Marshal Offices including Marshal Office of Śląskie Voivodeship, the Ministry of Technology and Enterpreneurship (which leads the National Smart Specialisation process), the Ministry of Infrastructure and Development, the Ministry of Science and Higher Education, which is involved in the process of selecting specializations and implementation of programmes in the field of smart specialization, as well as representatives of the European Commission and the World Bank, who make recommendations for the improvement of the smart specialization process in Poland.

Śląskie has a great experience in intraregional cooperation is the partnership with other polish regions like Małopolska . For programing the goals and actions the Development Strategy for Southern Poland 2020 was adopted. Together with Małopolska and Opolskie Regions, Silesian Voivodeship opened the Southern Poland House in Brussels, bringing together the regional representations.

Governance level – regional:

In 2013 Marshal Office has created 1st Network of Regional Specialised Observatories (SO RIS) - cooperation networks among local authorities business support organizations, the R&D sector and business based on technological specializations diagnosed in PRT. From 2017 Śląskie Voivodeship has been implementing Entrepreneurial Discovery Process (EDP) and design in Silesia within Network of Regional Specialised Observatories by two projects manager by Marshal’s Office in partnership with 13 regional institutions responsible for technological specializations diagnosed in PRT: medicine, ICT, energy, environment, nano technologies, machinery and materials. It’s aim is to monitor, measure and analyze areas of specialisation, identify growth sectors of the economy, which may update regional intelligent specialisations. The project Network of Regional Specialist Observatories in the Entrepreneurial Discovery Process assumes, above all, the continuation of the Entrepreneurial Discovery Process (PPO), mandatory for the voivodship governments to implement in the 2014-2020 perspective, which consists in identifying growth sectors of the economy that can change or supplement the Regional Strategy Innovation of the Śląskie Voivodeship for the years 2013-2020 regional smart specializations (medicine, energy and ICT). In addition, thanks to the update of the Technology Development Program of the Śląskie Voivodeship for the years 2010-2020, in which regional technological specializations were defined, it will be possible to verify smart specializations and identify new technologies and areas.

Thanks to the project there was settled the platform for cooperation between key players in the innovation ecosystem that allows closely match offer to regional needs in building innovative potential. Within the project there were promoted best practices in implementing innovative solutions identified in competitions within the brand INNOSILESIA. They were 54 thematic reports prepared in selected areas of technology. 223 participants took part in training sessions dedicated to local governments and

more than 1,000 participants attended the information meetings, consultations and conferences. At present further activities of the 'Network of Regional Specialisation Observatories' [SO RIS] are carried on free of charge as part of an agreement signed in March 2013 between the Self-Government Region of Silesia and the Partners responsible for each technological areas indicated in the Technology Development Plan. Observatories are involved in identifying, monitoring and evaluating of the technological areas in order to diagnose potential of industry and technology in six areas. Reports for each of the areas of specialization: medicine, ICT, energy, environment and nanotechnology, production and processing materials; are annual result of the work of Observatories and are attached to the Annual Report of the Monitoring of the 'Regional Innovation Strategy for the Śląskie Voivodeship in the years 2013-2020'. Ultimately it is planned to establish cooperation between Partners from the other areas of technological specializations, ie. transport, transport infrastructure and industrial machinery, automotive, aerospace and mining. **INNOBSERVATOR SILESIA is the knowledge base for all innovation activities taken by local and regional partners.** All strategic documents on innovation, ie. 'Regional Innovation Strategy of the Śląskie Voivodeship for the years 2013-2020' [RIS], 'Technology Development Program of the Śląskie Voivodeship for the years 2010-2020' [PRT] along with implementing models are available in the electronic version on web portal INNOBSERVATOR Silesia (www.ris.slaskie.pl).

Tool of realisation of the partnership principle in the ROP of Śląskie Voivodeship for 2014-2020

The Monitoring Committee is appointed by resolution of Voivodeship Board and participates into deciding process, with the following activities: considering the criteria for project selection procedure monitoring the results of Programme's implementation, proposing amendments to the Managing Authority. Members of Monitoring Committee come from self – government side: ROP Managing Authority, representatives of municipalities, representatives of 4 Subregional Associations of Municipalities, national government side and social and economical partners like scientific environment, NGOs, religious societies and commission od social dialogue.

Governance level – subregional:

Since 2007 - Subregional Development Programmes were unique solution in Poland. SDP were an agreement (at least 75% local governments, who represents 75% of each subregion's citizens) which includes cohabitants' rights and duties who are represented by Leader. SDP were an answer for large postulates of local self - governments which came along during ROP SV 2007 -2013 consultation, SDPs' substance to delegate the implementation of cohesion policy from regional to subregional level. SDP include the list of projects - as a result of compromise reached by local authorities in each subregion. The first partnership idea on subregional level has been converted to new model proposed by European Commission – Integrated Territorial Investments in ROP SV 2014-2020. Now, the partnership is more formalised (Subregional Associations of Municipalities) and take more active role in process of ROP implementation.

Metropolitan area in Silesia region:

On 1.VII.2017 a **metropolitan area** was established in our region as the first one in Poland. It is created by 41 municipalities with over 2,3 mln people. Thanks to the Metropolis, Silesia region will have better

opportunities when it comes to the development of public transportation and also in terms of social and economic development.

Governance level – local:

Building partnership on local level is a challenge in the region with almost 180 local authorities. “Guidance for local government” published by Regional Authority in 2015 in cooperation with Central Mining Institute in Katowice was the answer for those who want to gain new competences on local level in a field of building local innovation strategy with business and local actors. Until this moment role of local government was not significant in building innovation policy process. After 80 audits of absorption of innovation in local government and benchmarking it’s results on the regional level another steps will be taken - audits of generation of innovation in local government. The first cooperation between regional and local authorities on that kind is the best practise for other regions in Europe and the great solution to strengthen local entrepreneurship

4. Action plan

Please describe in a **maximum of 8 pages** the concrete actions you will implement.

Actions undertaken by Slaskie Voivodeship for enterprise development according to EER participation:

1. Implementation of the Small Business Act;
2. Building intersectoral partnership around the area of regional smart specialisations and development of technology-related entrepreneurship.

Ad. 1 Implementation of the SMA involve actions according to main goals like creating a positive environment for the growth of entrepreneurship, improving access to financing and to new markets, developing companies' competences and their innovation capacities, promoting and rewarding innovativeness and creativity, developing cooperation networks, establishing infrastructure that responds to companies' needs.

The Silesia Voivodeship are in permanent process to build coherent implementation system of Small Business Act on regional level according to listed actions:

- Creating regional environment for effective supporting entrepreneurship through coordination and coherent activities of regional institutions such as business support institutions. Innovative background and institutional capacity of Silesian Voivodeship consist CENTRES OF ENTREPRENEURSHIP AND BUSINESS SUPPORT INSTITUTIONS 11 Academic Business Incubators, 30 Agencies, Training And Consulting Centres, 11 Technology Transfer Centres, 5 Centres For Advanced Technologies, 5 Credit Guarantee Funds, 13 Business Incubators, 3Technology Incubators, 28 CHAMBERS And ASSOCIATIONS, 21 Clusters And Cluster Initiatives, 19 Industrial Parks, 7 Regional and Local Loan Funds. So large and different institutions offer in the region should be coordinated for better information and offer for enterprises.
- Coordination activities in Slaskie Voivodeships dedicated to small and medium sizes enterprises.
- Building information system for enterprises— using existing platforms such as Innoboservatoris.slaskie.pl and <http://www.invest-in-silesia.pl/>, open data bases with experitises and evaluation to public and a new platform “Business. Slaskie” with a large offer from business support institutions ,
- Internationalisation – activities of Silesian Investor and Exporter Assistance Centre operating within the structures of the Marshal’s Office of the Silesian Voivodeship (Department of Economy, Tourism and Sport), Silesian Investor and Exporter Assistance Centre (SIEAC) organizes trade missions to foreign countries through which on the one hand regional companies get the support in establishing relations with foreign companies and in exporting their products and services and on the other hand it helps to facilitate inward investments by representing the region and by showing how successful the companies operating in it can be. SIEAC is also engaged in many projects co-financed by the EU which are focused on the entrepreneurship development, export promotion (e.g. Compete in project within Interreg Europe) and FDI promotion,
- Supporting SME on international cooperation— financing internationalization activities like participation in trades and exhibitions
- Promotion of enterprises from slaskie voivodeship on international events – promotion of regional leaders and a winners of regional competition such as Slaskie Icon or Silesian Lebel

Internationalization of SME sector need as well specialization of innovativeness support institutions' services.

- improving access to financing and to new markets. **The Regional Operational Programme of the Silesian Voivodeship for the years 2014-2020 has the largest amount of funding in Poland - EUR 3.47 billion.** Within the projects implemented under the Programme the companies can create or develop the existing R&D infrastructure in enterprises that is used for its innovation activities in 5 areas: medicine, energy, ICT, green economy and emerging industries or they can get support for conducting R&D projects in the same fields. The total allocation for this measure is EUR 176 483 992. The maximum value of the project is: for the first type of projects EUR 2 362 335 and for the second type of projects EUR 1 181 167. This kind of support is available for SME's and large companies, implement innovations in products/services or technological processes. The total allocation for this measure is EUR 132 262 417. This kind of support is available only for SME's.

- **promoting and rewarding innovativeness and creativity, developing cooperation networks**

Events organized annually in the region are the best way to promoting innovativeness and developing networks:

- **European Economic Congress** (Katowice, Poland) – the largest business event in Central Europe. The Congress is a three-day series of debates, meetings and accompanying events attended by thousands of guests from Poland and abroad – the most prominent figures of politics, science, economy and business. The Congress is accompanied by the European Start-up Days (<http://www.estartupdays.eu/en/>) which is the first such a large event that connects start-ups and corporations with business support organizations. The purpose of the event is to integrate the environment of young entrepreneurs with the experts, CEOs of large companies, investors and successful business people.

- **European Congress of Small and Medium-Size Enterprises** (Katowice, Poland <http://ekmsp.eu/en/main-page/>) – one of the biggest event in Central and Eastern Europe for small and medium – sized enterprises where challenges and possibilities of the development of small and medium-size enterprises are discussed by the most significant Polish experts, representatives of science, politics and economy, as well as the representatives of many foreign delegations. The Congress is the most important annual project of Chamber of Commerce and Industry in Katowice: 6,000 people from 40 countries around the world participated in the European SMEs' Congress 2017. They met on 100 events during 3 congress days and could get acquainted with the offer of over 100 Business Expo exhibitors accompanying the Congress. Integral and permanent part of the European SMEs' Congresses are the thematic paths that touch topics of eco-solutions, environmental protection, electromobility, smart city and smog. The topics will also be discussed during this year's edition of the Congress in 10.2018 during discussion panels, workshops and in lobbying conversations. During European SMEs' Congress 2019 we would like to realize, among others, the following thematic areas related with green economy: *

"Green economy & Environment protection"

* "SMOG" with Polish semifinal of global competition Smogathon with final in 4th quarter of 2019 in Poland (others semifinals are organizing in Great Britain, USA, China, India) * "Electromobility" * "Smart city" * "Biomedical engineering"

- **Global Entrepreneurship Week** (<https://genglobal.org/gew>) – organized every year in November. Marshal's Office of the Silesian Voivodeship coordinates the project on a regional level.

- **Business Environment Institutions Forum** – organized annually by the Marshal's Office of the Silesian voivodeship to gather business environment institutions operating in the region, local entrepreneurs, local administration and the representatives of higher education institutions and research and development units.
- **Silesian Investor and Exporter Assistance Centre** operating within the structures of the Marshal's Office of the Silesian Voivodeship each year organizes trade missions to foreign countries.

Silesia region is present at the following trade shows/forums:

- **HANNOVER MESSE** (Hannover, Germany) - the world's leading trade show for industrial technology
- **TRANSPORT LOGISTIC** (Munich, Germany) - the world's leading trade fair for logistics, mobility, IT, and supply chain management.
- **CEBIT** (Hannover, Germany) - Europe's Business Festival for Innovation and Digitization.
- **EXPO REAL** (Munich, Germany) - the international trade fair for property and investment.

Silesia is also engaged in many other projects, for instance:

• **Electromobility development:**

The Electromobility Council was appointed on the 1st of March 2017 by the Voivodeship's Board. The Council is an advisory and consultative body of the Board. It is composed of the representatives from science organisations, business and self-government institutions.

The scope of the Council's activities include:

- o drawing up recommendations related to the promotion and implementation of the idea of electromobility (the electromobility solutions) for self-government administration bodies in Silesia region;
- o inspiring undertakings promoting the idea of electromobility in Silesia region;
- o creating conditions for better communication and dialogue between the public administration, business, the sphere of science and non-governmental organizations in issues related to electromobility.

• **The modernization and the development of inland waterway transport**

On the 22nd of May 2017 Parliament of the Voivodeship made a stand on the modernization and the development of the Oder Waterway. The Marshal of the Silesian Voivodeship on the 10th of August 2017 called into existence a team of experts on the development of inland waterway transport in the Silesian Voivodeship.

• **The promotion of the development of social economy entrepreneurship**

Regional Centre for Social Policy which is an organizational unit of Self-government of the Silesia Region is coordinating and organizing many promotional events and contests which aim at the promotion and the development of social economy entrepreneurship in the region.

• **European Employers' Day supported by the Public Employment Services Network Working Group**

Voivodeship Labour Office in Katowice which is an organizational unit of Self-government of the Silesia Region is coordinating the European Employers' Day in the region. In 2017 22 District Labour Offices from the region were engaged in the project. The events which were organized under the initiative included (among others): open days, trade shows, conferences and seminars.

Ad 2. Building intersectoral partnership around the area of regional smart specialisations and development of technology-related entrepreneurship.

The Śląskie Voivodeship consequently focuses on selected fields of technological specializations. Activities in those fields are enforced by means of foresight studies and by Technology Development Program. A realization of those activities needs a further supporting the regional specializations. Bearing this in mind, realization of activities realizing new processes and services is assumed within selected technological areas, in particular aiming at creating smart markets of those products and strengthening the broadly understood creative industries in the region. Those processes are based on identifying key areas of smart markets and key actors of those markets on the demand and the supply part as well as general partners. This requires not as much activity on commercial markets as also expansive activities in public services sector (e.g. pilot initiatives in medicine, energy and environment). An important element of this process becomes the conversion of post-industrial places and economically deteriorating places into areas of creativity, science and culture. This sort of activities conducted in the form of pilot projects enable to specify the scope of functioning of competence centres in the region, activate a network of living labs and demonstration centres connected with technological parks and similar institutions, and in consequence encourage main stakeholders to actively join in the processes realized in the regional innovation ecosystem. Pilot activities are based on the existing potentials of subjects involved in developing regional specializations and their openness for global processes. Key institutions include entities from the area of existing smart specialization (green economy, emerging industries, medicine, energy industry and ICT sector), particularly well-developed in the region and highly predisposed towards participation in smart markets. Also entities operating in IT and materials engineering industries, providing technological background of horizontal nature. Simultaneously, on post-industrial premises and in objects that are deteriorating from the economical point of view a transformation is taking place towards creating technological, industrial background and information-training infrastructure of creative business - places which attract foreign investors and are the region's show-piece. Realizing pilot actions is possible also thanks to the activity of entities operating in various phases of value chains, the cooperation among which is enforced by professional animators. Those activities will ensure the realization of horizontal undertakings' package and as a consequence - creating the region's image on a global scale. This image will be based on high-quality public services in the strongly metropolising Śląskie Voivodeship, an on the operation of demonstrative centres and networks, based on direct experiments and virtual presentation of processes. Distinguishing places of highest concentration of key actors will become a basis for creating competence centres, which in a long-term perspective will allow for elaborating methods and systems promoting prosumer activity. Locating the activity of businesses and communities in places that facilitate high level of creativity and absorption of new technologies will enable to transfer their activity into global markets.

The most important part of pilot project implementation in creating partnership cooperation around green economy field by agreement with National Center of Research and Development dedicated to financing technological solutions for minimizing results of air pollution in Śląskie region – so named

“Silesia pod Błękitnym niebem” – Silesia under the blue sky and new project. First of them is dedicated to design for innovation – building Action plan for design and innovation in the region with financial and nonfinancial support for SME.

The next planned action is dedicated to entrepreneurial discovery process in 2019 -2021 dedicated to SME analysis of needs and creation of RIS 2020+ with brand new smart specialization model for slaskie voivodeship.

5. Communication plan

Receiving the title of a European Entrepreneurial Region 2019 will bring the Slaskie Region a great occasion to promote under EER label an entrepreneurship development. The consolidation of efforts and cooperation of all Silesian partner's institution such as academia, business and NGO,s around the all activities during entrepreneurship year strengthen the great value of the label on local and regional level and promote regional specialization – green economy. The nomination of the region will be widely promoted on the regional, the national and European levels. The activities will be addressed to administration, the science and business communities, NGOs, as well as local authorities and all habitants and Silesia visitors.

The following promotion and communication will be implemented in 2019:

Silesian voivodeship will take part in many activities during Open Days such as conferences, seminars and workshop concerning eco – innovations, green economy, smart city solutions and will organise local events like Silesian Forum of innovation.

Thanks to Prosilesia Association which plays a role of the Silesian Representation in Brussels and at the same time represent multilevel governance in Silesian economy area many promotion activities will be implemented such as the creation of audio-visual productions, press conference and information campaigns via tv stations and newspapers.

Moreover, The Silesian Board wants to join the ERRIN network, inter alia, in the green economy area – one of the region's smart specializations. Participation in the network's activities, promoting Slaskie as an EER region, will enable to get a wide outreach of the information and to promote potential of the Slaskie region and entrepreneurship in the region on a large scale. All audio-visual and press information concerning entrepreneurship and innovativeness prepared in 2019 will promote logotypes of Slaskie and EER and of the Committee of the Regions

In view of the award of the title of EER, the years 2019 will be important for entrepreneurship development in the region. Thus on the Region's websites and societal media profiles updates promoting the EER title, and the Committee of the Regions' recognition of the region's activity in this respect will be regularly published.

The information campaign also includes the promotion of the EER title at the following flagship economic events:

- Global Entrepreneurship Week in Silesian region, The Regional Innovation Forum promoting the region's innovativeness, technology transfer and cooperation between science and business, European Economic Congress in Katowice, European Congress of Small and Medium-Size Enterprises in Katowice. Abovementioned events will be devoted to EER-related issues.

- organising, in 2019, meetings of consulting bodies of the Board of the Silesian Region like Regional Innovation Committee, Slaskie Innovation Board and The Programming Board of Network of Regional Specialised Observatories devoted to EER, in particular taking up the issues of support to enterprises, absorption of structural funds for business development,

The Prosilesia Association and the Press Office at the Marshal's Office of the Silesian Region, is going to closely cooperate with the media to wider promotional activities. All materials concerning EER will be distributed by the Region and its regional partners.

- In the Capital of the region – Katowice City, which is the place to the all biggest economic events on European scale such as Economy Congress and the Congress of Small and Medium Size Enterprises is going to promote EER label during the accompanied events organised or by The City of Katowice in cooperation with other institution like Property Forum, Poland Day in Silicon Valley Palo Alto,

European Start-up Days, InterNanoPoland Conference, Startup Europe Week and Innovation Festiwal - Inno Katowice, Hackathon - Startup Challenge Katowice and Polish Technology Bridges.

University of Silesia is going to promote of the EER title at the following flagship economic and scientific events:

- Silesian Science Festival Katowice 2019 – the biggest science event in the region and one of the biggest in the country (aprox. 30 000 visitors); except promoting of the EER title there will be also organised a lecture on green economy within the programme of this Festival;
- XXVII Days of Earth – organised by Faculty of Earth Science; except promoting of the EER title there will be also organised a lecture on green economy;
- “Billion in patent” – science-business meetings organised by the University of Silesia and SPIN-US Ltd; organised in the form of brunches it is a space of exchanging ideas, sharing good practises and fostering projects that can become start-ups;
- promoting the EER title during numerous annual events (e.g. Silesian Scientific Prises, Graduate of the year, conference during World Water Day) dedicated to academic environment;
- EER title will be disseminated within all activities of Observatory of Municipal and Metropolitan Processes - think tank dedicated to analyse problems of contemporary cities and urban regions; e.g. smart city, revitalisations; there will held a discussion panel dedicated the issues of green economy with a strong presence of representatives of local government units.

There are technology transfer center's operating at Silesian universities and scientific institues to stimulate the process of commercialisation of the outcome of research and transfer of thus developed solutions to industry, which are going to implement supporting actions and initiatives taken by entrepreneurs and the creative environment from Silesia, including start-ups and further development offer of companies like Euro-Centrum Industrial Park, Gliwice Science and Technology Park, academic Incubators of Entrepreneurship (AIE), and planned actions and projects like SPINplace –creating business centre of creativity, cowork, prototyping and desing thinking located in centre of the university campus and also of the Katowice city.

The title is a honour for the Silesian Region and for regional institutions – partners who cooperate on regional level in many activities and new initiatives and challenges. The region will use its position in order to widely promote and disseminate the rich programme conceived to support entrepreneurship and innovation.

Please submit your application for the EER 2019 label in electronic format (Word document or PDF) in English to: eer-cdr@cor.europa.eu. Please include a **declaration of political commitment** from the competent political authority. Further letters of support may be added to your application.

For a full list of **assessment criteria** applied by the jury, please consult the call for applications.

Deadline for applications: 17 April 2018