

Introducing the project: In a world of increasing competition and shorter product life cycles, good regional policies and the non financial dimensions gain in importance. The difference between regions will increase and only those who can develop and attract specific skills combined with an attractive social environment will prosper. This project will deliver a guidance to what could good regional policy look like and what can regions learn from one another. With the participation of five geographically and culturally different regions within the European Union, experts from the areas of strategic management on intellectual (or the non-financials) and financial capital will use already existing methods and processes to develop, in close cooperation with the stakeholders in the regions, a reporting tool on how to manage and develop a good regional strategic policy. The report will focus on the different value drivers necessary for future growth in different areas. The impact social capital has on attracting high skilled human resources as well as investments in research and development will be especially analysed regarding their importance on sustainable and just value creation.

The conversion of the StratMan4Regions system improves local strategic policies in order to encourage the European regions to strategically develop its regional innovation and growth strategies. This will be supported by broad awareness raising amongst policy and decision makers on the importance of strategic management. To enforce a strategic management of regions the creative interaction of the knowledge-business-public-sector-triangle has to be strengthened. StratMan4Regions will provide action plans to guide the European regions in drafting regional sustainable strategies using the StratMan4Regions toolkit. StratMan4Regions will be an important strategic building block towards the overall objective to position the EU as the most competitive region in the world.

The expected results and impacts of StratMan4Regions are a better knowledge of strategic management opportunities for regional development and will be shaped out by specific inter-regional events and workshops, study visits and an interactive knowledge portal for open space discussions. StratMan4Regions offers a good opportunity to initiate sustainable regional growth processes. StratMan4Regions will give important regional inputs to increase the intellectual capital, to create new jobs, to optimise regional development plans (sustainability and environmental issues) and to create regional added values over the improved interactions and exchanges of the knowledge-private-public sector triangle. This will enable the European regions to raise its regional branding.

The StratMan4Regions objectives:

1. Acting, not reacting!

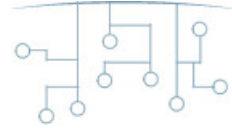
The **StratMan4Regions**-project develops solutions that help regions to act in front of the new challenges. Therefore a flexible toolkit will be worked out, which enables European regions to shape out sustainable strategies for the future.

2. More competitiveness!

The **StratMan4Regions**-project develops solutions that make European regions more competitive. Based on an integrated experience exchange of European regions and the Lisbon-agenda, the **StratMan4Regions**-project shows ways to improve the regional performance.

3. Answers to global trends!

The **StratMan4Regions**-project gives answers to the positioning of European regions in times of global trends like globalization, digitalization and the shift to a knowledge-based society. These global trends are involved with harder market conditions, more complex products and continuously shorter innovation cycles for European companies. To strengthen the competitiveness of European companies on an international level, regional business development strategies also have to increase the ability of making decisions in a shorter time than now. *How to do this?* The **StratMan4Regions**-project gives answers.



4. Regional branding!

The **StratMan4Regions**-project helps European regions to find their unique market position. To insist in international competition, the strengths of European regions have to be worked out, in order to the specific “unique selling point”. This is connected with the aim to attract foreign companies, highly-skilled people and R&D-institutes to settle in European regions what means “strengthening the economic profiles of regions” (Interreg IVc)

5. Stimulate interaction between stakeholders!

The **StratMan4Regions**-project strengthens the creative interaction in the knowledge-business-public-sector-triangle. The alteration to the knowledge-based society and the proceeding globalization and digitalization has led to changes in the company, science and region environments. These challenges can only be dissolved through the interaction of network partners, regional stakeholders and the bundling of forces.

The StartMan4Regions consortium:

- Lead Partner:** Erlangen AG Technologie Scouting & Marketing (Germany)
- Dissemination Manager:** Oresund University/Oresund Science Region (Danmark)
- IT Professional:** University of Crete – Atlantis Group (Greece)
- Scientific Evaluation:** Katholische Universität Eichstätt (Germany)
- Scientific Partner:** Universidad Politecnica de Valencia (Spain)
- Scientific Partner:** Mykolo Romerio Universitetas (Lithuania)
- Institutional Partners:** City of Trnava (Slovakia)
- Institutional Partner:** Abteilung für Innovation, Forschung und Entwicklung der Autonomen Provinz Bozen (Italy)

Budget: 1.866.145 €

Duration: 36 months, from 9/2008 to 08/2011

Model of the StratMan4Regions process

