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ПІДПРИЄМНИЦТВО, ТОРГІВЛЯ ТА БІРЖОВА ДІЯЛЬНІСТЬ

SMART SPECIALIZATION AS A STRATEGIC TASK FOR UTC AND NEW DISTRICTS

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Smart specialization refers to the concept very common abroad of ensuring regional development based on the principles of an innovative approach, economic specialization, and creative management that is able to respond to challenges and rapid changes. For the regions of Ukraine, it is important to include this methodology in practical activities in a timely and reasonable manner. Deputy Minister of Regional Development V. Nagoda emphasized that "strategic documents for regional development should be based on the European methodology of smart specialization and built from complex projects of interregional cooperation».

Minister of regional development G. Zubko defined "Smart specialization is an opportunity to turn the synergy of science, business and local government to completely new investment prospects for regions and bring communities to a new level of development. It will allow to introduce innovations, use modern scientific developments, apply SWOT analysis of projects, and create new competitive activities. This is actually a new tool of regional policy that will help to increase investment activity and competitiveness of the regions», – emphasized Gennady Zubko.

He said that 120 smart specialization strategies have been developed in the European Union at the regional and innovation levels. This approach is already in

use in 12 countries, while in Ukraine – in the trial regions: Zaporizhia, Odessa and Kharkiv.

"If we want to integrate economically with the common EU market and join global value chains, we are simply doomed to implement the ideas of regional smart specialization in Ukraine», – the officer said.

Smart specialization is an innovative tool of the European Union for the development of regional capacity through two key approaches, in particular, taking into account local conditions and the transition to the knowledge economy. In practice, this transition involves identifying the competitive advantages and assets of the region, using its innovative and scientific potential. However, success in implementing Smart specialization can only be achieved if there is effective cooperation and synergy between local authorities, business, the academic environment and civil society.

The smart specialization strategy is a new concept of innovation policy that focuses on knowledge-based economic transformation. Successful implementation requires institutional capacity, a strong evidence base, an open dialogue with a wide range of interested parties, and viable monitoring systems, financing, and implementation systems.

SMART is a pretty broad concept, based on the concept of «smart, creative, comfortable». Smart can refer to objects and areas such as "smart city, smart manufacturing, smart organization". In such production as "Smart Factory" (smart production), supply, production, and implementation occur integrally, with a high level of automation of all processes: resource planning (ERP), relationship management (CRM), and chain supply management (SCM). Smart specialization has several components, the main ones are the concentration of innovative production in a certain area (cluster quality) and orientation to own niche in the market.

The interdepartmental coordination group has identified sectoral directions of reasonable specialization for Ukraine: resource materials; bioeconomics and biotechnologies; energy and power engineering; aerospace technologies; ICT;

healthy society. This approach is useful for finding market niches in a structured European market.

Smart city models are being formed at the local level – these are cities for life: priority is given to comfortable zones, smart homes, car navigation, bike paths, video surveillance as a safe tool, and electronic management.

«By 2020, there will be around 600 smart cities in the world. These cities will generate up to 60% of world GDP [1]».

In the regional space, outside the big city, smart specialization has significant prospects, not as a general holistic model so far, but as innovative local details of the territory development project.

Using the term «smart», «we must master the art of simultaneously incrementing economic value and human value in everything we do» [2]. The same author advises "don't be a passive victim of global change – it is very dangerous!.. We must learn to work and live «in networks».

"The Regional Development Strategy for 2021-2027" is currently being prepared for all regions of Ukraine, which requires the use of Smart methodology, which means a reasonable choice of priorities. The strategy aims to "transform, and not preserve regional economies". According to the smart strategy, the economy is "looking to the future".

References:

1. Blewitt J. Understanding sustainable development. Earthscan, London, 2008. p.p. 21-24.
2. Charles Landry. The Civic City in a Nomadic World: Hills Design, 2017. 288 p.