



BURGAS FREE UNIVERSITY

the new idea in education



INTERNATIONAL SCIENTIFIC CONFERENCE
DIGITAL TRANSFORMATION,
MEDIA AND SOCIAL COHESION

**THE DIGITAL PUSH TO THE
REGIONAL SMART
SPECIALISATION IN THE
QUADRUPLE-HELIX FRAMES**

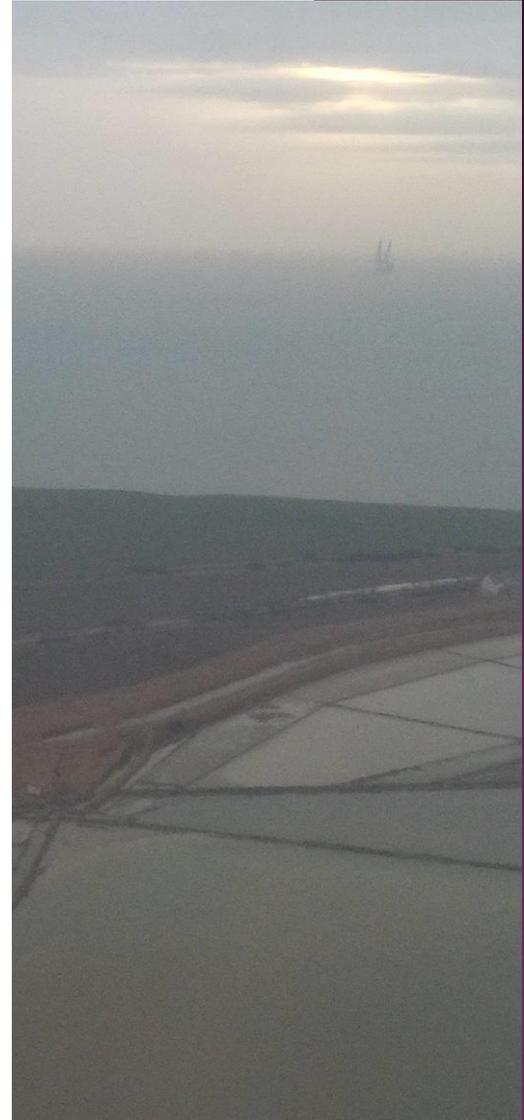
Prof Prof. Milen Baltov, Ph.D
Vice Rector, Burgas Free University

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BFU, Burgas, Bulgaria

WHY DIGITAL?

- ◎ Contemporary digital technologies:
 - lead to globalization
 - help solve environmental problems
 - necessitate the emergence of new business models
 - create conditions for significant regional differences in the living standards of the population

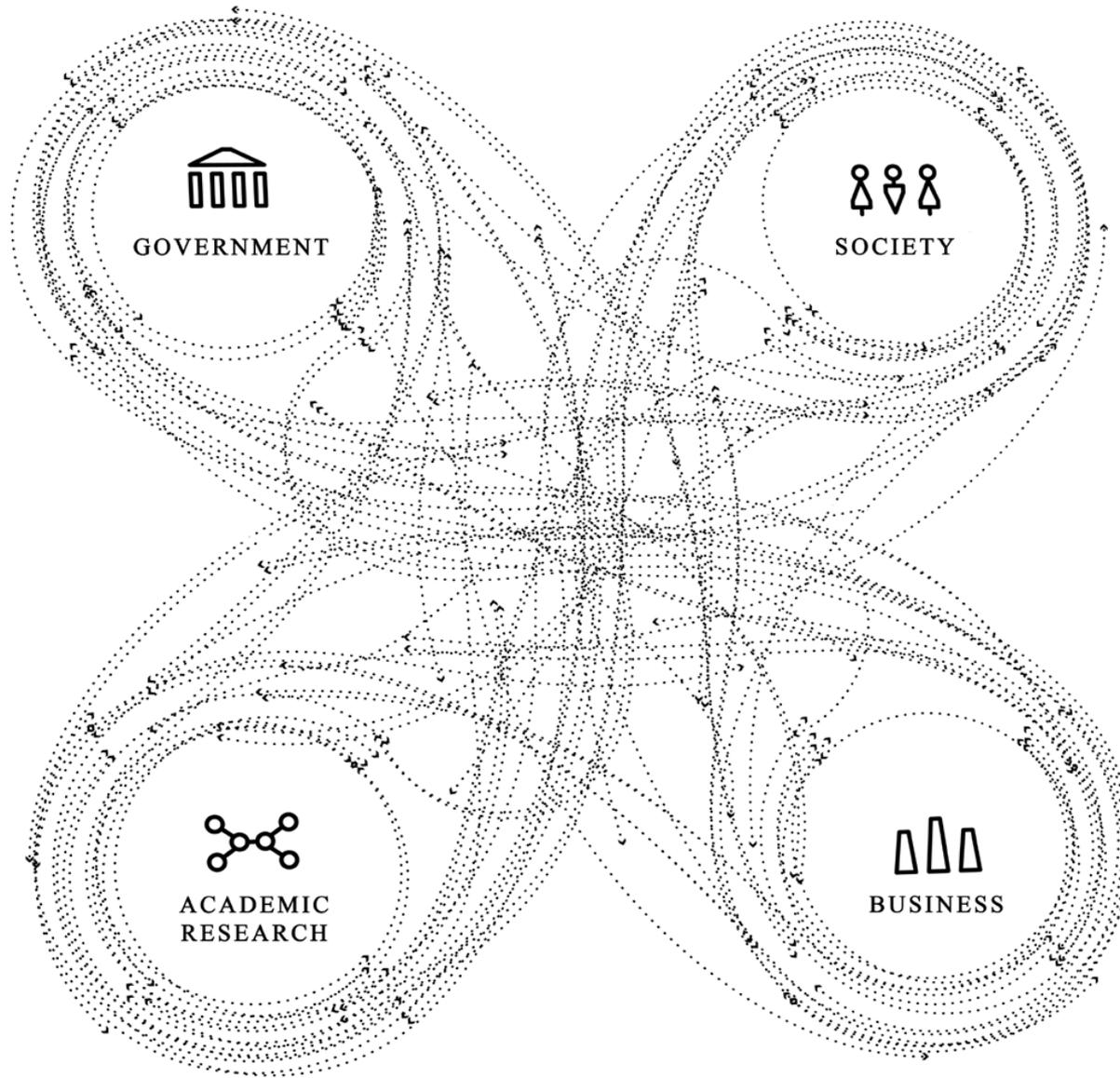


THE “D(R)IGITAL” D-REGIONAL ECONOMY

- ⦿ A need arises to devise strategies for
- ⦿ achieving a balanced and sustainable economic and social development of regions
- ⦿ for overcoming the existing intra-regional and inter-regional disparities



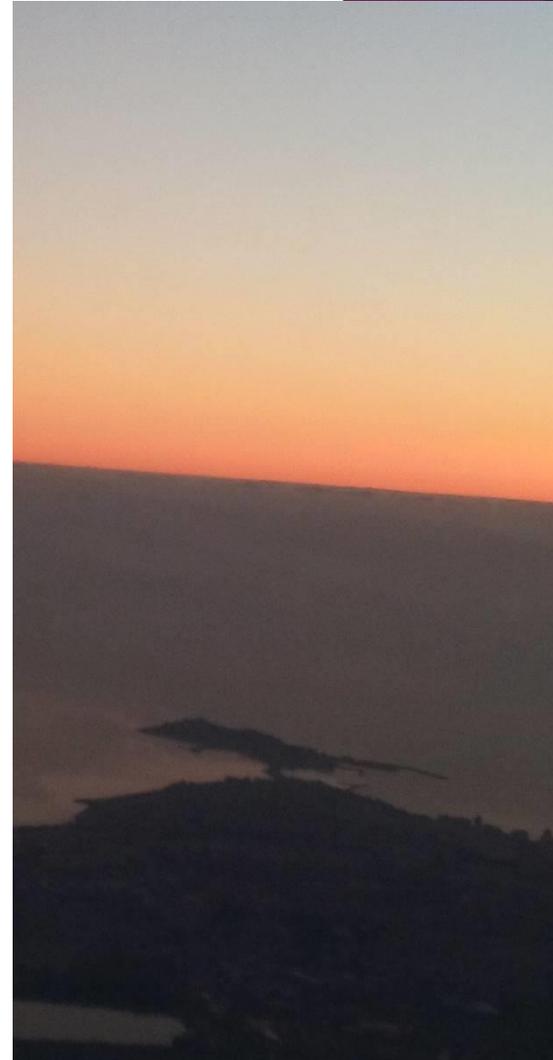
THE QUADRUPLE HELIX MODEL



QUADRUPLE HELIX MODEL OF INNOVATION

- ◉ Quadruple Helix Model of innovation recognizes four major actors in the innovation system:
- ◉ Science
- ◉ Policy
- ◉ Industry
- ◉ Society

Keeping with this model, more and more governments are prioritizing greater public involvement in innovation processes.



WHY “SMART” REGIONS?

- The design, building and functioning of smart regions provides the opportunity to
- come up with effective solutions for optimal utilization and saving of energy
- reduction of the consumption of non-renewable resources
- control of environmental waste
- ensuring sustainable development
- optimization of the efficiency of urban systems

All that leads to increasing the quality of life of the population.



THE REGIO-CROSSING POINTS OF THE QUADRUPLE-HELIX

In this paper key are the crossing points of the **Quadruple-Helix** model and the outlines of the sectoral specialization of the regional economies

- ◉ with their innovative potential
- ◉ the priority guidelines for the development of scientific research and innovations will be outlined
- ◉ A special focus will be on the digitalisation acting as a push factor for the processes.



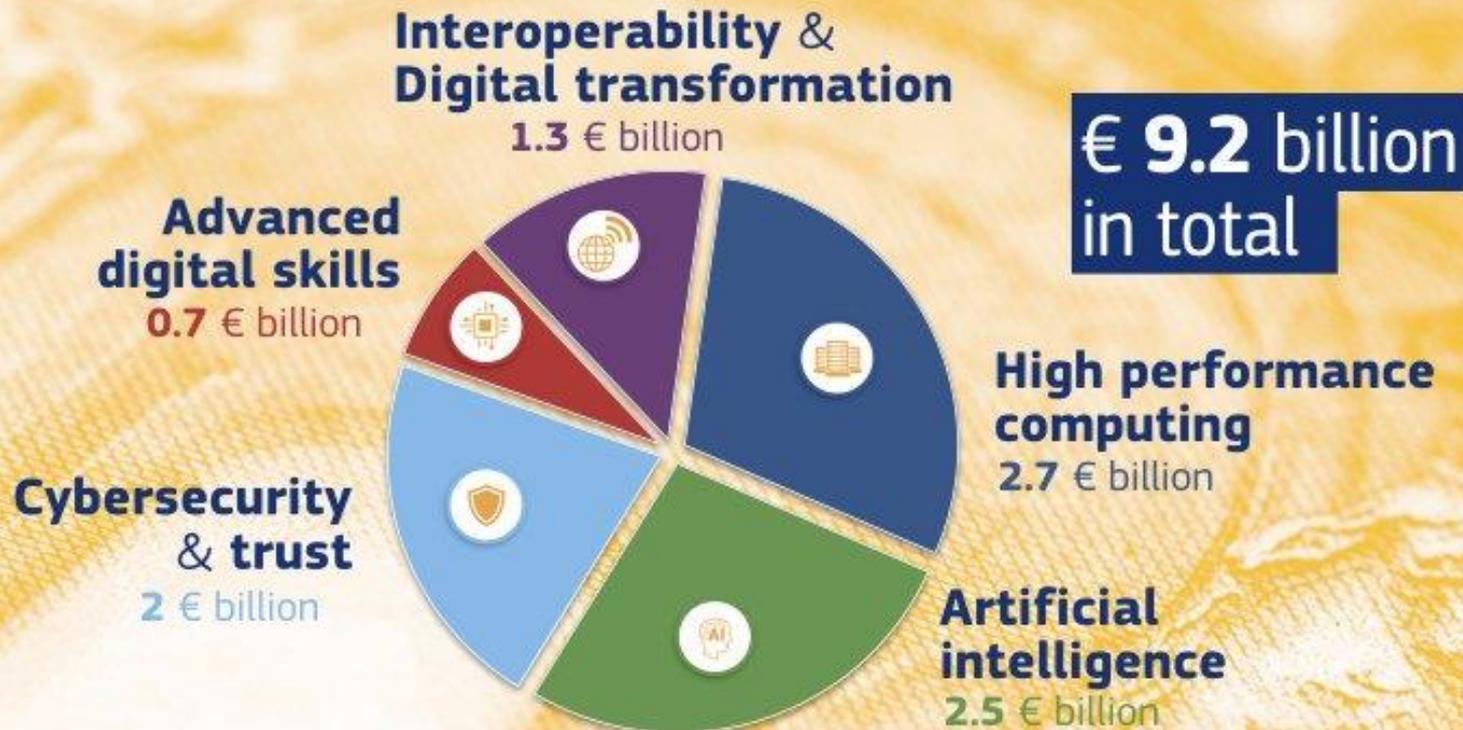
INDEXING THE REGIONAL INNOVATIVE LEVELS

- ◉ IRISI project - indexing the regional innovation levels in the sectors of the economy
- ◉ Scenarios for the identified in the Innovation Strategy for Smart Specialization four priority thematic areas in Bulgaria
- ◉ The smart specialization areas and their positioning towards the circular economy



THE REGIONAL INNOVATIVE LEVELS AND THE NEXT “DIGITAL EUROPE” PROGRAMME

Investing in the future: **Digital Europe** Programme



WHY DIGITAL EUROPE PROGRAMME?

◉ Boosting investments in:

- Supercomputing
- Artificial intelligence
- Cybersecurity
- Advanced digital skills

and **Ensuring a wide use of digital technologies across the economy and society**

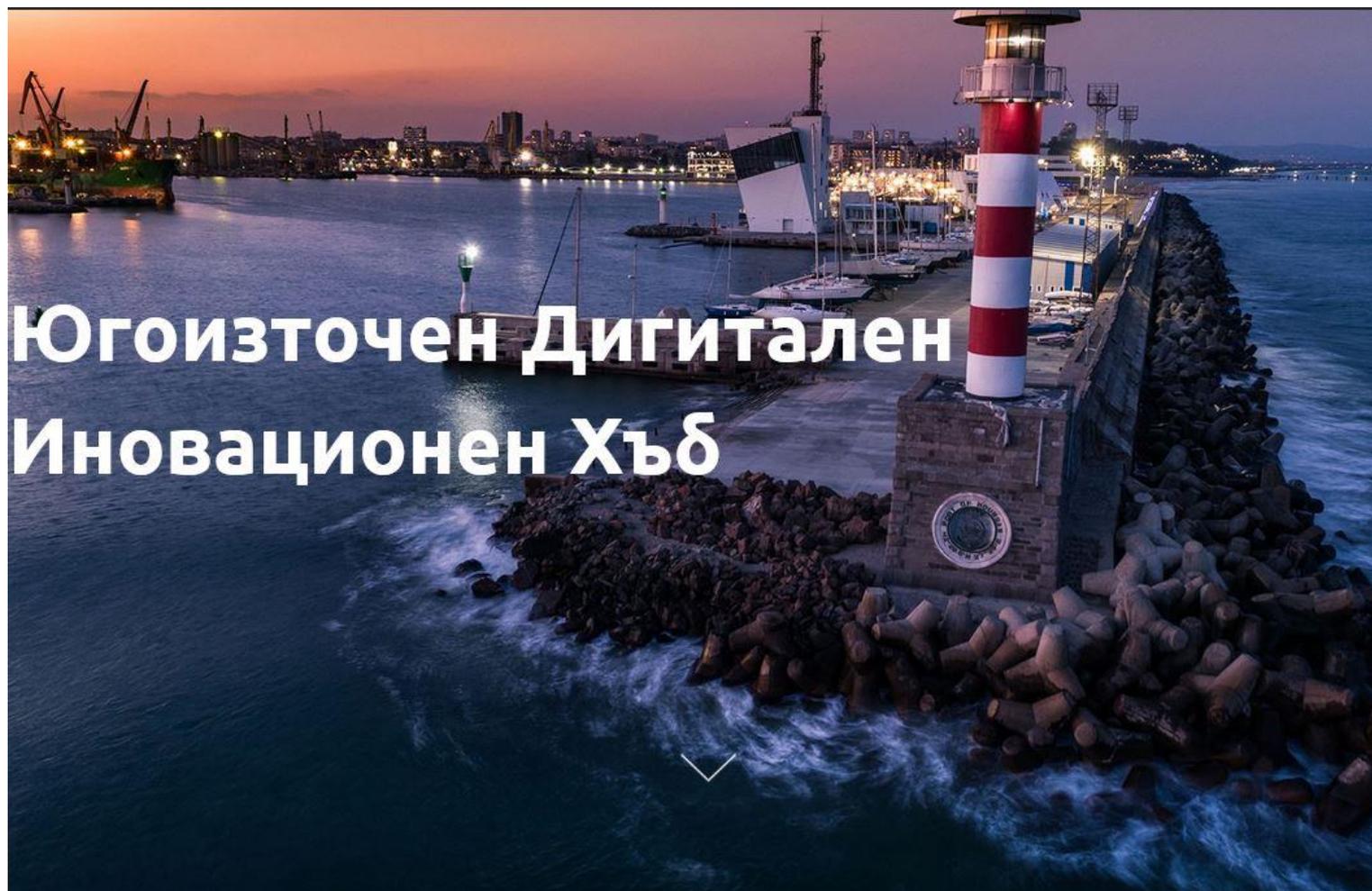


EUROPEAN DIGITAL INNOVATION HUBS IN DIGITAL EUROPE PROGRAMME

- ◉ EDIHs function as one-stop shops
 - by providing access to technical expertise and experimentation as well as the possibility to “test before invest”
- ◉ EDIHs help companies improve business/production processes, products or services using digital technologies
- ◉ They are to provide innovation services
 - financing advice, training and skills for a successful digital transformation
 - environmental support to energy consumption and low carbon emissions



THE “NEWLY BORN” IN BURGAS SOUTH EAST DIGITAL INNOVATION HUB



FOCUS OF THE SOUTH EAST DIGIHUB

○ Green mobility

- Logistics
- Supporting services to automotive supply chains

○ Blue economy

- Recreational services
- Integrating the maritime chains of attractions
- Biodiversity utilisation

○ Smart carbon-neutral development

- Resources efficiency solutions
- Smart transportation systems



FRESH IDEAS..

- ◉ *Establishing facility for promoting the quadruple helix oriented towards the circular and blue economy in the regions*
- ◉ *Developing regional expertise for the design and performance of big infrastructure interregional projects related with involvement of the society*
- ◉ *Promoting youth mobility related to the quadruple helix among the countries in the regions with societal and scientific impact*

