

## WHAT IS S3?

### A RESPONSE TO ECONOMIC CRISIS

Looking for a way out of systemic crisis, the European Union focuses on innovation and territories. To benefit from EU funding, each region is called upon to design an « economic transformation program » to maximise its potential over the next 15 to 30 years. This « smart specialization strategy » (S3) is based on three principles:

- # Concentrating resources on a limited number of priorities, activities and sectors where a region holds a competitive advantage.
- # Differentiation: moving from an imitative approach to the valorisation of specific assets.
- # Integration: greater openness to research and economic networks.

### A SHARED AMBITION

Réunion has grasped this unique opportunity to determine its future. For nearly 15 months, more than two hundred people from various fields (academic, economic and scientific...) were involved in collective territorial prospective exercises. Putting aside their differences and disagreements through workshops and discussion, they devised a new development model. This model will change the way Reunion is perceived. Turning back from fatalistic discourses, it promotes a creative approach to collectively exploit the strengths and opportunities provided by major developments around the world. The aim is to make Reunion the Indian Ocean's European platform for innovation. Innovation is a means to an end rather than an end in itself: S3's goal is to respond to current and future challenges faced by our island by developing exportable products and solutions, generating activity, jobs and social cohesion.

Three priorities have been identified:

- # **Tropical Bio-Economy** : build on our exceptional biodiversity and local capacity to respond to the central challenge of the 21st century: how do we preserve and strengthen our prosperity while preserving the natural heritage on which we depend so much?
- # **Experiential ecotourism** : boost the sector by focusing on niche eco-tourism, e-tourism and emotional travel experiences.
- # **Territorial agility** : strengthen Reunion's resilience faced with energy, health and social challenges, by focusing on the digital and collaborative economy.

### A STRATEGY FOR CHANGE

To turn these good intentions into results, we need to ease the expression of local talents. Besides sectoral action plans, the S3 aims to establish ideal conditions to foster creativity, entrepreneurship and innovation. This will be done by mobilising significant funds - 50% of ERDF funds for research and innovation, competitiveness and energy transition. A systemic action plan will also strengthen our collective abilities, bringing together key actors and improving the support system.

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# SMART SPECIALISATION STRATEGY



A letter from  
the President  
of the CRI

« If one does not know to which port one is sailing, no wind is favourable » said Seneca.

This is no longer the case for Reunion. The Island now holds a compass and knows the route to take: its Smart Specialisation Strategy (S3)! This strategic planning document, taking over from the Regional Innovation Strategy (RIS) written in 2010, is formally the condition needed to obtain PO 2014-2020 European funds via objectives set by the EU as part of the Europe 2020 strategy. But this document can also be viewed from a broader perspective: an ambitious territorial transformation. This transformation needs to take place in the utmost haste because our ability to adapt in a rapidly changing world will soon be harshly tested. We must therefore support the sectors on which our economy relies today while preparing for future challenges and new paradigms. Simultaneously, we must consolidate the drivers of new growth fuelling the knowledge economy in fields ranging from bio-economy, experiential tourism, the digital economy, healthcare, renewable energy and social innovations.

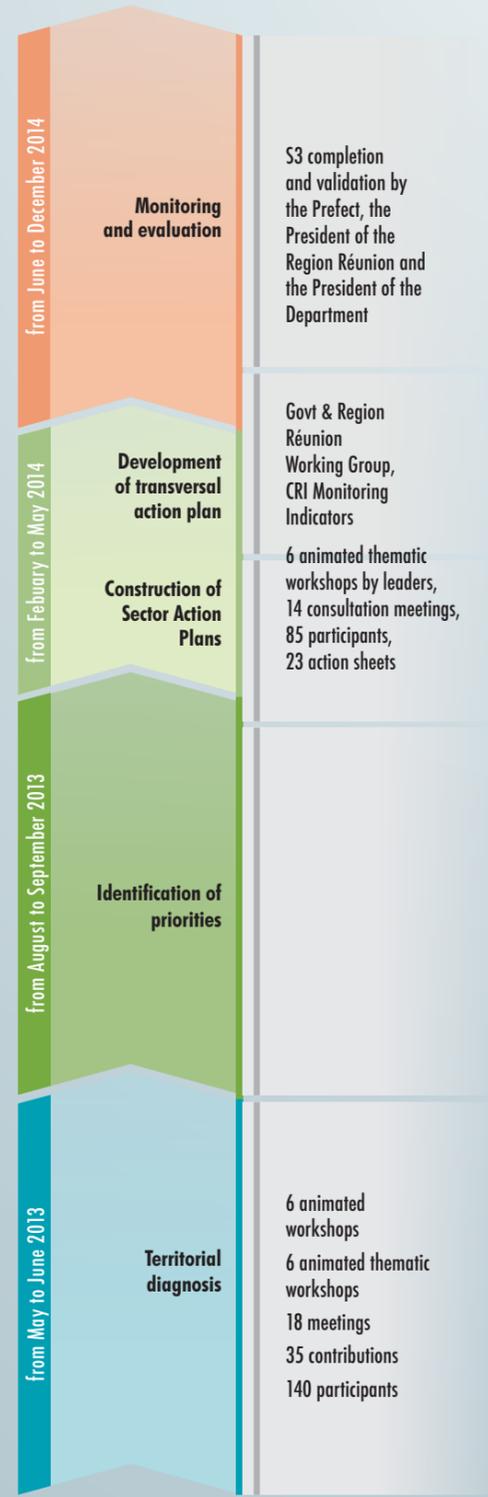
S3 is much more than a roadmap. It is primarily a catalyst for development. During the next five years, it will guide our investment choices to put our island on a path of steady and secure prosperity. This proactive attitude is essential to provide the tools our territory needs to meet the challenges the next two decades will bring, and thereby enjoying sustainable development to the horizon of the middle of this century.

Philippe JEAN-PIERRE  
President of the Regional Committee  
for Innovation in Reunion

## SIMPLIFIED S3 ORGANISATION



## S3 IN REUNION



## TRANSFORMING LA REUNION

