

Making the Most of the ESS:

Socioeconomic Impact of a Large-Scale Investment in Science Infrastructure

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- The acquisition of the ESS is a **big success** for the Öresund region
- Some of the benefits from the ESS for the region will materialize **automatically**
- Many of the more important strategic benefits depends on **additional actions**

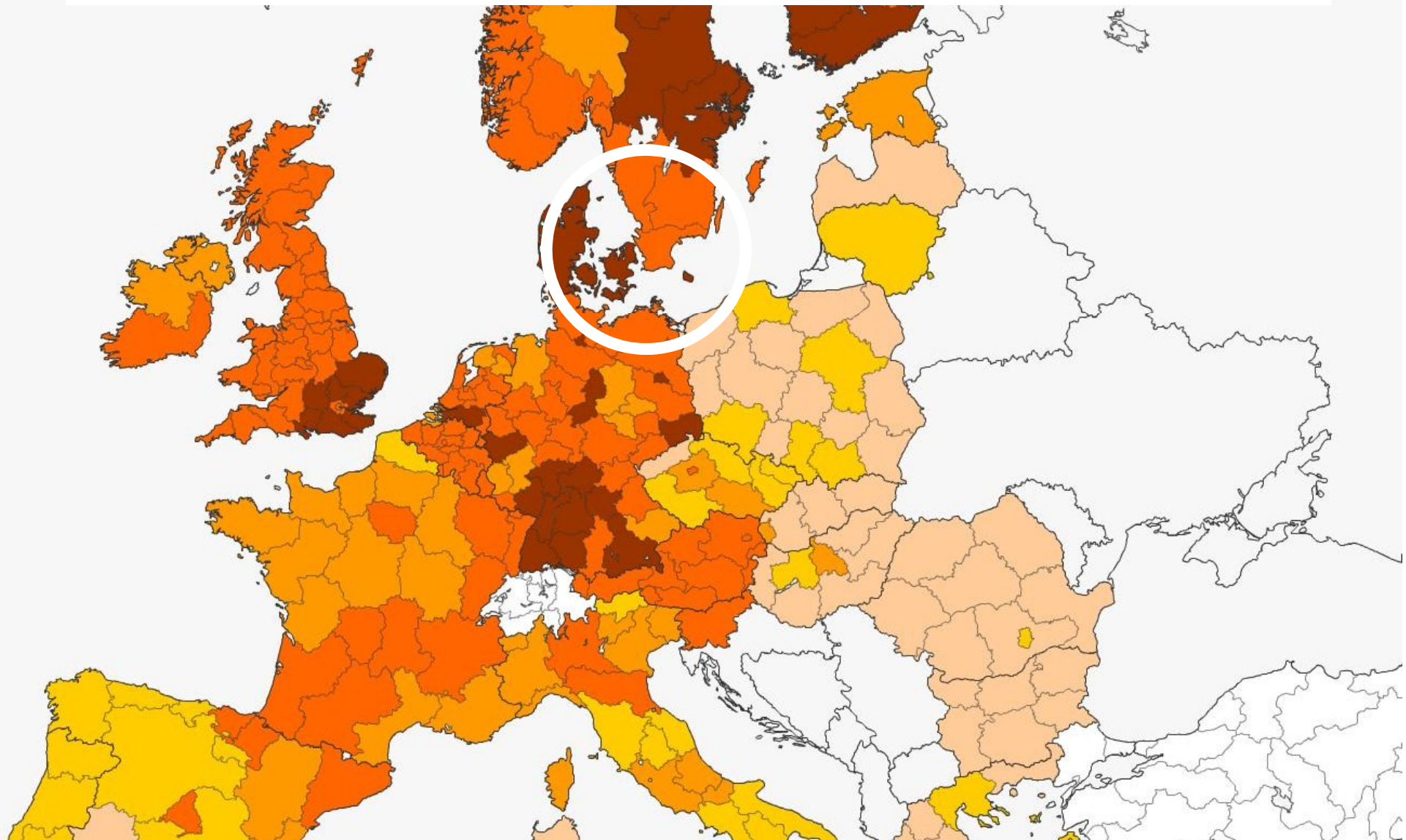
ESS is a Recognition of Regional Quality

- The ESS partners have made a significant **financial commitment** to attract the investment
- But the decision to locate ESS in the Öresund region is more than a reflection of the willingness to pay



- It acknowledges the **scientific capabilities** of the region
- It has shown the willingness of **regional partners to collaborate**

Regional Innovation Scoreboard



ESS as a an Investment: Primary Effects

- Spending on the **construction** site
 - EUR 1.38bn over an eight year period
 - planning assumes 30% of this to be spend in the region
- On-going **employment** of high-skilled staff (scientists, technicians) at the site
- On-going **demand for services**
 - Estimated at EUR 100m per year



ESS as an Investment: Secondary Effects

- Impact on **house prices** and **construction activity**
- Impact on **infrastructure demand and spending**
- **Multiplier effect** of direct spending (construction, on-going) on regional economic activity

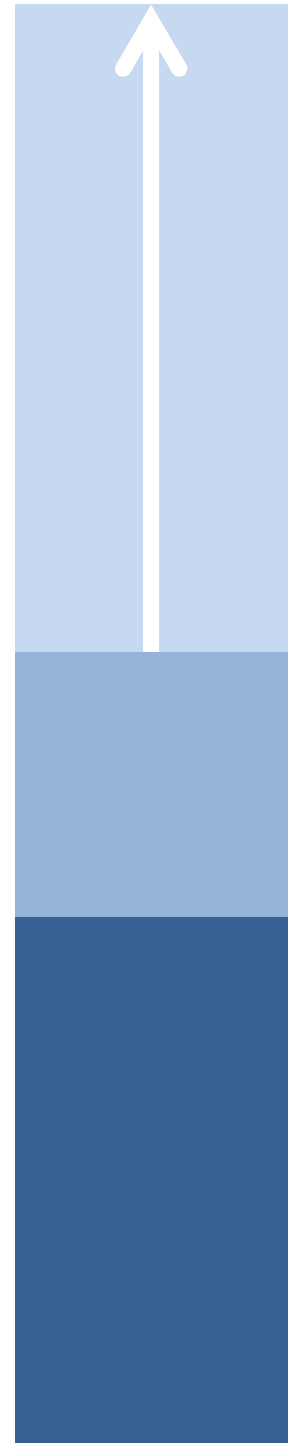


ESS as an Opportunity

- Platform for **new types of economic activity**
- **Attracting** skills and investment
- **Positioning the region** globally



- These benefits will only materialize **if the region takes action**



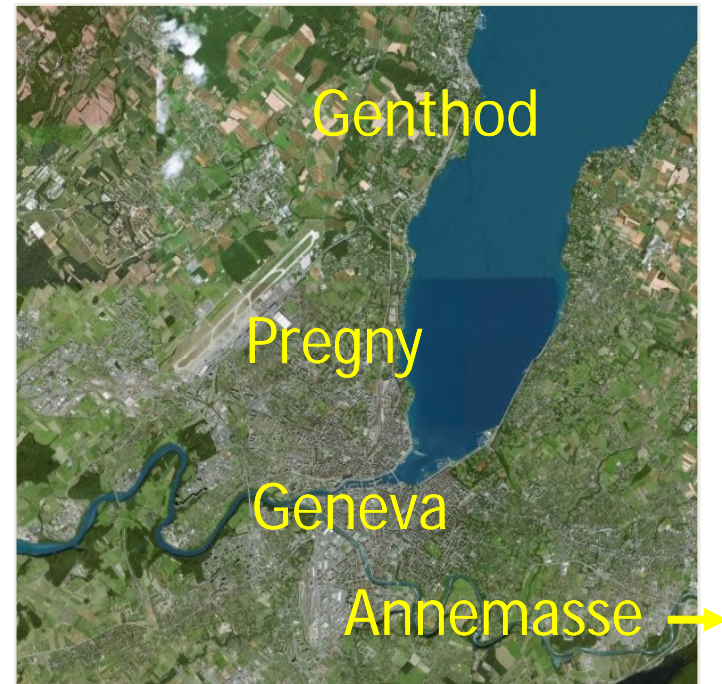
Clusters and Economic Value Creation: Two Cases

Palo Alto - SLAC



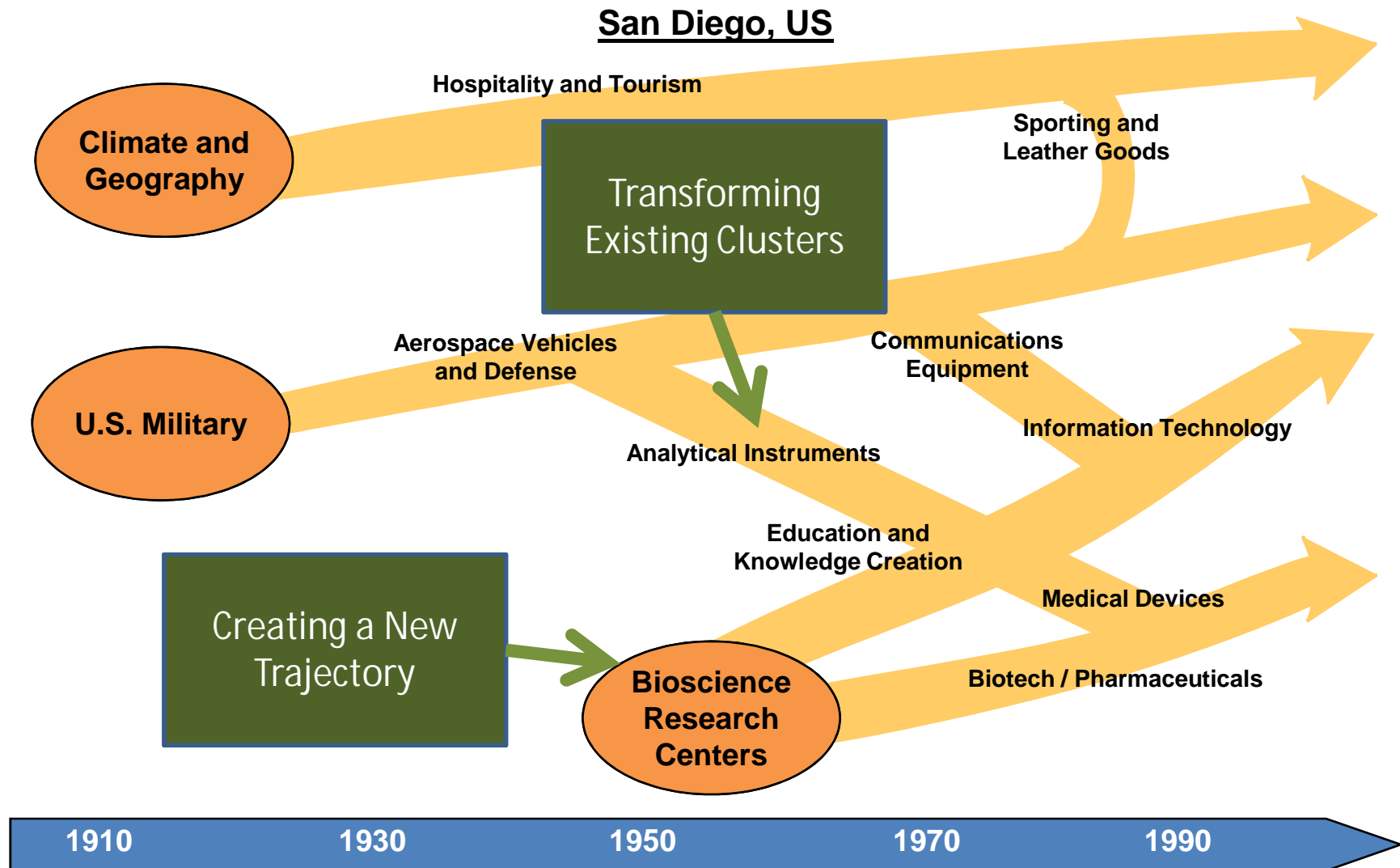
- Strong scientific capacity
- Huge economic value created

Geneva - CERN



- Strong scientific capacity

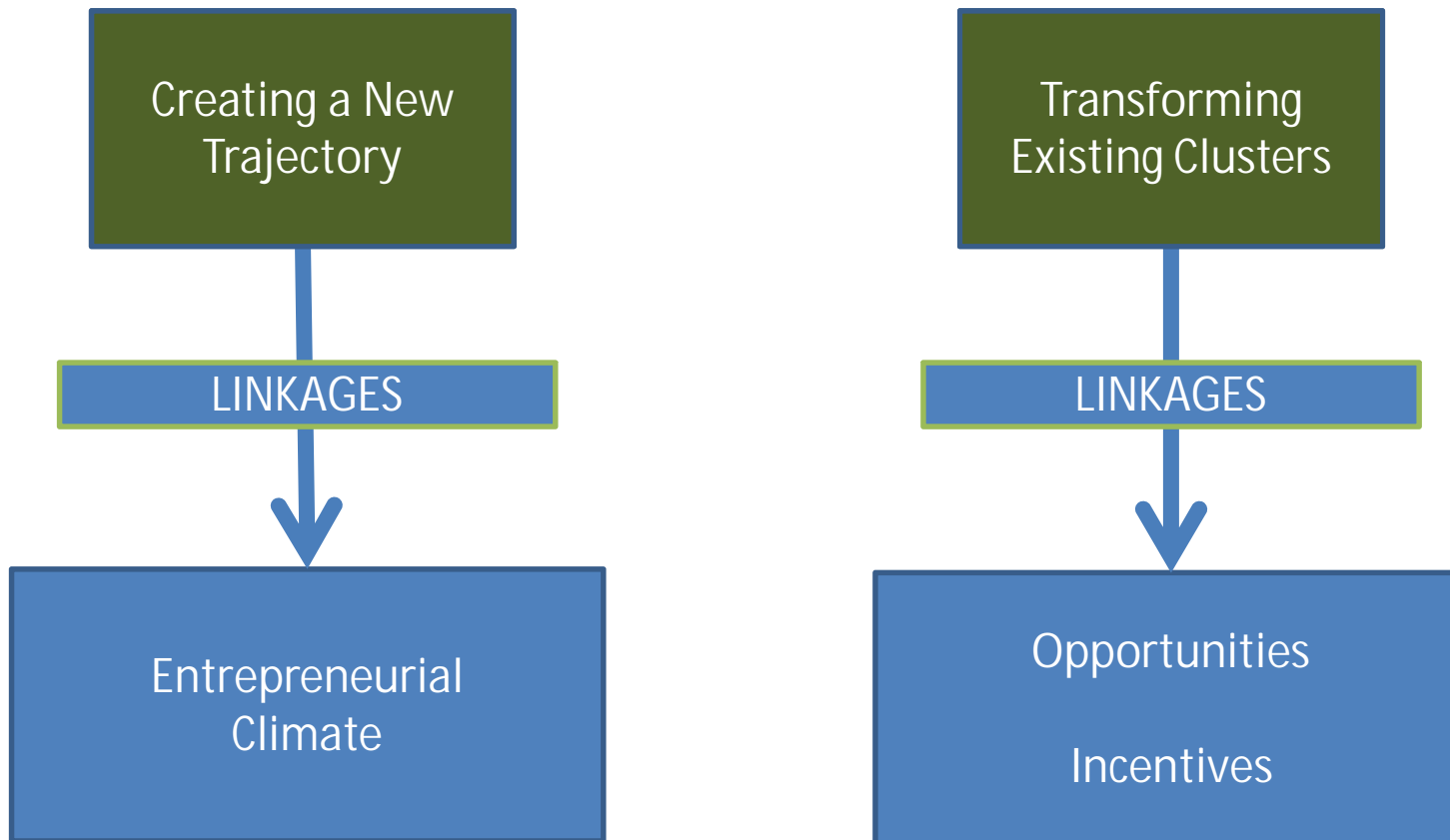
Platform for New Types of Economic Activity: How Do Regional Economies Develop?



Source: Porter, Monitor Company, Council on Competitiveness (2003)

Platform for New Types of Economic Activity

The Need for Complimentary Policy Action

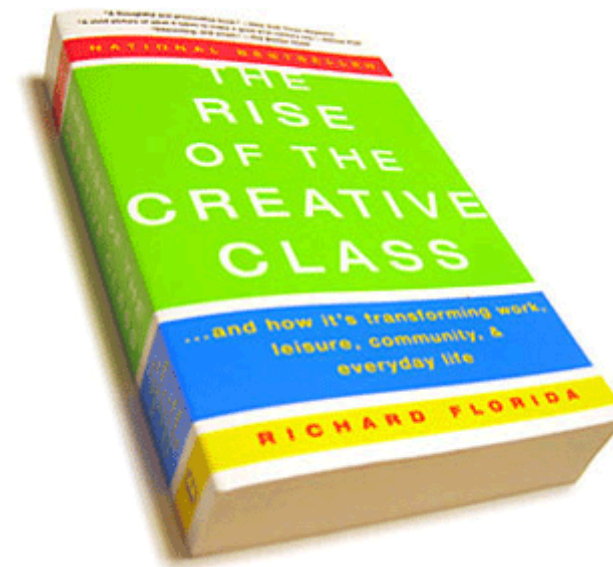
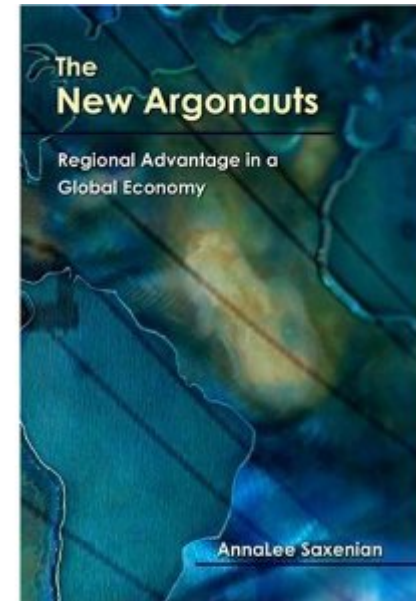


Attracting Skills and Capital

- ESS is putting the region on the map



- For what type of people, companies?
- How can they be approached?
- What else are they looking for?



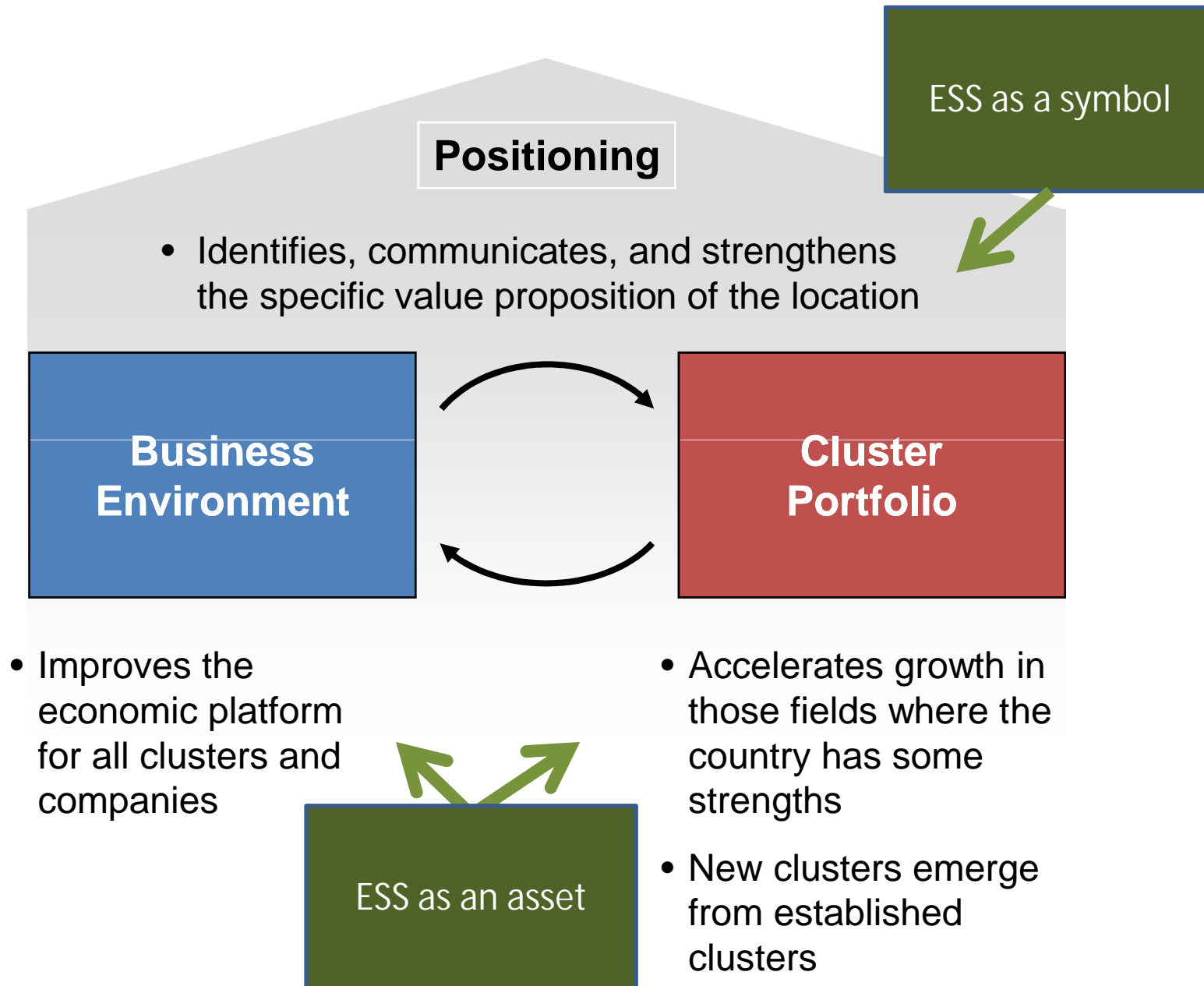
invest in skåne

part of business region skåne

COPENHAGEN

CAPACITY

Positioning the Region Globally



Transforming the Global Perception of a Region

**The Guggenheim,
Bilbao**

**The Olympics,
Barcelona**

**The Öresund Bridge,
Öresund Region**

- The symbol needs to **communicate specific attributes** about the Region that it wants to put at the heart of its positioning
- The attributes communicated need to be **credible** and **underpinned by other actions**

From Positioning to Action Plan



Positioning

Defining a unique overall position

- What roles in the world and regional economy?
- What is the unique value as a business location?
- For what range or types of business activities?

Priority Policies

Developing unique strengths

- What elements of the business environment are critical to the regional value proposition?

Best Practices

Maintaining parity on necessary qualities

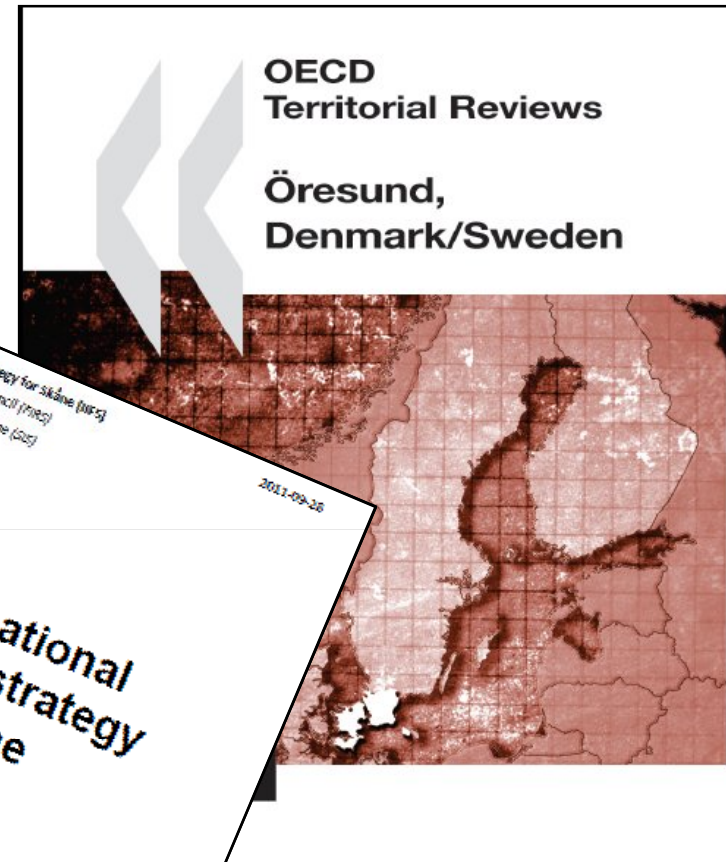
- What policy improvements are necessary to maintain parity with peer regions?

Others

Putting low emphasis on the rest

- What aspects of the business environment are currently of limited relevance?

Integrating ESS in the Regional Economic Strategy



Innovation Networks

– Equip your company for the future

- Find business partners who will add new value to your company's innovation
- Find inspiration on new trends and technologies to develop your company
- Find help to make your ideas concrete and test them



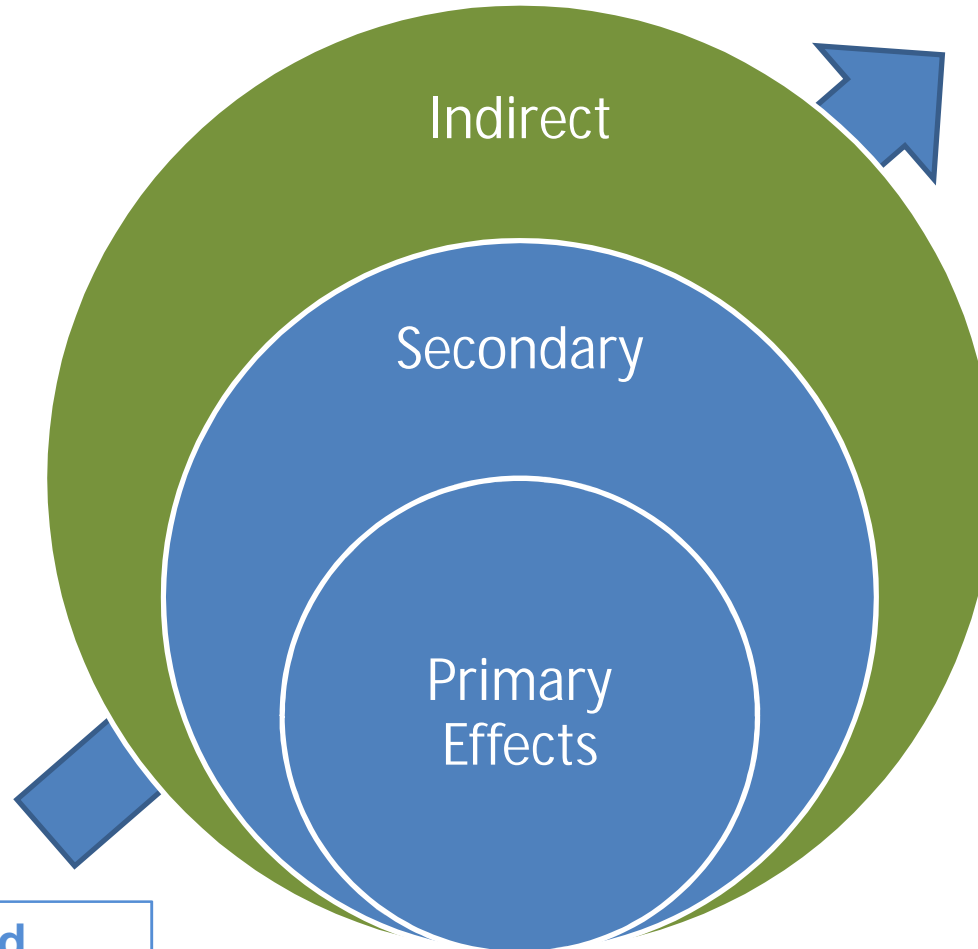
Danish Agency for Science
Technology and Innovation
Ministry of Science
Technology and Innovation

INNOVATION DENMARK



Making the Most of ESS

...more to play for!



Much achieved...