

# Press Release

## ***Tartu - City of Good Thoughts - makes you think twice***

The Estonian city of Tartu labels itself as the City of Good Thoughts. To the 20-odd participants of a study visit that took place from 11-14 June, this is certainly true. This city truly makes you think twice. The visit was part of the RELOS3 project, that focuses on smart specialisation strategies deployment with a local perspective and is funded by the Interreg Europe programme.

### **Woodworking and food forms the root of South-Estonian industry**

The visit to the very South of Estonia (Võru Region) was an eye-opener in how Smart Specialisation can be applied to more traditional sectors like woodworking and food. The group visited for example the Centre of Competence for Wood Processing and Furniture Manufacturing, a valuable link to civic society, foreign clients and other stakeholders. All companies visited highlighted their cooperation with universities and other research-based organisations. The involvement of SMEs in Smart Specialisation was considered to be an important factor in the region's success.

### **Start-up culture in ICT**

The word 'start-up' contains Tartu, and Tartu has a unique sTARTUp Day. To the outside observer it is a festival, devoted to entrepreneurship. Entrepreneurship is -so we learnt- even part of the national curriculum for students who study economy in secondary education - which a proper company! It sparked many interesting examples, such as the University of Tartu bringing the latest ICT-technology to traditional manufacturing processes - Industry 4.0!

### **Finally...**

Many one-to-one meetings were arranged, in order to discuss questions of RELOS3 participants in great detail and to do individual match-making. As such, the meeting provided fertile ground for further cooperation between Tartu and the other RELOS3 project partners. Certainly something not every visitor thought about before they came to Tartu!

### **Comment from a visitor**

On behalf of one of the partners, Daniele Cencioni from the Metropolitan City of Bologna commented *"Everywhere you breathe the air of innovation, the desire to succeed, and to give space to ideas, especially by young people. The innovation process seems to be benefit from the close collaboration between stakeholders and the lean structure of the institutions"*

### **Working conference in Groningen in November**

All partners will now set out to complete their Regional Action Plans (RAP). These are a compulsory part of all Interreg Europe projects and embody the end result of a three years of intensive learning. Partners will present their RAPs at a Working Conference in Groningen (the Netherlands), in November. For the latest news, follow us on LinkedIn, Twitter or our website: [www.relos3.eu](http://www.relos3.eu).

### **NOT FOR PUBLICATION**

The attached photos may be used without attribution:

1. Tartu's Project Manager Alo Lilles introducing match-making sessions
2. Group photo showing the RELOS3 partners during their visit to Võru Region

For more information, please feel free to contact Wian Stienstra, Communication Manager of the project, at +31 643 068 985, or by mail: [w.stienstra@ebdd.nl](mailto:w.stienstra@ebdd.nl). The project has a website: [www.relos3.eu](http://www.relos3.eu) and is found on Twitter: [@relos3eu](https://twitter.com/relos3eu)