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Mykola CHERNYSH, PhD student
of the Kyiv National University of
Technologies and Design

THE ROLE OF THE SMART SPECIALIZATION STRATEGY IN THE DEVELOPMENT OF THE CLUSTER MOVEMENT IN UKRAINE

The Smart Specialization Strategy appeared in Europe as a continuation and development of the sustainable development strategy. In the report "Europe 2020: a strategy for smart, sustainable and inclusive growth", developing countries are not yet sufficiently integrated into the processes of globalization, largely due to low indicators of innovative activity in the regions. Therefore, the strategy of "smart specialization" was developed by a group of independent experts with the aim of eliminating the transatlantic investment gap in research and development (R&D) of European regions [3].

The strategy of "smart specialization" of regions is considered in Europe as a way of effectively managing the development of regions, which is based on a decentralized, individualized approach to ensuring economic growth. Some conclusions about the experience of implementing "Smart Specialization" are presented on the website, where it is emphasized that investments in innovation should be based on the potential and strengths of the region, "and not finance projects indiscriminately and risk duplication and fragmentation of investments." Therefore, to receive targeted funding, the region needs to form and justify its reasonable specialization.

To implement the "smart specialization" strategy in Europe, a few tools have been created, the most important of which is the Smart Specialization Platform [3] (Smart Specialization Platform), which is, in fact, a database and information that defines the intellectual specializations of regions that can be used for choosing development and cooperation priorities.

Smart specialization contributes to the transformation of regions into regional clusters [3]. The project on smart specialization in Ukraine has been ongoing since 2016, but today there is no region where this strategy has been launched and functions effectively.

It should be noted that comparing the approaches of the smart specialization strategy with the approaches using the cluster movement in Ukraine and Industry 4.0 (table 1), we see that they are de facto identical.

Table 1

Key approaches in the Smart Specialization Strategy and the cluster movement in Ukraine

Approaches	Smart Specialization Strategy	The cluster movement in Ukraine/ Industry 4.0
The main focus is on innovation and high-tech sectors of industry	+	+
Interaction "science-business-state-society"	+	+
Regional focus	+	+

Source: systematized by the author based on [3,4]

Both approaches emphasize innovation and focus on high-tech industrial sectors, both cultivate a spirit of science-business-state-society cooperation, and both have a regional focus.

In the project of the National Cluster Development Program until 2027, there is a separate section on integration with the S3 strategy, and clusters are positioned as Tool No. 1 for the implementation of S3 strategies. Thus, it can be observed that the cluster movement and Industry 4.0 in Ukraine developed "on their own", and the S3 project - on its own. However, in 2021, thanks to the Institute of Economics and Forecasting of the National Academy of Sciences of Ukraine, this gap was leveled - with the emergence of the "Integration 4.0" mini-project. The target model of which reflects the framework and rules of effective cooperation, and in accordance with the real situation of various stakeholders of innovative industrial ecosystems in Ukraine.

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