

Embedding the Sustainable Development Goals into the Latrobe Valley Authority's Smart Specialisation Strategy

Countdown to 2030: Challenges for the SDGs

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REGIONAL CENTRE OF EXPERTISE
ON EDUCATION FOR
SUSTAINABLE DEVELOPMENT

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LATROBE VALLEY
AUTHORITY



Latrobe Valley, Gippsland





Our Vision

A strong future for the Latrobe Valley and Gippsland

Our Purpose

*To be a catalyst for **place based transition, transformation and long term sustainable prosperity***

Our Goals

Everyone has the opportunity to contribute to and share in Gippsland's prosperity

Gippsland is innovative, competitive, adaptive and diverse for the benefit of all

Gippsland's natural and built environment is sustainable, safe and attractive

Gippsland communities are connected, active and vibrant

Our Integrated Actions – how we will achieve our vision, purpose and goals

Enable collaborative networks with shared intent through multi-level governance and leadership

Genuine collaboration and leadership on areas of common need and interest through agreed inquiry and problem-solving, should lead to better decisions for collective benefit.

Identify and advance areas of competitive advantage

Understanding and leveraging the region's competitive advantages (social, economic and environmental) through innovation and collaboration, is critical to achieving Gippsland's future prosperity.

Partner to develop knowledge and skills that align with regional strengths

Connecting with organisations across the system to build the knowledge and skills that underpin regional capability is essential for driving regional strengths now and into the future.

Facilitate the development and activation of places, spaces and people

Supporting thriving communities through the collaborative design, development and delivery of opportunities that build social engagement and community connection, enhance liveability, support positive health and wellbeing and encourage active participation.



Aligned with the United Nations Sustainable Development Goals

GIPPSLAND SMART SPECIALISATION

Smart Specialisation is based on three principles (S3)



Smart

Identify the region's own strengths and comparative and competitive assets



Specialised

Prioritise research and innovation investment in competitive areas



Strategic

Define and develop a shared vision for regional innovation.

What is Smart Specialisation?

A **place-based** approach to regional development that aims to boost economic activity and employment by enabling regions to **identify and develop competitive** products and services.

Why Smart Specialisation?

We researched local, national and international approaches that support regional transformations, including exploring regions experiencing significant structural transition.

Where did Smart Specialisation come from?

It is an endorsed process in the European Union's regional development policy and has been adapted to Gippsland by researchers from the University of Melbourne and RMIT.

IDENTIFIED REGIONAL STRENGTHS



Health and Wellbeing



Tourism



Energy

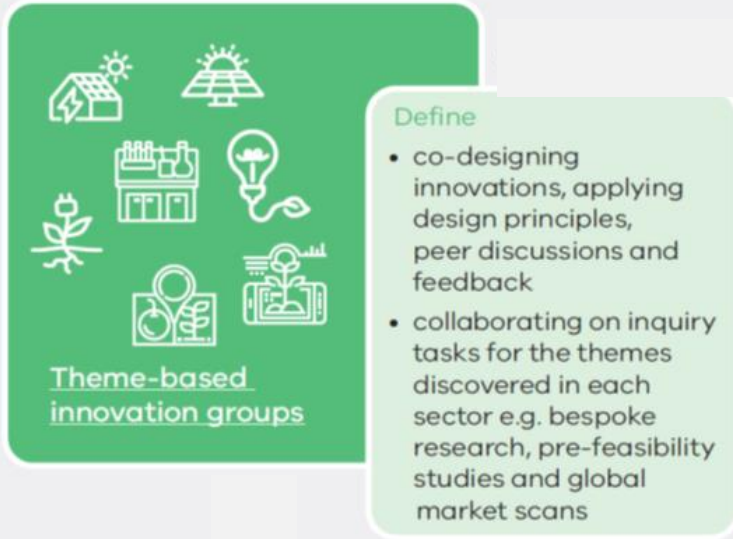


Food and Fibre

GIPPSLAND SMART SPECIALISATION

Stages - Define

Define stage - True collaboration and codesign



- The LVA has partnered with Destination Gippsland, Food & Fibre Gippsland and Gippsland Climate Change Network to identify and develop competitive products and services within our regional strengths.
- Bottom up, not top down – ideas come from people that live in the region with representation from community, industry, education and training, and government (Q-helix).

Private sector

Investing in people and ideas that will create growth.

Community sector

Linked to and benefiting from larger regional vision.



Public sector

Developing coherent policies that link territorial development to innovation and higher education.

Higher education sector

Generating intellectual and human assets for the region through strong research application with industry and public sector.

GIPPSLAND SMART SPECIALISATION DESIGN PRINCIPLES AND COMPETITIVE ADVANTAGE



Value chains and markets



Collaboration and inclusion



Leadership and governance



Business model



Sustainability



Workforce capability



Domestic and international policy



Marketing and communication



Technology and innovation

Competitive Advantage: Making the most of Gippsland's assets and attributes through emerging, innovative opportunities and markets

We investigate opportunities using these **Design Principles** to see if there is Competitive Advantage



Infrastructure and siting



Social benefit



Finance and investment



Continuous improvement



Scanning related activities

Developing pathways for the Sustainable Development Goals to influence strategy and action in Gippsland



1. To align the LVA's statement of direction to the Sustainable Development Goals (SDGs)
 2. To integrate the SDGs into the Gippsland Specialisation (GS3) approach.
 3. To model this approach in ways that can be shared with other Gippsland organisations who wish to also integrate SDGs into their practices
- Increasing collaboration of industry, community, government and education by inviting the GS3 partners and wider networks to contribute to and test the model
 - Enabling businesses to plan and report against the SDGs will increase their competitiveness globally, particularly for emerging market opportunities in the US, UK and Europe
 - Encouraging and enabling organisations to plan and report against the SDGs could drive innovation and contribute to state government policies, e.g. Climate Change Strategy

Progress to Date

- Undertaken a literature review on how the Sustainable Development Goals have been implemented globally across a range of settings, focussing on methodologies and lessons learnt
- Analysis of how the SDGs are being implemented across a range of settings in Australia
- Completed a series of focus groups with the four areas of regional strength (Food and Fibre, Tourism, Health and Wellbeing, Energy) and the four prongs of the Q-helix (Government, Industry, Community, Education)
- Commenced mapping of the LVA statement of direction and the design principles of Gippsland Smart Specialisation to the SDGs
- Working with each of the regional strength teams to map the SDG goals and targets

Supporting Statements

- “I think there's a real **resilience element** there that is missing when you're not focusing on all these elements that the SDGs bring to you”
- “so I think in simple terms I think **if you don't consider the initiatives of the SDGs or any sustainability matter, any business will be out of business** in the short to medium term”
- “Reputational risk is if we're trying to grow jobs and education and employment in our sectors, you know you want to be **attractive as an employer of choice**”
- “I think by just even looking at SDGs, it **makes you start looking at your business differently** and your destination differently”
- “I think I can see how this could benefit us, not only in attracting support from other bodies, but certainly in the **responsibility that we hold inside our Community** for making sure that we're a leader in this space”
- **Consistency in the language** of the goals from the Community
- **Cross-sector approach** that brings everyone to the table
- “...**demonstrating your ethical credentials** in a very clear way and the huge swing towards people wanting to understand the provenance of the food and drink that they consume”
- Demonstrating your **point of difference** in a competitive marketplace, globally
- “I think **the times right** for the conversation” (around Boards across Gippsland)

Focus Group Summary

- There are established frameworks that the different sectors report to
- Many of these have synergies with the SDGs
- Most industries can see clear advantages in adopting this framework for market access and highlighting their point of difference
- Need to emphasise the why
- The time is right for this work, particularly for the region in transition
- Strongly support a regional strategy that each of the sectors can contribute to
- The leadership of this work remains a question – although working in with existing bodies (e.g. Regional Partnerships) favoured
- Support needed in developing tools, education, story-telling