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Ключевые слова: экономический закон, экономическая категория, рынок, цена, методы анализа, эластичность, “условия” торговли.

Ключові слова: економічний закон, економічна категорія, ринок, ціна, методи аналізу, еластичність, “умови” торгівлі.

Keywords: economic law, economic category, market, price, methods of analysis, elasticity, the "conditions" of trade.

IMPLEMENTATION OF INNOVATION STRATEGIES IN ŚWIĘTOKRZYSKIE VOIVODESHIP ON THE EXAMPLE OF ACTIVITIES OF THE REGIONAL CENTRE FOR INNOVATION AND TECHNOLOGY TRANSFER IN KIELCE

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Grochal W., Juszczyk A. Implementation of innovation strategies in Świętokrzyskie voivodeship on the example of activities of the regional centre for innovation and technology transfer in Kielce. The article describes different views on innovation, including the views of J. A. Schumpeter, considered the author of the innovation theory. It also presents documents governing the innovation activities at regional, national and EU levels. The major part of the article describes the innovation activities of the Regional Centre For Innovation And Technology Transfer in Kielce.

Грохал У., Ющик А. Реализация инновационных стратегий в Свентокшиское воеводстве на примере деятельности регионального центра инноваций и передачи технологий в Кельце. В статье описываются разные взгляды на инновации, в том числе мнения Й. Шумпетера, который считается автором теории инноваций. Также представлены документы, регулирующие инновационную деятельность на региональном, национальном и европейском уровнях. Основная часть статьи описывает инновационную деятельность Регионального центра по инновациям и трансферу технологий в Кельце.

Грохал У., Ющик А. Реалізація інноваційних стратегій у Свентокшиское воеводстве на прикладі діяльності регіонального центру інновацій і передачі технологій в Кельце. У статті описуються різні погляди на інновації, у тому числі думки Й. Шумпетера, який вважається автором теорії інновацій. Також представлені документи, регулюючі інноваційну діяльність на регіональному, національному і європейському рівнях. Основна частина статті описує інноваційну діяльність Регіонального центру по інноваціях і трансфері технологій в Кельце.

Introduction. The Republic of Poland (as a member of the European Union) strongly advocates Ukraine's pro-European ambitions, especially since Ukraine is considered Poland's economic and political partner. The multi-faceted cooperation of our countries started with the beginning of the independent state. However, it should be emphasized that the cooperation of Vinnytsia Oblast and Świętokrzyskie Voivodeship has an even richer history, as it dates back to 1958. The authors' goal is to present the theoretical aspects of innovative activities and the documents – both European and national – regulating this sphere. But most of all, they wish to present the practical side of this type of activity, basing on the actions not only of the governmental and self-governmental authorities, but also of another significant entity involved in this sphere: the Regional Centre For Innovation And Technology Transfer.

European and national regulations on implementation of innovation strategies. Having read a number of articles on innovativeness, one can get an impression that there is no one generally accepted definition of this term. The Polish Encyklopedia PWN includes two entries: 'innovation' and 'science and technical innovation'; the first one denotes innovative activities (1). The author of the innovation theory J.A. Schumpeter states in his work *Business cycle*: “we will simply define innovation as the setting up of a new production function. This covers the case of a new commodity as well as those of a new form of organization such as a merger, of the opening up of new markets, and so on” (2). Oskar Lange initially described this definition as “too broad” and proposed an improved version of it (3).

In his economic and sociological theories, Schumpeter was (like Weber and Sombart) loyal to the concept where it is assumed that exceptionally enterprising and innovative leaders play an important role in the development process (4). In our opinion, it is worth to draw into attention Schumpeter's idea that innovation is “a feat not of intellect but of will” (5). This is another of his arguments concerning the role of leaders' determination in innovative activities.

In economics there are two basic approaches to innovation:

1) an approach where it is assumed that innovations are independent in character and it is only possible to predict the results of economic changes that are caused by the innovations,

2) an approach where it is assumed that innovations are a result of conscious and organized activity and that their development can be supported institutionally.

In the first approach it is assumed that institutional influence on creation and development of innovations is in fact impossible, innovations are believed to develop on their own, as an effect of work of independent innovation entities. However, this approach is not prevalent.

Today in developed countries the second approach is employed, it is assumed that there are great possibilities for institutional support for creation and development of innovation. The economic policy of the European Union is based on this approach. Rising competition and creating innovations were major factors which lead, in March 2000, to setting out of the Lisbon Strategy (6) which described the primary goals of the organization for the years 2000-2005, subject to further amendments. In result, the Strategy had been implemented for almost ten years and its goal was to make the EU the most dynamic and competitive economic region. Wide ranging studies – especially in the modern fields of knowledge – were supposed to be the ground for the planned changes.

The content and the realization of the Lisbon Strategy received varying evaluations from different authors, they were evaluated also in the W. Kok's Report (7). The Lisbon Strategy was replaced with the Europe 2020 strategy which was announced on March 3, 2010 (8). The Europe 2020 strategy gives reasons for the changes that have been made, it also lists the priorities and goals which the European Union and its member states will be aiming at (9).

The role of regions is important in the economic development of a country – this view is shared by the EU authorities. This refers also to innovations which, when functioning in the economic system of a particular region, are easier to implement. This is why Świętokrzyskie Voivodeship worked out the Regional Innovation Strategy of the Świętokrzyskie Region for 2005-2013.

From the formal point of view, the impulse for that came from the guidelines of the Lisbon Strategy which set a minimal increase in funds for studies and development (B+R) and reforming of the study financing system. This situation of innovation helped to determine the vision, the regional development mission and the goals, basing on the weak and strong points analysis (10). One of the key participants of the innovation strategy, along with the Office of the Marshal and the Kielce University of Technology, was the Regional Centre For Innovation And Technology Transfer (RCITT), which was listed on the third position of the “500 most innovative firms in Poland for 2004” (11). The conditions for promotion of innovative activities and development of innovative initiatives in the region were a subject of studies. The evaluation and recommendations were included in a report (12).

The role of RCITT in the region's economic system. The Regional Centre For Innovation And Technology Transfer Ltd (RCITT) is an institution which, for over eleven years now, has acted in aid of strengthening the economic position of the Świętokrzyskie Region in the national and international arena (13). The Świętokrzyskie Region and the Kielce University of Technology are currently the shareholders of RCITT. Partners of RCITT include institutions and organizations making up the regional entrepreneurship system, that is: business support institutions, small and medium companies, research and didactic centres, local self-governments and inventors. RCITT gathers many experienced experts who work under a contract of mandate or a contract for specific work during realization of a given project. The experts include national and international specialists, as well as research workers of academies of Kielce. RCITT is registered with the National Service System managed by the Polish Agency for Enterprise Development for the following types of services: consulting services of a general nature; consulting services of a pro-innovation nature; training services; information services

The RCITT's mission is to enhance the competitiveness of our region in the fields of manufacturing, services, education and management. The Company, as one of the region's leading enterprise support centres, offers a range of

information, consulting, training and expert services to individuals, companies and public entities. Currently RCITT is carrying out several projects of regional, national and international range in the fields of new technologies, enterprise support and knowledge transfer.

The actions taken up by the Company made it possible to: initiate and co-create a strategic document "Regional Innovation Strategy of the Świętokrzyskie Region" (gaining a grant from the Scientific Research Committee); initiate (choose partners and start a consortium) and co-create the e-świętokrzyskie project; carry out over 40 projects in favour of the region; coordinate project activities of 46 national and regional institutions; gain over 365 million PLN for the region's entrepreneurs and institutions to help them carry out investments; organize ca. 700 conferences; train ca. 20,000 beneficiaries in the above-mentioned meetings; carry out over 200 technological audits; carry out over 50 knowledge transfers. One of the Company's major activities is the promotion of renewable energy sources and their use in favour of energetic safety at regional and cross-regional levels.

In order to systematically achieve the objectives set, the Company offers training services in the following fields: efficient energy economy, energy management in an enterprise; designing innovative energy-efficient buildings; energetic efficiency in using of civil structures; training courses on: micro installations, solar installations and photovoltaic cells, agricultural and industrial biogas plants, new technologies in obtaining energy from biomass, heat pumps and geothermal energy, wind power, hydroelectricity; energy efficiency auditor; specialist in raising funds for efficient energy use in an enterprise; installations in building which foster efficient energy use; impact of material and technology selection on energy efficiency; training courses on efficient energy use; business innovation forum; Partner Search – forums of a conference nature with a fair/exchange component which help to effectively promote innovation solutions, to establish cooperation of scientific communities and companies, to search for partners and to create local and regional partnerships which serve commercialization of knowledge and technology in the scope of efficient energy use. Expert advisory and information services for small and medium enterprises from the Świętokrzyskie Region offered by the workers of the Energy Efficiency Competence Centre at RCITT: innovation implementation strategy which specifies how and at what degree innovations can and should be used in order to reach strategic competitive advantage; energy performance certificate, a document which specifies the energy demand necessary to meet the requirements related to a building or premises usage, it is the main element of the energy rating system of existing buildings, it includes information concerning the energy efficiency of a given building, it is a type of evaluation which indicates the energy-efficient parts of a building and the potential modernizations and improvements; technology audits; energy reviews in enterprises; developing energy management optimization models for enterprises.

Expert advisory and information services related to realization of energy projects in the Public-Private Partnership formula: developing investment feasibility and profitability studies based on the PPP for enterprises; concepts of comprehensive investment implementation services in the PPP formula; informative actions concerning investment implementation based on the PPP.

Study grants and knowledge transfer in the form of internships for research workers: study grants for doctoral students who implement innovative solutions in given sectors or develop solutions for existing problems in their research work; internships in enterprises for research workers, which allow them to acquire new qualifications in the fields crucial for the Świętokrzyskie Region, according to the Regional Innovation Strategy.

Implementation of international projects is a crucial element of the Company's activities. It helps to acquire new knowledge and experience in the field of renewable energy. The key projects are: "Supporting the Use of Renewable Energy Sources and Increasing Energy Efficiency" coordinated by the Hungarian Ministry of National Development; the Enterprise Europe Network project implemented within the EU's 7th Framework Program.

The aim of the first project is the promotion of renewable energy sources and their exploitation as a sustainable development factor at the regional/local level. The project's specific objectives are the visualisation and quantification of energy demand at the regional/local level as a first step in the effort to promote renewable energy sources, the mobilisation of the endogenous energy and business potential as guarantees of sustainable energy supply, the support of the discussion on the regional energy demand and supply and the promotion of the instruments of the Regional Energy Concepts as a prerequisite for sustainable energy supply at the regional, local, national and Central Europe level. One of the key aims and expected results of the project is to develop at least one energy concept in each participating country. In the long term, the Regional Energy Concepts will result in a sustainable economic and environmental development.

The aim of the second project is the support of enterprises in the scope of acquisition of new partners and innovative technologies. RCITT coordinates the Business Support Network South Poland consortium which is formed by: The Staropolska Chamber of Industry and Commerce, The Cracow University of Technology's Technology Transfer Centre, The Cracow Chamber of Commerce and Industry, The Rzeszow Regional Development Agency, The Aviation Valley Association, The Rzeszow Association of Entrepreneurship Promotion, Upper Silesian Agency for Enterprises Restructuring and Upper Silesian Regional Development Agency.

Study visits and business missions. Study visits and business missions are instruments which allow to work out a model of knowledge transfer from various highly developed regions of the EU to the Świętokrzyskie Region. The themes of the visits correspond to the region's key specializations specified in the research carried out within the RSI Świętokrzyskie Perspective (III stage) project, that is: efficient energy use, knowledge transfer, fairs/congresses, medical tourism and design. The countries the visits were organized to are: the Czech Republic, Austria, Germany, Finland, Switzerland, Denmark, Sweden, Ireland, France, Belgium and Italy.

The Świętokrzyskie Cooperative Exchange of New Technologies. For eleven years the Company has organized the Cooperative Exchange of New Technologies. At first, RCITT organized the Exchange individually, co-

organizers of next editions were the Polish Agency for Enterprise Development and Targi Kielce (Kielce Trade Fairs). From the very beginning, the goal of the Exchange has been to promote innovative technological solutions, services and products related to efficient energy use and renewable energy sources, as well as to connect suppliers of the new solutions with their potential buyers. The Exchange consists of international conferences, business meetings and competitions for innovative companies, products and services. Every year, the Exchange is held under the auspices of the local authorities and representatives of the local universities.

The mission of the "Efficient Use of Energy" Circle (and of RCITT – as its leader) is to promote the topic of efficient energy use in Świętokrzyskie Voivodeship among representatives of the authorities and of the scientific and business communities. The Circle's activities are now financed within the project "Circles of innovation – development of integrated tools of innovation support of voivodeship in area of large potential of growth".

According to its strategy, the "Efficient Use of Energy" Circle is supposed to function as a cooperation platform for enterprises, research units, business-related institutions and self-government entities – for the benefit of efficient energy use in the economy of Świętokrzyskie Voivodeship. It will connect energy producers and providers, construction and IT companies, renewable energy machine and equipment suppliers, developers, designers, architects, energy auditors, renewable energy and efficient energy use research teams, consulting companies, financial institutions, engineering offices and companies dealing with industrial automation processes, including entities from two clusters: the Świętokrzysko-Podkarpacki Energy Cluster and the Świętokrzysko-Podkarpacki Construction Cluster (14).

The "Efficient Use of Energy" Circle's goal is to increase the competitiveness of enterprises from the Świętokrzyskie Voivodeship by optimizing the energy use and thereby reducing the operation costs. At the same time, the Circle uses the agriculture sector's potential to create new activities related to the renewable energy sources, particularly the ones concerned with the biomass and biogas use. On the one hand, the Circle's initiatives focus on enterprises using energy-efficient economic processes, enterprises operating in high price pressure sectors in international markets, as well as on eco-conscious enterprises. On the other hand, it supports the development of new forms of cooperation between entities operating on the renewable energy sources market, which will allow for a better use of the experience in the field of implementation of the model dissipated energy solutions, including hybrid solutions.

Conclusion. The authors assumed that particular attention should be paid to an entity which not only in its name, but also in its everyday activities – including the active participation in clusters – promotes and implements innovations. The section concerned with the innovation theory constitutes a smaller part documented by the literature, as it is definitely easier to access the publications on the theory than on the activities of the Regional Centre For Innovation And Technology Transfer. The RCITT's contribution to the promotion and implementation of innovation and the transfer of knowledge and technology is so significant for Świętokrzyskie Voivodeship, that the regional authorities promise to create conditions even more favourable for the institution's development.

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Keywords: Innovation, Świętokrzyskie Region, RCITT, Lisbon Strategy, Clusters.

Ключевые слова: инновации, свентокшиский регион, RCITT, Лиссабонская стратегия, группы.

Ключові слова: інновації, свентокшиський регіон, RCITT, Лиссабонська стратегія, групи