

# Partner *Regions*

- \* Greater Stavanger
- \* Agder Region
- \* Region Central Denmark
- \* Northern Netherlands
- \* IZET - Innovationszentrum Itzehoe
- \* Scottish Enterprise

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## Website-adres

[www.foresightplanning.eu](http://www.foresightplanning.eu)

## Colofon

### Vormgeving

Margreet Piek, Weusthuis en Partners

### Tekst

Lydia Terpstra, Weusthuis en Partners

# Foresight **Planning**

‘Thinking, debating  
and shaping the  
future’

Innovative foresight -planning is an Interreg IV project of the NSP. Its central aim is the creation of a shared knowledge base about future opportunities of businesses in 4 interesting, challenging clusters: Food, Advanced Technology, Energy en Financial Services.

The North Sea  
Region Programme  
2007–2013



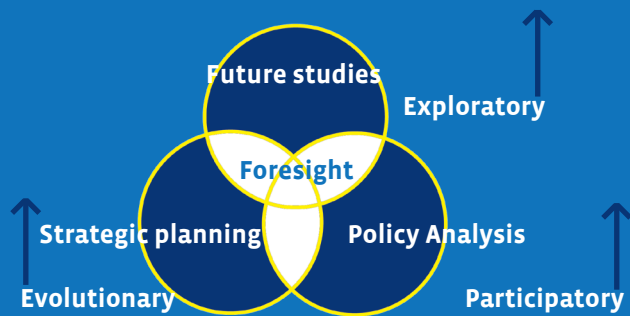
Investing in the future by working together  
for a sustainable and competitive region



# “THE CHALLENGE”

## Foresight - the method

Strengthening existing new trends in planning and decisionmaking:



Finding new ways, methods in Foresight planning

## Foresight - Cluster Development

Expanded business opportunities and job creation through close transnational business development!

**Modern Food** Make the food-sector more competitive and improve the quality of the food-products in order to expand the cluster

**Energy** Acceleration of knowledge transfer from the mature and world-class oil and gas sector to the emerging global renewable energy sector

**Advanced technology** To create a basis for infrastructural decisions and strategic technology management with regards to the specific needs of technology companies

**Finance** The improvement of capital management as a basis for expanding applied finance services

## Foresight - Public sector facilitation

Integration of the facilitating role of the public sector in the foresight planning framework and cluster cooperation activities in order to serve economic development by:

- Participation in regional and national policy networks
- Providing a platform for business and public facilitators to exchange experiences
- Providing input for development of new policy-instruments
- Providing a common knowledge base for strategic focus
- Implementing IFP-processes as a continuous process in the partnership regions

# “RESULTS AND BENEFITS”

## Foresight - the method

- A series of analyses of IFP-processes in several regions and clusters
- Foresight planning is incorporated as an instrument for development of business and business-clusters
- IFP is also a transnational means of planning for the future

## Foresight - Cluster Development

In general:

SWOT and IFP-methods has created a basis for businessdevelopment

B-to-B events have generated transnational business cooperation

*I consider the project a success for the cluster if....*

**Modern Food** “untraditional cooperations and strategic alliances are established between various food clusters across value chains and interregional boards” - Lars Haahr Jensen

**Energy** “we stimulate the development of globally competitive companies based on the renewable energy resource of our North Sea area” - David Wilson

**Advanced Technology** “transnational synergies and cooperations are strategically developed between the various advanced technology clusters, strengthening the future competitiveness of the clusters’ SME members” - Stuart Hodgson

## Foresight - Public sector facilitation

- Enhanced transnational networks
- Toolbox for public sector facilitation
- Bridging the (knowledge) gap between public and private sector

*I consider the project a success for the cluster if....*

“The (mutual) understanding of critical success factors in crucial sectors for future regional development has grown substantially with the public sector. Together with knowledge how to contribute to development of businesses” - Lydia Terpstra