Priority 1
2014-2020

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Aims of this session

+ Provide some more detail on Priority 1 and expectations

+ Answer questions on the content of the programme

+ Hear about ideas that are already on the table

+ Introduce yourselves and your main interests

+ Identify the people you should be talking to for the rest of this event
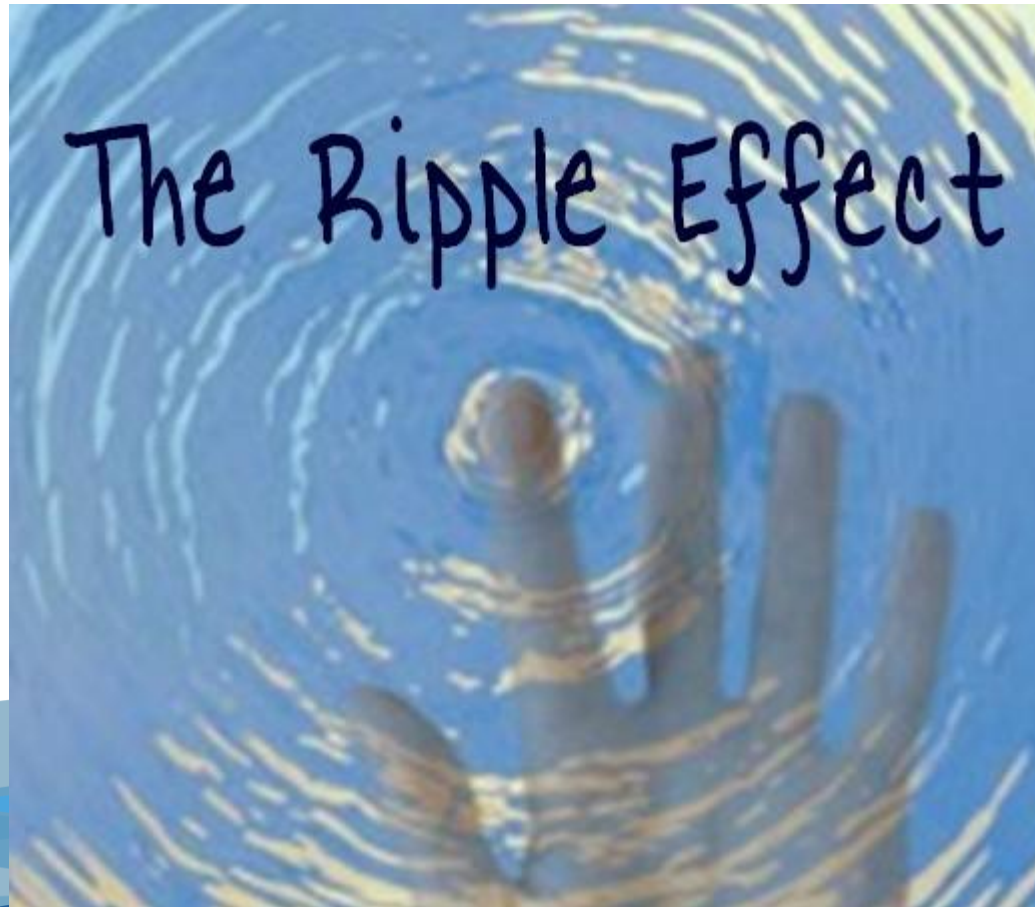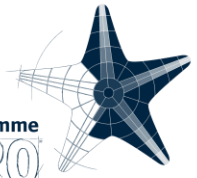
+ Get some initial feedback on your plans

This is **<u>not</u>** the innovation priority

It is about using innovation as a tool to...

+ Create growth and jobs in the wider knowledge economy…

+ …*or* improve the efficiency and effectiveness of public services

Isolated cases / individual companies are only interesting if they can promote wider growth

What is capacity?

Success = Better solutions + available and in use for the whole programme area

**Capacity is....
having a better answer....
and making sure the right
people know about it...**

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Capacity building…

… provides the opportunity and enhances partners' capacities to develop and initiate actions addressing a question,

and many of the activities undertaken will continue beyond the project.

The need for a Growth priority

+   Strengthen the knowledge economy to generate growth and jobs especially in SMEs

+   Improve the commercial take-up of research results

+   Improve framework conditions for new and expanding companies

+   Ensure that all parts of the region actively develop their innovation potential based on their own positions of strength

+   Stimulate innovation in public service delivery

+   Ensure that public administrations where possible use public investments as a driver for innovation

The success of existing measures on these themes varies widely. Transnational cooperation will allow an exchange on why the best innovation measures succeed and how these lessons can be transferred. Transnational cooperation should also internationalize regional innovation activities to ensure that businesses across the NSR can access the best innovation partners in their field.

With the ultimate aim of...

...improving the region's capacity to generate growth and jobs...

...while maintaining social and environmental standards...

...based on evidence

Specific Objective 1.1

1.1 Develop new or improved knowledge partnerships between businesses, knowledge institutions, public administrations and end users with a view to long-term cooperation (post project) on developing products and services

You deliver (Output): Number of enterprises cooperating with new / improved knowledge partnerships

You demonstrate the quality of this delivery (Project result): E.g. Number of new products under development at project end

When communicated your project will benefit the programme area (Programme result): Capacity of knowledge partnerships in the North Sea Region to deliver marketable product, service and process innovations

Specific Objective 1.2

1.2 Enhance regional innovation support capacity to increase long-term innovation levels and support smart specialization strategies

You deliver (Output): Number of improved or new innovation support measures launched for businesses

You demonstrate the quality of this delivery (Project result): E.g. Number of graduates completing a trial work period in an SME

When communicated your project will benefit the programme area (Programme result): Capacity of authorities / practitioners to increase the scope and quality of innovation in enterprises
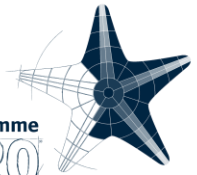
Specific Objective 1.3

1.3 Stimulate the public sector to generate innovation demand and innovative solutions for public service delivery

You deliver (Output): Number of improved or new innovation support measures launched for public service delivery

You demonstrate the quality of this delivery (Project result): E.g. Number of users of the solutions developed

When communicated your project will benefit the programme area (Programme result): Capacity of authorities / practitioners to increase the scope and quality of innovation in public service delivery

Understanding quality

Is my idea...

+ Necessary? *With clear relevance for the whole NSR*

+ Focused? *Based on a clear and inter-related set of actions to target a specific aspect of the problem*

+ Transnational? *Demonstrating how all actions and all partners are necessary to deliver the final result*

Understanding quality

Is my idea...

+ Innovative? *Defining the improvement compared to existing methods and/or technologies (not necessarily completely new). Role of piloting / demonstration*

+ Relevant? *Clearly and logically explaining how project actions should influence the wider programme area (incl. Stakeholder analysis)*

Understanding quality

Is my idea...

+ North Sea specific? *Not based on general problem descriptions but addressing the specific situation in North Sea countries*

+ Solid? *Filtered to check that all actions and partners are committed and essential to the project's objectives*