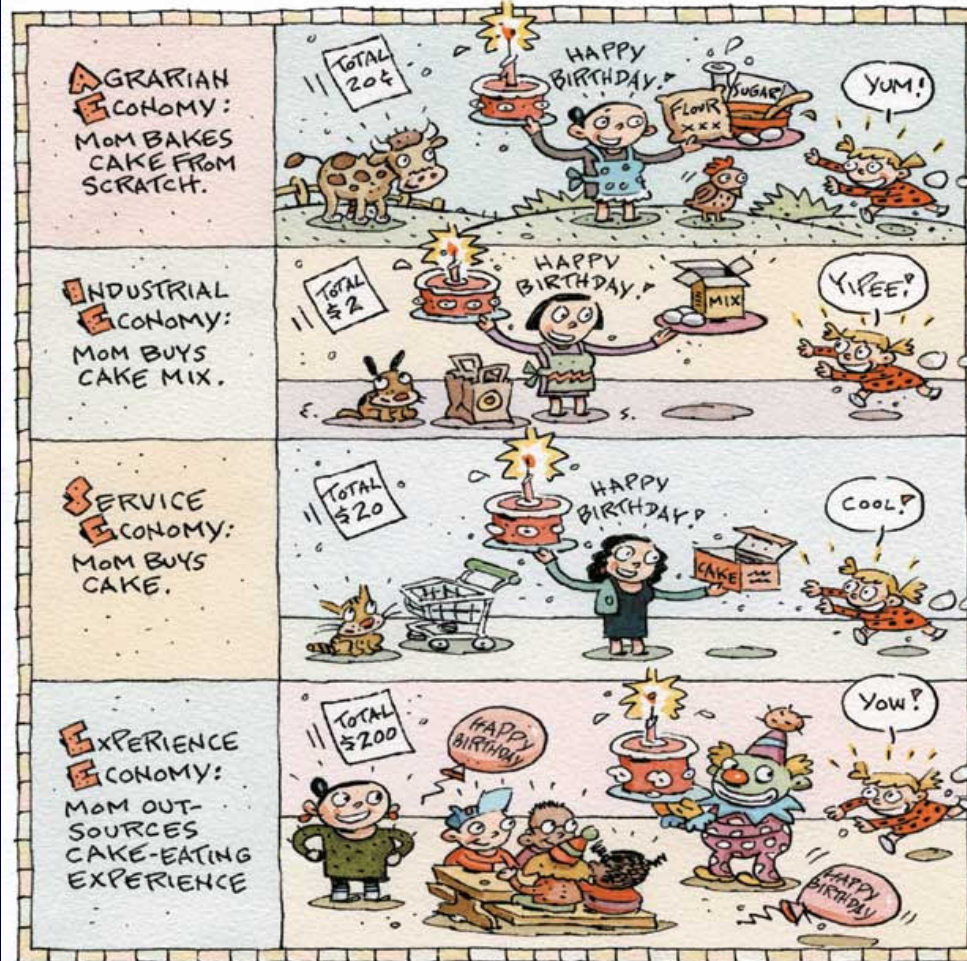


SUSTAINABLE INNOVATION



Programmed approach

Brokerage, Linkage – Specific



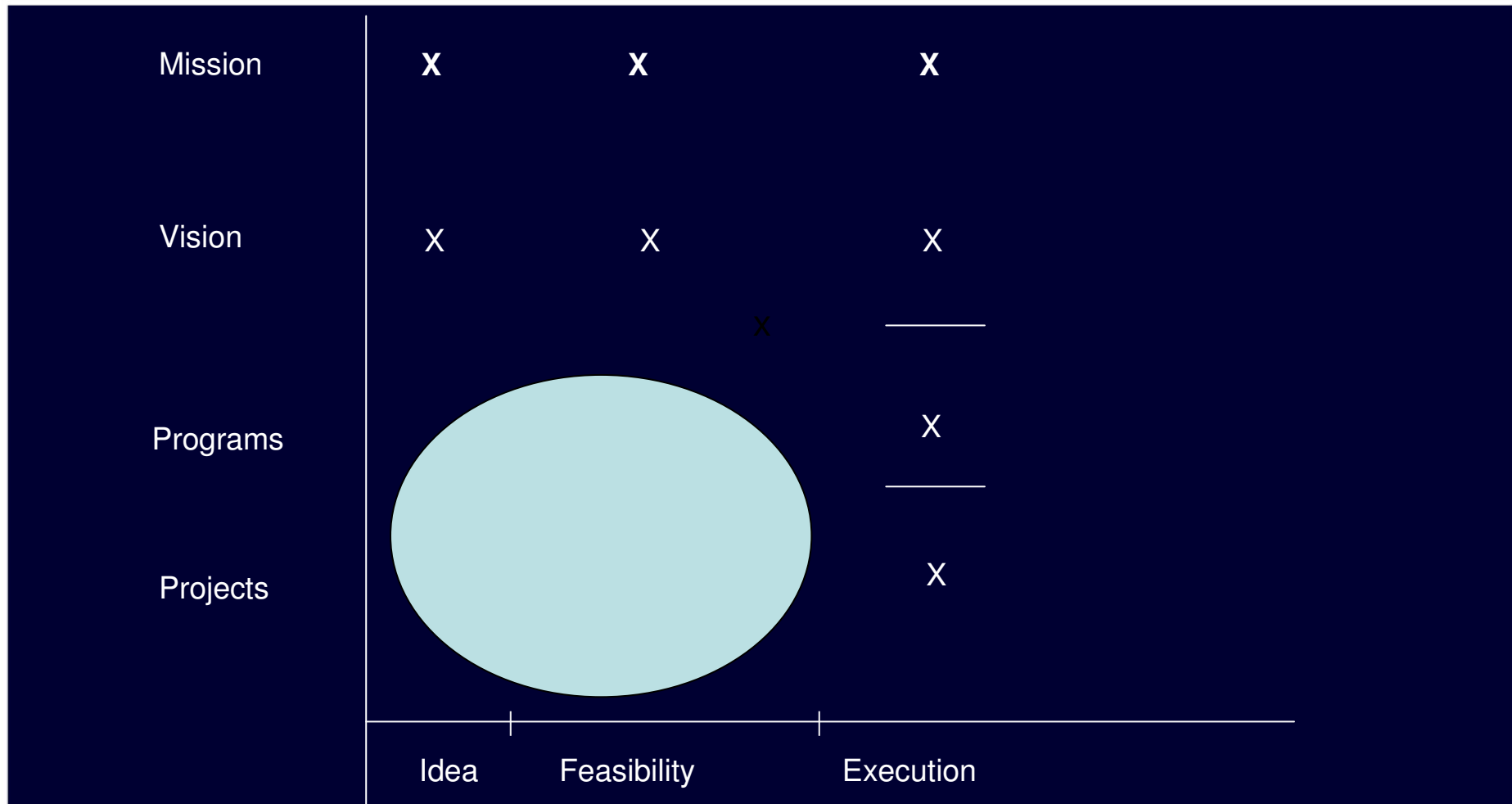
From strategy to project

- Utilizing regional qualities
- Integral
- Meeting demands



Improved competitive
position Friesland

Economic development





Problem: * first see and then belief

- * success must be guaranteed

- * lack of organisational power and lack of risk-seeking capital

Consequence: * decision process very time-consuming

- * impatience during execution stage



F.i.: Economic impulses by good water quality

- Water technology sector
- Sustainable energy sector
- Sensor technology
- Tourism
- Yacht building
- Agriculture (incl. new crops)
- Construction sector



- *Expert thinking* Jobs that require creativity and expert problem solving, from designing new products to diagnosing illnesses to creating unique dishes from fresh ingredients
- *Complex communication* High-paying jobs in design, innovation, and motivation or management of others that require face-to-face interaction
- *Routine cognitive tasks* Jobs that require mental tasks that follow well-defined logical rules, such as work in a call center or data-processing center, and also some routine aspects of software coding
- *Routine manual tasks* Physical-labour jobs that follow defined rules, such as blue-collar assembly-line work
- *Nonroutine manual tasks* Physical-labour jobs that are difficult to automate because they require “optical recognition” and “fine muscle control”

Challenge for North sea region

*Connect nonroutine manual tasks (skills = competence of north sea region)
with expert thinking (knowledge)*