

Innovation in NSR Projects



Innovation?

- Not just a tick box.

9. Innovation

How has your project contributed to promoting innovation within the North Sea Region during the reporting period?

- For all projects and not only for priority 1 projects.
- High on European Agenda: Smart Growth!

How do you encourage innovation in your project?

- Experiences
- Examples
- Challenges

The context

Why do we need innovation?

Kinds of Innovation

- Product innovation
- Process innovation
- Marketing innovation
- Organisational innovation

The OECD Innovation Strategy

What do you do?



Why do we need to innovate?

Economic growth / global competition

Why cooperate on innovation?

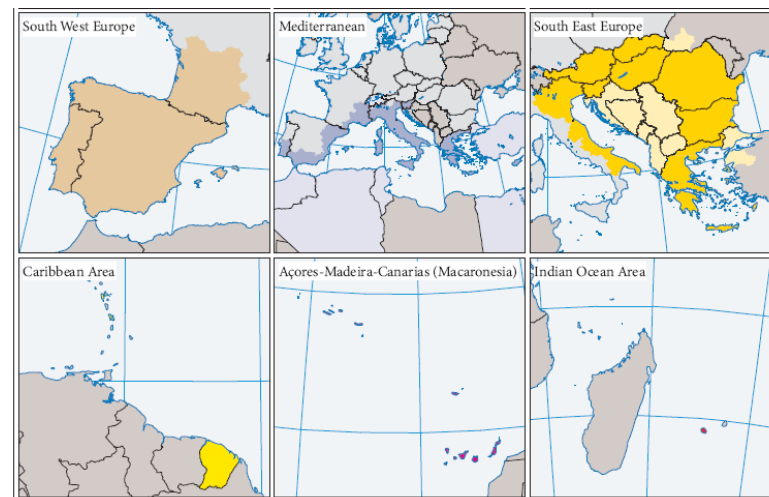
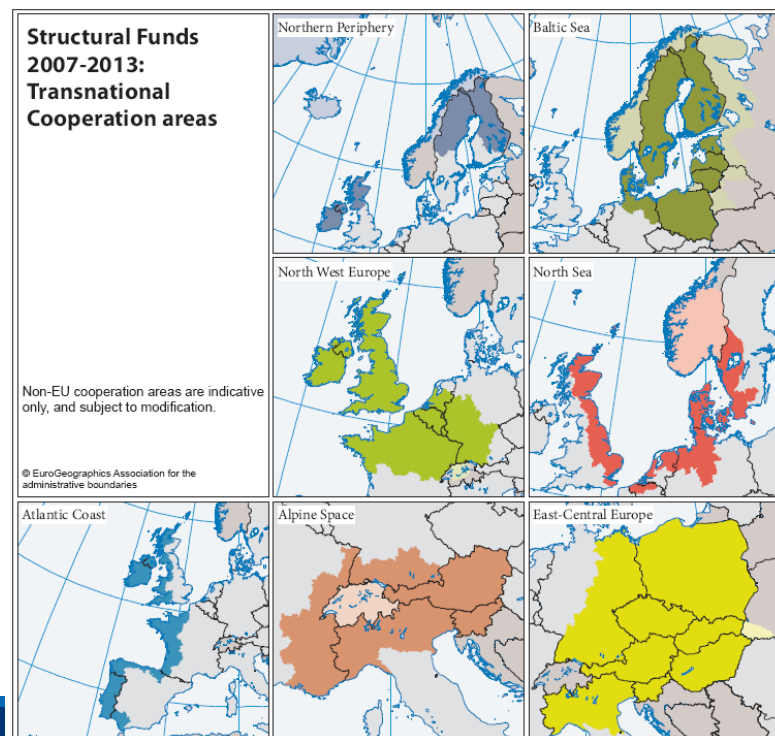
- Because regions need to learn what really works and they do this quicker and better together.
- Some innovation is technology-based but the vast majority of SME innovation involves regional adaptation of existing innovation approaches.

Innovation in Europe

Lisbon Agenda – EU 2020 – Smart Growth

Interact Conference Budapest – “European Cooperation Growing Smart”

Joint ETC Conference Katowice



Future emphasis

- Innovation is one of the five targets set out in **Europe 2020**, which aims to deliver ‘smart, sustainable and inclusive growth’.
- **Innovation Union** “means more jobs, improved lives better society”. It is about “turning ideas into jobs, green growth and social progress”.
- **Regional Innovation:** Growth is increasingly related to the capacity of regional economies to change and innovate.

The Programme

How does NSRP promote Innovation?



How does NSRP promote Innovation?



Priority 1: Building on
our capacity for
innovation

Businesses' innovation capacity

Clusters and research & innovation networks

Society's and institutional innovation capacity

ICT applications



Innovation Projects

14 Projects and 1 Cluster approved

DANS Cluster

Aol 1.1 NMU, ERIP, Green Growing

Aol 1.2 e-CLIC, IFP, NSSP, Power Cluster,
Smart Cities, POYO, ClimaFruit

Aol 1.3 Skint, CCC, North Sea Supply

Aol 1.4 Opening Up

<http://www.northsearegion.eu/ivb/projects/>

Sectors addressed by P1

- 1.1: maritime industry, manufacturing sector
- 1.2: broadband media services; clusters: food, energy, technology, financial services; film industry, offshore wind industry; public e-services; port maintenance; berry fruit industry
- 1.3: water in urban development; creative industries; clusters: maritime, energy and food and health

Approaches P1

Sectoral approaches

- promoting innovation in a certain sector

Networking approaches

- bringing together different organisations of the same sector

Thematic approaches

- promoting creativity to foster innovation

Educational approaches

- promoting education to build the capacity for innovation

Programme aim:

To make the North Sea region a better place to live, work and invest in

1. Increase the overall level of innovation taking place across the North Sea region

2. Enhance the quality of the environment in the North Sea region

3. Improve the accessibility of places in the North Sea region

4. Deliver sustainable and competitive communities

Priority 1: Building on our capacity for innovation

Objective 1: Building the innovation-capacity of businesses

Objective 2: Building the transnational dimension of clusters and research and innovation networks

Objective 3: Building society and the institutional capacity for innovation

Objective 4: Promoting the adoption and use of ICT applications

Priority 2: The sustainable management of our environment

Objective 1: Sustainable development of the coastal land and sea areas through integrated coastal zone management

Objective 2: Developing preventative and responsive measures to address acute and chronic marine pollution

Objective 3: Adapting to and reducing risks posed to society and nature by a changing climate

Objective 4: Promoting environmentally-responsible energy production practices

Priority 3: Improving the accessibility of places in the NSR

Objective 1: To promote regional accessibility strategies

Objective 2: To promote the development of multi-modal and transnational transport corridors

Objective 3: To promote the development of efficient and effective logistics solutions

Priority 4: Promoting sustainable and competitive communities

Objective 1: Tackling the needs of areas in decline

Objective 2: Promoting sustainable growth solutions for expanding areas

Objective 3: Promoting energy-efficiency in settlements

Ways to innovate

- Develop new approaches
- Test new approaches
- Transfer approaches to other regions
- Research, Modelling
- Bringing different sectors together
- Harmonize certain ways of doing things
- Develop common standards
- New services, processes, products?





How do you encourage innovation in your project?

NS Frits: Innovation in Logistics



IFP: Innovation through Clustering /
Foresight Planning





What kind of innovation does your project engage with?

Product / Process / Marketing / Organisational innovation

How do you encourage innovation in your project?

Experiences

Examples

Challenges



What are the key themes for future innovation support?





Question 1 -

What are the key themes for future support?

1. Building entrepreneurship and capacity for innovation
2. Internationalising SME markets
3. Supporting research and commercialisation of new products
4. Supporting business clustering
5. Social entrepreneurship and social objectives
6. Stimulating the green economy
7. Supporting lowtech innovation
8. Other



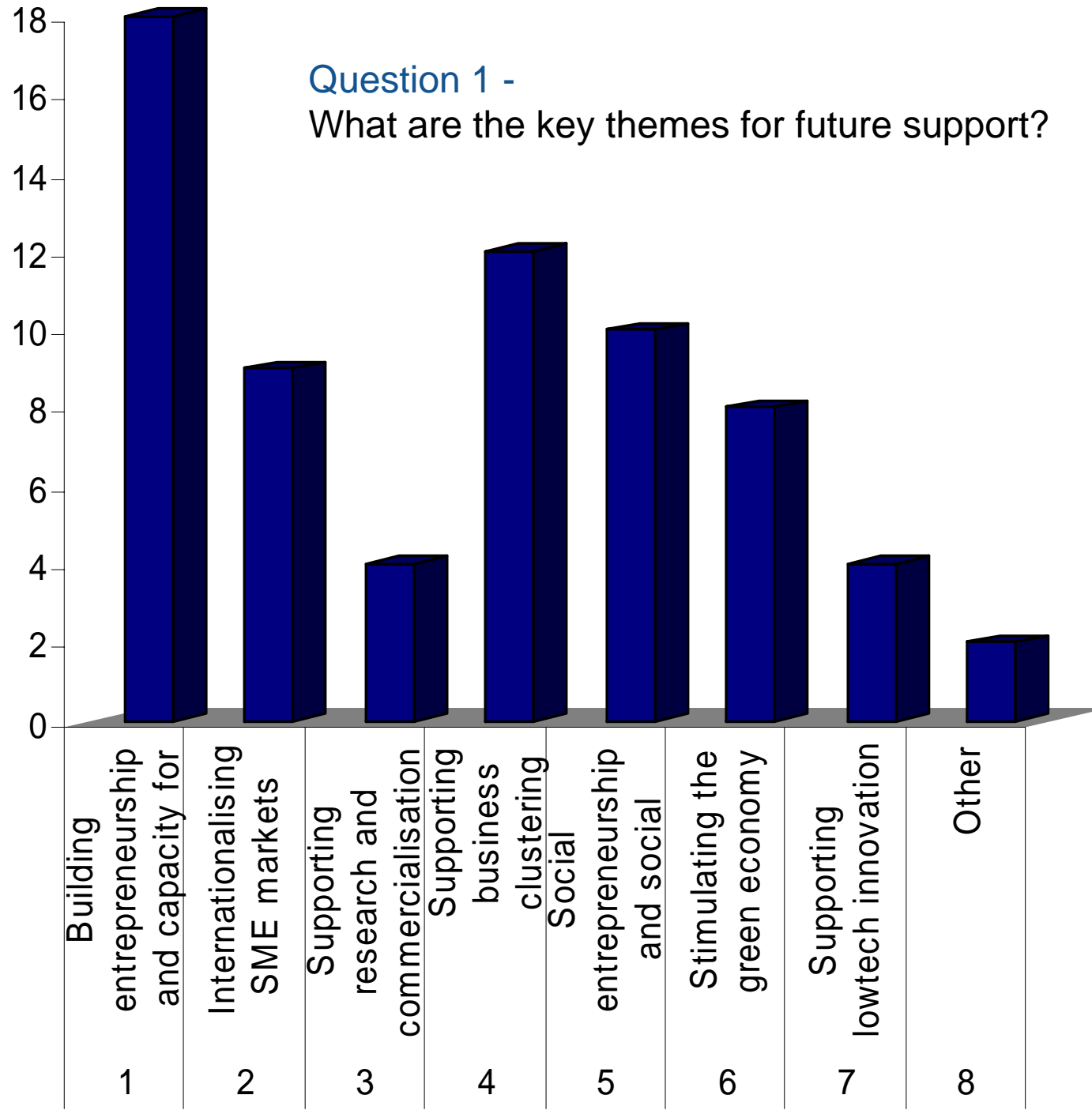
Question 2 -

What is stopping us doing more?

1. Lack of stakeholder support/interest
2. Rules and regulations
3. Money and economic climate
4. Competition instead of cooperation
5. Lack of skills and capacity
6. Not learning from past experience
7. Other

Question 1 -

What are the key themes for future support?



Question 2 - What is stopping us from doing more?

