

Innovative foresight Planning - IFP

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Fact & figures



- Transnational project description and application 2007-2008
- Project period; June 2008 – October 2011
- Budget 2. 59 million Euro, 50 % funding from The European Regional Development Fund
- 5 countries, 6 regions with 15 partners
- Greater Stavanger Economic Development launched the project idea and became Lead Partner



Project objectives – four primary



- To improve decision making by developing and applying innovative foresight planning as a tool for both the private sector and public bodies related to business development.
- To apply the foresight planning approach on a transnational basis in key sectors resulting in action plans for future cooperation and identification of joint projects/business collaborations.
- To create a forum for networking between businesses and regions in the North Sea Region.
- To strengthen public sector facilitation by creating transnational networks and development of a foresight toolbox.



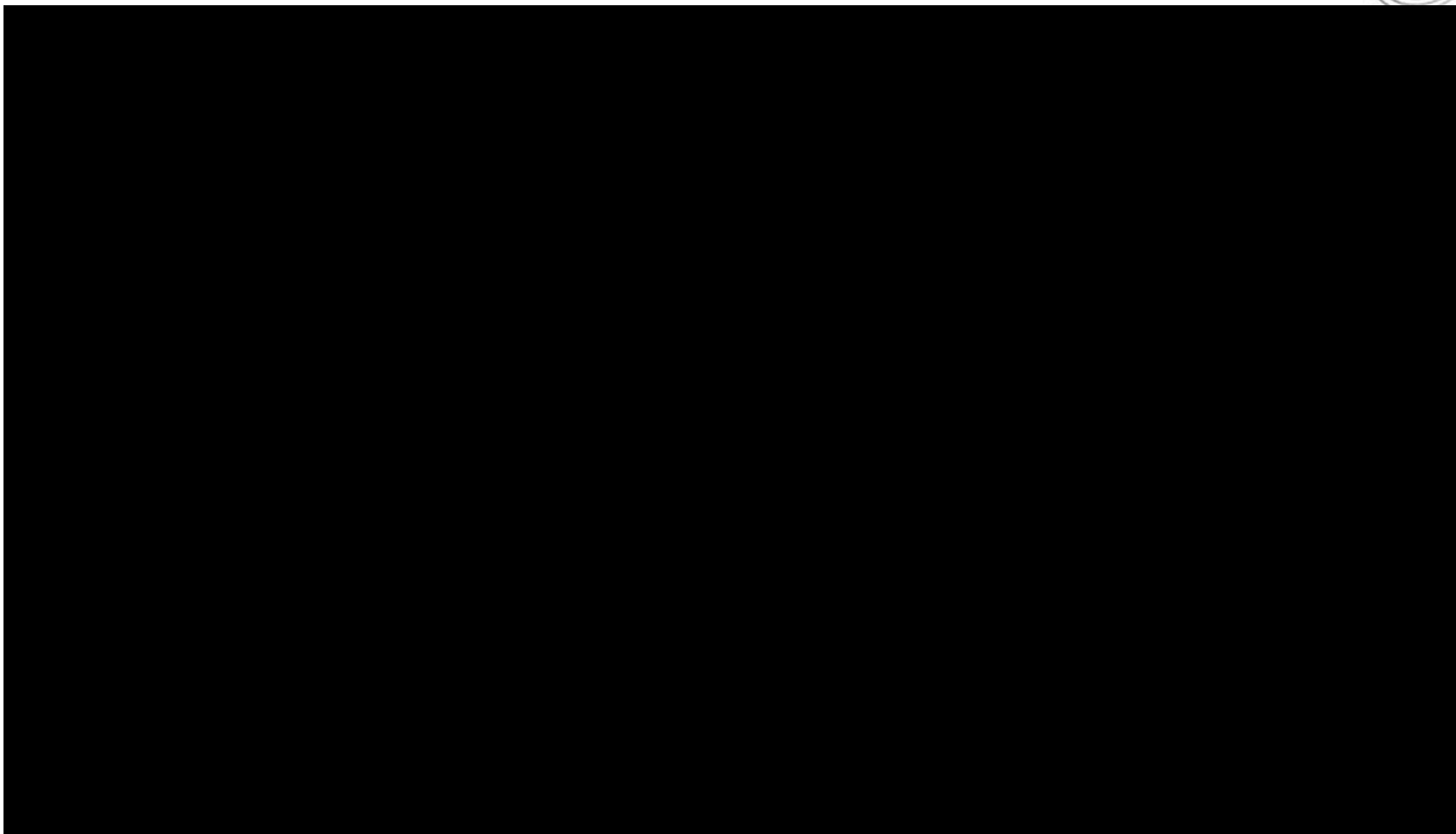
Transnational aspect & cooperation



- All processes have been done with focus on transnationality
- The project was designed so that there is an effective interaction between the private and the public sectors on international, national and regional levels



Project structure



European Union



The European Regional Development Fund

The Interreg IVB
North Sea Region
Programme



Doing foresight means:



- Organising a process that brings together a variety of actors over a period of time...
- ...using a variety of methods to obtain, analyse and discuss future-oriented knowledge...
- ...and building networks to shape visions and strategies for joint action – innovative and transnational



THE IFP

1. PRE-FORESIGHT

- Organising, planning and scoping
- Actor mapping and recruitment



2. DATA AND INPUTS

- Interviews, panels, survey
- Structural analysis (demography, business structure...)
- SWOT, Delphi...

3. INFORMATION TRANSMISSION

- Consolidating inputs and information
- Transforming information into digestible format

4. INTERACTION

- Scenario workshop(s)
- Other interactive events

5. OUTPUT

1. Documents
2. Projects and measures
3. Organizations and networks

The IFP method is a generic model that can be adjusted to the local context



IFP method – challenges in the process



- Structure – must be flexible, but related to objectives
- Change of people in the partnership – get them onboard as soon as possible
- New method developed by IZET, Germany - Radar group model - designed for small/medium sized businesses
- Keep focus – it's a long walk – results will come if you are patient



Innovation in the process



- Present, compile and give room for open discussions in the project
- Best practice to be carried forward – new process or products based on knowledge?
- Tripel Helix important; public, university and private sector
- Bring Triple Helix together – in Piggy back arrangement?



An arrangement in the arrangement !



- Make a meetingpoint/workshop in relation to another workshop or conference – within your project objectives. *When people meet things happen!*
- B2B arrangement – valuable for your project and the future, after your project
- Have faith in your objectives and indicators – they are relevant for your results



Guidelines



- Consensus in guidelines/direction
- Everyone in one direction
- Facilitator is valuable in taking the project and its process to a higher level or a step forward
- Adjust consultants.....many models and method that can help you to reach your goal!



Results & conclusions



- Best practices compiled around the North Sea
- Public- private partner ships are formed
- Value of transnational cooperation and collaboration has been clearly demonstrated
- Importance of promoting, facilitating and developing effective B2B networks to enhance business development has been confirmed
- When people meet things happen!

