



# Seminar 1

## Building on our capacity for innovation

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# Seminar objectives

## Strategic objective

- Identifying and challenging new project ideas

## Specific objectives

- Identify development issues in your regions (within the scope of priority 1)
- Define the benefits of working with partners (describe the transnational dimension)
- Identify actions that lend themselves to transnational cooperation
- Define desired outputs and impacts that bring benefits to the North Sea Region at large
- Identify relevant partners for project ideas

# Agenda

- Seminar objectives, working methods, timeline
- Scope of Priority 1 - Innovation 10 mins
- Key note inspirations 20 mins
- 4 sub-groups on Areas of Intervention 40 mins
- Short presentations from sub-groups 20 mins
- Review: learning points 20 mins



# Priority 1 – Innovation...

**...is a response to major challenges and trends**

- Globally increasing competition
- Market enlargement/integration
- Climate change
- Sector dynamics (e.g. energy, transport)
- Demographic dynamics
- Social evolution (ageing, new demands)
- Role of different types of areas  
(urban, rural, peripheral, etc.)



# Priority 1 – Innovation...

**...takes account of the new strategic direction of cohesion policy promoting integrated approaches**

- Broad-based innovation strategy for the EU
- Renewed Sustainable Development Strategy of the EU (SDS)
- Lisbon and Gothenburg Agendas

## THE LOGIC OF THE PROGRAMME



European Union  The European Regional Development Fund

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### About the North Sea Region

The 7 North Sea Programme countries are Sweden, Denmark, Germany, the Netherlands, the Flemish Region of Belgium, the UK and Norway. The region is connected by the North Sea, and the programme area is made up of regions in the 6 member states and Norway that border the North Sea. In size the region covers an area of 664.000 km<sup>2</sup>, 14% of the EU25 area and a population of approximately 60 Million, 13% of the EU25.



## The Interreg IVB North Sea Region Programme



### 2007–2013: 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

##### Areas of intervention

- ▶ **Building** the innovation capacity of businesses
- ▶ **Building** the transnational dimension of clusters and research and innovation networks
- ▶ **Building** society's and the institutional capacity for innovation
- ▶ **Promoting** the adoption and use of ICT applications

#### PRIORITY 2: The sustainable management of our environment

##### Areas of intervention

- ▶ **Sustainable development** of the coastal land and sea areas through integrated coastal zone management
- ▶ **Developing** preventive and responsive measures to address acute and chronic marine pollution
- ▶ **Adapting** to and reducing risks posed to society and nature by a changing climate
- ▶ **Promoting** environmentally responsible energy production practices

#### PRIORITY 3: Improving the accessibility of places in the NSR

##### Areas of intervention

- ▶ **To promote** regional accessibility strategies
- ▶ **To promote** the development of multi-modal and transnational transport corridors
- ▶ **To promote** the development of efficient and effective logistics solutions

#### PRIORITY 4: Promoting sustainable and competitive communities

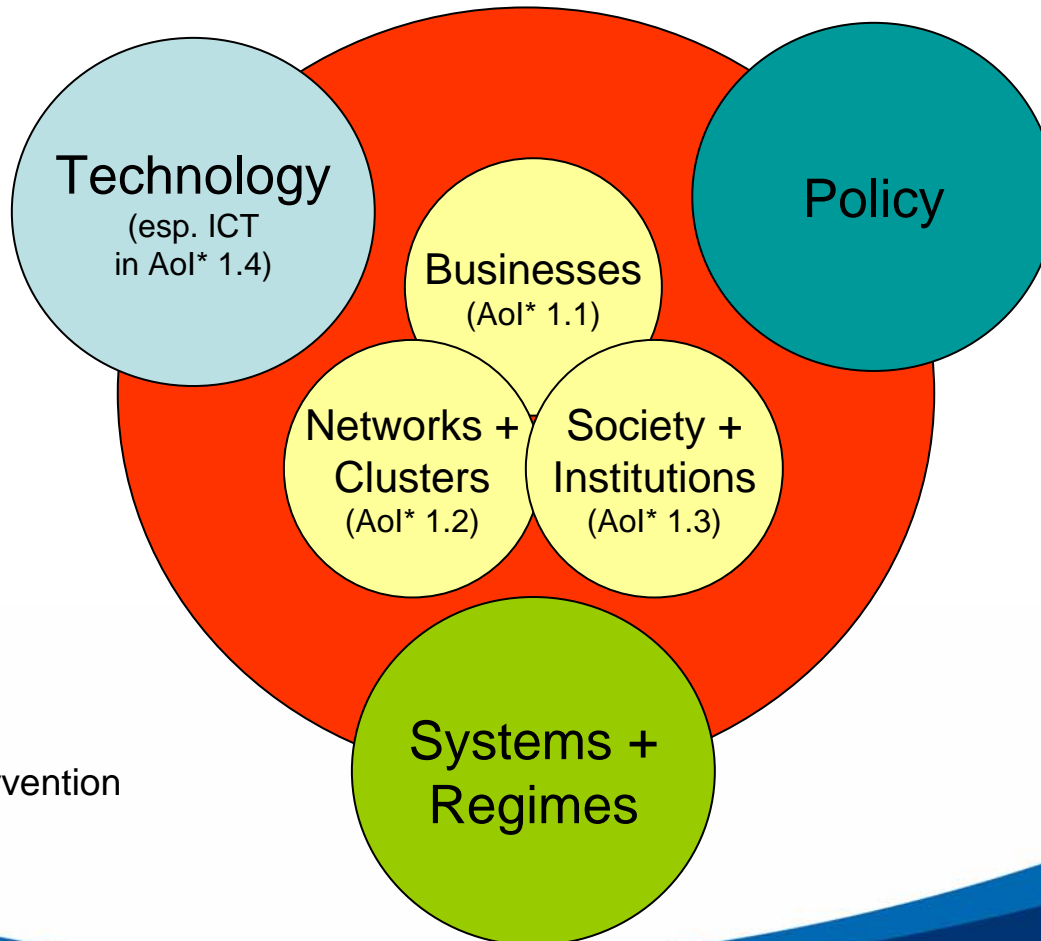
##### Areas of intervention

- ▶ **Tackling** the needs of areas in decline
- ▶ **Promoting** sustainable growth solutions for expanding areas
- ▶ **Promoting** energy efficiency in settlements

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

# Priority 1 – Innovation

...addresses all spheres of society and activity



\*Aol = Area of Intervention



# Priority 1 – Innovation...

**...seeks to create specific value added through transnational partnerships**

- Open innovation culture
- Critical mass
- Strengthened regional profiles
- Common 'economic' identity
- Favourable framework conditions



# Priority 1 – Innovation...

**...promotes activities and results for the benefit of businesses, regions, society at large, for example:**

- Develop shared specialisations between regions
- Interconnect clusters to new sources of knowledge and competence
- Strategic foresight exercises
- Jointly develop ‘products’ and processes
- Exchange of staff; training
- Test new approaches to innovation policy
- Stimulate roll-out, use and effectiveness of technology



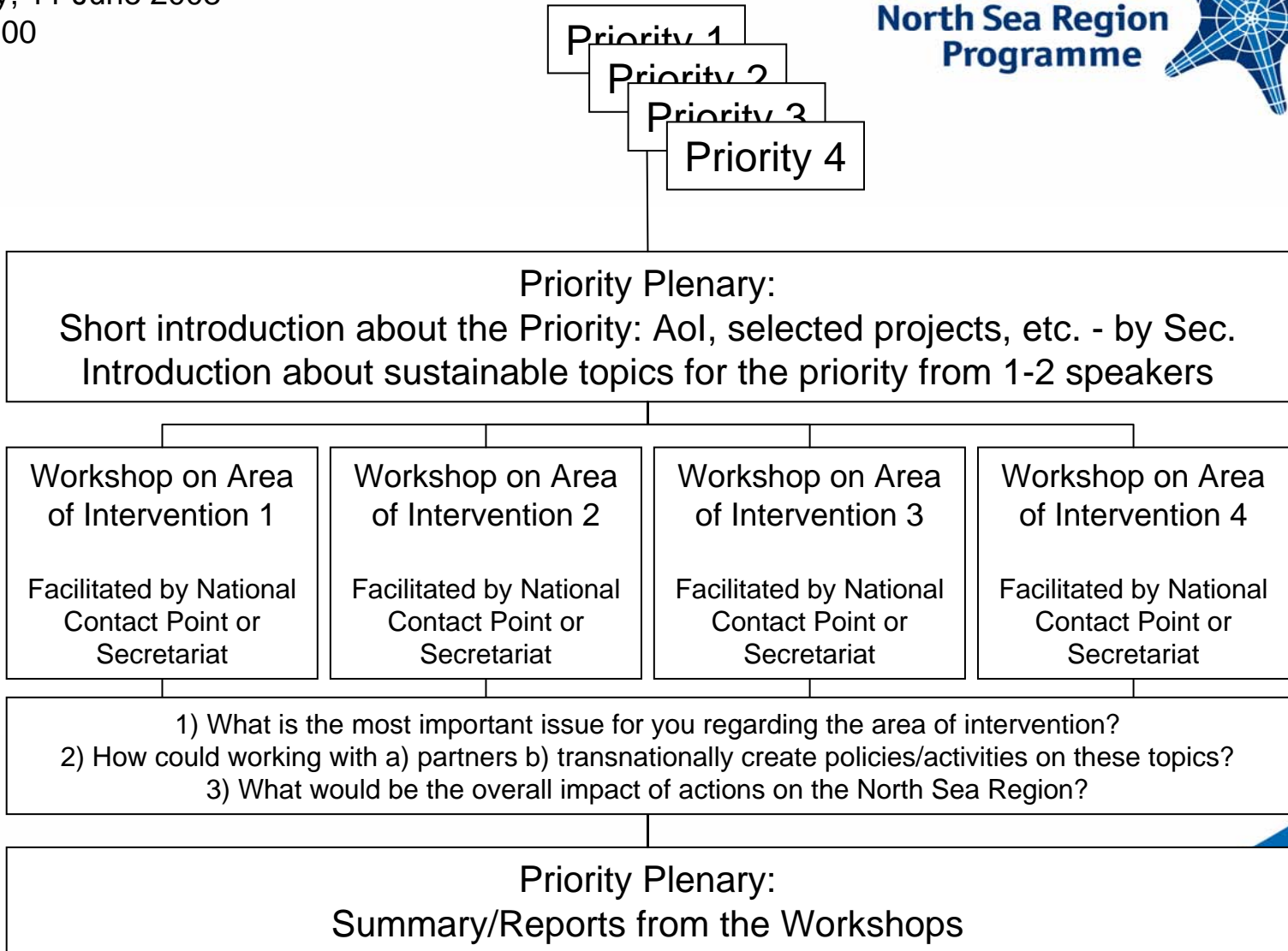
## Group work – guiding questions

- 1. Thematic focus:** What is the most important issue for you regarding the priority / area of intervention?
- 2. Partnership benefit:** How could working with partners transnationally create policies and activities on these topics?
- 3. Impact:** What would be the overall impact of the actions on the North Sea Region?



## Review: What do we go away with?

- Were the discussions fruitful? Are your expectations met?
- What is the most important lesson learnt for you from the session?
- Action plan: how do you intend to get on from here?





First and Second Call:

# Projects Approved by Area of Intervention

The Interreg IVB  
North Sea Region  
Programme



Priority 1: **7**

Building on our capacity  
for innovation

## Areas of Intervention

**1.1 Building** the innovation  
capacity of business

**2**

**1.2 Building** the transnational  
dimension of clusters and  
research and innovation networks

**5**

**1.3 Building** society's and the  
institutional capacity for  
innovation

**0**

**1.4 Promoting** the adoption and  
use of ICT applications

**0**

Priority 2: **4**

The sustainable management  
of our environment

## Areas of Intervention

**2.1 Sustainable development** of the  
coastal land and sea areas through  
integrated coastal zone management

**0**

**2.2 Developing** preventive and  
responsive measures to address acute  
and chronic marine pollution

**0**

**2.3 Adapting** to and reducing risks  
posed to society and nature by a  
changing climate

**3**

**2.4 Promoting** environmentally  
responsible energy production  
practices

**1**

Priority 3: **2**

Improving the accessibility  
of places in the NSR

## Areas of Intervention

**3.1 To promote** regional  
accessibility strategies

**0**

**3.2 To promote** the development  
of multi-modal and transnational  
transport corridors

**1**

**3.3 To promote** the development  
of efficient and effective logistics  
solutions

**1**

Priority 4: **4**

Promoting sustainable and  
competitive communities

## Areas of Intervention

**4.1 Tackling** the needs of areas  
in decline

**1**

**4.2 Promoting** sustainable  
growth solutions for expanding  
areas

**1**

**4.3 Promoting** energy efficiency  
in settlements

**2**



First and Second Call:

# Projects Approved by Area of Intervention

The Interreg IVB  
North Sea Region  
Programme



## Priority 1:

Building on our capacity  
for innovation

### Areas of Intervention

**1.1 Building** the innovation  
capacity of business

NMU, ERIP

**1.2 Building** the transnational  
dimension of clusters and  
research and innovation networks

e-CLIC, IFP, Nssp, Power  
Cluster, Smart Cities

**1.3 Building** society's and the  
institutional capacity for  
innovation

-

**1.4 Promoting** the adoption and  
use of ICT applications

-

## Priority 2:

The sustainable management  
of our environment

### Areas of Intervention

**2.1 Sustainable development** of the  
coastal land and sea areas through  
integrated coastal zone management

-

**2.2 Developing** preventive and  
responsive measures to address acute  
and chronic marine pollution

-

**2.3 Adapting** to and reducing risks  
posed to society and nature by a  
changing climate

CLIWAT, CPA, SAWA

**2.4 Promoting** environmentally  
responsible energy production  
practices

enerCOAST

## Priority 3:

Improving the accessibility  
of places in the NSR

### Areas of Intervention

**3.1 To promote** regional  
accessibility strategies

-

**3.2 To promote** the development  
of multi-modal and transnational  
transport corridors

STRATMOS

**3.3 To promote** the development  
of efficient and effective logistics  
solutions

Dryport

## Priority 4:

Promoting sustainable and  
competitive communities

### Areas of Intervention

**4.1 Tackling** the needs of areas  
in decline

DC NOISE

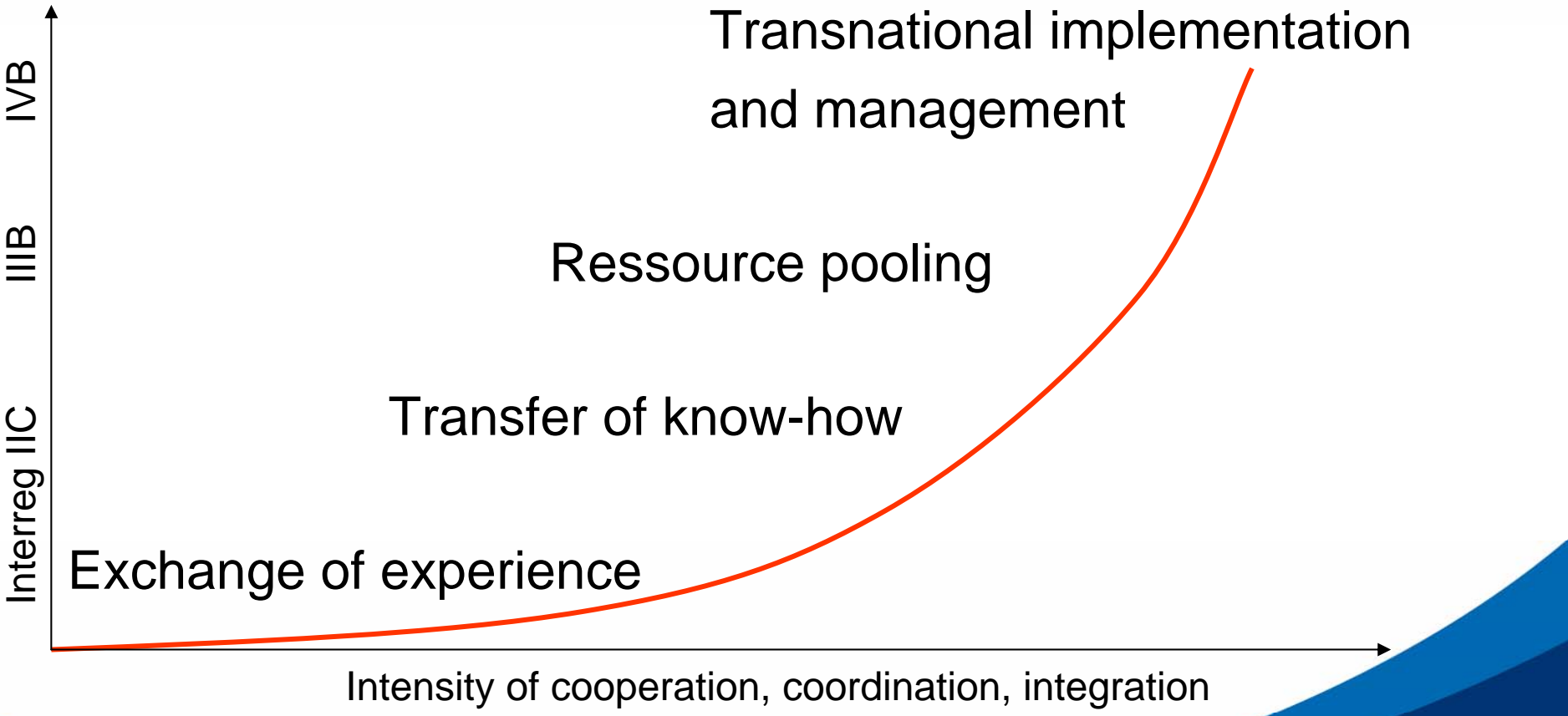
**4.2 Promoting** sustainable  
growth solutions for expanding  
areas

MP4

**4.3 Promoting** energy efficiency  
in settlements

ANSWER, Build with Care

# ”push the limits”





# Transnationality

- Project development is driven by a **transnational consortium**
- Project results have a wide **effect across NSR**
- **Joint implementation and management** is prioritised over networking and exchange of experience
- Project results, if anchored in one place, are **transferable** to, or complement functions of other regions



## Transnationality Examples

- Transnational working structures (e.g. political initiatives on urban transport)
- Established competence centres providing transnational services (e.g. specialist skills training, business development, public awareness raising)
- Network of demonstration pilots employing technical and policy approaches (e.g. continuous monitoring to inform national/EU policies)



## Tangible / measurable results

- **Activity-oriented results**, based on studies or guidelines etc. (studies, reports etc. are insufficient as end-results)
- **Joint products**, improving the management of a transnational area or generating NSR competence
- Project results bring about **structural change** (lasting effect)
- **Added value derives from transnational cooperation** (as opposed to local added value exchanged transnationally)



## Tangible / measurable results

# Examples

- Information, service and training centres, pooling knowledge and delivering services used by all partners
- Jointly implemented action plans, e.g. based on formalised political cooperation
- More coherent and compatible national policy to enable better coordination of policy measures, e.g. investments or plans



# Transnational partnerships

- Consider **providers and recipients** of deliverables (decision makers, stakeholders, interest groups, target / user groups)
- Reflect combined **bottom-up and top-down** approaches in your project (incl. national organisations)
- Reflect the **cross-sector and multi-level** integration in your approach (incl. development agencies, R&D, business associations)
- Ensure clear **roles and tasks** within the partnership



## Transnational partnerships

# Examples

- Combine different kinds of expertise, e.g. tourism and management of cultural heritage
- Early engagement of politicians and potential 'customers' to safeguard long-term use of produced results (e.g. through secured financing)
- Involve partners and associated networks to ensure dissemination and effective campaigning