



"Promoting innovation and entrepreneurship in the North Sea Region and our knowledge base"

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Outline

- Defining innovation and entrepreneurship
- Strengthening the knowledge basis
- Innovation and entrepreneurship in the North Sea projects
- Some problems
- Conclusions: some challenges ahead

Mind-setting: Making Europe a more attractive place to invest and work (Lisbon 2000)

A new emphasis to protect the environment and achieve a more sustainable pattern of development (Gothenburg 2001)



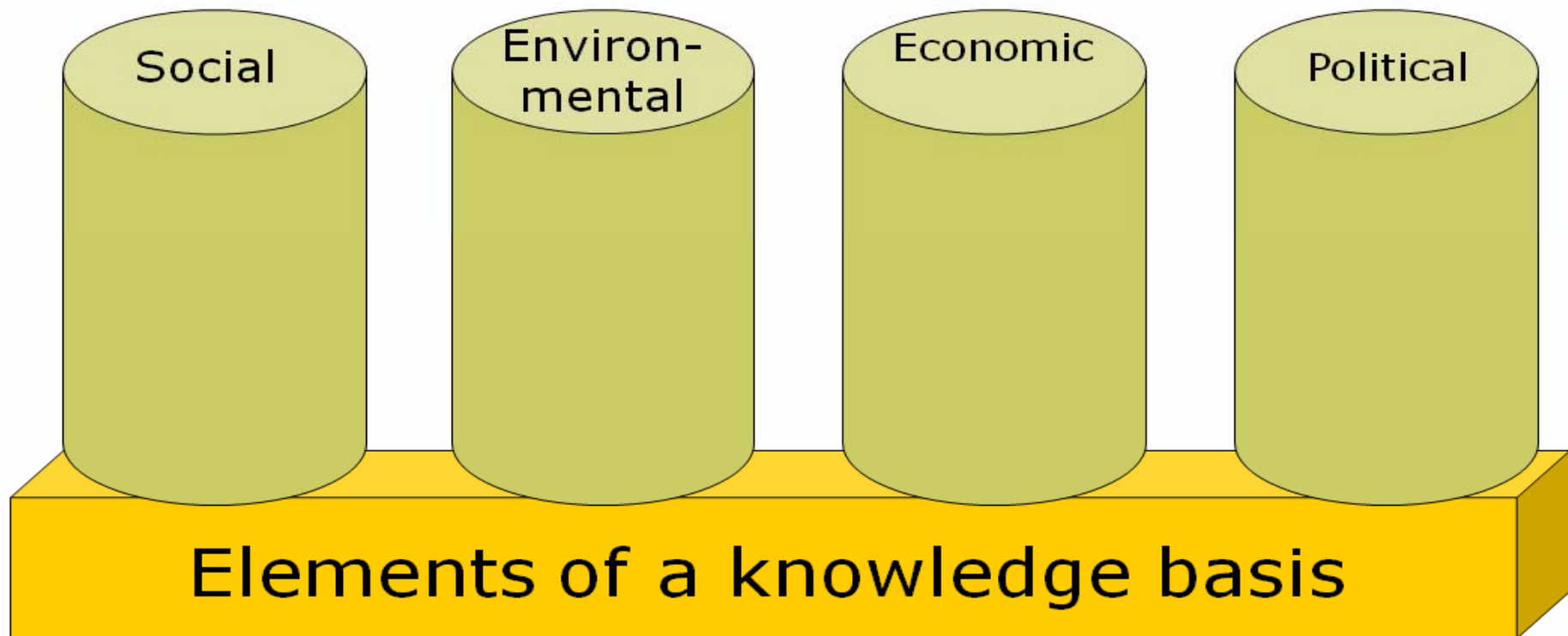
Defining innovation and entrepreneurship

- Innovation is a dynamic process which involves **generating** and **applying** knowledge
- It relates to new processes, new approaches, new methods or new ways of thinking and depends on the available **knowledge base**
- Entrepreneurship is the process which a) leads to new enterprises or b) an enterprise thinking. This often involves risks.
- The entrepreneur is the person prepared to take risks and create new ventures.



Strengthening the knowledge basis

- Knowledge is needed to achieve further progress and keep competitiveness
- A knowledge basis involves knowledge of infrastructure, of the regime of a political economy, of the innovative dynamics and inputs from various actors (e.g. universities, industries, and governments) **plus** their active interactions
- Successful regions (e.g. Paris, London, Öresund), have a sound knowledge basis and active interactions catalysed by the relevant players organising an active feed-back loop
- The intensity and the quality of the interactions is decisive for a sound knowledge basis and may lead to tangible results.





ICELAND

ARCTIC OCEAN

Norwegian Sea

Microsoft
MapPoint

FINLAND

Gulf of Bothnia

SCANDINAVIA

NORWAY

SWEDEN

Bergen

Oslo

Uppsala

Stockholm

Baltic Sea

Tønsberg

Fredrikstad

Örebro

Nyköping

Stavanger

Mariestad

Linköping

Jönköping

Kristiansand

Göteborg

Borås

Växjö

GREAT BRITAIN

SCOTLAND

Aberdeen

Dundee

Edinburgh

Glasgow

North Sea

ATLANTIC OCEAN

Belfast

Carlisle

DENMARK

Copenhagen

Vejle

Odense

Rønne

IRELAND

Castlebar

Galway

Dublin

ENGLAND

Leeds

Hull

Manchester

Sheffield

Norwich

Birmingham

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Bremerhaven

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Hamburg

Berlin

POLAND

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Gdańsk

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Swansea

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London

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Bristol

UNITED KINGDOM

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BELGIUM

Lille

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GERMANY

Düsseldorf

Erfurt

Prague

English Channel

Le Havre

Paris

FRANCE

Brest

Rennes

Nantes

Tours

Amiens

St. Quentin

Reims

Nancy

Troyes

Besançon

Metz

Luxembourg

Basel

Strasbourg

SWITZ.

Frankfurt

Hof

Plzeň

Nürnberg

Stuttgart

Regensburg

Munich

Salzburg

Innsbruck

Villach

CZECH REPUBLIC

Vienna

Linz

Graz

Maribor

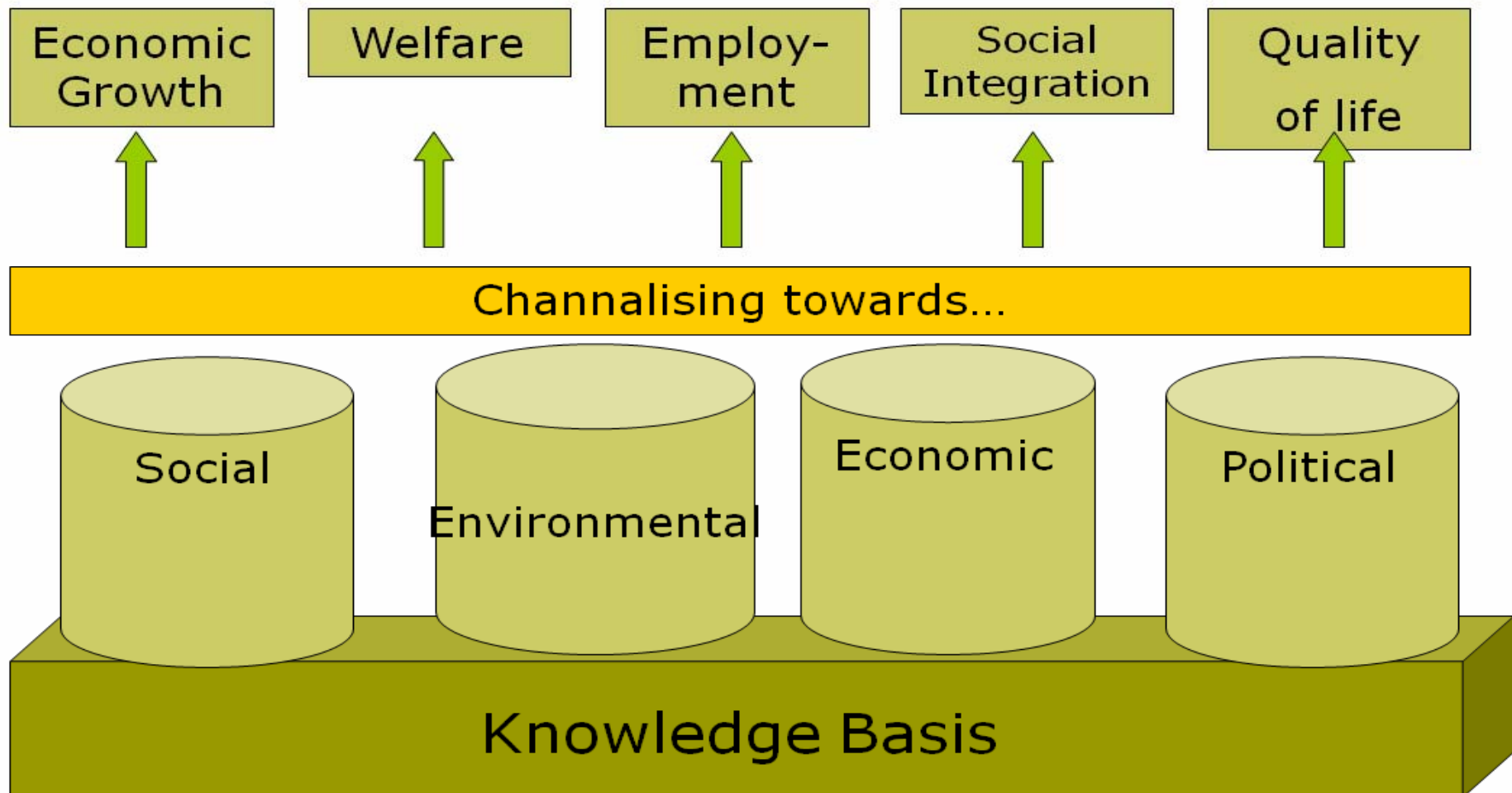
AUSTRIA



Knowledge basis and regional development

Hochschule für Angewandte Wissenschaften Hamburg

Hamburg University of Applied Sciences





Innovation and entrepreneurship in North Sea projects

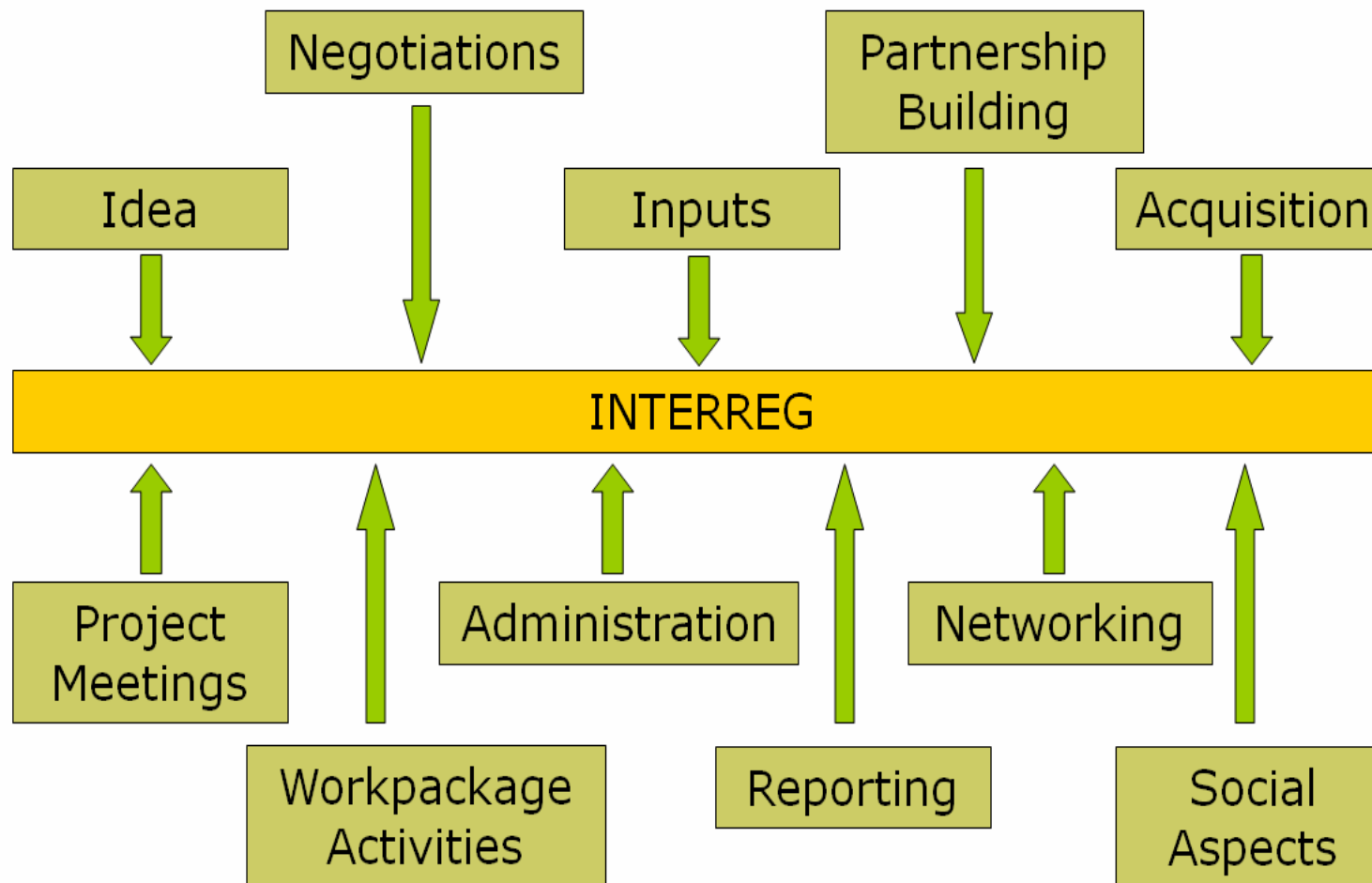
- Some degree of innovation and entrepreneurship is expected from projects: innovative ideas enhance the basis for individual actions and strengthen Interreg
- Emphasis to entrepreneurship is welcome: we should be able to see an opportunity and exploit it; we should know when to stop when something is not working or how to get the best from people/organisations
- Job creation and/or upkeep of existing jobs are examples of useful milestones
- In order to be competitive, the North Sea region needs a „culture of innovation“ and a „feeling for entrepreneurship“: projects should promote **innovation** and **innovativeness**.



The interface of knowledge basis and innovation in Interreg projects

Hochschule für Angewandte Wissenschaften Hamburg

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Some problems

- Innovation is a dynamic but a demanding process (no easy fixes)
- A sound knowledge basis needs new approaches, new methods or new ways of thinking which requires investment in the medium and long-term
- Enterprise-thinking needs to be sound, reasonable and realistic
- Many people are not prepared to take risks and create new ventures.



Conclusions: some challenges ahead

- Encouraging people (and projects!) to push the edge of innovation is worthy pursuing
- Projects need to demonstrate a sound knowledge basis and commitments from the players to further this basis (not business as usual!)
- Qualitative elements as opposed to quantitative ones need to be considered more seriously (a project with 4 partners is not necessarily worse than a project with 8 partners)
- Innovation and entrepreneurship need to be seen as real tools to achieve tangible outputs. The North Sea Region offers a wide knowledge basis and a fertile ground for innovation and entrepreneurship.



THANK YOU FOR YOUR ATTENTION!

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