

**Lessons learned  
and challenges  
for innovation policies  
*from 15 years of the IRE experience***

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# This presentation

- ✦ **Lessons learned** – what worked, what did not
- ✦ **Challenges** – what is to be done

***‘Linear model is dead  
BUT it does not lie down’  
Per Koch***

***Adherence to linear model gives non-  
innovative knowledge transfer schemes***

***IRE members, Conference in Rennes, June 2008***



# Recurrent policy themes

- \* Business networks and clusters**
- \* Knowledge transfer academia – industry**
- \* Entrepreneurship**
- \* Establishment of new innovation support services and structures**
- \* Innovation financing**
- \* Promotion of innovation in SMEs**
- \* Company creation**
- \* Promotion of an innovation culture**
- \* Coordination of innovation support services**



## General trends in innovation strategies

- \* A move of focus from **'technology'** to **'innovation'**
- \* A move from a **'supply-demand'** view to an **innovation systems** approach
- \* An increasing focus on **'soft'** innovation support measures



## Increasing focus on 'soft' measures

- \* 19 out of 20 regional innovation strategies developed 2001-2004 include measures targeting:**
  - \* Innovation culture
  - \* Regional awareness of the importance of innovation
  - \* Creating a regional environment conducive to innovation

# Experiences in practical approach

## \* What works:

- \* Day-to-day to day work with SMEs (local delivery)
- \* Improving skills in SMEs and knowledge transfer
- \* Mix of measures
- \* Innovation in traditional sectors
- \* Leadership, commitment, bottom-up initiatives

## \* What does not work:

- \* Databases of offer and demand, innovation portals
- \* Single measures (only soft or only hard)
- \* Low efficiency of simple promotion tools (conferences, publications, even innovation awards)



# Role of universities

- \* Mismatch between research results (offer) and absorption capabilities of SMEs (demand) - not to be closed**
- \* Universities - important for 'innovation milieu'**
- \* Important knowledge producer – human factor**

# Challenges to be taken – personal view

- \* **Better policy making – policy learning, use of strategic intelligence tools – benchmarking initiative?**
- \* **Collaboration of different policies**
- \* **Professionalisation of innovation intermediaries, good soft schemes for companies**
- \* **Innovation infrastructure – universities as the factor of the attractive territory for creativity and social capital**
- \* **Innovation in public services – transport, health care etc.**

**Biggest challenge – sustainability & real transregional dimension**



**And a big question**

 **HOW?**

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