

CILJ₃ Teritorialno sodelovanje

INNOVATION

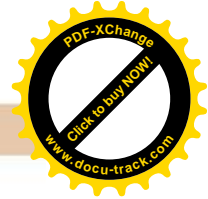
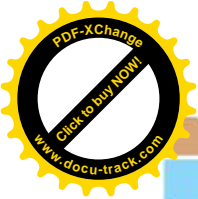
IN THE CONTEXT OF THE CENTRAL EUROPE PROGRAMME

Poznan, 16 December 2008

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Spatial Planning, Slovenia
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EUROPEAN UNION
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DEVELOPMENT FUND



Transnacionalno

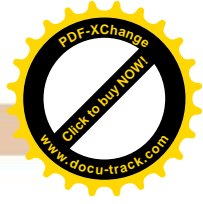
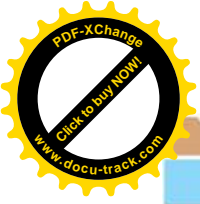
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1. Prelude

“If two persons exchange two identical eggs, they will end up with one egg per person.

But if two persons share each other’s idea, they will have two ideas each to start with.”



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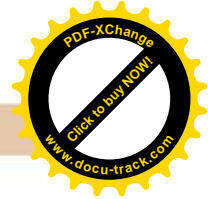
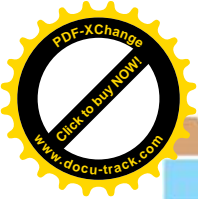
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2. What does that mean?

- * **Ideas** are about **differentiation**:
 - doing something different
 - doing something in a different way
 - doing something for someone or someplace different etc.

- * Likewise, **innovation is**:
 - goal-oriented (why and what?)
 - process-oriented (how?)
 - context-oriented (for whom, where, with whom?)

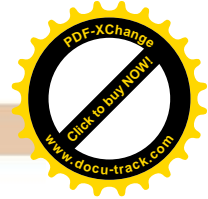
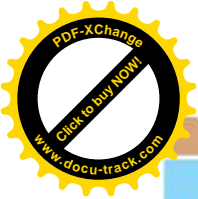


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- Only **communication** will open up the potential an idea has.
- Ideas must be **cross-fertilized** to gain momentum.
- If you don't
“**Reach out and touch someone,**”
there is no point in doing it.



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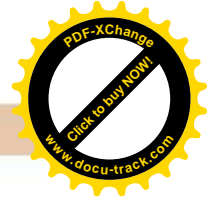
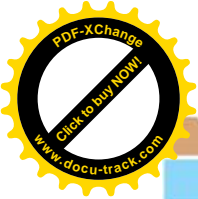
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3. Has the importance of innovation been recognised as a driving force?

Yes.

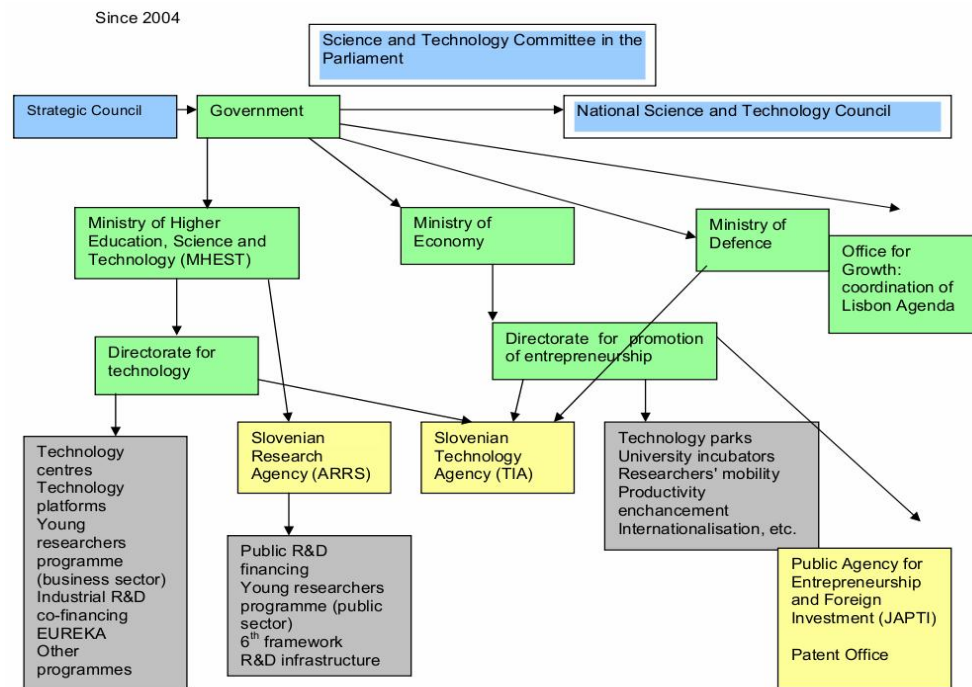
Everyone is doing it:

- across Europe
- within the regions
 - sectorwise
- nationally, in the Member States

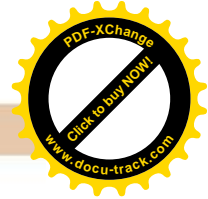
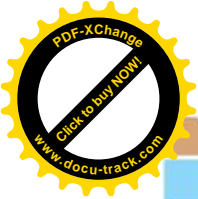


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4. Only in Slovenia, a complex governance structure has been set up...

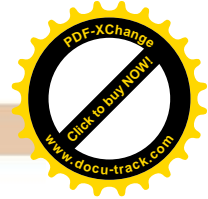
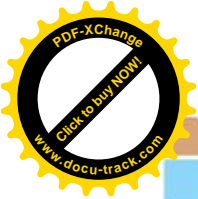


Legend:
 Blue: advisory bodies
 Green: government
 Yellow: executing agencies
 Grey: measures

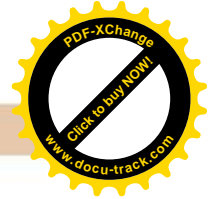
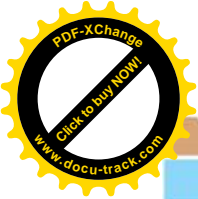


5. ...and one body (ME) alone offers 23 measures to promote competitiveness

No.	Non-State Aid measures	State Aid relevant measures
Entrepreneurship-friendly environment		
1	Promotion & education for entrepreneurship	
2	One-stop-entry shops	
3		Voucher consulting & training for SMEs
4	Entrepreneurship for specific target groups	
Knowledge for business		
5	Vocational education	
6		Junior basic research in enterprises
7		Mobility of skilled people to business
8		R&D activities and interdisciplinary R&D groups in enterprises



R&D and innovation in enterprises		
9		Economic logistics platforms (infrastructure)
10		Investments in business development logistics platforms
11		Start-up capital for technology parks and incubators
12		R&D in business
13		R&D activities in enterprises
14		Technological investments
15		Process and organisational innovations
16		Managerial approaches to business excellence
Innovations		
17	Slovene innovation centre	
18		Innovative groups
19		Incentives to SMEs for acquisition of ind. property rights
20		Start-up capital for new innovative companies
21		Incentives for early-stage innovative companies
Promoting SMEs with equity and debt instruments		
22		Equity instruments for fast-growing innovative SMEs
23		Debt instruments for investments of SMEs



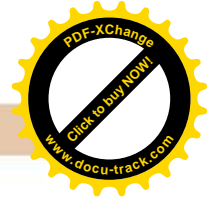
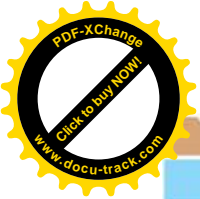
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6. What is the added value of transnational programmes?

1. **Area-specific conditions** offer unique challenges and opportunities in a larger area.
2. **Common issues of interest** surpass national borders and require a higher platform of cooperation.
3. **“We are doing it our way.”**



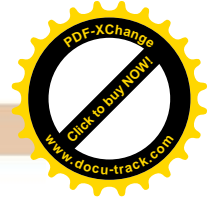
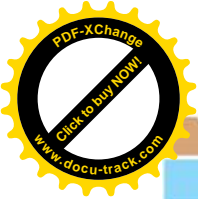
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7. Enhancing framework conditions, not individual advantages

- 1. Framework conditions for innovation:**
organisational, financial, legal, administrative
environment, policies, infrastructure
- 2. Diffusion & application of innovations:**
cooperation between all actors within the innovation
community
- 3. Knowledge development (human resources)**



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8. A bridge between EU policies, science, and investments in the MS

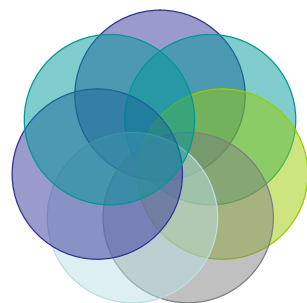
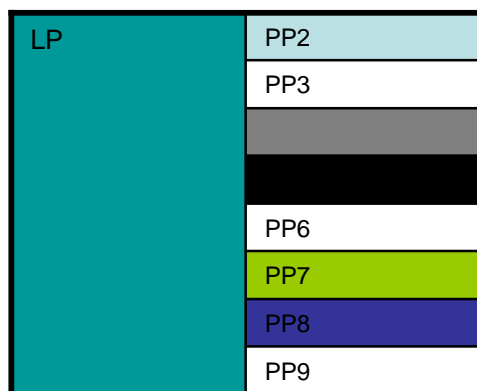
	Science	Joint strategies and action plans, tools, management structures, investment preparation, pilot	Investment	
European socio-economic sustainable development policies	ESPON	Transnational European Territorial Cooperation Programmes	Supra-structure Infrastructure	Member States public sector Non-profit institutions
Technology and technical systems	FP7	↓	Inter-mediaries Entrepren. investments	Public-private partnerships Business sector
	General, collective uses	Multi-sectorial benefits	Individual selective advantages	

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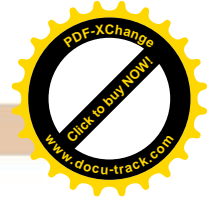
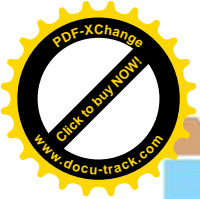
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9. Transnational projects



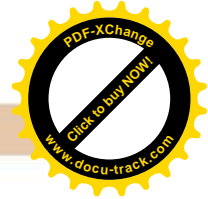
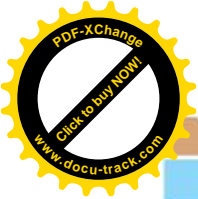
- Relevant and representative of the area
- Complex (integrated) approach
- Interactive
- Joint outputs and results



10. Representative projects

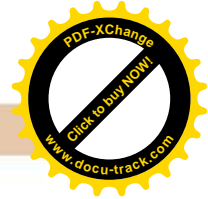
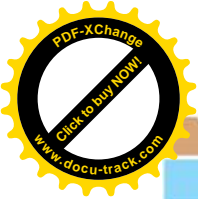
- Transnational scope – level of the area
- Area specific
- Grasping the needs of target groups
- Relevant partnership (key players involved)

- Partnership does NOT represent the partners, but rather each partner represents a specific category of actors (e.g. a private partner represents the needs of the private sector).



11. A complex transnational approach

- Integration of economic, social and sustainability aspects
- Co-operation between research, academia, public administration, intermediary institutions, and business
- Building on transnational platforms, clusters, networks
- Vertical and horizontal integration:
 - involvement of all levels of public administration
 - multidisciplinary, cross-sectoral approach



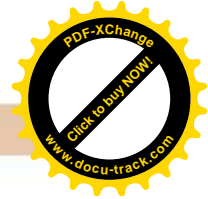
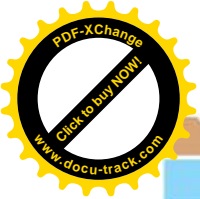
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12. Interactive transnational partnerships

- Reap the **synergies** from existing programmes, projects, networks, clusters, initiatives, methodologies... Don't start from scratch.
- Involve **key players**.
- Involve the **target groups** (e.g. private actors should be part of the consultation process).
- **Communicate the outputs** and make them widely and publically available.
- Ensure the **sustainability of results** beyond the project life.



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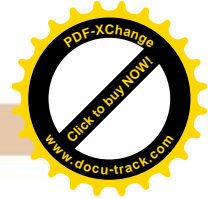
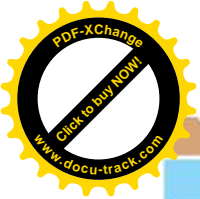
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13. In order to make waves...

Turning regions into labs
Building bridges for knowledge
Bringing out innovative ideas
Thinking out of the box
Providing a gush of fresh air....

(from Central European blog)

... we need you.



14. Points for discussion: What are the needs of the innovating community?

1. Are ETC programmes recognised as contributing to innovation?
2. Are transnational programmes attractive for the applicants in terms of innovation?
3. How do applicants see the potentials of the Central Europe?
4. What does the innovation community expect to gain from transnational projects?
5. What are the concrete obstacles for the project partners:
 - transnational complexities
 - relatively low budget
 - no direct profit impact
 - dilemma how to be broadly relevant but also tangible and applicable? Etc.