

Final Seminar in Latvia

Handbook „Innovation Support Tools & Practices“

Riga

6th June 2011

Agenda (nur für mich)

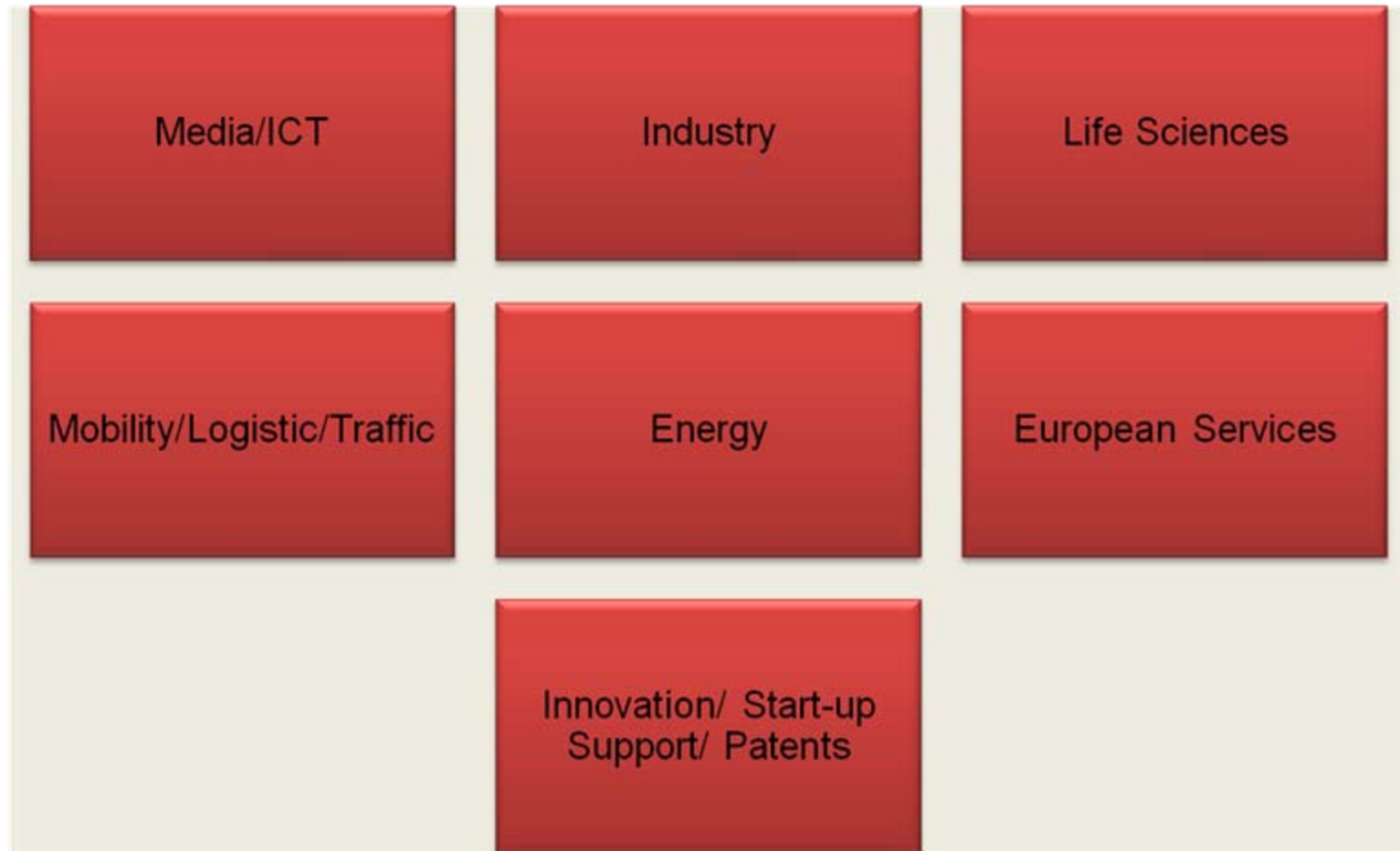
- n **Who is the ZAB**
- n **Background Handbook**
- n **Activities for Handbook**
- n **Extract of Handbook**

Who is the ZAB

Localisation of ZAB



Strong emphasis on the lead-branches



Services of ZAB



Location Service

- Support investors when establishing
- Support finding of locations
- Contact to other BDOs
- Supporting finding of financial support
- Assisting market-access



Recruiting Service

- Support planning of staff
- Support recruiting staff
- Support financing of internal trainings
- Arrange contact to universities
- Support finding financing for recruiting young personal



Innovation Service

- Support cooperation and know-how transfer
- Support development of networks
- Support start-ups
- Support patents application
- Support finding contacts European-wide
- Consulting financing possibilities of R&D projects



Investment Service

- Support finding possibilities of investment financing
 - Grants
 - Credits
 - Equity financing

Handbook

„INNOVATION SUPPORT TOOLS & PRACTICES“



Background Handbook

Aim

- Strengthening innovation and innovation support in non-metropolitan regions
- Fostering innovative culture and improving innovation readiness of SMEs

Actions

- Joint development, testing and reporting of innovation support instruments and services

Outcome

- Handbook on innovation support services and instruments for BDOs
- Policy recommendations as input for the MoU



Background Handbook

How to ...

- ... support the innovation readiness of SME?**
- ... enhance the number of innovation projects between companies and R&D providers?**
- ... make companies more competitive by involving users in the development of new products and services?**

- ... foster the availability of private equity for innovation and start-up support?**

- ... foster and establish a sustainable innovation culture in the region?**
- ... utilize the endogenous innovation potential for business and regional development?**

Background Handbook

Action Field 1

Innovative enterprises and user-driven innovation

n ZAB Brandenburg Economic Development Board (Germany)

n Frami Ltd. (Finland)

n Tartu City Government/ Tartu Science Park (Estonia)

n Hermia Business Development Ltd. (Finland)

Action Field 2

Business development and risk assessment tool

n Hermia Business Development Ltd. (Finland)

n Tartu City Government/ Tartu Science Park (Estonia)

n Podlaska Regional Development Foundation (Poland)

Action Field 3

Involving young generation in innovation processes – Innovation days

n Tartu City Government / Tartu State Regional Development Agency (Estonia)

n State Regional Development Agency / Investment and Development Agency of Latvia / Latvian Technological Center (Latvian)

n Hermia Business Development Ltd. / Regional Council of South Ostrobothnia (Finland)

n Regional Planning Council Havelland-Fläming / Innovation and Technology Center Bentwisch (Germany)

n Podlaska Regional Development Foundation (Poland)

n Project Management Centre

Activities for Handbook

AF 1 - Innovative enterprises and user-driven innovation

- n **Innovation voucher models have been established by many European countries and regions to encourage first and small innovation activities of SMEs. Voucher models offer small scale grants, quick to get and easy to use, given with the aim of catalysing “first innovation activities“ of SMEs.**

- n **In Brandenburg/Germany, more than 100 innovation projects between SMEs and R&D providers were initiated during the first year of implementation.**

- n **Involvement of users and other stakeholders in the development of new services and products offers real added value for companies!**

- n **The living lab concept (living laboratory) is a fitting tool to follow the complete innovation approach of user-driven innovation.**

Activities for Handbook

AF 2 - Business development and risk assessment tool

- n **It is getting more and more important to attract private investors in business development.**

- n **There is a need for tools that provide arguments for convincing investors to support start-up companies. A lack of time and missing risk evaluation tools lead to hesitation on the investors' side.**

- n **Risk assessment tools as developed and tested in the BSR InnoReg offer a rational basis for investment decisions!**



Extract of Handbook

n **Structure of handbook:**

- Basic idea, general view, what is the topic about , general information
- Aim, target group, methods
- Experiences and recommendation, suggestions
- Contact adress

n **Innovation Day IT Academic Day at the Bialystok University of Technology**



Conclusions and Recommendations

- n **No regional growth if you do not care about the region**
- n **Supporting start-ups and innovation in SME**
- n **Listen to the young generation**
- n **Nothing happens by itself**

„Listen to your regional needs“

No regional growth if you do not care about the region.

Innovation is important – not only in the big cities. For non-metropolitan regions the showcase of their potential and possibilities through innovation is crucial! There is a need to create an environment for innovation and it can also be used for promoting the region. There can never be too much discussion on innovation, and the outcome of the same activities in different regions can be quite different. The activities should support the strong points of each region and the activities should be properly focused.

Supporting start-ups and innovation in SMEs.

The implementation of innovation support tools and concepts like innovation voucher models and living labs help to improve the innovation readiness of SMEs and the competitiveness in the markets. Innovation support tools for companies should be easily accessible, flexible and simple to use. Especially user-driven innovation instruments should be sustainable processes in the regions and used actively. Risk assessment tools appear to be a suitable method for the evaluation of the risk level that young companies are faced with in their development phase. Especially businesses in non-metropolitan regions are strengthened in growth by attracting additional capital based on new arguments for investment decisions through risk assessment.

Listen to the young generation: They are a source of innovation!

Especially in non-metropolitan regions, there is a need for an integrated approach in promoting innovation among young people. Experiences from so-called “innovation days”, that have been successfully organised

and implemented in the BSR InnoReg project with the aim to promote innovation among young people are very encouraging. The young generation is keen to deal with innovation and they are the future entrepreneurs! One of the experiences of the project activities is that young people just love participating in activities where they can DO something by themselves.

Nothing happens by itself – it has to be organised!

Working with young people takes time and endurance; it is an exercise of patience. It is a good idea to bring the activities to places where young people go anyway. When organising innovation events for young people it is important to choose the right timing and place. Whatever you plan to do, form an alliance with other co-operation partners in order to take also pedagogic aspects into account. Involving the young generation in the planning and implementation of the activities is crucial. Using social media and social networks to provide and spread information is a promising way to reach the target group. An innovation dialogue on concrete cases with young people helps to establish a sustainable innovation culture and to tap the full innovation potential of the region.

The Next step? Make Innovations!

This handbook is the view on only a few approaches to be used, however the assessment of the needs, target audience and the new developments in innovation is an important factor to count on. The non-metropolitan areas have to work constantly on finding new ways for promoting innovation. Different actors have to work together! Before any of the proposed activities are used they should be adapted to the regional needs and scrutinised as to why they might be good for the region.

Thank you for your attention!

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