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Transnational cooperation basics: How to develop a relevant project idea

Innovation

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Content of the session

- Innovation in Interreg CENTRAL EUROPE
- Innovation in Interreg Baltic Sea Region
- Lead Partner experience
- Q&A



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Priority axis 1
**Cooperating on innovation to
make CENTRAL EUROPE more
competitive**

Specific objective 1.1

To improve sustainable linkages among
actors of the innovation systems for
strengthening regional innovation
capacity in central Europe

Specific objective 1.2

To improve skills and entrepreneurial
competences for advancing economic
and social innovation in central
European regions

1.1
**Research and
innovation
infrastructures**

1.2
**Smart
specialisation**

1.3
**Non-
technological
innovation**

Priority axis 1: Cooperating on innovation to make CENTRAL EUROPE more competitive

- Specific objective 1.1
To improve sustainable linkages among actors of the innovation systems for strengthening regional innovation capacity in central Europe
- Specific objective 1.2
To improve skills and entrepreneurial competences for advancing economic and social innovation in central European regions



SO 1.1: To improve sustainable linkages among actors of the innovation systems for strengthening regional innovation capacity in central Europe

Main topics and potential actions

- Transnational and internationalised regional networks and clusters
- Knowledge and technology transfer between key players of the innovation systems leading to new services and products
- Improving access to research results for enterprises, notably SMEs
- Developing new services which support innovation in businesses
- Stimulation of further investment and facilitate access to financing of innovation
- Cooperation between research, public and private sectors to stimulate innovation and entrepreneurship
- Contribution to smart specialisation strategies
- ...



Key terminology

Innovation systems and actors

Network of institutions in the public and private sectors whose activities and interactions initiate, import, modify and diffuse new technologies and methods. Actors of the innovation system include stakeholders from the research and business sector, policy makers and public authorities.

Linkages

Innovative activities partly depend on variety and structure of links to sources of information, knowledge, technologies, practices, human and financial resources. Linkages connect companies to other actors in the innovation system such as universities, laboratories, policy departments, regulators, competitors, suppliers and customers.



SO 1.2: To improve skills and entrepreneurial competences for advancing economic and social innovation in central European regions

Main topics and potential actions

- Fostering entrepreneurship by improving creativity, entrepreneurial mind-sets and competences for economic and social innovation
- Increase skills of employees and entrepreneurs for applying novel technologies/methods leading to innovative products, services or processes
- Innovative learning systems
- Emphasis on social innovation and challenges deriving from demographic change, migration and brain drain
- Contribution to smart specialisation strategies
- ...



Key terminology

Social innovation

New ideas (products, services and models) that simultaneously meet social needs (more effectively than alternatives) and create new social relationships or collaborations. Fields of activity are e.g. work integration, social services, education and research, culture and recreation, health etc.

Entrepreneurship

Mind set and process to create and develop economic activity by blending risk-taking, creativity and/or innovation with sound management, within a new or an existing organisation



Capacity for innovation

1.1
**Research and
innovation
infrastructures**

1.2
**Smart
specialisation**

1.3
**Non-
technological
innovation**

1.1: Research and innovation infrastructures



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1.1

Research and innovation infrastructures

What can you do?

- Identifying challenges and introducing **solutions in management** of research and innovation infrastructures
- Developing of incentive and **funding schemes** for commercial users
- Assessing demand and adjusting **supply for specific research capacities** to support innovation potential of the BSR



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1.2: Smart specialisation



1.2

Smart specialisation

What can you do?

- **Supporting regions** on the management of smart specialisation strategies
- **Supporting** the implementation of smart specialisation strategies in **selected fields**



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1.3: Non-technological innovation



1.3 Non-technological innovation

What can you do?

- Creating more **favourable conditions** for non-technological innovation (service, creative industries, process and organisational eco-innovations etc.)
- **Renewing of public services** through innovation (**user-driven** perspective)
- Strengthening role of **public authorities as innovation drivers**
- Improving **support to SMEs** by innovation intermediaries

Hints and tips

- Explain how you change the **framework for innovation (no development of single innovative products)**
- Be **specific** and avoid buzzwords
- Show how your **approach differs**
- **Focus** only on aspects you can change through your project
- **Test and pilot** with your **target groups**



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