

Islands-of-Innovation

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Hamburg

December 5, 2018,

**NORTH
ATLANTIC
OCEAN**



Azoren



Fryslân



Guadeloupe



Kuressaare



Lesvos



Madeira

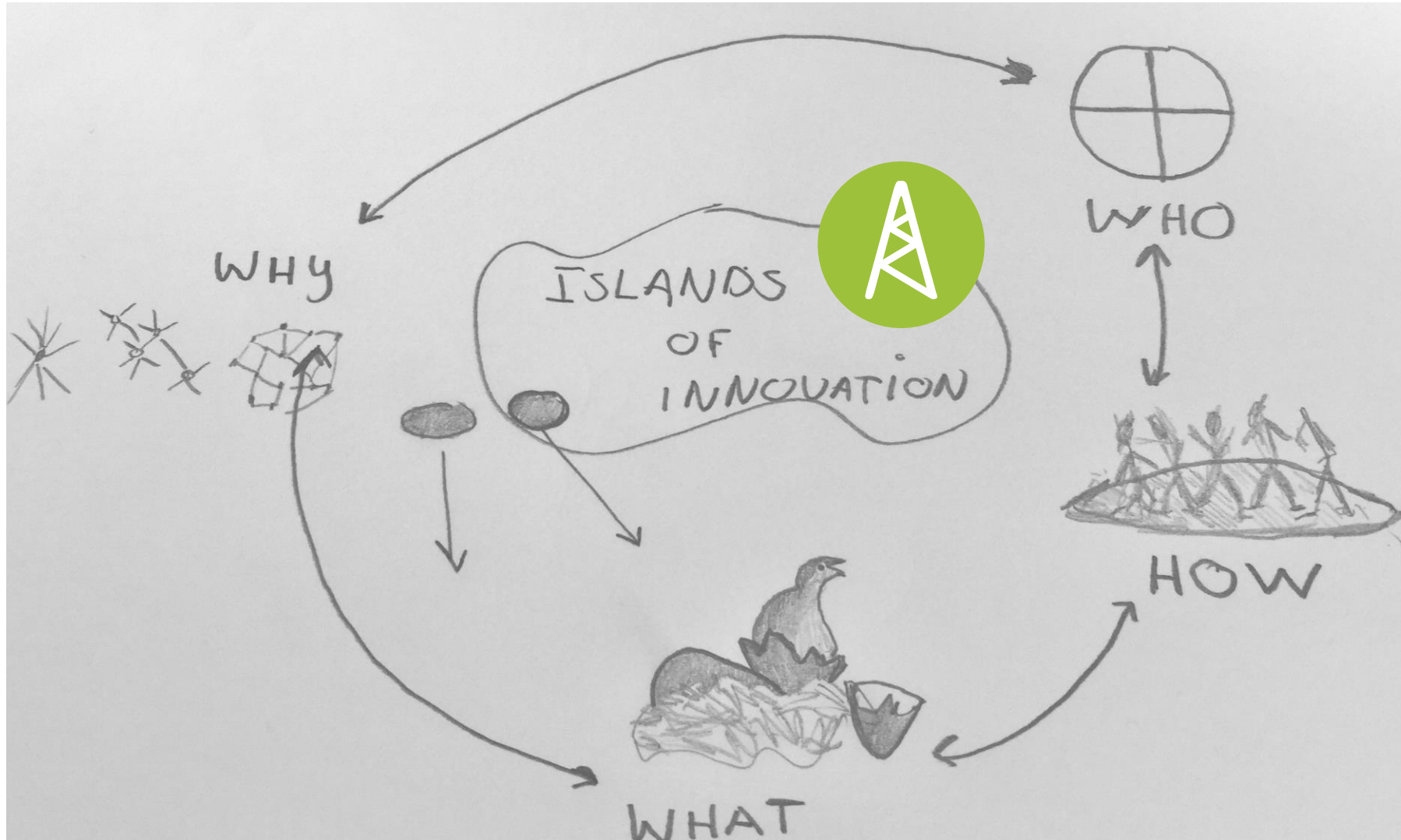


Samsø



Islands of Innovation





Addresses:
Content (diy/circular)
Process (quadruple helix)
Governance (role in innovation processes)
Integral and increase optionality (policy making)

Start

Country (island(s) region) studies and comparative main report;

Observations and reports of good practices;

Discussions with the project partners;

Discussions with stakeholder groups;



New tool: TIPPING WHEEL (= innovation guide)

Why?

to be able to use **policies for innovation** in a systematic, efficient and inter-subjective way

for **learning from** old **cases**, for comparing cases, and for creating new cases

to stimulate the discussion on innovation oriented policy instruments, looking back and into the future

to focus on promising, advanced governance options, and **to reduce the number of all potential policy instruments** (n=ca. 500)

to complete the Islands of Innovation project not only with **best and next practices of innovation policy**, but also with a transferable framework and attractive tools

Inspired by Design Thinking

creative, out-of-the box approaches & tools

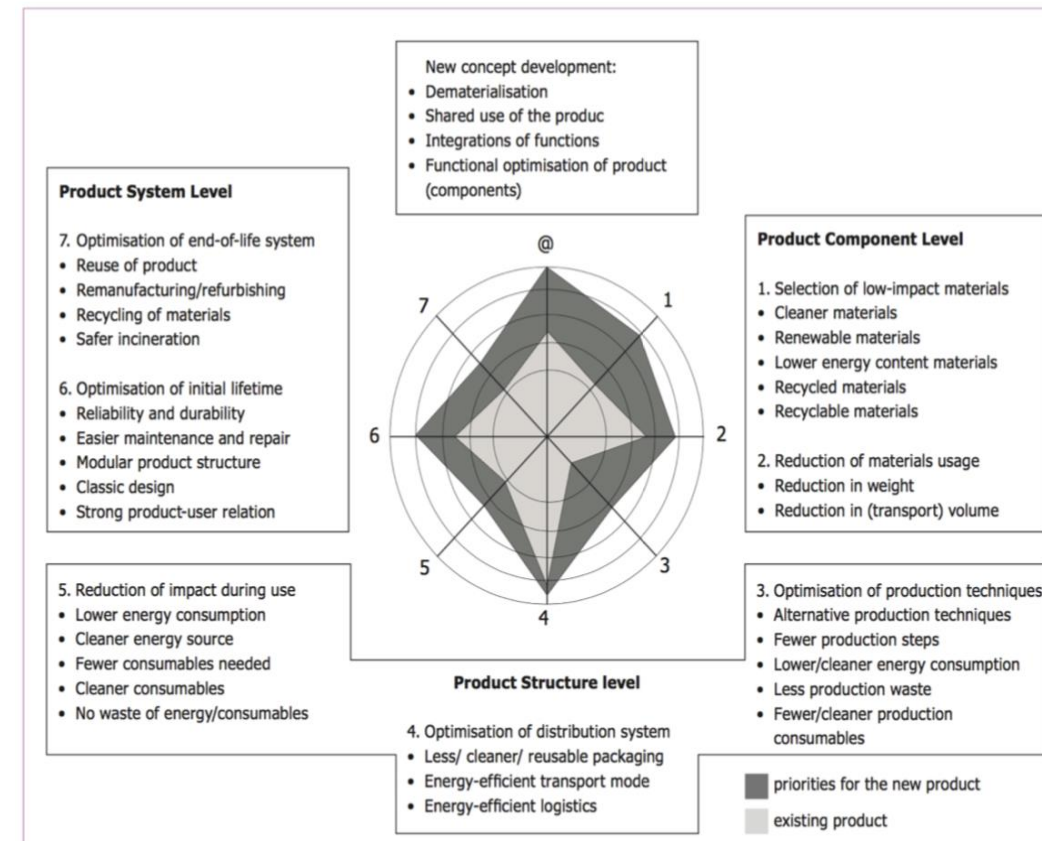
solution and user-involvement orientation

systematic, transparent development process

excellent communication

Keywords
Sustainability
Environmental profile
Product life cycle

EcoDesign Strategy Wheel



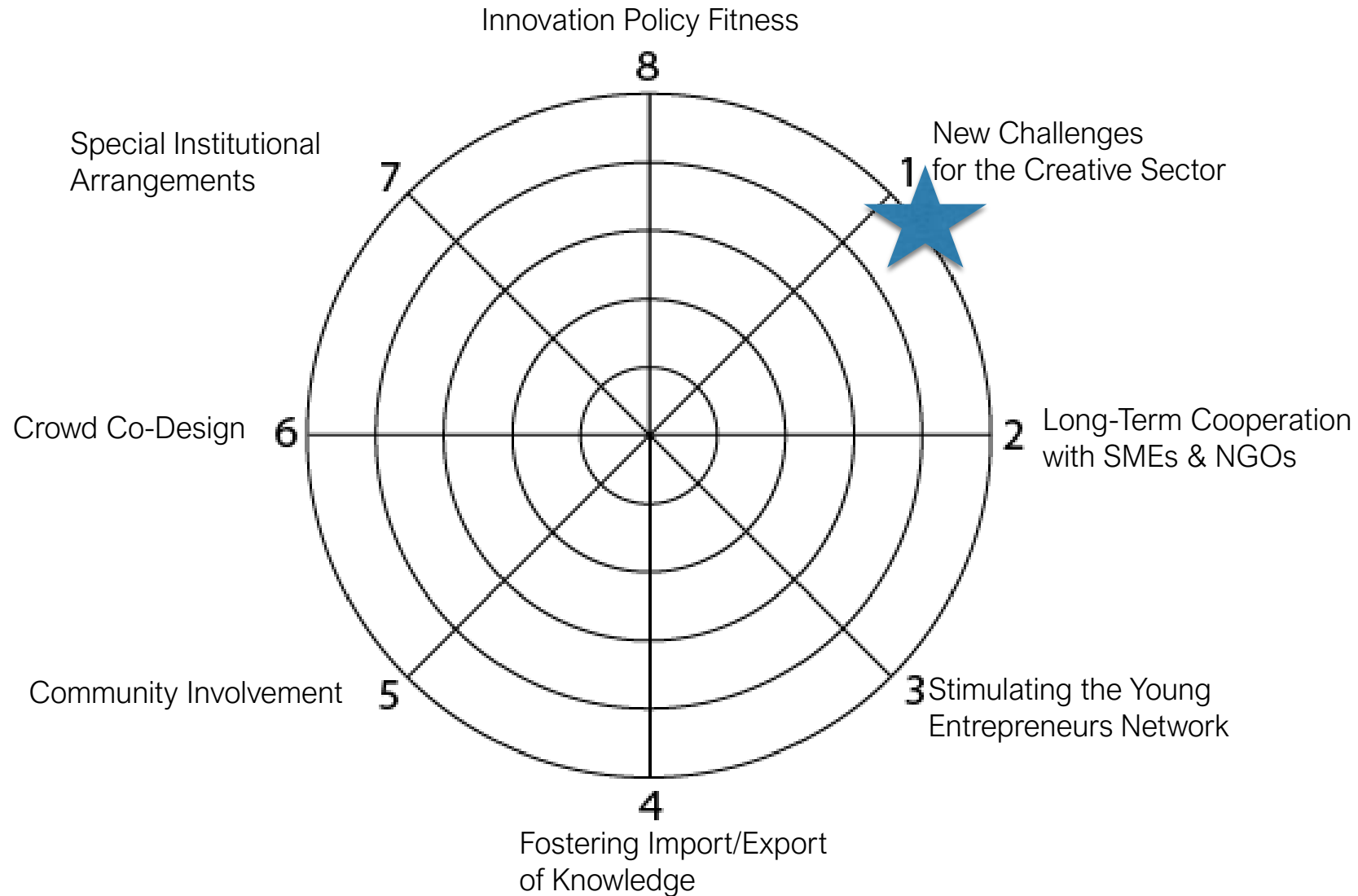
TIPPING Wheel; The Innovation Project Perspective for IOslands
New Governance,
A Design-based Approach (Theory and Good Practices)

Island:
Sector:
Project:



TIPPING Wheel

Challenge:



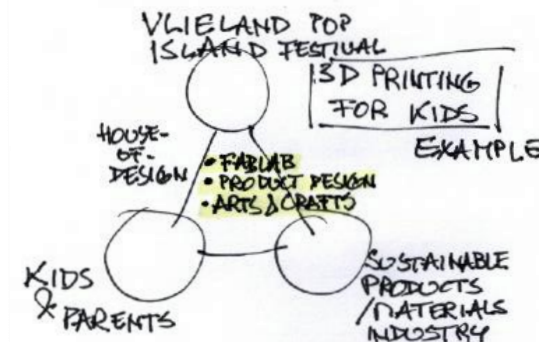
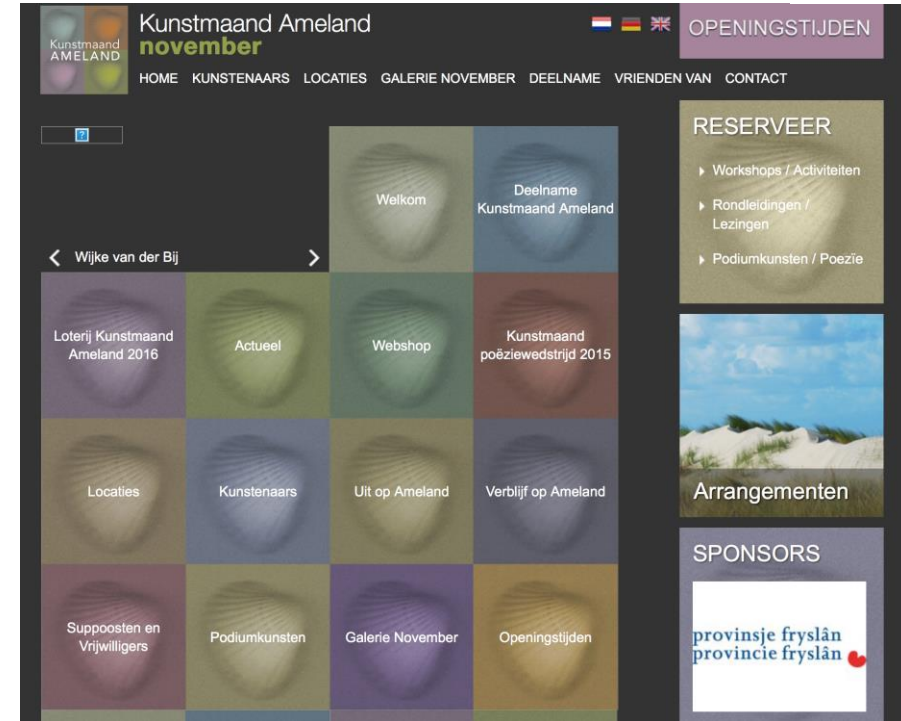
a. Stimulate experiments with new technologies and new societal concepts

With so many new technologies emerging, creative industry actors can be facilitated to find new applications for these technologies. Particularly, we are thinking of technologies, which can be applied on a small-scale level, such as:

- 3D printing
- Modernized production technologies aimed at textile fabrication and fashion
- Bio based materials, both from land and sea
- Sustainable energy technologies
- Digital design and game technology, etc.

Likewise, the creative industry can be invited and stimulated to take the lead in societal challenges, like:

- Islands' waste prevention, resources efficiency and circular economy
- Turning plastic waste into valuable artifacts and art
- Helping to solve disputes between agriculture and nature with creative solutions, etc.



b. Stimulate Creatives' new product and ventures' development

Directly or indirectly, islands' governments can stimulate their creative industries (arts and crafts, product designers, architects, communication and media designers, service and app developers etc.) to develop new, sustainable concepts based upon local conditions and strengths. With an emerging tourism market at many islands, new products based on local –not yet fully explored- materials for instance, can create interesting new product-market combinations, tourists love to buy. Such local materials could consist of new applications of known natural resources, like cork (isolation), shells (building material), wool (isolation) and grain (local food, local beer), but also at completely new products and ventures with new inspiration sources, like the use of seaweed for food and cosmetics as well as the use of salty water areas for the growth of high-quality salty food plants. Likewise, algae from the sea are now building blocks for the small-scale production of bio-based materials, applied in furniture, house building etc. (Studio Veenhoven, 2017)



C. Stimulate new markets of the creative industry, including the own procurement

Islands' governments can stimulate new markets for new services offered at the island by local producers. For instance, local biologically responsible food from innovative suppliers can be offered at events or used for daily use in the municipality cantinas and local municipal institutions, such as schools etc. Also, the municipality could be among the first to become a client at an island cooperative or agency which supplies sustainable energy (the local energy company). More indirectly, islands' governments could support promotion of the "export" of such products and services to the mainland, by making promotion via the website, the tourist office and other channels, like billboards on the ferry boats.



SELF ASSESSMENT

Strategy 1 Working with the Creative Sector

Q1: Who do you define as the Creative Industry on your island?

Q2: What have they contributed so far on the island with respect to Innovation?

Q3: How has Local Government (LG) stimulated the Creative Sector to contribute?

Give your score (mark between 1-10) for the LG activities so far.

Q4: Particularly, to what extent has LG used the TIPPING Strategies 1a, 1b and 1c?

Q5: To your opinion: for what projects and how could LG stimulate the Creative Sector to a higher contribution? At what ambition -give your score for the future- and for which 2-4 Innovation projects should LG aim for in cooperation with the Creative sector?

Results Strategy 1

Score till Today:

Future ambition Score:

Projects:

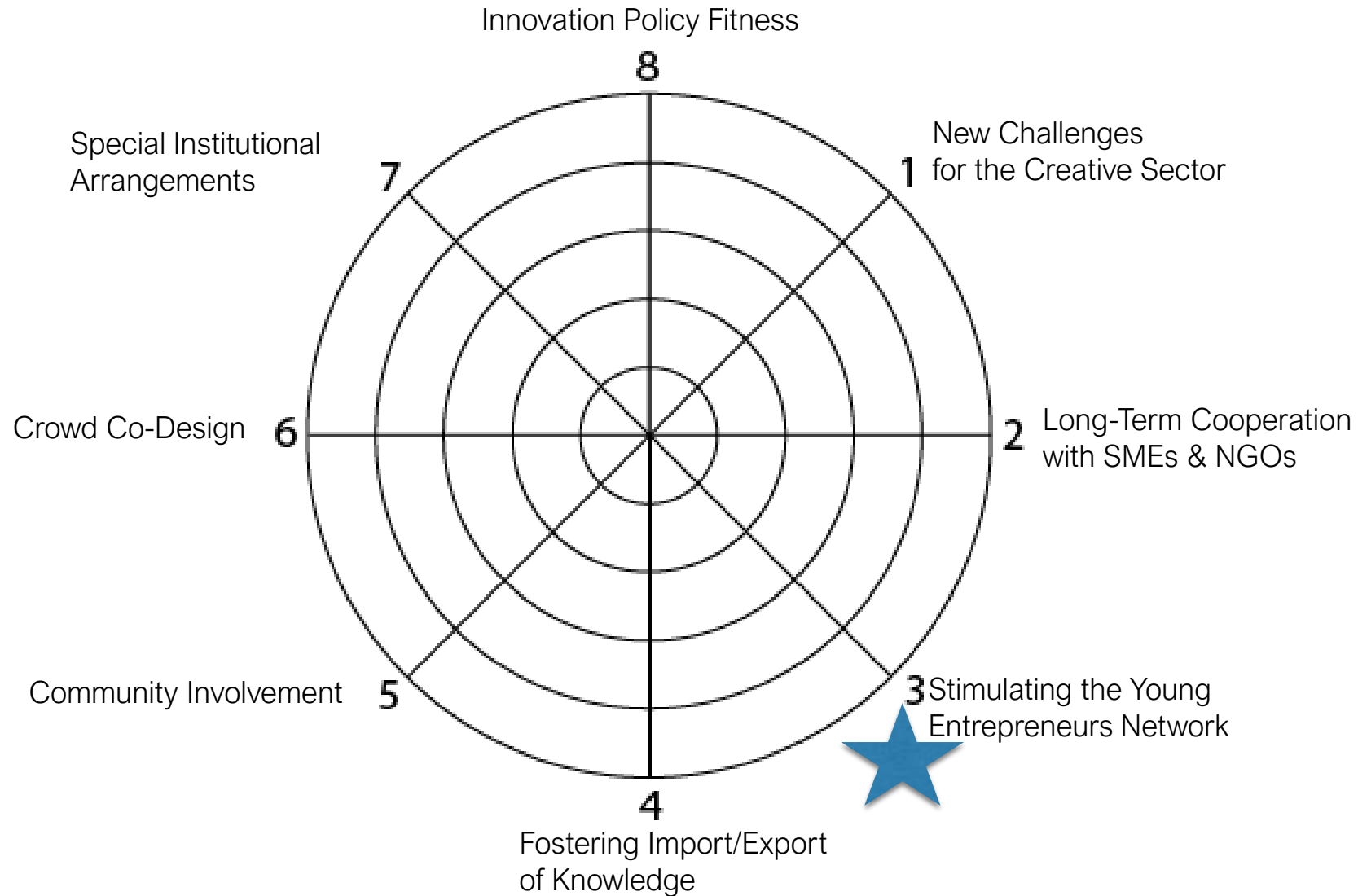
1

2

3

4

TIPPING Wheel



STRATEGIE # Stimulating the Young Entrepreneurs Network

- 3a. Support students innovation projects
- 3b. Help to create housing and working facilities
- 3c Facilitate the establishment of Living Labs

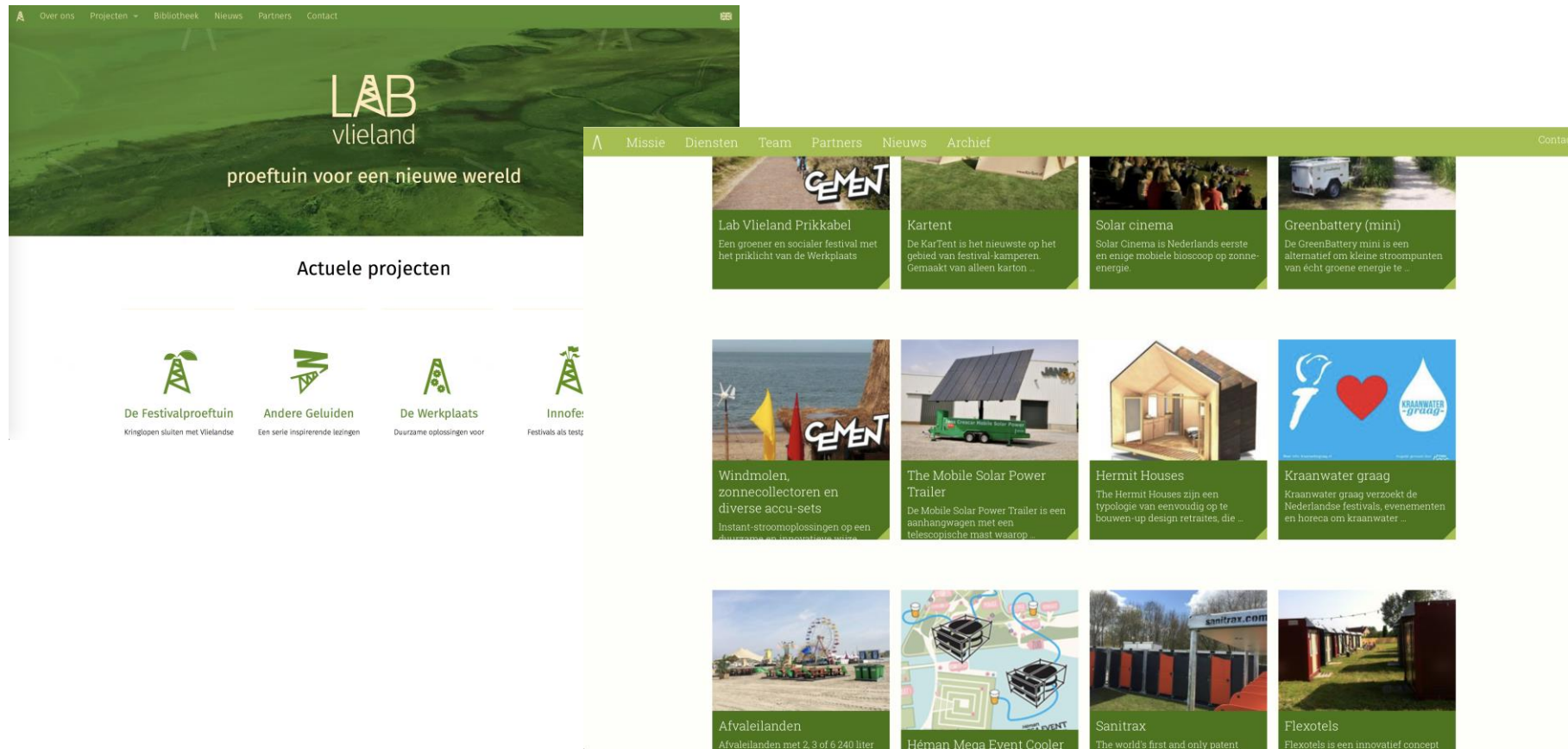
3b. Help to create housing and working facilities for staff and students



Energy Academy Samsøe (DK)

3c. Facilitate the Establishment of Living Labs

Lab Vlieland



The screenshot displays the website for Lab Vlieland, featuring a green-themed design. At the top, a navigation menu includes 'Over ons', 'Projecten', 'Bibliotheek', 'Nieuws', 'Partners', and 'Contact'. The main header area contains the text 'LAB vlieland' and 'proeftuin voor een nieuwe wereld'. Below this, a section titled 'Actuele projecten' lists four categories: 'De Festivalproeftuin', 'Andere Geluiden', 'De Werkplaats', and 'Innofe:'. The right side of the page is a grid of project cards, each with a title, a brief description, and a small image. The cards include: 'Lab Vlieland Prikkelabel', 'Kartent', 'Solar cinema', 'Greenbattery (mini)', 'Windmolen, zonnecollectoren en diverse accu-sets', 'The Mobile Solar Power Trailer', 'Hermit Houses', 'Kraanwater graag', 'Afvaleilanden', 'Héman Mega Event Cooler', 'Sanitrax', and 'Flexotels'.

Actuele projecten

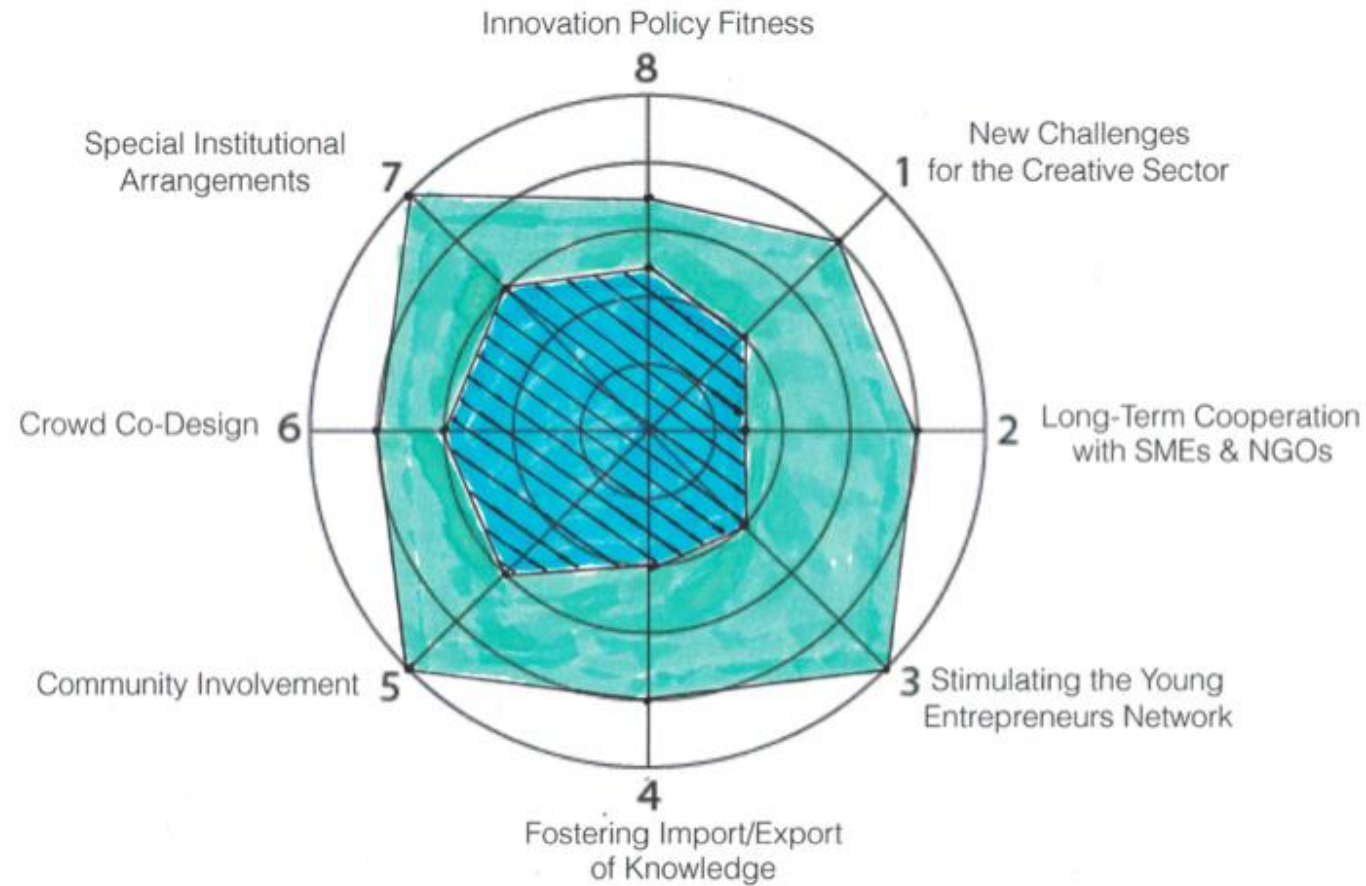
- De Festivalproeftuin: Kringlopen sluiten met Vlielandse
- Andere Geluiden: Een serie inspirerende lezingen
- De Werkplaats: Duurzame oplossingen voor
- Innofe: Festivals als test

Project Cards:

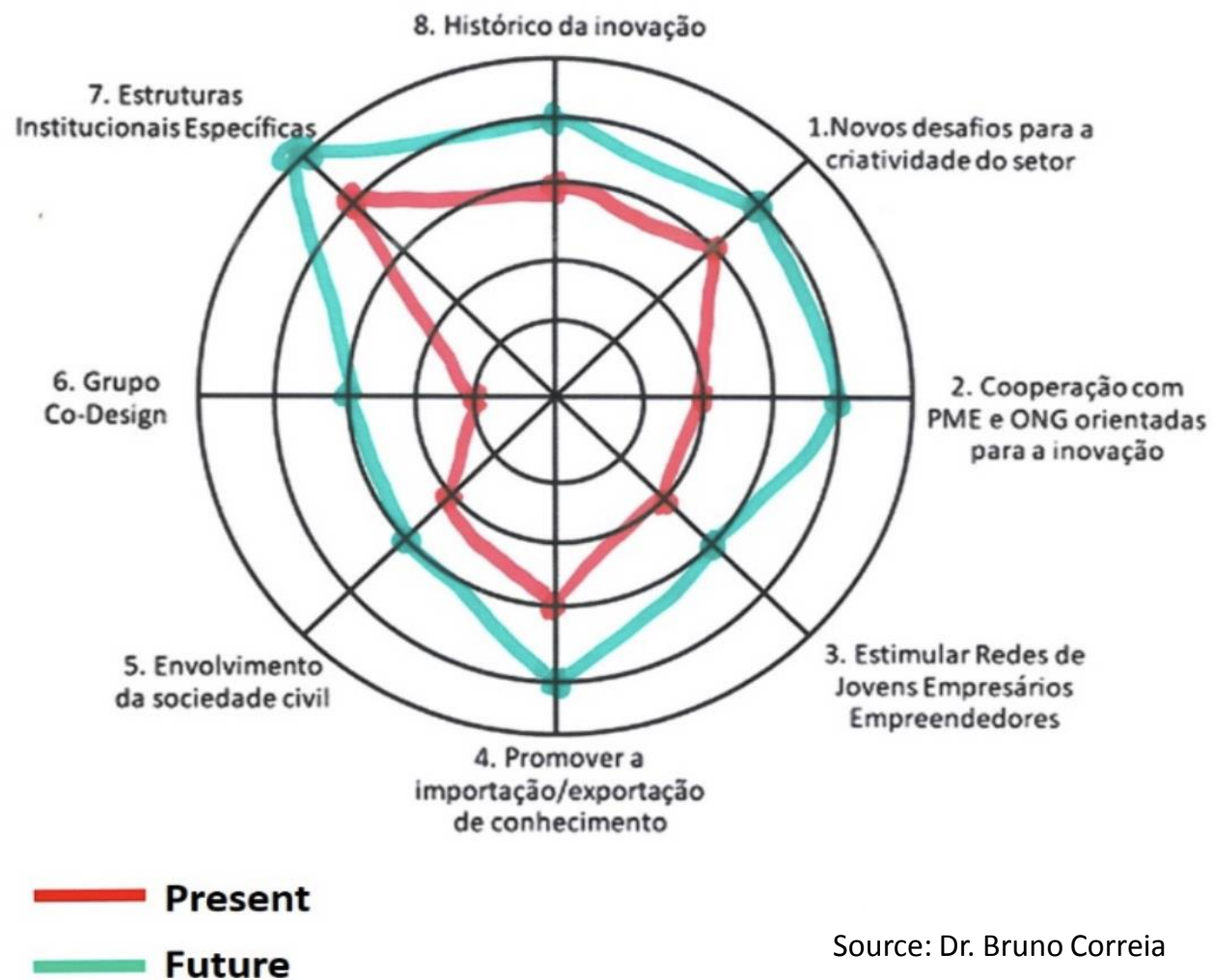
- Lab Vlieland Prikkelabel:** Een groener en sociaal festival met het priklicht van de Werkplaats
- Kartent:** De KarTent is het nieuwste op het gebied van festival-kamperen. Gemaakt van alleen karton ...
- Solar cinema:** Solar Cinema is Nederlands eerste en enige mobiele bioscoop op zonne-energie.
- Greenbattery (mini):** De GreenBattery mini is een alternatief om kleine stroompunten van écht groene energie te ...
- Windmolen, zonnecollectoren en diverse accu-sets:** Instant-stroomoplossingen op een duurzame en innovatieve manier.
- The Mobile Solar Power Trailer:** De Mobile Solar Power Trailer is een aanhangwagen met een telescopische mast waarop
- Hermit Houses:** The Hermit Houses zijn een typologie van eenvoudig op te bouwen-up design retraits, die ...
- Kraanwater graag:** Kraanwater graag zoekt de Nederlandse festivals, evenementen en horeca om kraanwater ...
- Afvaleilanden:** Afvaleilanden met 2, 3 of 6 240 liter
- Héman Mega Event Cooler:**
- Sanitrax:** The world's first and only patent
- Flexotels:** Flexotels is een innovatief concept

Example: Eagle Island - Energy Transition

TIPPING Wheel 3.0 The Innovation Projects' Perspective for Islands' New Governance



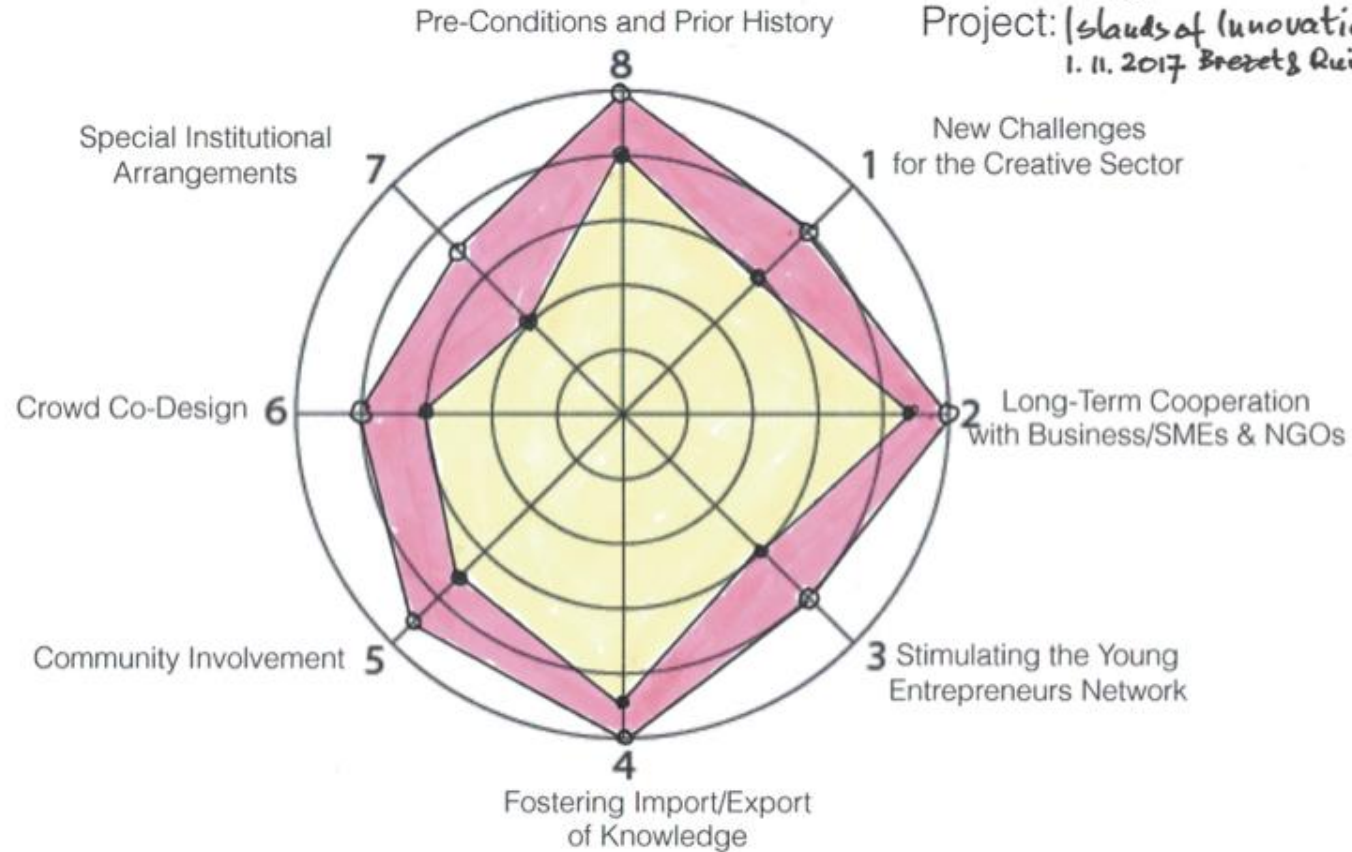
Example Azores - Agri-Business



Source: Dr. Bruno Correia

TIPPING Wheel 1.0

Island: *Ameland* Islands of Innovation Interreg Europe
Sector: *Energy Transition*
Project: *Islands of Innovation*
1. 11. 2017 Brezet & Ruiters



↑ = Improvement Options

Strategy	Present Score	Future Score	Argumentation
1. Creative Industry	6	8	<ul style="list-style-type: none"> - already in Energy Loop. - Kunsthaus involved - various creative individuals
2. Cooperation with industry	9	10	<ul style="list-style-type: none"> ↑ - better involvement of Kunsthaus Energy Promo Sports & Energy - intensively involved via Covenant (large Companies mainland) ↑ Water nexus - Solar Park
3. Young Entrepreneurs	6	8	<ul style="list-style-type: none"> - Schools involved ↑ - important next step to stimulate the YE
4. Import/Export Knowledge	9	10	<ul style="list-style-type: none"> - already via Covenant - Students Haute Polytech - Lighthouse for Top Sector Energy (national)
5. Community Involvement	7	9	<ul style="list-style-type: none"> - 30% population in local energy company (AEC) - Village Committees involved ↑ - ambassadors - villages ↑ - contribution Haute Polytechnic
6. Crowd Co-design	6	8	<ul style="list-style-type: none"> - 4 el. cars Hyundai - 1.000 visitors Solar Park ↑ - to be intensified
7. Special Instit. Arrangements	4	7	<ul style="list-style-type: none"> - only Nature Museum ↑ - Energy House to be established
8. Prior Conditions	8	10	<ul style="list-style-type: none"> ↑ - Week of Energy ↑ - more events

On base of:

Country (island(s) region) studies and comparative main report;

Observations and reports of good practices;

Discussions with the project partners;

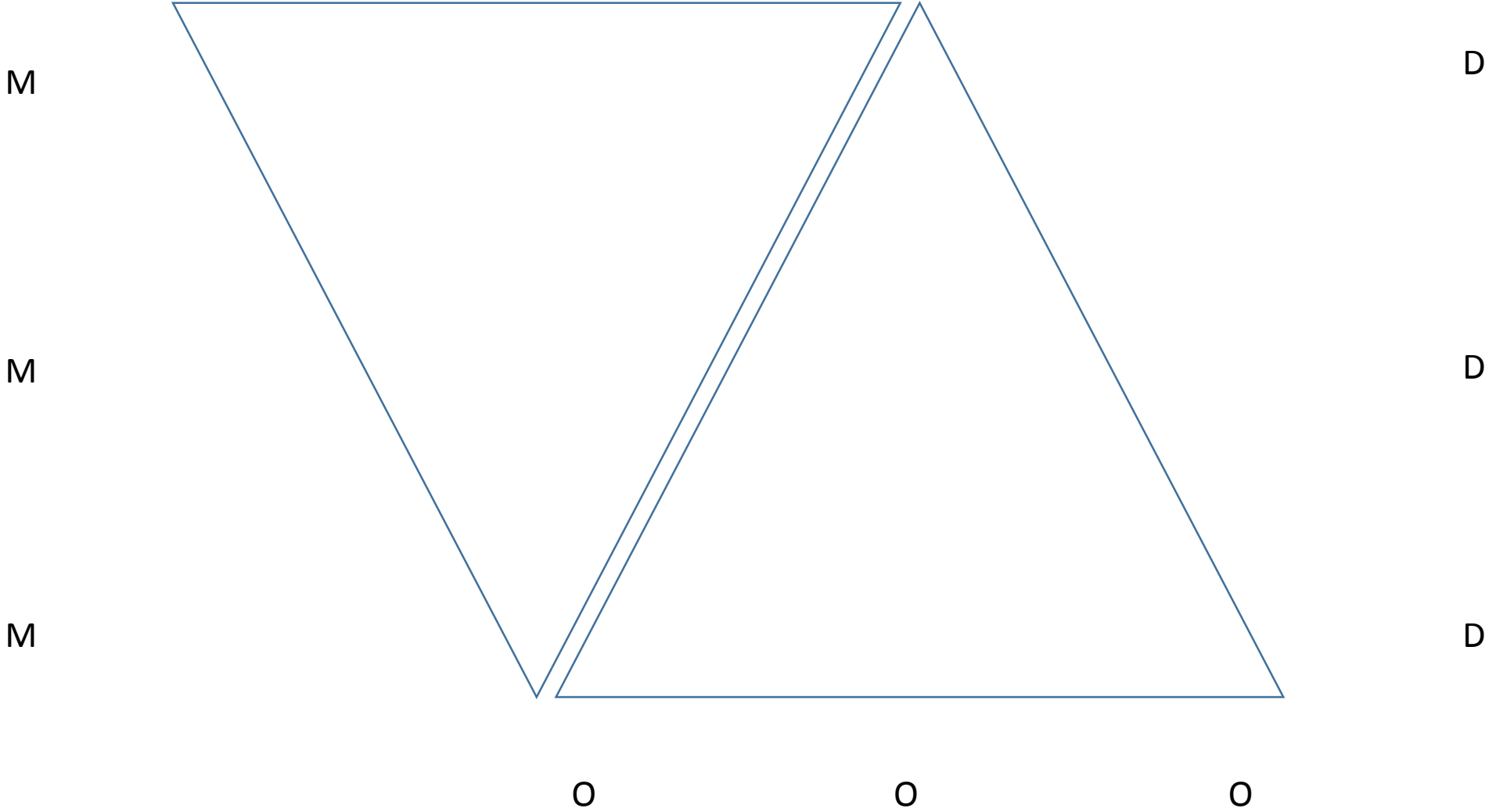
Discussions with stakeholder groups;

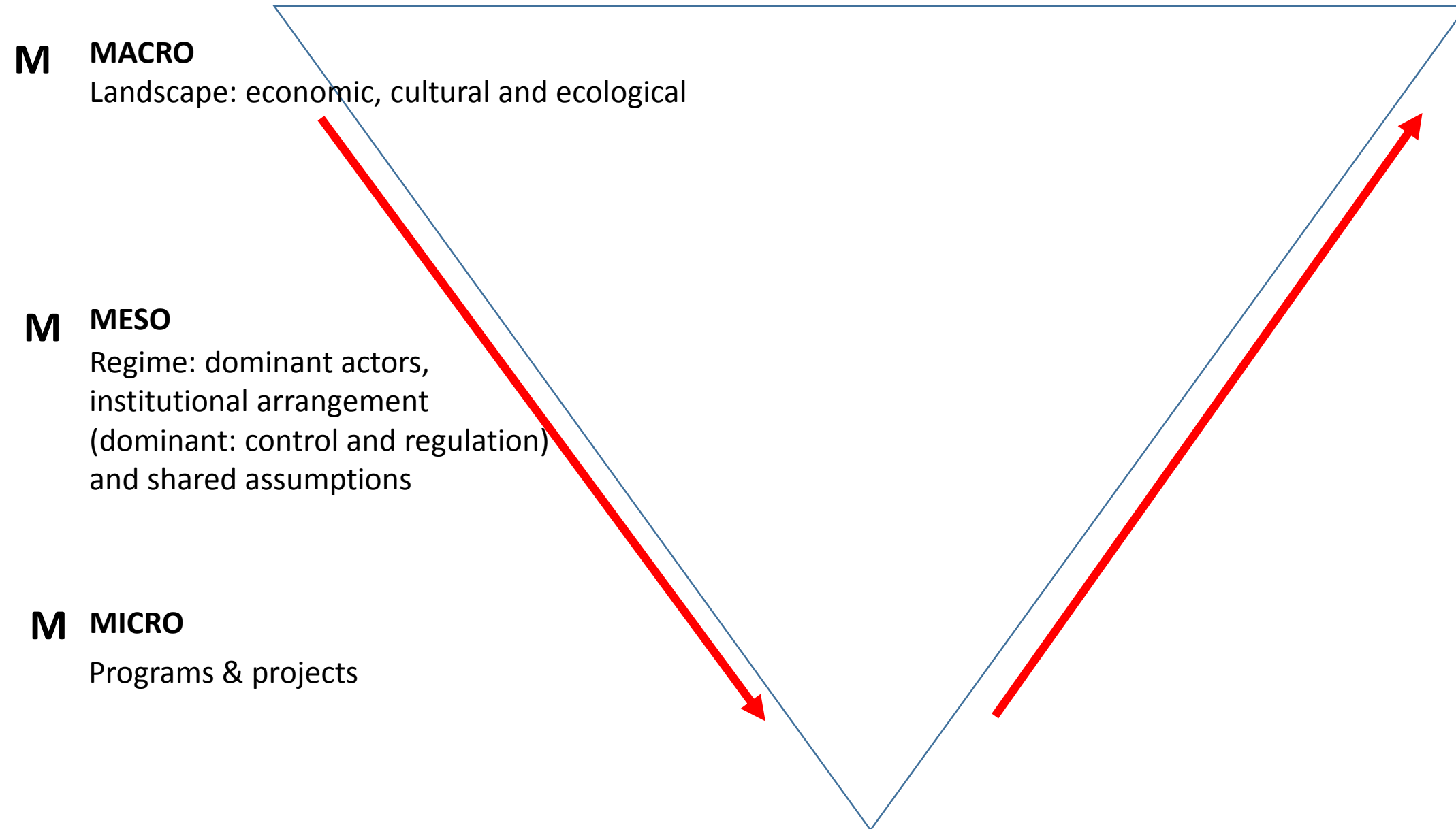
The elaboration and application of the TIPPING (The Innovation Projects' Perspective for Islands' New Governance) wheel methodology;

Lessons learnt from the learning sessions:

Some conclusions (in relation to innovation policy):

- No common definition of innovation (“messy” picture, shopping)
- Not one size fits all (differentiation in approach)
- Sectoral approach (not holistic and integral)
- Extrapolation of existing situation (no backcasting)
- Lack on human resources to address innovation policy
- Government mostly funder, no collaborator





multi-level governance

characteristics of regime e.g:

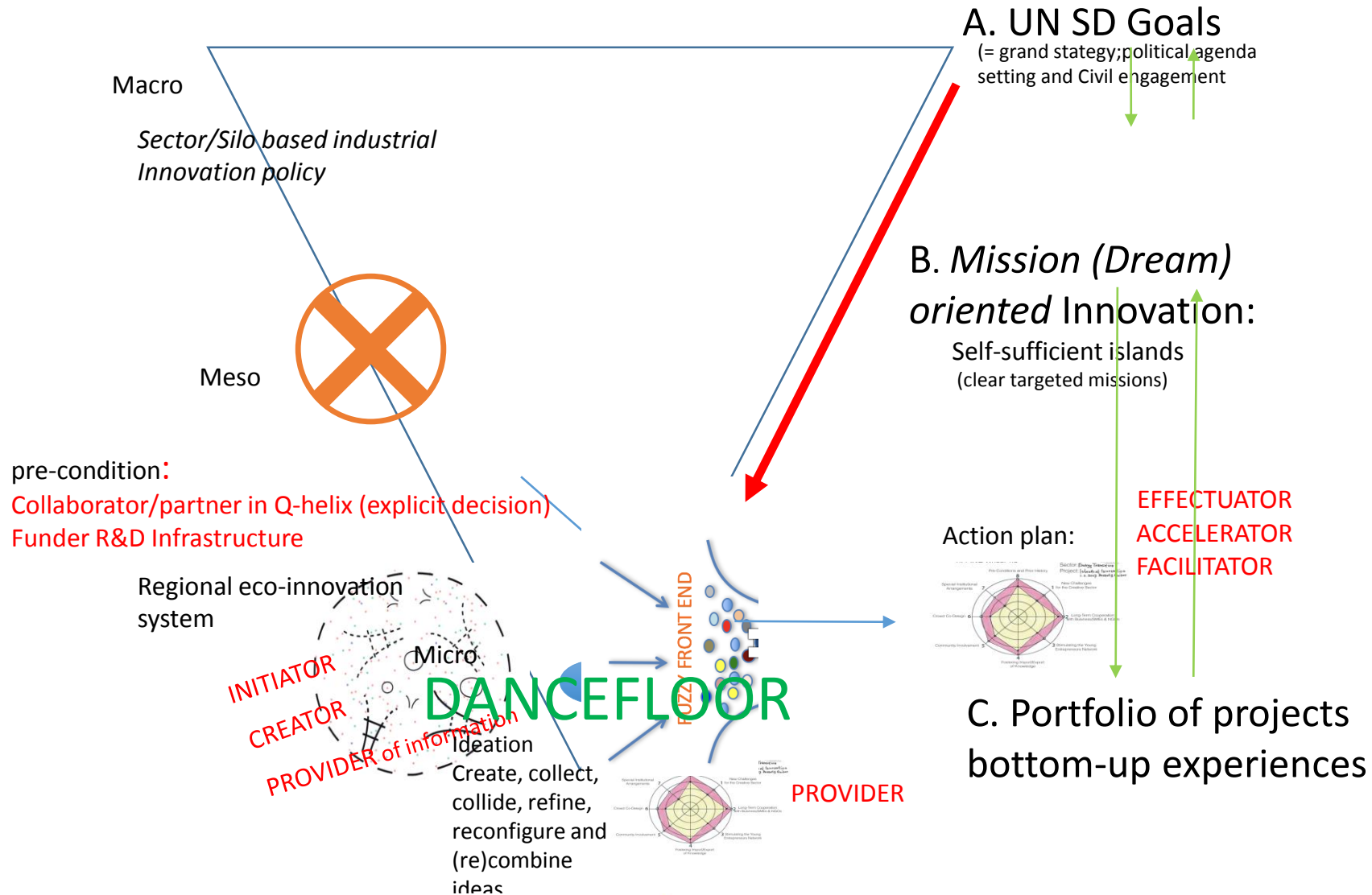
- Short term orientation
- Linear approach of complex problems
- Guarantees on effects
- 28 idea killers
- From project to projects (managing projects in isolation)
- Through outsourcing a lack of in-house capacities and expertise

Paradoxes:

1. Innovation **doing** things **differently**
2. new goals, old instrument (no problem can be solved from the same level of consciousness that created it (Einstein))
3. Increasing control in times of complexity and uncertainty give birth to new complexity (Mintzberg)
4. Mostly top down direction setting and bottom-up explorative approaches

Consequences in most cases
very little innovation, based on
a sector approach and supply
driven
Hardly nobody is coming to
dancefloor

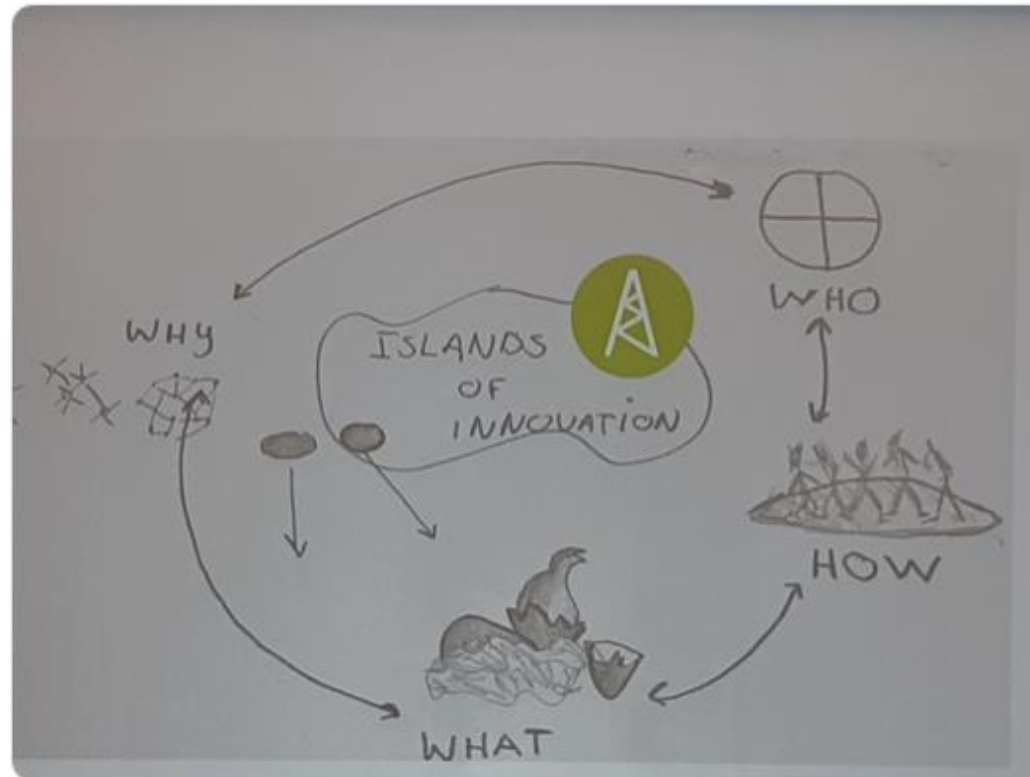
Islands-of-Innovation Model (S. Tijssma, multi-level governance)



#policylearning Simon from @Islandsofinnov7 In order to ensure successful capitalisation, projects have to be integrated into a long-term programme, driven by multilevel governance and a mission-based approach. Check all their good practices: interregeurope.eu/islandsofinnov...

AND

New instruments applied by public bodies (Innovation Policy Fitness)



INNOVATION MIX - COMPETITIVENESS VIS-À-VIS COMPLEXITY & RISK DEALING	
<p>LOW (TRADITIONAL, CONTROL)</p> <ul style="list-style-type: none"> • Project Hopping • Picking Winners • Ex-Post Monitoring • Director • Sector Approach • Standard Policy (Legislation, Regulation, R&D funding) 	<p>HIGH (COOPERATION, LEARNING & PROBING)</p> <ul style="list-style-type: none"> • Program/framework: cumulative knowledge & fostering innovation intensity • Working with "Willers" or Challenges • Reflective Practice • Partner • Mission oriented • Evolving Policy Mix

Sources: Teisman, G 2007 & Tijsma, S 2018

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Sources: Teisman, © 2007 & Tijssma, S 2018