

Policy Learning Platform webinar  
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# Competitive advantages through collaborative and open innovation



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SME competitiveness experts

# Open innovation and competitiveness



- Innovation is a critical factor behind economic development and competitiveness
  - On **business** scale
  - On **territory** scale
- Concept of innovation is evolving and manifold:
  - Technology
  - Business model (e.g. servitisation)
  - Social
- Innovations increasingly emerge as a result of **cooperation among multiple and diverse actors**

# Open innovation concept



- Introduced by Henry Chesbrough (2003) and can be defined as "a paradigm that assumes that firms can and should use external ideas as well as internal ideas, and internal and external paths to market, as the firms look to advance their technology"
- In 2014, Chesbrough redefined the concept as "**a distributed innovation process**"
- Increasingly considered as a necessity for companies to be successful on the long-term:
  - answer to the increasing pressure on companies performing R&D resulting from more and more **complex technologies** and
  - **fast-paced market developments**

# Open innovation and policy making



- Originally often seen as being driven by large corporates
- Understanding of open innovation has widened and is not limited anymore to considering the perspective of single entities (businesses) but the **interaction of multiple actors within regional ecosystems**
- Model for policy makers to sustain regional innovation performance:
  - Regional dimension of innovation and competitiveness well acknowledge
  - Regions can offer favourable **platform for cooperation** between companies leading to the creation of a **regional open innovation system** to foster:
    - **Growth**
    - **Business dynamics (new businesses, faster adaptation of existing businesses)**

# Policy context - EU's Open Innovation Strategy and Policy Group (OISPG)



- Part of the Digital Single Market policy
- **Open Innovation 2.0 paradigm:** “a positive approach for innovation which helps solving key European challenges by embracing change and not resisting it.”
- **Quadruple Helix** Model innovation models – involving institutional bodies, research sphere, business sector, and citizens in the process → **open and participative innovation.**
- Key elements:
  - **Networking**
  - **Collaboration:** involving partners, competitors, universities, and users
  - **Corporate Entrepreneurship:** enhancing corporate venturing, start-ups and spin-offs
  - **Proactive Intellectual Property Management:** creating new markets for technology
  - **Research and Development (R&D):** achieving competitive advantages in the market



# Open innovation in Interreg Europe TO3 SME competitiveness

- Large scale “top-down approaches” addressing major societal challenges:

Health Innovation Hub Ireland



Mobility Innovation Center



Agri-food circular systems



Innovation Campus Lemgo



- “Bottom-up” approaches addressing company challenges:
  - Engaging large corporates and medium enterprises with startups
  - Engaging businesses, including SMEs, with students and further actors

**TODAY'S  
FOCUS**

## What you can expect today

Approaches on how **regional and local authorities** can contribute to **promote and foster open innovation practices**

- **Session 1: Opening up businesses to the innovation potential of students**
- **Session 2: Opening up businesses to the innovation potential of start-ups**
- Each session is structured as follows:
  - 2 good practices presentations + Q&A
  - A panel discussion with the speakers

## Today's speakers

### **Session 1: Opening up businesses to the innovation potential of students**

**Signe Adamovica and Lilita Sparane**, Demola Manager

**Open Innovation Platform "Demola Latvia"**

**Charlotte Duval**, Laval Mayenne Technopole

**Challenges & Competencies**

### **Session 2: Opening up businesses to the innovation potential of start-ups**

**Laura Santarelli**, Lazio Innova

**Open Innovation Challenge**

**Leyre Madariaga**, Director for Digital Transformation and Entrepreneurship at  
the Basque Government

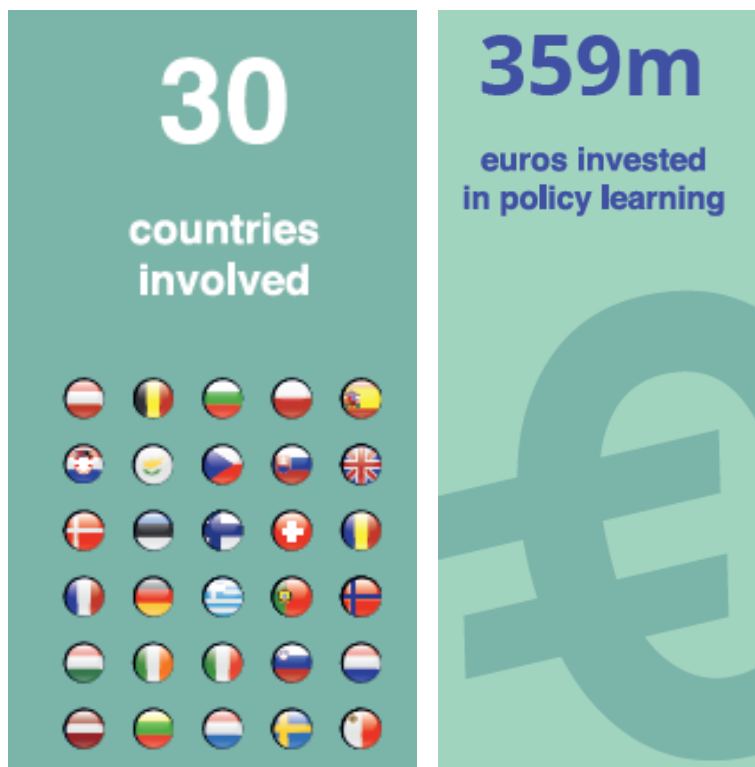
**BIND 4.0**





# Interreg Europe in a nutshell

Sharing solutions for better regional policy



# What is the Platform about?

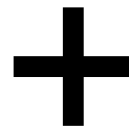


## 4 services for interregional learning



delivered through

Online portal



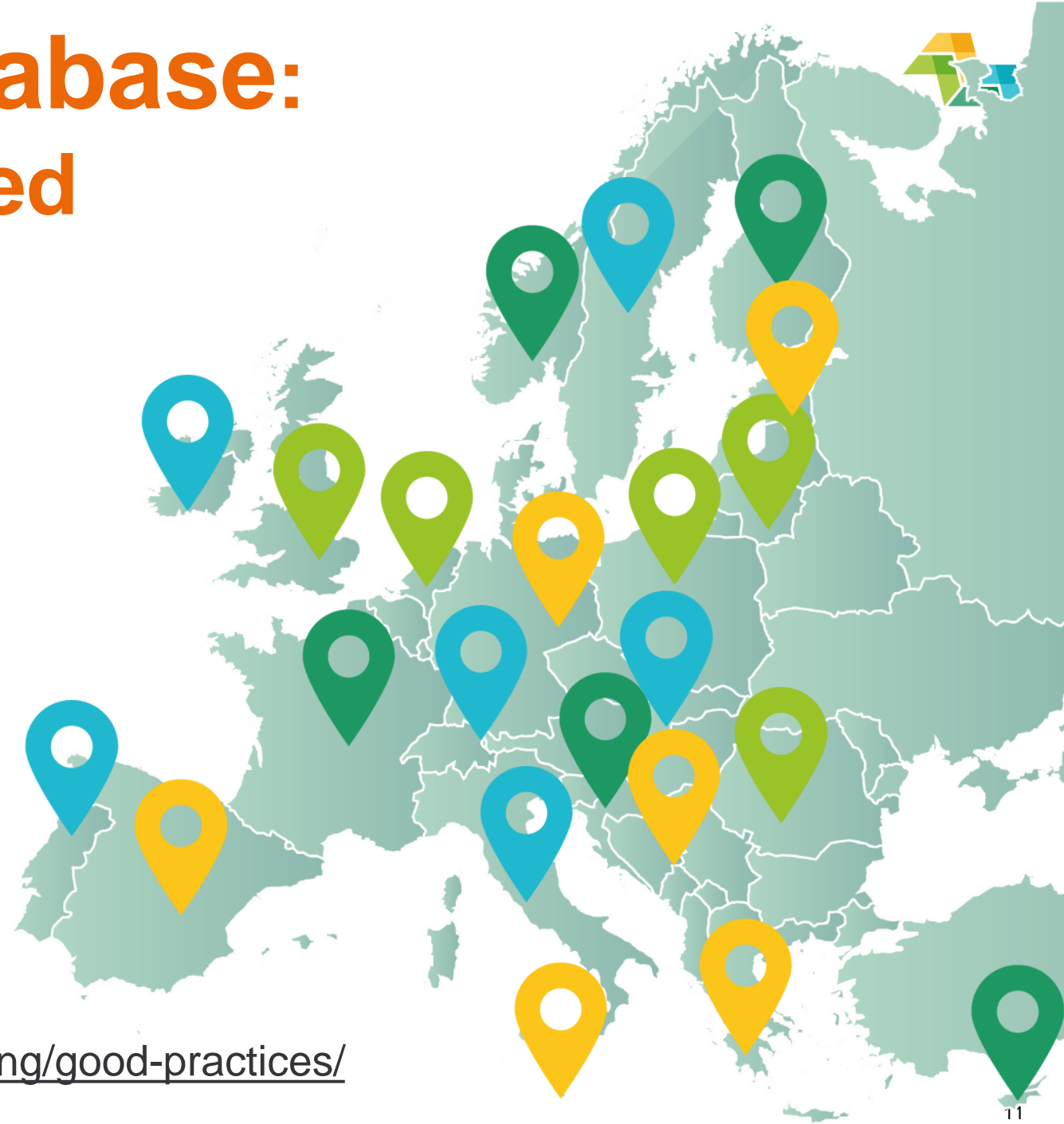
Team of experts



# Good practice database: inspire and get inspired



**1 900**  
**Good practices**



<https://www.interregeurope.eu/policylearning/good-practices/>

# Online events (more to come)



## 📅 Online discussion: the internationalisation of SMEs

**20/05/2021**

The Policy Learning Platform organises an online discussion to foster exchanges among Interreg Europe projects working on the internationalisation of SMEs.

**Type:** Platform



## 📅 Youth entrepreneurship III: challenge-based innovation

**18/05/2021**

Join us for the last 30-minute webinar of our youth entrepreneurship series on 18 May and learn about entrepreneurial opportunities for university students.

**Type:** Platform



## 📅 E-workshop: university-industry collaboration

**11/03/2021**

Join us for an event that will bring forward shared challenges and practical solutions on policies to stimulate transfers between university and industry.

**Type:** Platform



## 📅 Webinar: Digital Innovation Ecosystems

**25/02/2021**

Explore the Digital Innovation Ecosystems with the Policy Learning Platform in a webinar on 25 February from 10:30 to 12:00 CET.

**Type:** Platform

# Policy briefs



## Vouchers for the competitiveness of SMEs

This policy brief focuses on the use of vouchers to foster SME competitiveness and aims at providing a comprehensive overview of the good practices and the policy improvements basing on voucher...

**From folder:** [Policy briefs](#), [SME competitiveness](#)



## Skills for innovation

Discover five policy recommendations using the experience of Interreg Europe projects dealing with the development of skills for innovation to offer regions a path towards better regional innovation.

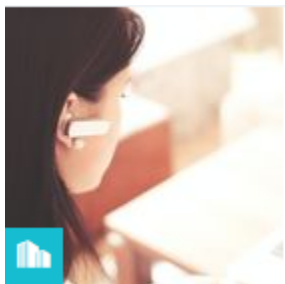
**From folder:** [Policy briefs](#), [research and innovation](#)



## Innovation networks

Innovation networks are central to the innovation process as they facilitate mutual learning and knowledge transfer. Explore the role of innovation networks within regional innovation ecosystems.

**From folder:** [Policy briefs](#), [research and innovation](#)



## Efficient business support ecosystems

This policy brief explores various models for implementing and managing multiple-stakeholder collaborative practices for better business support delivery.

**From folder:** [Policy briefs](#), [SME competitiveness](#)



Expert support

# Personalised policy advice



## Peer reviews

- 2-day onsite or online meetings
- Team up with 4-5 peers from other regions for input and feedback

- 2-hour online or onsite meeting
- Team up with 2-3 peers from other organisations for input and feedback

## Matchmaking sessions

## Policy helpdesk

Individual written reply from an expert