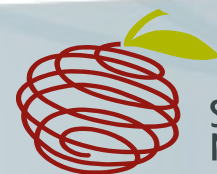


Stryn Bis Garden
– local development
with high society value



STRYN
NÆRINGSHAGE

Stryn Business Garden

- Established: 2002
- Local function:
 - 1. line service
 - business development
 - co-working space
 - co-ordinator
 - project mngt.
 - an "engine" for growth and development

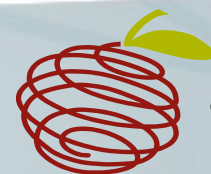


1378 sq.km

Pop. over 7.200 and growing

Multi-core structure – several villages

3rd most jobs in county in private sector



STRYN
NÆRINGSHAGE





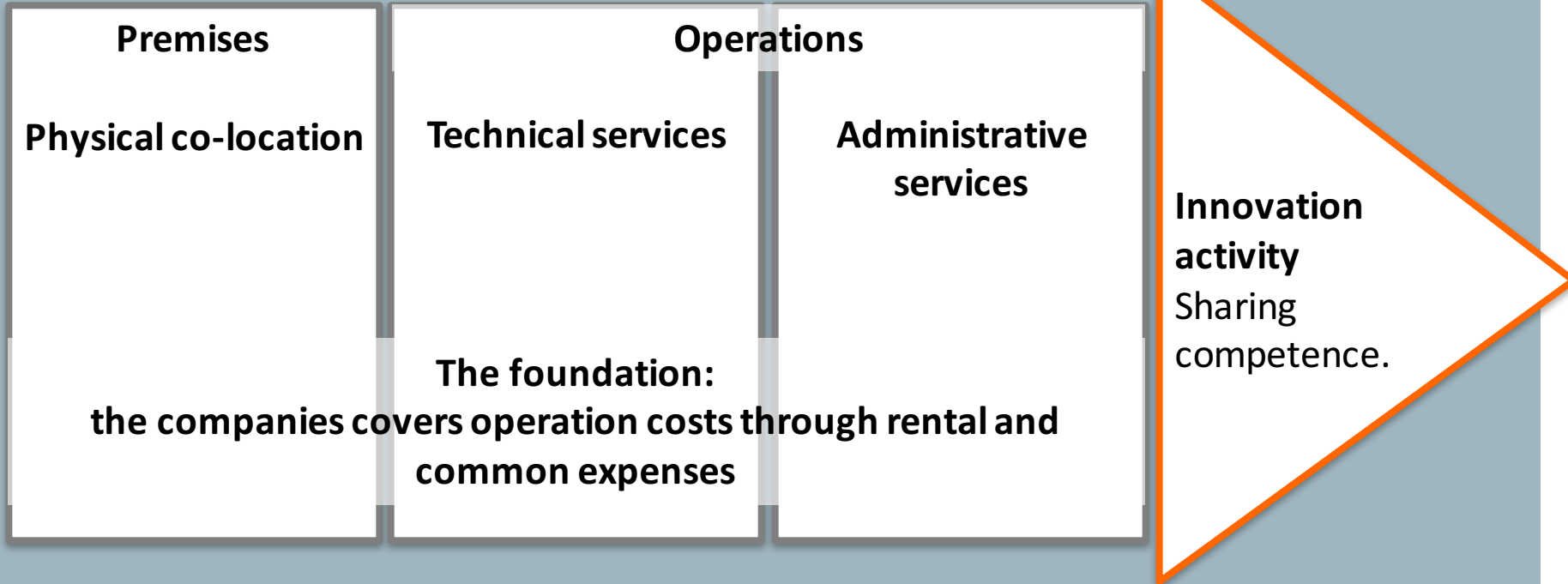
RICCOVERO



Simen Staalucke, Peder Barneven and Stefan Dahlkvist



Typical set up



Core principle for the bis garden

Infrastructure for innovation

Build and develop parts of the society that supports business and entrepreneurship (competence, culture, attitudes, capital)

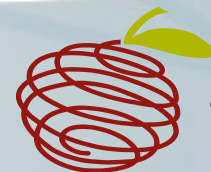
The local business garden

Connector

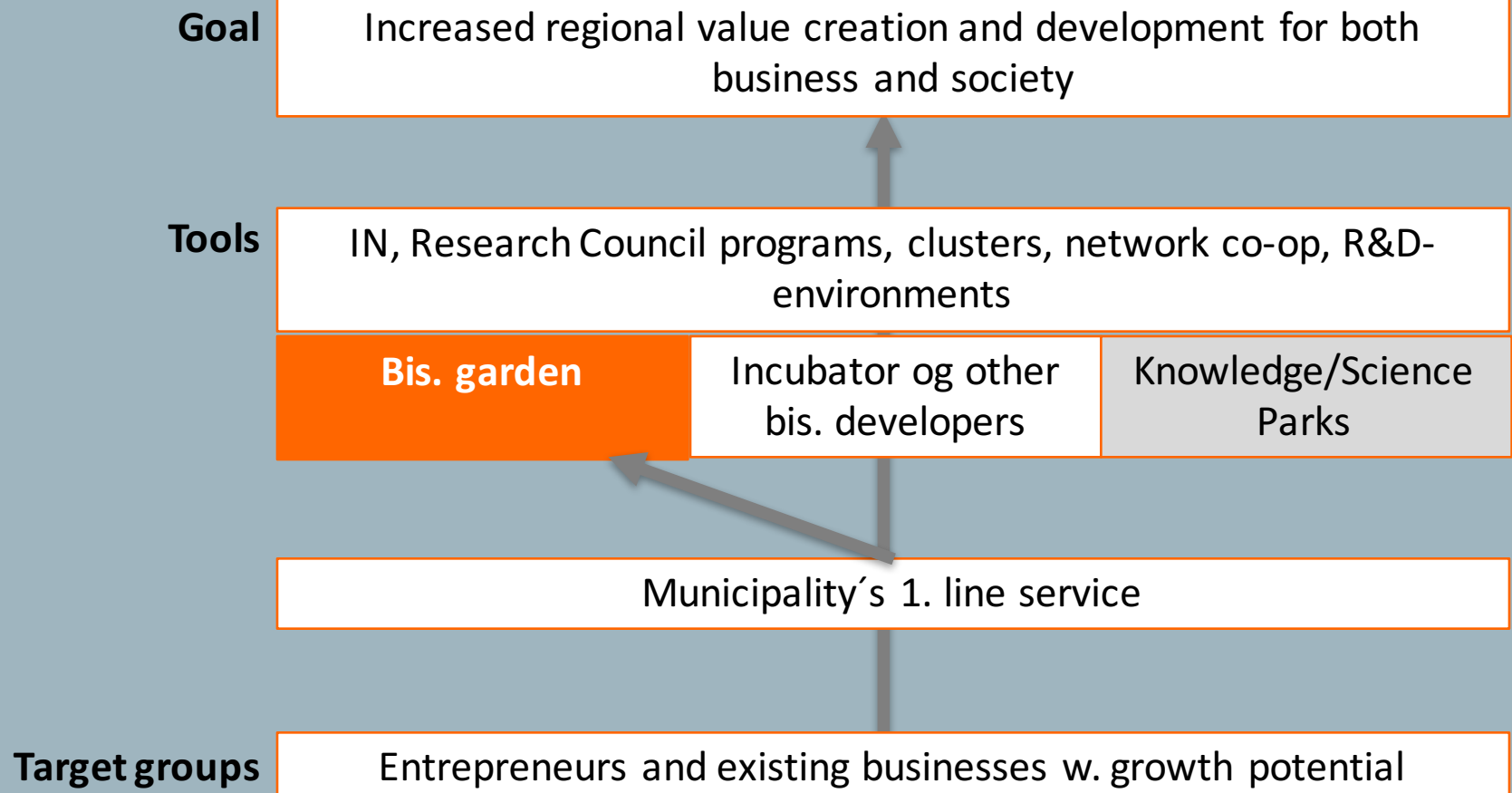
Connecting business, knowledge and the public

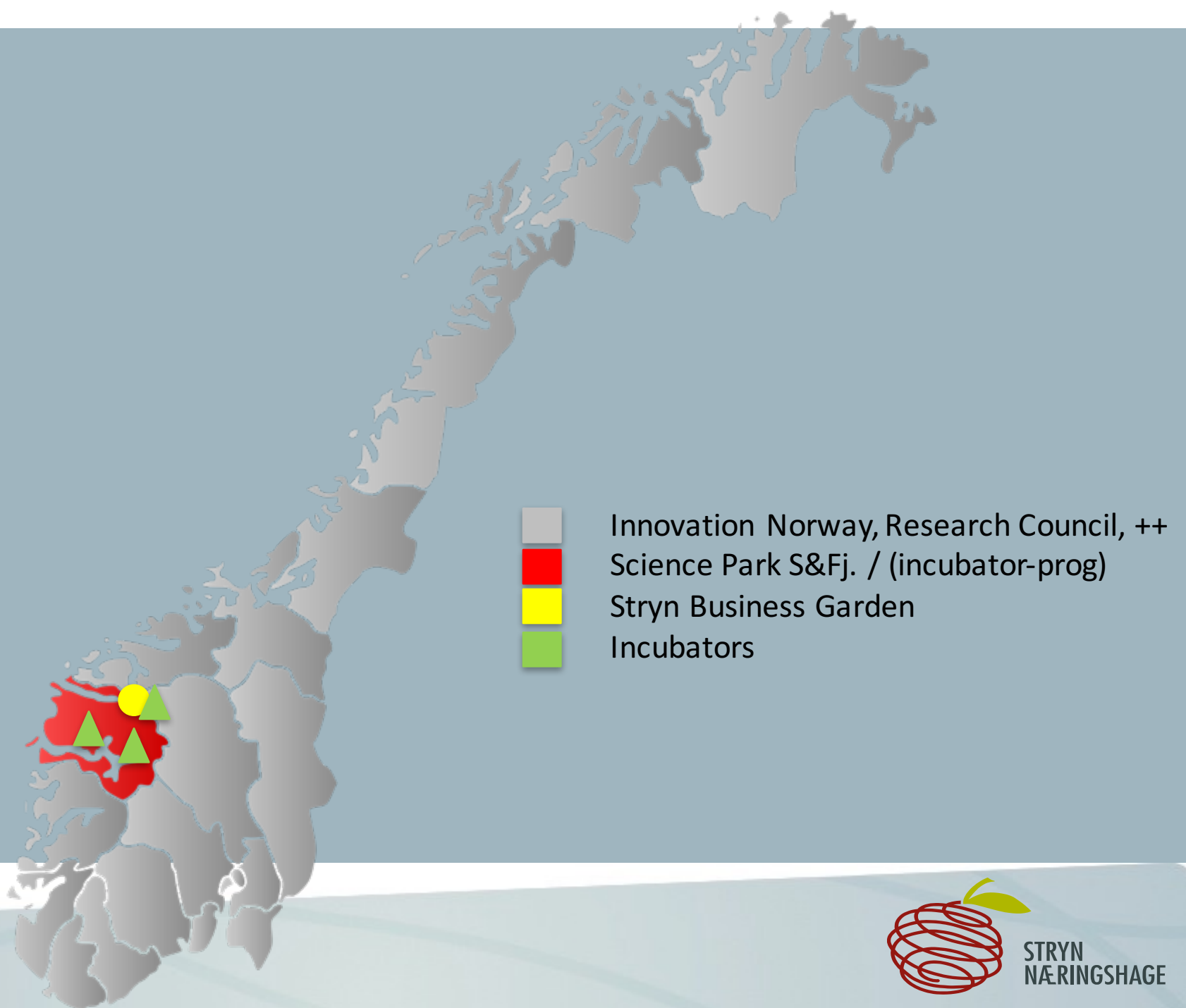
Market competency

Provides knowledge that typical only large enterprises hold



Our role in the regional innovation system

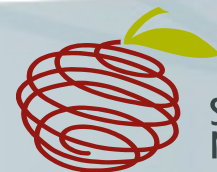




Demandments to the garden

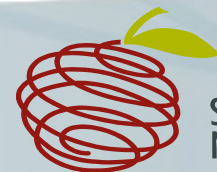
The Bis. Garden shall:

- Offer a co-working space
- Offer companies outside co-location to join and obtain advantage
- Be an active impetus to complete the business services and competency offers in the region
- Motivate to growth and be an impetus to connect companies with relevant partners, pro-env., schools, R&D-env.
- Contribute to trigger growth potensial both for entrepreneurs and existing bis.



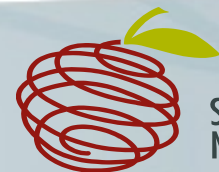
Challenges

- Vulnerable to different changes and cycles
- Decreasing amount of entrepreneurs
- Forwarding rental contracts
 - Empty space nearly killed us
 - Filled with wrong companies
 - Low innovation and growth focus
- Result: low share capital



Solutions – or at least attempt

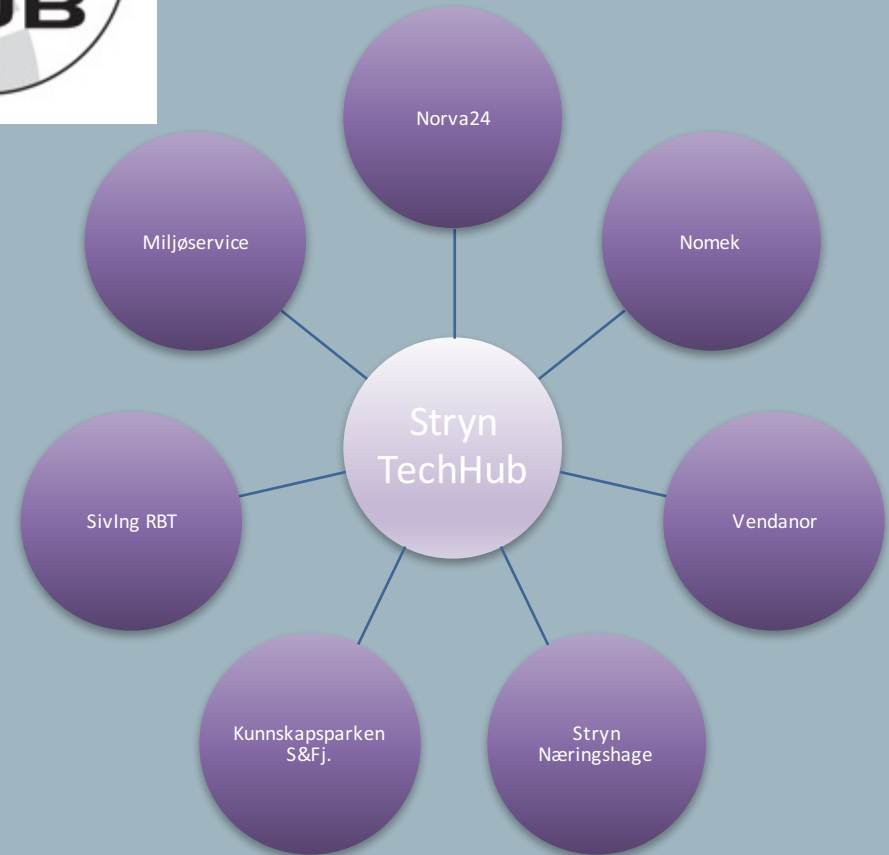
- Discontinuation of forwarding contracts
- Environment change (partly)
- Siva (financier of bis. devel. prog.) supports our change providing more resources (also county municipality, however change from 2017)
- Still in early phase



Background



- Branch-independent
- National branch leaders
- 2017: approx. rev. of 1 bill. NOK
- 600 employ. 40% western Norway
- Large tech development projects
- Going abroad
- Need more speed and organization of inno-processes
- Stryn Bis Garden to function as an impetus and organizer



Challenges = Opportunities

1

- Company managers acknowledge that internal daily tasks challenge their capacity to focus on competence and developing their network

2

- They also acknowledge that innovation processes can go quicker by better facilitation - which they don't have the capacity or competence to do themselves

3

- Travels are demanding time and resources - hence better to bring others to themselves

Solution

- The concept Stryn TechHub shall become a meeting point and arena that includes all dept. in the org. towards a future where involment and high competence among co-workers is a must to ensure enough tempo - and ownership in - development activities that shall make up the foundation for our income in the future

What we're attempting

- Lab-/innovation-/project-rooms
- Bring suppliers, customers, R&D-partners, co-op partners, etc., close to one own's innovation processes – in an organized way, from project to project or permanent
- More efficient process from idea through the different development phases
- Stryn BG is to deliver needed services within process mngt., competence programs, theme meetings, network, counseling, facilitation, etc.



R&D

- SMEs
- Against the stream
 - Ahead of compet.
 - Barriers to entry
- Cost effective processes
- Co-op with other clusters/networks to ensure more R&D
- Triple Helix to succeed

Our attempt (cont.)

In lack of urban university cities in our region, it's important to develop innovative and international oriented networks, as well as attractive jobs for the youth.

Our commitment shall be a response to the challenges by incomplete innovation systems, which probably are common for rural areas both in Norway and your countries.

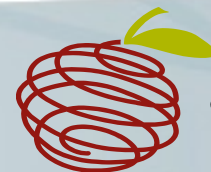
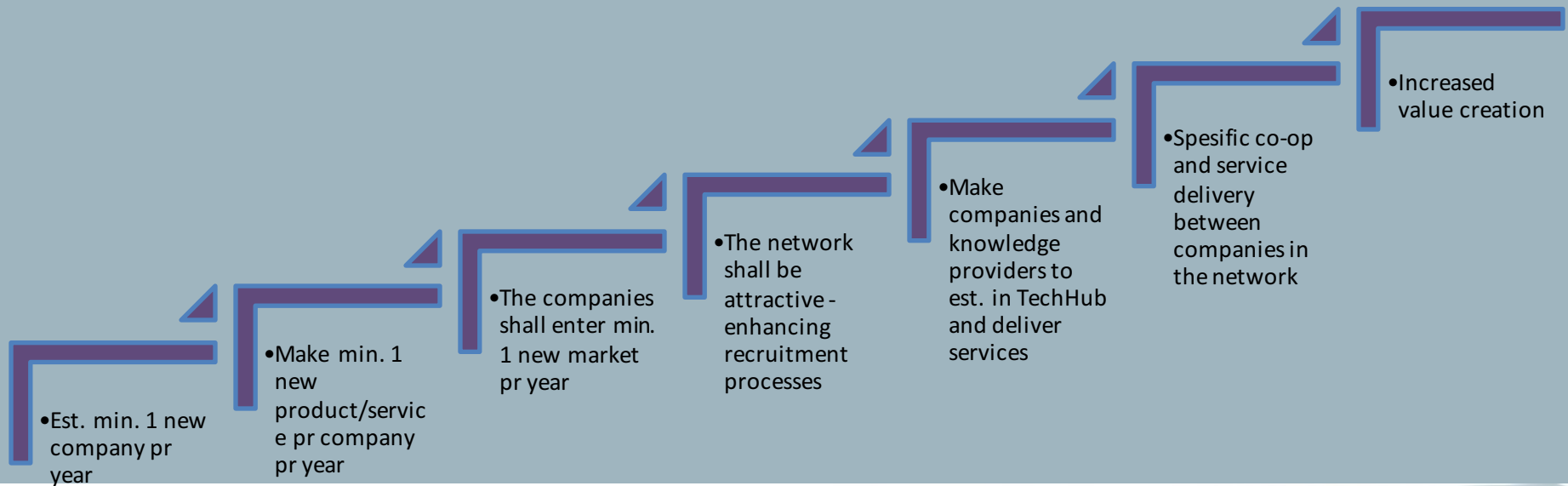


Focus areas 2017

- Digitalization
- Buyer function
- Develop co-op with R&D-institutions
- Realize existing development projects
- Continuous improvement
- Develop network



Goals



Strategy Stryn TechHub

Competence raising

- Provide after reported needs

Meeting places

- Create with high professional and personal output

Speed up innov.projects

- Together with R&D-partners, companies in the network and business supporters

Marketing the effort

- towards interesting networks (universities, R&D-institutions, clusters and in media for the public)

Facilitation

- Stryn Næringsshage shall be a facilitator and impetus together with the Science Park Sogn & Fjordane

Co-ordination

- The cluster seeks close co-op the business support system to ensure having the best competency in their development projects



Short summary

Great engagement from both internal and external participants in various network gatherings. We have got good evaluations and feedbacks from other clusters, companies and supporters, and clear signals of great utility of our meeting places. We have also experienced great utility from establishing contact with the Norwegian Research Council and NTNU (tech. University).

Road further

1. Establish a new company with the purpose of recruiting and offer competence within IT and tech. engineering, which are especially sought after in the TechHub-network
2. Co-operation with Science Park Sogn og Fjordane with regards to spin-offs and new incubator companies
3. Co-operation with Stryn Bis. Garden when it comes to facilitation, competence raising, project development aid, network development, etc.

