

## Regional Development

InnoBridge aims at improving the implementation of regional development policies and programmes, in particular Structural Funds programmes for Investment for Growth and Jobs that support the delivery of innovation by actors in regional innovation chains in areas of “smart specialisation” and innovation opportunity.

### Work plan & Duration

1st/April/2016 > 31st/March/2021

PHASE 1		PHASE 2	
1st April/2016	1st April/2019	31st March 2021	
<ul style="list-style-type: none"> <li>Interregional Exchange of Experience</li> <li>Identification of Good Practices</li> <li>Elaboration of individual Action Plans for improving the policy instruments</li> <li>Strong communication (internal and external) with interim conference for promotion of elaborated Action Plans and InnoBridge Concept Paper with Knowledge Pool</li> </ul>		<ul style="list-style-type: none"> <li>Implementation of the Action Plans</li> <li>Monitoring of the implementation progress</li> <li>Final conference with promotion of implementation results</li> </ul>	

Bridging the innovation gap through converting R&D results into commercial success in a more effective and efficient way

[www.interregeurope.eu/innobridge](http://www.interregeurope.eu/innobridge)

An Interregional cooperation project for improving innovation delivery policies

 @InnoBridgeEU

 InnoBridge Interreg



 European Union  
European Regional Development Fund

  
Research & innovation

  
1.49 M  
ERDF

  
Apr 2016  
Mar 2021

 European Union  
European Regional Development Fund

## What is InnoBridge?

InnoBridge is an INTERREG EUROPE project gathering nine partners from eight different European countries. We are addressing common needs related to innovation and regional competitiveness with focus in the insufficient exploitation of R&D results by SMEs and their lack of access to public R&D results. Increasing SMEs' competitiveness is at the core of the InnoBridge project by improving the Innovation Bridge and related policy instruments for SME's. Therefore, Universities as well as Research and Technology Organisations (RTO), indispensable actors for business knowledge transfer and the commercialisation of public R&D results like regional or local authorities, are integrated part of the InnoBridge approach.

## Methodology

InnoBridge follows the model "Evolution of activities and technology readiness" formulated in guide "Innovation – How to convert research into commercial success story? – Part 3: Innovation Management for Practitioners" published by the European Commission, analysing the support chain for the commercialisation of R&D results in terms of Technology Readiness Levels (TRL).

## Target Groups

- SME's and their innovation activities
- Universities and Research & Technology Organisations (RTO) as actors responsible for business knowledge transfer, aiming at commercialisation of the universities R&D results.

## Partners



- Office of the Regional Government of Lower Austria – Lead partner - (AUSTRIA)
- Universities and Higher Education Foundation of Castilla y León (FUESCYL) - (SPAIN)
- Autonomous Province of Bolzano – South Tyrol - (ITALY)
- Pannon Novum WestTransdanubian Regional Innovation Nonprofit Ltd. - (HUNGARY)
- Council of Tampere Region - (FINLAND)
- Regional Development Agency of Alentejo (ADRAL) - (PORTUGAL)
- Foundation "Sofia Development Association" - (BULGARIA)
- Applied Research and Communications Fund - (BULGARIA)
- Marshal Office of the Malopolska Region - (POLAND)



## Activities

<b>1. Research</b>	Paper studies of technology's basic properties	Laboratory studies	Validation in a laboratory environment	Validation in operational environment	Continuous advancements based on end user feedback				
<b>2. Interaction with users, designers &amp; engineers</b>	Direct contacts with first potential users, designers and engineers	Cooperation with some potential users on developing a prototype	Interaction with a broader community by means of web blogs emails, websites						
<b>3. Exploring market opportunities</b>	Conducting preliminary market research	Performing competition analysis	Aggressively pursuing market opportunities						
<b>4. Protecting &amp; managing IPR</b>		Gaining control over IP portfolio	Investing in IP portfolio	Maintaining control over IP portfolio					
<b>5. Prototyping &amp; industrial demonstration</b>		First basic prototype	Prototype for testing in laboratory	Fully functioning prototype for testing in operational environment	Bug fixing				
<b>6. Product trials &amp; sales</b>			First trials	Building relationship with early customers	Revising marketing strategy				
<b>7. Industrialisation</b>				Establishing a production line	Scaling-up				
<b>8. Innovation management</b>	Building multidisciplinary teams	Giving considerable "freedom" to the team	Building tactical alliances with other organisations	Maintaining relationship with all key market players					
	1	2	3	4	5	6	7	8	9
	TECHNOLOGY			READINESS			LEVELS		