

Regional Stakeholder Group Meeting

Partner/Region:	Date:	Round:	Participants:	Main outputs:
Noord-Brabant	06-02-2018	2	20 representatives of the main stakeholders joined the event: research and education, investors, business (corporates and SME's), end user organisations, healthcare providers, regional and local government from both the social and economy domain.	<p>In the three hour workshop, the results of the Self-Assessment (SA) online Survey were presented to our regional stakeholders, they were analysed and the results were discussed.</p> <p>The outcomes of the self assesment were not a surprise for the stakeholders as Brabant is one of the two provinces of the Netherlands that is recognised as Innovation Leader in the Regional Innovation Score board of Europe with a high rate of patents: we invest a lot of support and facilities in the first phase of innovation.</p> <p>But although there are a lot of innovations available and the Brabant economy is growing, it is also a fact that existing programs and instruments have not resulted in the implementation and scaling of innovations for a longer and healthy stay at home yet. And there are big challenges related to this topic: a high rate of unemployment of people with a lower level of education (1), part of the citizens in Noord-Brabant are not feeling resilient (2) and there are still income inequalities (3). A more integrated policy is needed to solve these issues. During our EEPE in</p>

				<p>Noord-Brabant we already identified the main chances and challenges to reach a more integrated policy, being:</p> <ul style="list-style-type: none"> • Citizens involvement Active citizens involvement in policy choices and citizens commitment. • Friction costs Friction costs within partnerships have a negative influence on reaching a shared responsibility and share risk taking as regular financing models are not suitable enough. • Cross overs Cross overs between different sectors and clusters are needed to solve complex challenges with integrated solutions. An impact driven approach is needed instead of an approach driven by financial profit. <p>The development process of the present RIS3 was based on the assumption that innovative top clusters can contribute to societal challenges. But we also see that this innovation strategy has not lead to solutions that contribute to an inclusive society and supporting economy. It is clear that we need another strategy because if we continue to do what we always did, we will get what we always got.</p> <p>Maybe we need to take the societal challenges as a starting point instead of starting from top clusters to</p>
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				<p>connect the economic, social and ecological challenges and agenda's in Noord-Brabant better.</p> <p>That is why we decided to dive deeper into these challenges and the approach that is needed to solve them by taking the world around us as a starting point. We organised the discussion based on three questions:</p> <ol style="list-style-type: none"> 1. What is the world demanding 2. How do we have to act? 3. Why do we make a difference? <p>The meeting was closed by short information about the upcoming EEPE in Bilbao and the Ecosystems meeting in Krakow.</p>
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1. What is the world demanding?

We first start to look again at the goals of ITHACA as stated in the projectplan for our region: *In Noord-Brabant we need a better process for integrated policy development in which the social, economic and spatial domains are involved (...). For the Noord-Brabant's societal challenge 'validation and scaling of smart solutions for active and healthy ageing' the next OP needs to better facilitate the new role of the regional government as a catalyst in the regional learning ecosystem. Also, be able to facilitate better the crossovers between clusters and other promising domains.*

As a second step we looked again in the survey of the Purpose economy in Brabant. See the infographic for facts and figures.

The stakeholders realised that the movement of the Purpose economy can show us the way to achieve a more integrated policy and connects with the challenges that we identified:

- **Citizens involvement:** The voice of citizen is very loud and clear in the purpose economy as it is a bottom-up movement with a strong connection to local networks and stakeholders: 69% of the enterprises in the purpose economy in Noord-Brabant work with volunteers.
- **Friction costs:** the survey of the Purpose economy showed us that there is a bottleneck on the topic of financial models, as it is difficult to access (growth) capital. The issue is not the lack of money but the fact that money is connected to programs, sectors etc. while these enterprises have an integrated approach and work on different topics and domains. To get this money out of the system is difficult and brings extra costs as well, in most of the cases the issues of friction costs plays a role.
- **Cross overs:** The Purpose economy is based upon integrated solutions that combine the social, economic and spatial domains: Social enterprises are the forerunners of the Purpose economy. These are entrepreneurs who, like any other enterprise, supply a product or service and have an earnings model. However, their main objective is not to earn as much money as possible with this. The objective of the social enterprise is to create social and ecological added value, also known as social impact. These enterprises generally have local and regional roots but are also connected to (inter)national networks.
- **Strong relation with Smart Health:** *To improve health care* is the number one mission of initiatives in the purpose economy in Brabant, followed by *increasing labour market participation of vulnerable groups* and *increase social cohesion*. So, the missions of these enterprises are close related to the topic of Smart Health and the goal of ITHACA in particular.

2. How to act?

The recommendations, as stated in the survey of the Purpose economy in Brabant, can help us to define the actions that we need to take in ITHACA as well:

- More integrated measurement of impact and results, use for example the Sustainable Development Goals as an integrated agenda for all levels and stakeholders.
- Increase access to (growth) capital to stimulate the wide scale deployment of solutions/services and interventions in the Purpose economy.
- Breakdown the silos within the policy bodies, in order to get a more integrated policy to support in a better the way the integrated approach/solutions of entrepreneurs in the Purpose economy.

With this knowledge in our minds we asked the stakeholders to share their own experiences where one of the three trends play a role of a combination of these trends: **Citizens involvement:** Involvement of citizens in policy development (1); **Friction costs:** Innovative models of financing (2); **Cross overs:** Crossovers between the economical, spatial and social domain (3).

The attendees reflected on these trends, illustrated them by examples and the difficulties that come with this. In a plenary discussion the first ideas for improving regional policy were shared:

- To convince each other we need to use more often the power of storytelling
- We need to make sure that citizens feel invited to be part of the policy process. Not by sharing policy documents in difficult language, but by addressing specific societal issues that connect to their daily lives and by challenging them to find solutions for these issues.
- The structure of the policy system is organised in silo's: every alderman has a portfolio on a specific domain, for example Health. Why not try to organise it in a more integrated way and have an alderman responsible for Healthy City?
- Scaling up of initiatives is hindered by the desire for risk control, we need to learn better to take risks, to make failures to improve our next steps.
- Scaling of solutions based upon a more purpose driven approach is difficult in a society that is economically organized in a more traditional way. Therefore we need new models, like for example the model of the Doughnut economy made by Kate Raworth. We need new economic thinking which is not only based upon financial impact but also on ecological and social impact.

3. Why do we make a difference?

After this discussion we try to make it more practical by making the first version of a Theory of Change (ToC) for ITHACA in Noord-Brabant. This ToC shows us the steps we have to take in Noord-Brabant to achieve a more integrated policy.

The aim of making this ToC together with the stakeholders is to put the findings of several surveys and experiences on these findings in concrete actions. In this way we maximize the impact of the project in our region and gain the necessary support from our stakeholders.

By the end of the meeting the different groups presented their main findings for improvement of the Theory of Change. We closed our meeting by agreeing upon the idea that this ToC will be refined in next meetings with our stakeholders and will be used as a guideline for our process of ITHACA in Brabant.

Photos:

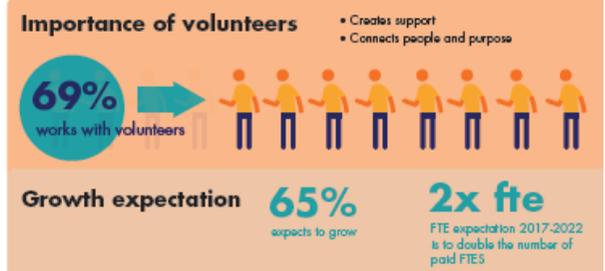
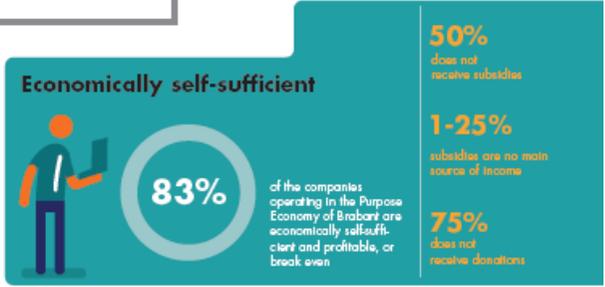
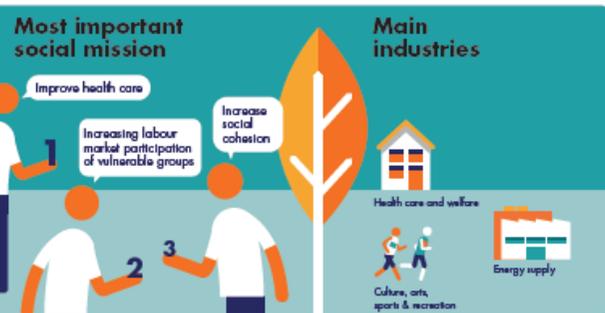


Purposeful Brabant
Survey of the Purpose Economy

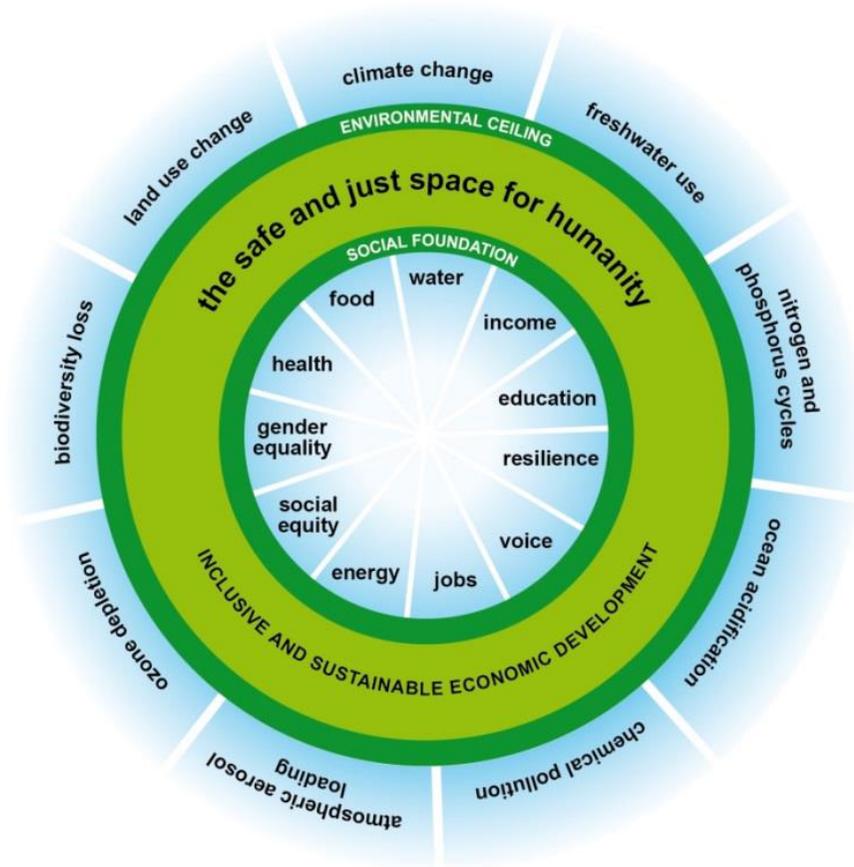
Provincie Noord-Brabant

The Purpose Economy is a bottom-up movement of entrepreneurs and initiators that are intrinsically motivated to create a better world, working together with other parties.

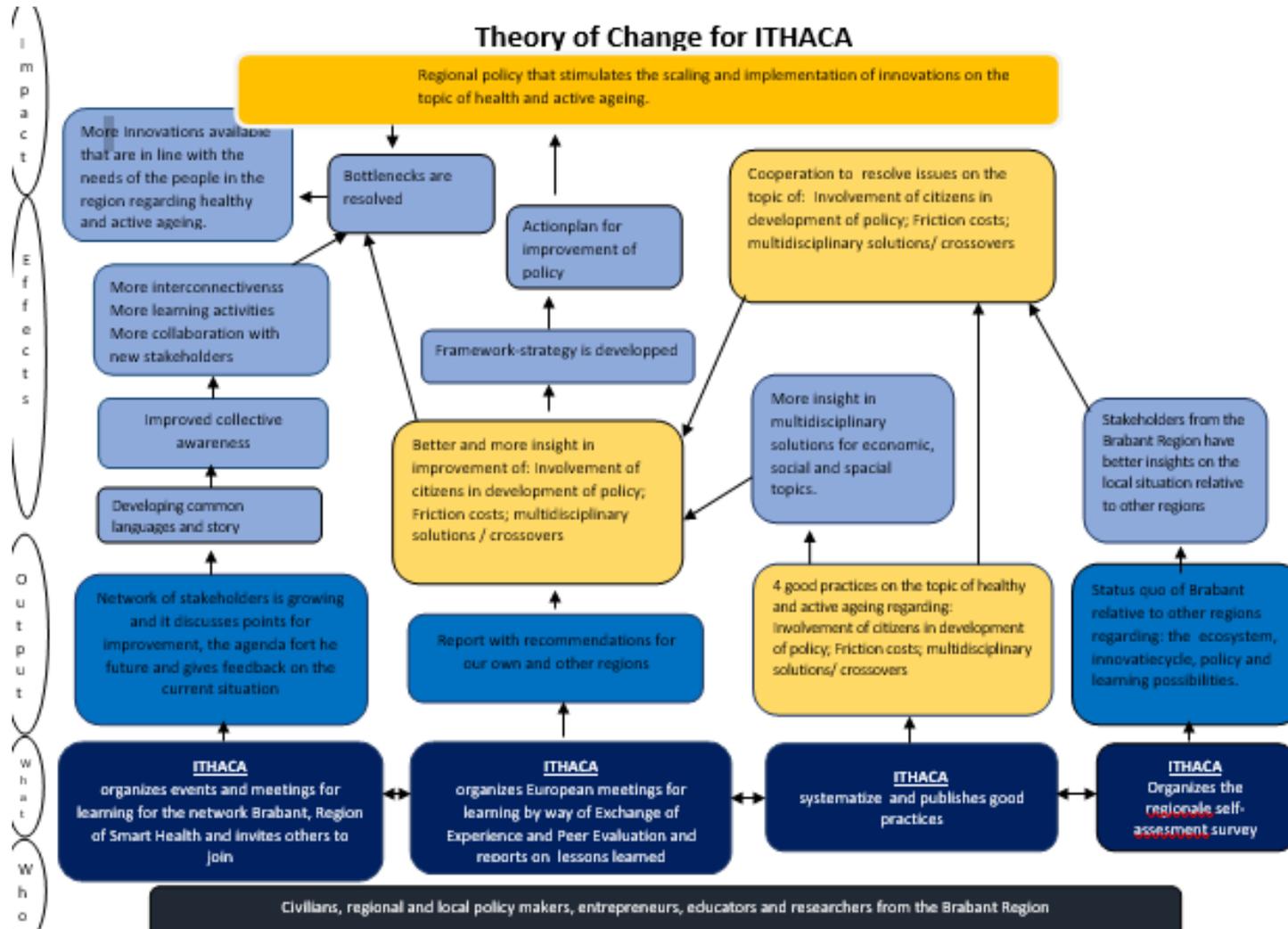
Main categories



Infographic of the Purpose economy in Noord-Brabant: a movement of impact driven enterprises that take societal challenges as a starting point and have solutions/interventions that combine the social, spatial and economic domain.



Doughnut Economics by Kate Raworth, a more integrated model of economic thinking.



First version of Theory of Change of ITHACA Brabant