

Innovation

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Investing in Opportunities

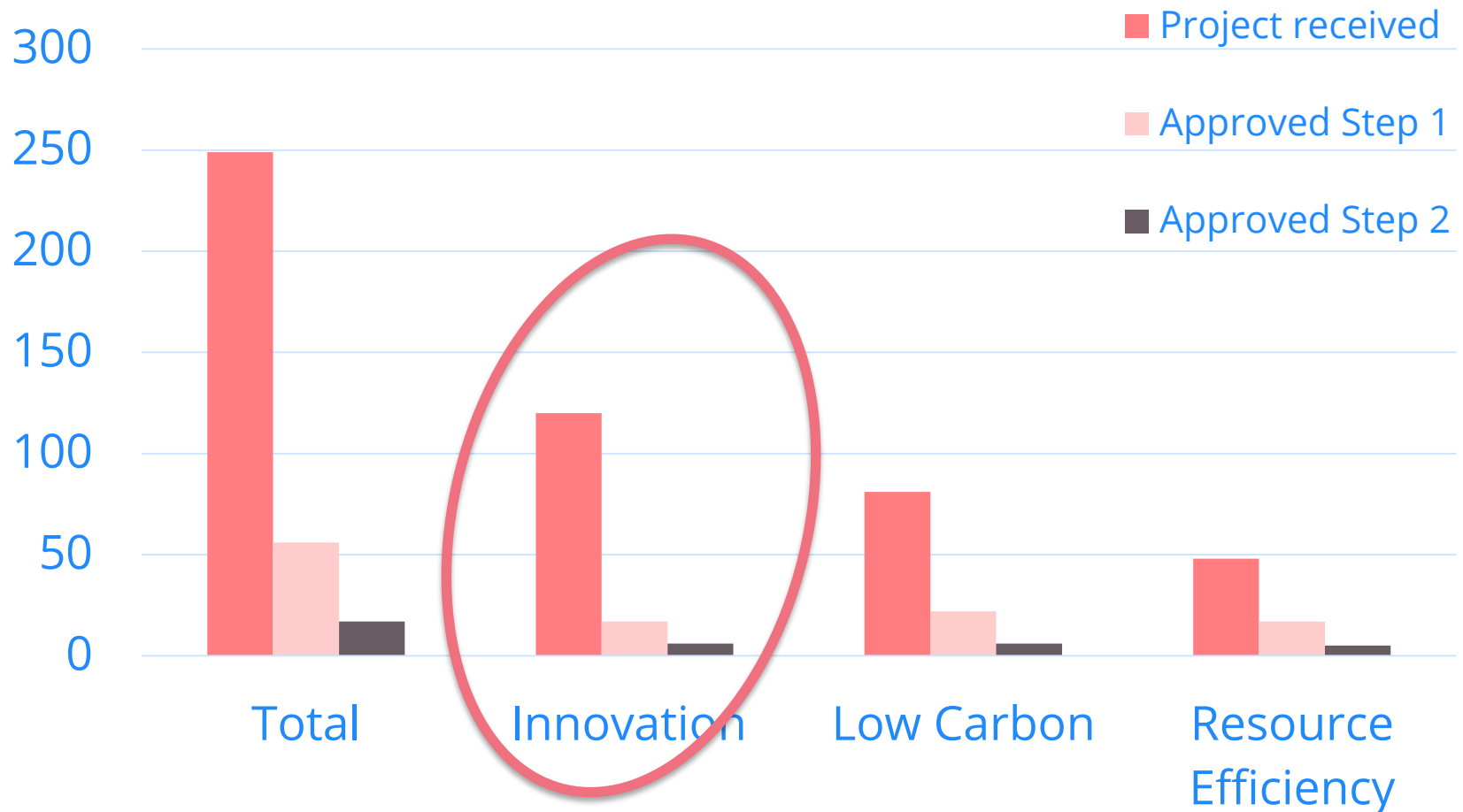
1 Specific Objective

To enhance the innovation performance of enterprises (especially SMEs) in North-West Europe.

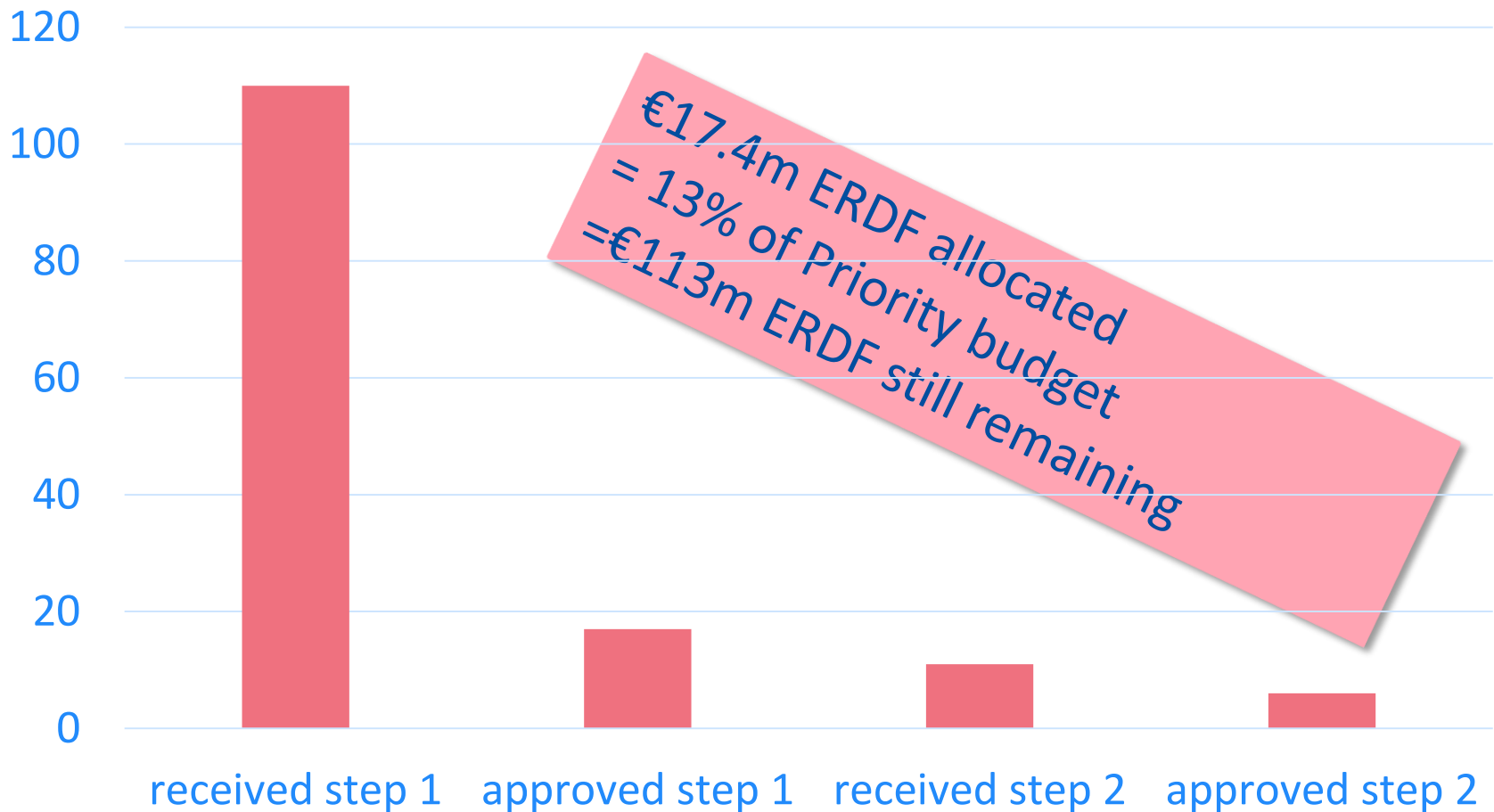
Types of Actions

- Building innovation capacity of regions and territories to improve innovation performance
- Improving the competitiveness of enterprises
- Delivering societal benefits through innovation

After 3 calls...



Priority 1 after 3 calls...



Approved projects

	Health/ medical	Food/ Agro Food	Materials	Manu facturing	Creative/ digital	Bio economy
Business support/ cluster	★ ★				★	★
Research/ technology development		★		★		

In projects building innovation capacity of regions and territories...

- “leading territories” work with “followers”,
 - partnerships are cross-functional (public, private, research, civil society)
- ➔ e.g. improved transnational innovation support infrastructure (clusters, networks etc.)

Tips for projects in this field

- Context matters: Give details on sector, target group
- Explain who leads and who follows and why,
- Use evidence (e.g. smart specialisation strategies),
- Think of measurability

R&D projects...

- focus on demonstrating and testing technologies, products, services and processes under real-life conditions
- ➔ e.g. TRL of innovative products brought further

Tips for projects in this field

- explain relevance for North-West Europe
- don't focus on commercialisation!
- demonstrate socio-economic impact on territory

What's important for all projects

- sound baseline and measurable results,
- consistency objective -baseline -results,

Examples of project results

“Progression of XX products from TRL 4 to TRL 6 and creation of 60 jobs”



“loss of productivity reduced from 25% to 10% in x companies. X jobs maintained.”

“successfully demonstrated storage technology (TRL 7) reducing the loss of stored goods by 50% in food SMEs”

What's important for all projects

- the strategy to sustain and roll-out project activities

Q & A



Indicators

- **enhanced transnational clusters or innovation networks**
- technologies, products, services and processes developed and tested in real life conditions
- jobs created
- jobs maintained
- funding leveraged
- **enterprises supported**
 - enterprises co-operating with research institutions
 - enterprises supported to introduce new-to-the-market products
 - enterprises supported to introduce new-to-the-firm products