Open innovation, cross border cooperation and regional competitiveness

Minsk, 30 may 2013
Open Innovation

Combining internal and external sources for both the development and commercialization of new technologies and products on the market
Open Innovation

With which of the following external partners does your company collaborate in its R&D process? (% respondents)

- Universities and educational establishments
- Customers
- Suppliers
- Alliance partners
- Joint venture partners
- Third-Party vendors via outsourcing arrangement
- Competitors (e.g. in the production of standards)
- Other

Source: The Economist Intelligence Unit
Regional context
Open innovation
Innovation Strategies for Smart Specialisation – RIS³

*Innovation driven development strategy
*Each region’s strength and competitive advantage
*Specialising in a smart way
*Entrepreneurial discovery

An economic transformation agenda based on 4Cs:

- **(Tough) Choices**: select few priorities on the basis of international specialisation and integration on international value chains – avoid duplication and fragmentation in ERA
- **Competitive (Constructed) Advantage**: mobilize talent by matching RTD + i and business needs & capacities – entrepreneurial discovery process
- **Critical Mass/Clusters**: develop world class excellence clusters and provide arenas for related variety/cross-sectorial links which drive specialised technological diversification
- **Collaborative Leadership**: efficient innovation systems as a collective endeavour based on public-private partnership (quadruple helix) – experimental platform – give voice to unusual suspects
SMART SPECIALISATION
REGIONAL COMPETITIVENESS TURBINE

SPECIALISATION + RELATEDNESS + GLOBAL PERSPECTIVE
ENTREPRENEURIAL SPIRIT

COMPETITIVE ADVANTAGE
Through critical mass and excellence

REINVENTING THE ECONOMY
Through related variety

COMPARATIVE ADVANTAGE
Building Global Value Chains
Knowledge economy
S3 on sub-regional-level

National priorities

Brainport 2020 area
South eastern part of the Netherlands
*Extended approach to south west (S3)
*In every sub-region a triple helix structure
S3 South (ern part of the Netherlands)
S3 for the Southern part of the Netherlands

1. Sterkten

2. Potentials

3. Methoden

4. Structuurversterkend mechanisme

5. Innovatieve kansen

6. Uitdagingen
Cross border dimension
TTR - ELAt
Limburg within the Technological Top Region
Eindhoven-Leuven-Aachen triangle
Some results from the background paper research:

Cometitiveness index:

2008

2011
A learning process: An efficient (regional) innovation system

Open gate: International R&D/academic excellence networks

[SMEs]

Science base: Universities; Public R&D; Laboratories

Large firms

Technology Centers

SMEs

Valorisation of R&D and Tech. Transfer Office

Regional/national government

Business intermediaries: Cham. of Comm.; Local Agencies BICs

Business services & tech. consultants

Sectoral Associations

Cluster

Large firms; Tech. Centers; Sect. Associations

Global economy

Open gate: International value chains

[Regional] economy

Open gate: International technology transfer networks

Open gate: International business consultants & specialized business services

[SMEs]
March 2010; political cooperation + integration ELAt and TTR
Valley of Death
Working Group sessions

Conferences
Neptunus flexible buildings
mechatronics partners

engineering tomorrow's world

*5 companies have entered a strategic partnership
*Each with their own competence
*Located within 20 km.
*All 5 active in Business to Business
*All innovative and world-class within their own competence
Example 1

Brains Unlimited

Maastricht (NL) diagnostics

Jülich (DE) Imaging
Street-scooter
The right steps in The right order Win-Win process through dialogue

What is the shared ambition of the partners, What is common goal?

Professional organised network, Governance, shape, decision making process

Individual interests Mutual gains

Meaningful process

Harmonise interests

Good personnel cooperation

Constructive group dynamics, leadership, trust, formal + hidden agenda

Kaats and Opheij: learn to cooperate between organisations
Thank you for your attention!

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