

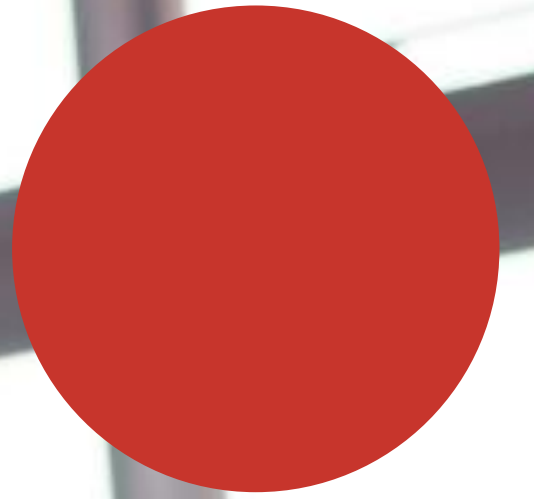
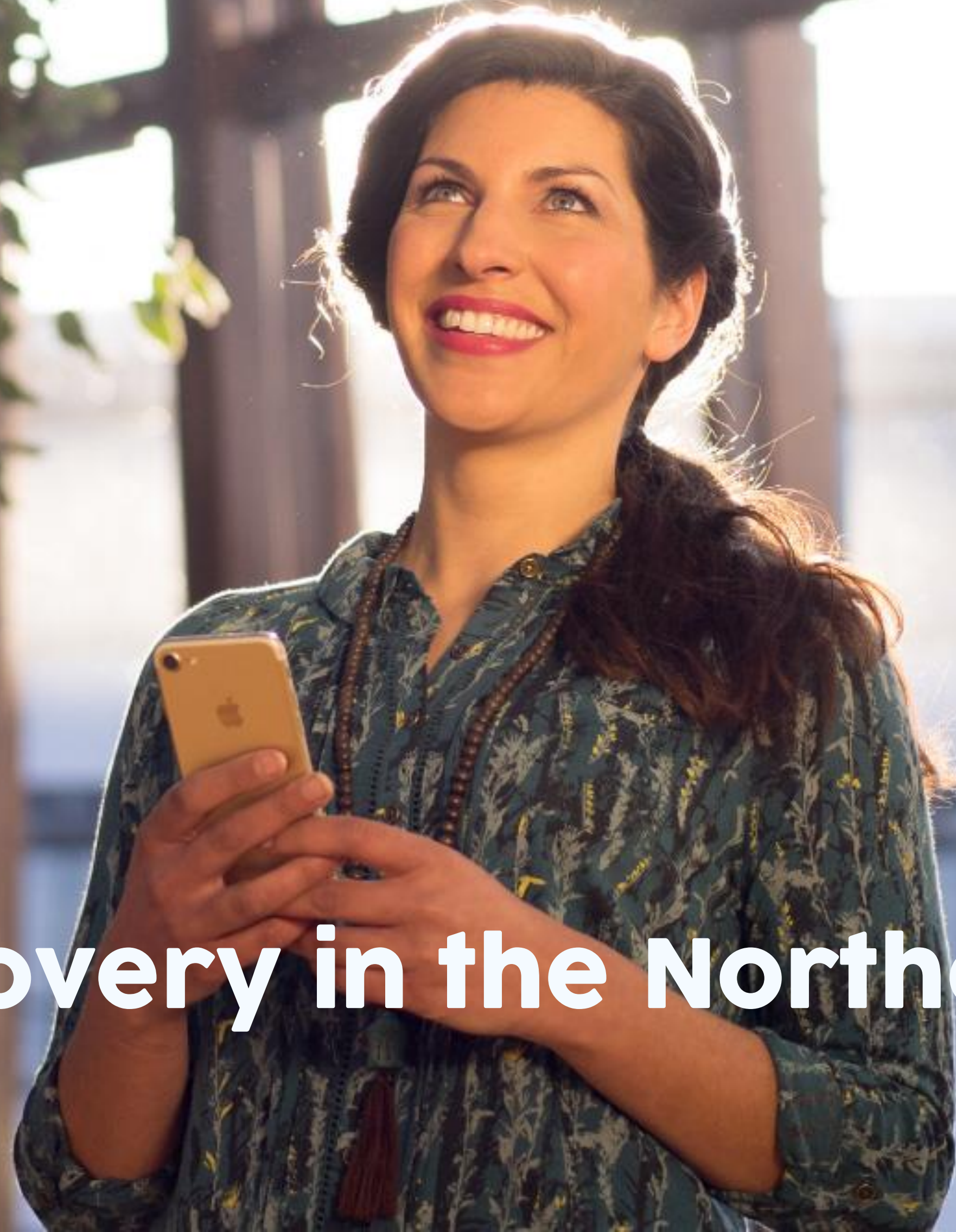


SNN

NORTHERN NETHERLANDS
ALLIANCE

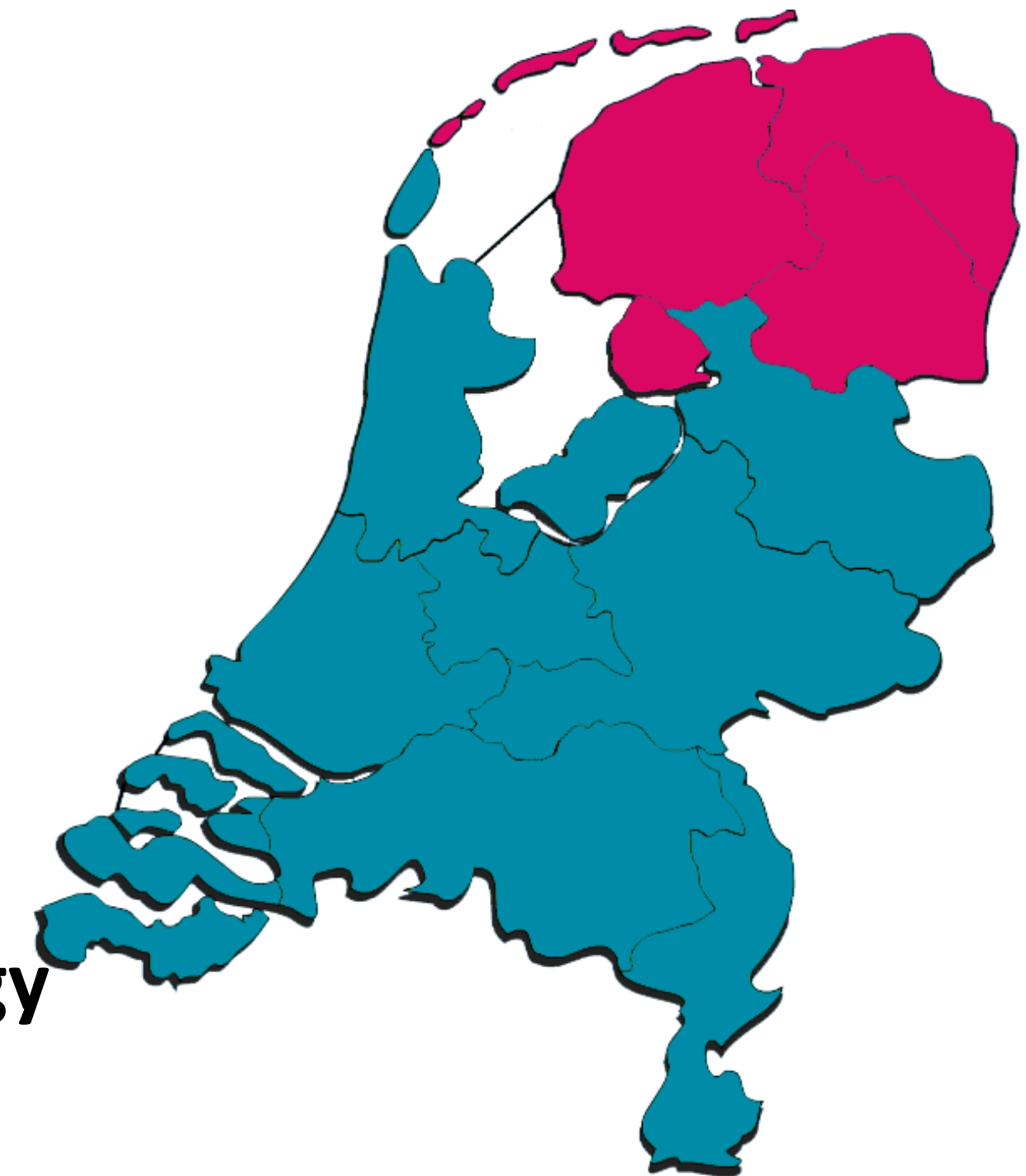
Luc Hulsman :

Entrepreneurial Discovery in the Northern Netherlands



The Northern Netherlands

- **1,7 mln inhabitants (10% NLs)**
- **Strong Innovator (Regional Innovation Scoreboard)**
 - **Groningen: “powerhouse” (OECD)**
 - ← **University Groningen (#59 ARWU)**
- **Economic structure:**
 - **96% SME’s**
 - **Highly diversified**
 - **Agro (dairy, potatoes), Energy, Health, Watertechnology**
- **Innovation ecosystem**
 - **Tradition of collaboration**
 - **Clear landscape**



S3 in the N-NLs

Main characteristics N-NLs RIS3 2014-2020:

- **Prioritizes societal challenges**
(safe water, clean energy, secure food, healthy ageing)

- **Relatively broad** ← *“Not enough evidence at the time to make sharp choices”*
- **Inclusive** : *“No-one excluded in advance”* → *support for strategy, sense of urgency*
- **Crosses (sectoral) boundaries**
 - *“Don’t strengthen what is already strong”*
 - *“Innovation often occurs at crossroads between sectors”*
 - *aim for new discoveries (new, but often related to current strengths)*

- **Sharp choices to be made along the way: refinement**

S3 in the N-NLs

Refinement of choices



**Continuous
Entrepreneurial Discovery Process**



What is Smart Specialisation about?

Often: oversimplified presentation / interpretation RIS3

“What RIS3 is about ?”

Average Stakeholder:

- “RIS3 is about getting together at beginning”
- “Reach a common conclusion about sectors to prioritize”
- “Direct money to these sectors”
- “Maybe evaluate and update choices”
- “This is stupid ! The world isn’t that simple..”

“You are right. The world isn’t that simple”

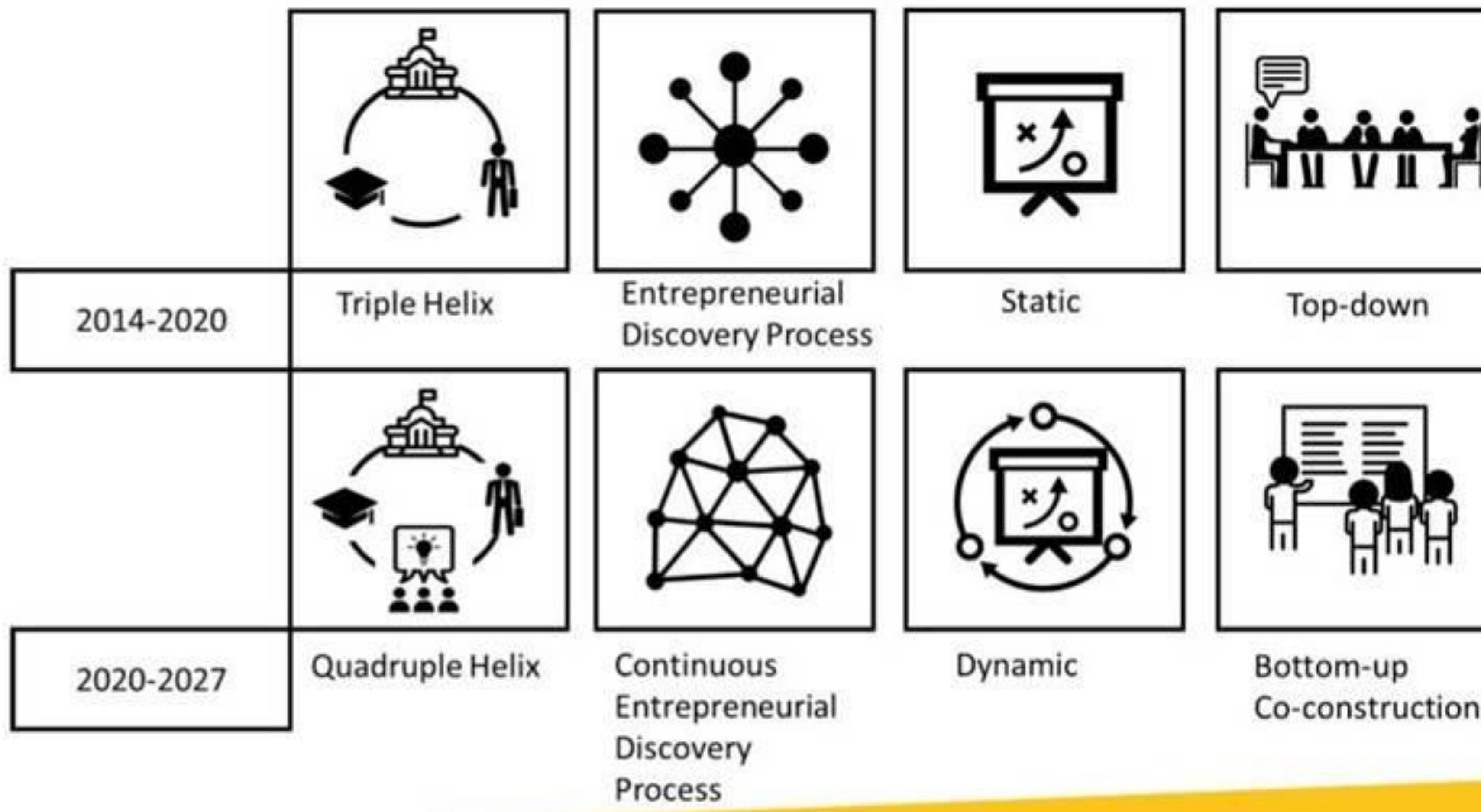
What is Smart Specialisation about (as well) ?

- Creating favorable conditions for collaborative discovery processes
- Fostering continuity in those processes
- Not being too early in making ‘final’ choices (= OK)
- You can narrow down by trying and doing

→ *“EDP becomes a journey towards specialization, a continuous process of refinement”*

(EDP) “This typically happens through trial and error and experimentation in new activities.” (RIS3 Guide p.12)

What is Smart Specialisation about ?



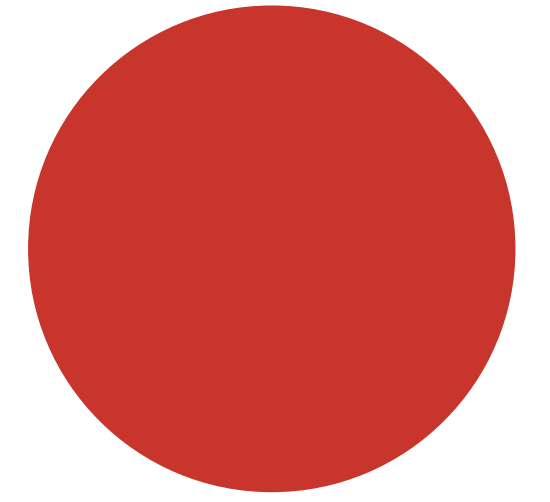
Continuous EDP in practice

➤ “At various levels, in various ways”

EDP often taken literally → “EDP through projects / initiatives”:

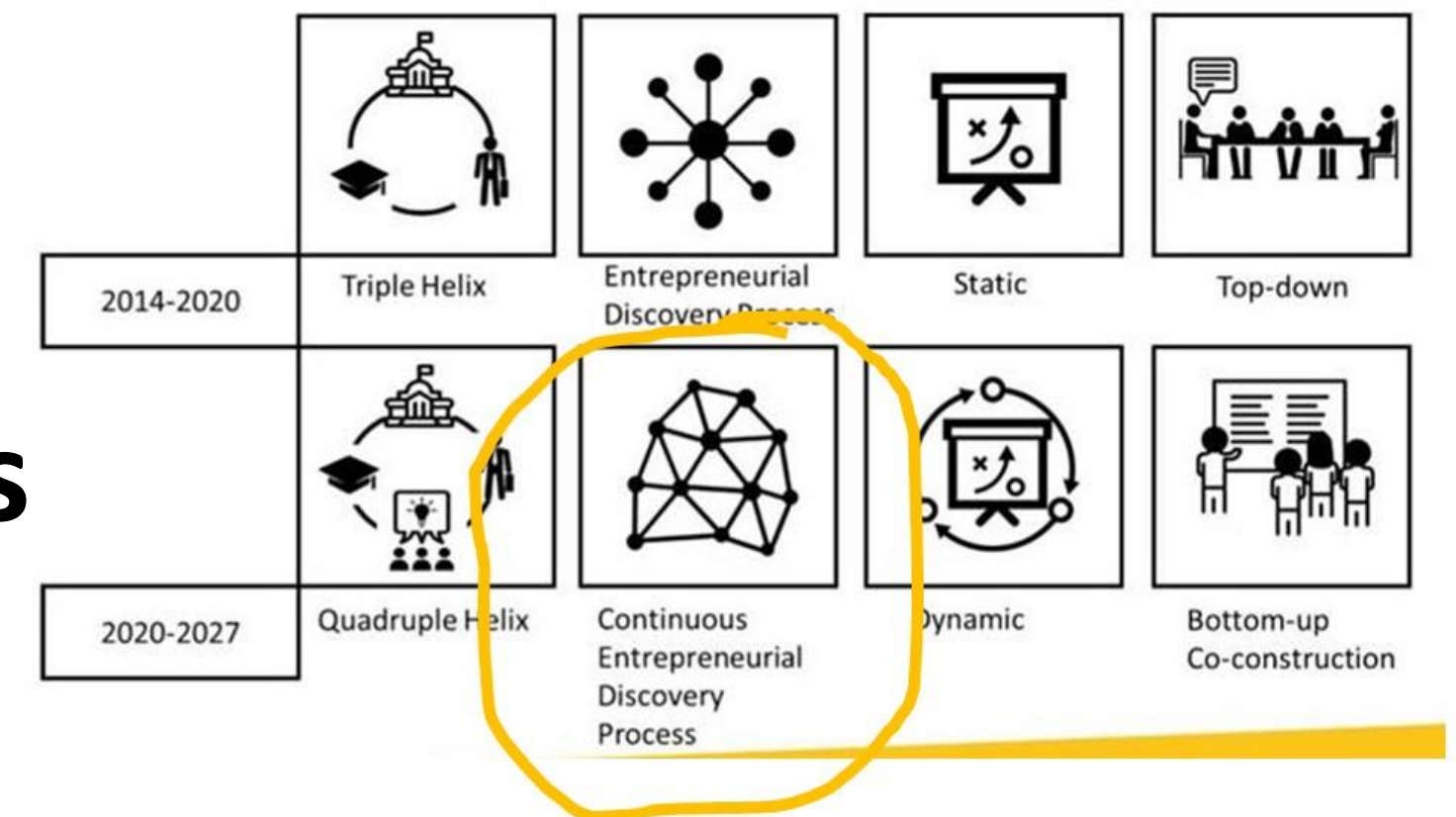
- **joint initiatives: knowledge institutes, business, supported by public authorities**
(innovation environments, living labs, test beds, joint research initiatives ..)
- **bottom up**
- **common factor: finding new opportunities**
→ *search for new areas of specialisation*

Continuous EDP in practice



Approach:

- Improve climate for collaborative initiatives
- “Connecting the dots” → across boundaries (sectoral, clusters, technologies, ...) →
- improve connections, shorten links
- Enlarge the circle – in particular SMEs



Fostering continuous EDP

Open Innovation Call



Call to businesses and knowledge centres to collaborate
in building a strong innovation climate!

“Improving the climate in which collaborative initiatives take place by creating synergies, improve connections, shorten links between actors, attract more players”

‘Matrix table’ (recent initiative)

“Platform / place where key players, with a role in project / business development regularly meet to share ideas, knowledge, networks”

- At early stage promising ideas are shared, discussed and connected to ‘the right’ people, knowledge, road to funding
- Increase quality, create synergies between initiatives, avoid overlap
- Matrix aims to be a representation of the ecosystem, but.. participants don’t represent organizations → selected because of knowledge, network, place in ecosystem (*“added value is key”*)
- Seed money budget, ‘buddy-system’ (participants inside matrix adopt initiative)

‘Matrix table’ (recent initiative)



Contact



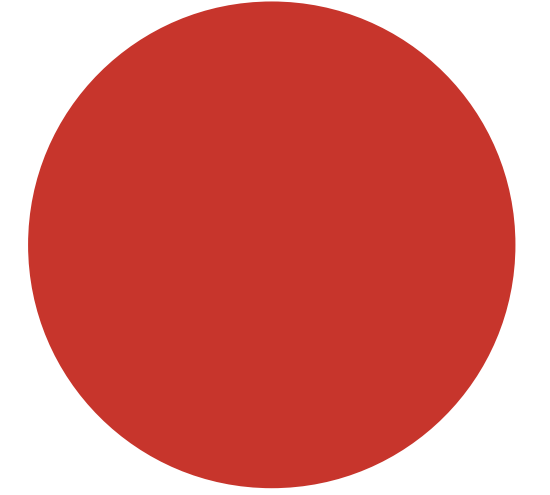
Home > Over SNN >
snn als dienstverlener subsidies >
Sparren met de Matrix:

SPARREN MET DE MATRIX:

**dé gesprekstafel om innovatieve
projecten, technologieën en
(strategische) vraagstukken sneller
verder te brengen**

Je werkt (samen) aan een innovatief idee, vraagstuk,
project of vernieuwende technologie. Je hebt hierbij

“Something else”



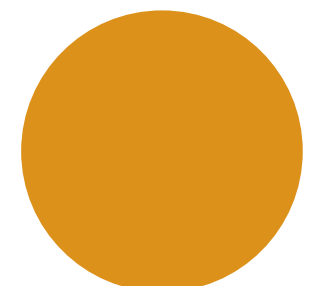
N-NLs Innovation Monitor as a tool to commit stakeholders

- Joint initiative University of Groningen & SNN
- Large scale survey
- Detailed insights in innovation behaviour SME's



Data But as well:

- Tool to commit stakeholders
 - ‘Strategic partners’
 - SME's → monitor connects






Programming period 2021-2027

***N-NLs RIS3 even more firmly rooted in
Continuous EPD***



Want to know more?

Thank you

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We stimulate, facilitate and connect

