



Phoenix initiative

Regional Peer Review Workshop

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Why a phoenix initiative?

- Regions tend to support the creation of new knowledge, and the commercialisation of the result of that knowledge, but they do not enough support the absorption of knowledge by their SMEs as a means to enhance their competitiveness

Pushing the use of
knowledge outcomes =
offer of knowledge

VS

Helping the absorption of
knowledge by existing
enterprises = enhancing the
demand for the use of new
knowledge

Think about agrofood, tourism,
construction, manufacturing,
textile, ...

21 stagnating regions

NUTS Code	Name
BG31	Severozapaden
CZ04	Severozápad
CZ05	Severovýchod
EL11	Anatoliki Makedonia, Thraki
EL12	Kentriki Makedonia
EL14	Thessalia
EL21	Ipeiros
EL23	Dytiki Ellada
HU23	Dél-Dunántúl
HU33	Dél-Alföld
ITF3	Campania
ITF4	Puglia
ITF5	Basilicata
ITF6	Calabria
ITG1	Sicilia
PT11	Norte
PT16	Centro (PT)
PT18	Alentejo
SI01	Vzhodna Slovenija
UKK3	Cornwall and Isles of Scilly
UKL1	West Wales and The Valleys

GDP evolution 2004-2011

- Regions which had a GDP higher than 100 in 2004 and below 100 in 2011:
 - FR: 5
 - IT: 1
 - NL: 1
 - IR: 1
 - EL: 1
 - UK: 16
- Regions which had a GDP below than 100 in 2004 and above 100 in 2011:
 - DE: 4
 - PL: 1
 - RO: 1

What happens with knowledge?

R&D projects
Ideas from the floor
Open sourcing
Pre-commercial
procurement

Knowledge

Valorisation by TTOs

License
Spin-off and start-up

Diffusion

Publication
Advertising
Uptake / Sale

Adaptation

Taylor-making

Enabling

Vulgarisation
Pop-up concept
Demonstrator
Coaching

Scanning of some O.P.s ERDF 2014-2020 (examples of measures proposed)

- Awareness and diffusion of technology and innovation
- Technology transfer and valorisation
- Proof of concept scheme
- Dedicated financial engineering instruments (maturing of IP fund)
- Support to spin-off and spin-out
- FabLabs
- Prototyping
- Demonstrators
- Technology accelerators
- Tools for enhancing the diffusion of new technologies
- Accompanying enterprises in their technology transfer projects

**ALMOST ALL MEASURES ARE PUSHING THE OFFER OF KNOWLEDGE,
but**

Measures to acquire knowledge

- North Netherlands (NL): support to SMEs through acquisition of knowledge
- Skåne-Blekinge (SE): support to SMEs to acquire new knowledge
- Wallonia (BE): demonstration unit for SMEs to learn about new technology capacities
- Trento (IT): promote the demand for innovation by SMEs, promote the acquisition by enterprises of know-how
- Cantabria (ES): aid to mainstreaming innovation related to new technologies in SMEs
- Norte (PT): demonstration activities to disseminate good practices in ICT for SMEs
- Emilia-Romagna (IT): support the acquisition of technologies

Knowledge Diffusion and Absorption (KD&A) eco-system

- identifying new useful knowledge for each of their traditional strategic sectors;
- making local stakeholders aware of the benefits of new knowledge by explaining the usefulness of knowledge absorption or integration for the local economy and enterprises;
- demonstrating how to use new knowledge in real working conditions for enterprises;
- organising matching meetings between knowledge holders and regional potential users;
- putting in place the right type of financial and non-financial support services to define the needs in terms of new knowledge by enterprises and to acquire/transfer that knowledge.

Content of road map for each sectorial and KET knowledge

- how to access new knowledge at global, national and regional level,
- knowledge accessibility path for key stakeholders,
- knowledge diffusion process into human capital and skills,
- knowledge absorption in the business model of regional enterprises,
- names of knowledge holders,
- knowledge translation into entrepreneurial language
- understanding the financial tools available for knowledge absorption.

PEOPLE BASED ACTIVITIES

Mobility
Vocational training
Participation in networks
Participation in conferences
Coaching / Mentoring / Training
Joint publications

COMMUNITY BASED ACTIVITIES

Exhibitions / Fairs
Conferences / Workshops
Technology showcases
Clusters internationalisation
Buying scheme
Twinning with vanguard regions

TECHNOLOGY TRANSFER ACTIVITIES

Purchase of patents
Licensing
Spin out attraction
Brokerage events
Demonstration centres
Patent scan

ENTERPRISE BASED ACTIVITIES

Staff mobility
Consultancy services
Feasibility studies
Voucher schemes

ENABLING ACTIVITIES

Vulgarisation: translation in entrepreneurial language
Assessment
Coaching
Demo-centre
Pop-up event
Catalogue of available knowledge by sector/cluster
Test and trial
Ad-hoc financial scheme
Ad-hoc funding sources

What's next?

- Do you share the analysis?
- What are your experiences in supporting the absorption of knowledge?

THANK YOU FOR YOUR INTEREST!

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