Objectives

- A clear idea **why** European Collaboration is important

- Get familiar with the concept, purpose, key elements and evolution of **interregional innovation corridors**

- Diving in **corridor's aim & mission and services**

- Explore: **roles** in fostering collaboration

Agenda

1) Why EU collaboration

2) Intro to interregional innovation corridors and their elements

3) Aim & services: core, informing the corridors

4) Roles and your next step

Rules of engagment

- Peers that learn and challenge each other

- Be active – ask questions, examples, challenge anything I say

- Be present – please, no phones or laptops
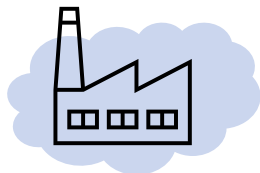
- Be respectful towards each other

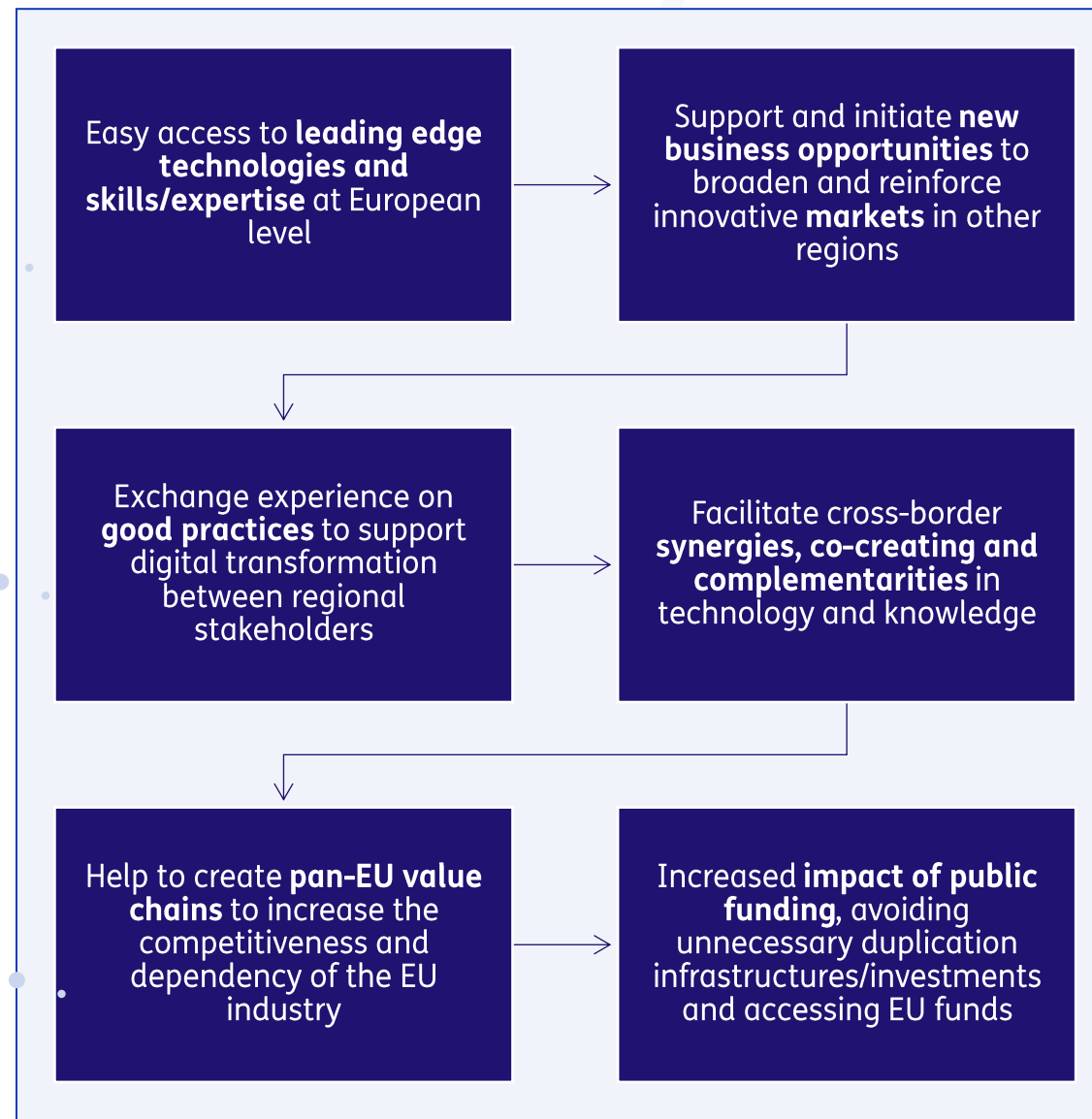# 1) Why EU collaboration on innovation?

Why EU collaboration

**Challenges do not respect borders…
Collaboration isn't a "nice to have"—it's survival!**

Easy access to **leading edge technologies and skills/expertise** at European level

Support and initiate **new business opportunities** to broaden and reinforce innovative **markets** in other regions

Exchange experience on **good practices** to support digital transformation between regional stakeholders

Facilitate cross-border **synergies, co-creating and complementarities** in technology and knowledge

Help to create **pan-EU value chains** to increase the competitiveness and dependency of the EU industry

Increased **impact of public funding,** avoiding unnecessary duplication infrastructures/investments and accessing EU funds

Geeft richting aan overmorgen

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....but it can be challenging

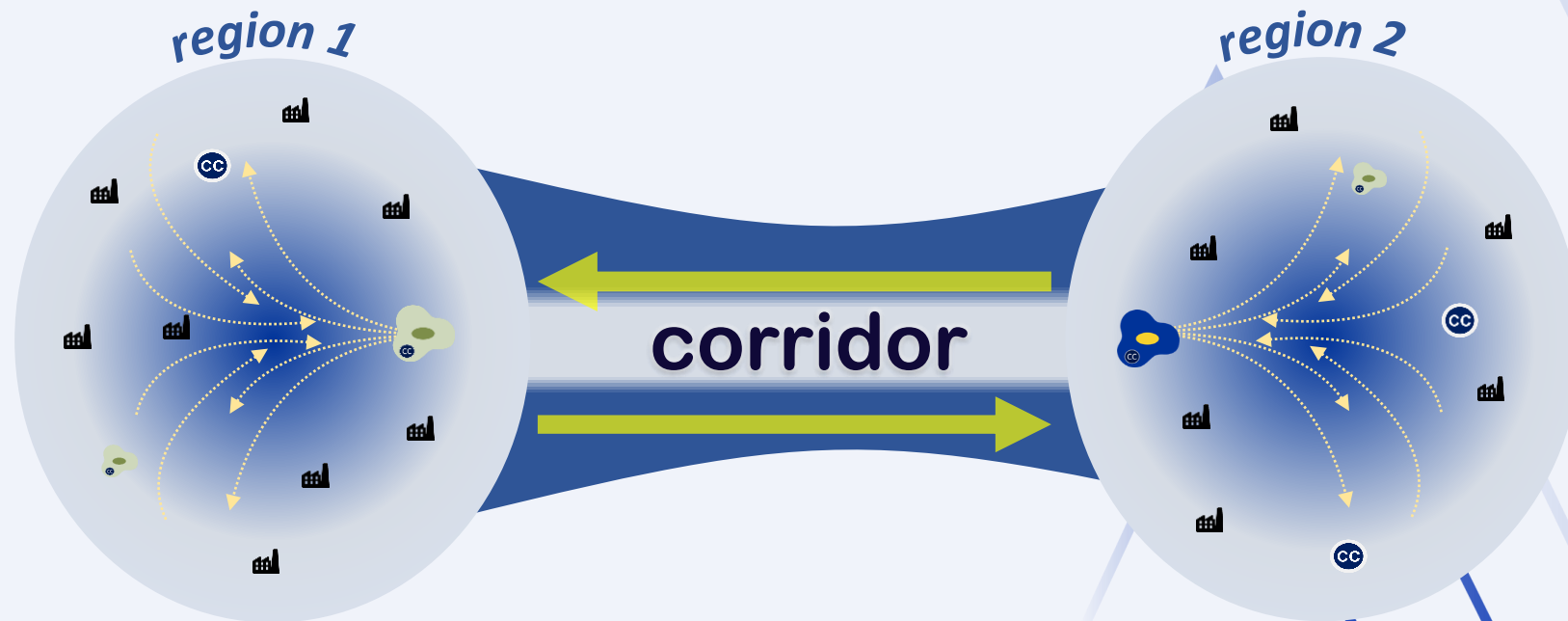**Corridors can help!!!**

– **Costly & time-consuming** to forge interregional collaborations (time, recourses, funds)

– **Limited ROI** (perceived); not all benefits return equally to the collaborating partners

– Stakeholder focus on **regional** activities and focused on 'selling'

– **Finance** – EU and national programmes stimulating the initiation

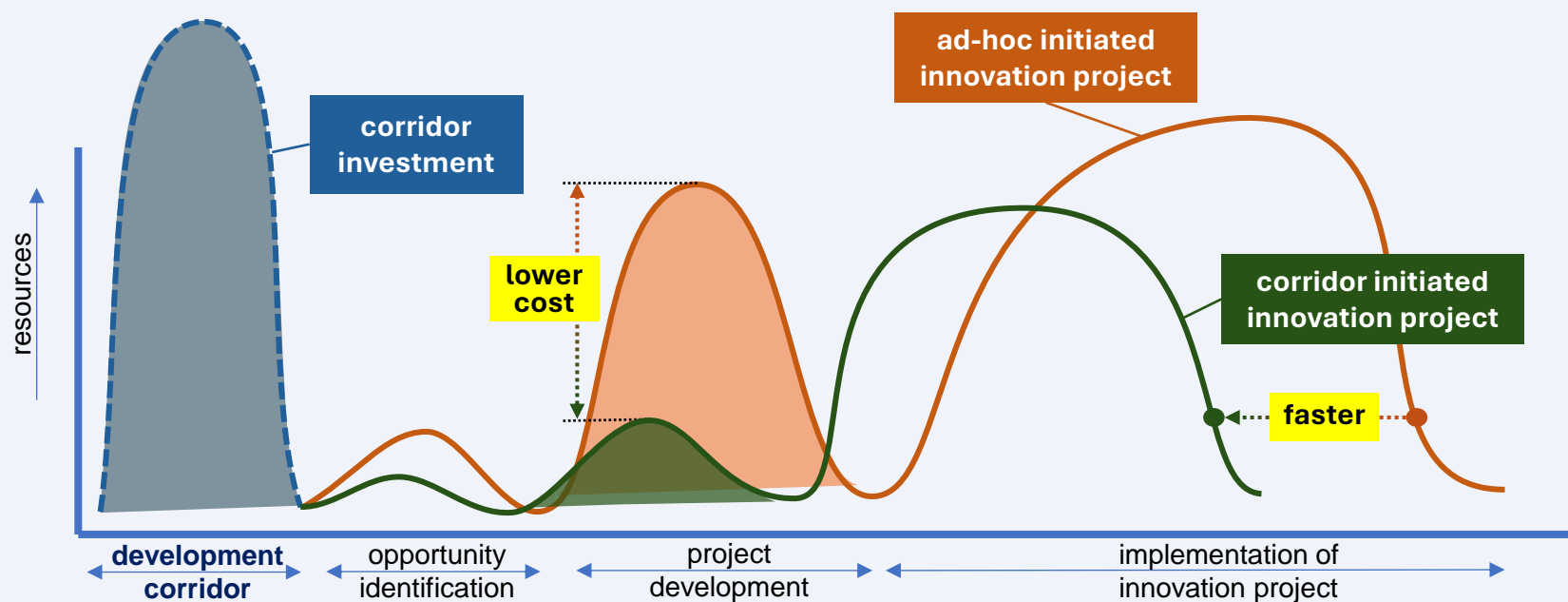– ....but this is not enough: where is the value in the collaboration

resources

opportunity identification | project development | implementation of innovation project

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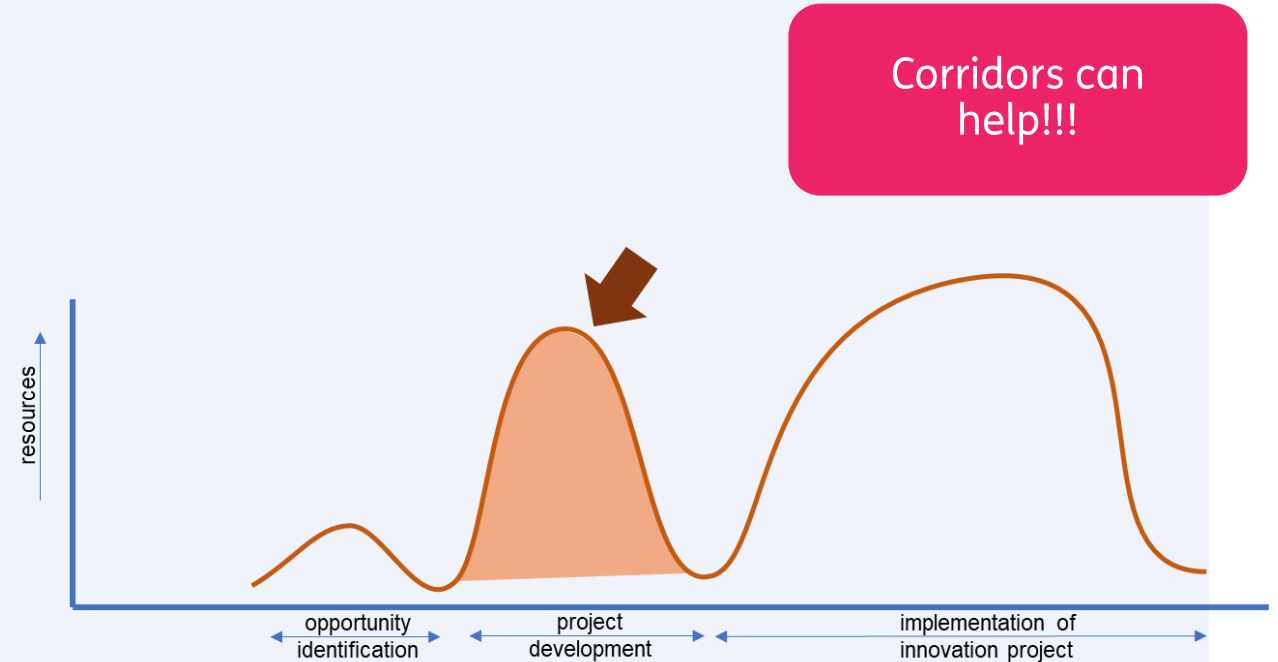
2) Corridors what are these?

Interregional innovation corridors to open opportunities
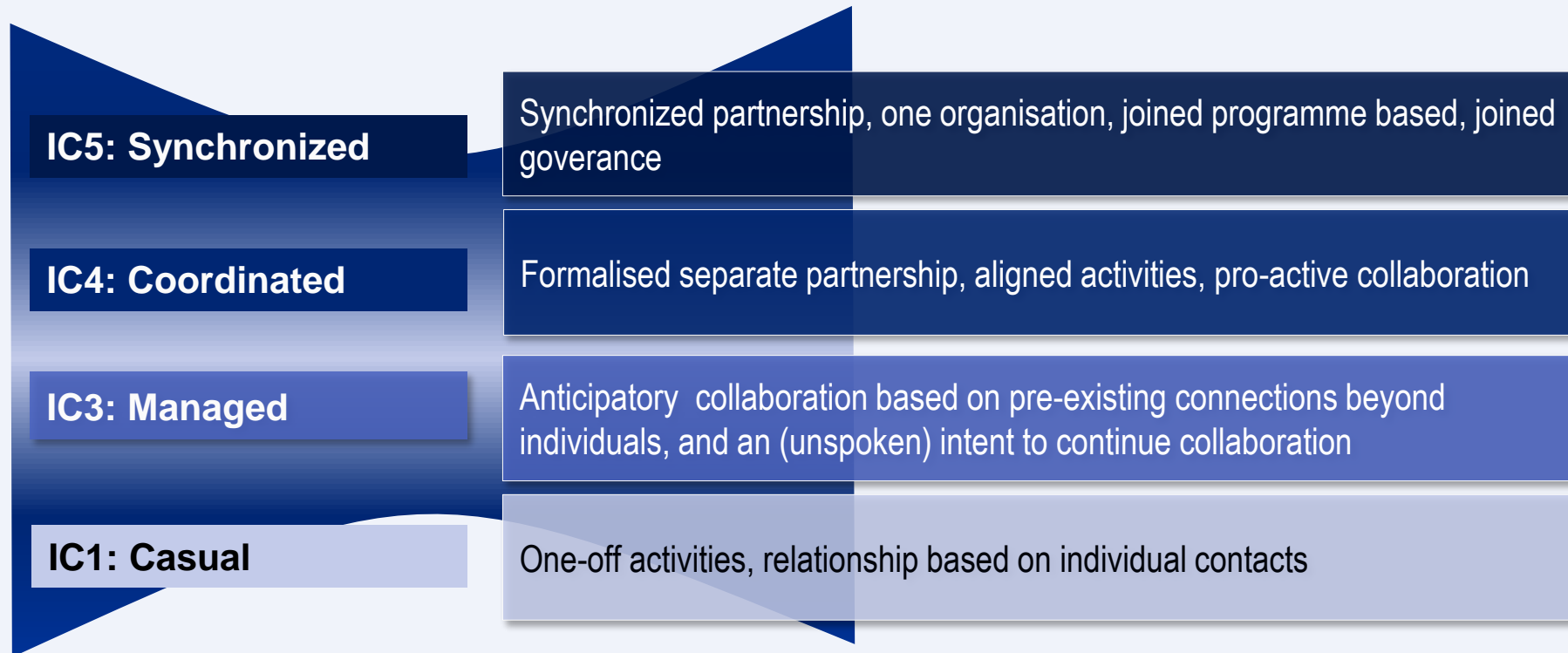

region 1

region 2

corridor

A collaboration between two or more regional orchestrators in different geographical areas, in which continuous exchange of industrial and research capacities/capabilities takes place

Corridors: to lower costs and speed up EU-collaboration

Four intensty levels to match ambition and added value

IC5: Synchronized

Synchronized partnership, one organisation, joined programme based, joined goverance

IC4: Coordinated

Formalised separate partnership, aligned activities, pro-active collaboration

IC3: Managed

Anticipatory collaboration based on pre-existing connections beyond individuals, and an (unspoken) intent to continue collaboration

IC1: Casual

One-off activities, relationship based on individual contacts

Building blocks to forge the collaboration

Building blocks to forge the collaboration

mutual understanding, shared values, trust and alignment of ambitions

roles, decision-making processes, accountability, alignment of activities, and operational organisation

cultural alignment and trust

organisation & governance

region 1

corridor collaboration

innovation projects

support services

region 2

financial sustainability

mission and value alignment

funding (mechanisms) secured for corridor operations and innovation projects

shared objectives, strategic alignment, and clarity on the purpose of the collaboration

Exercise: What needs to be developed to lower the barrier to set up innovation project?
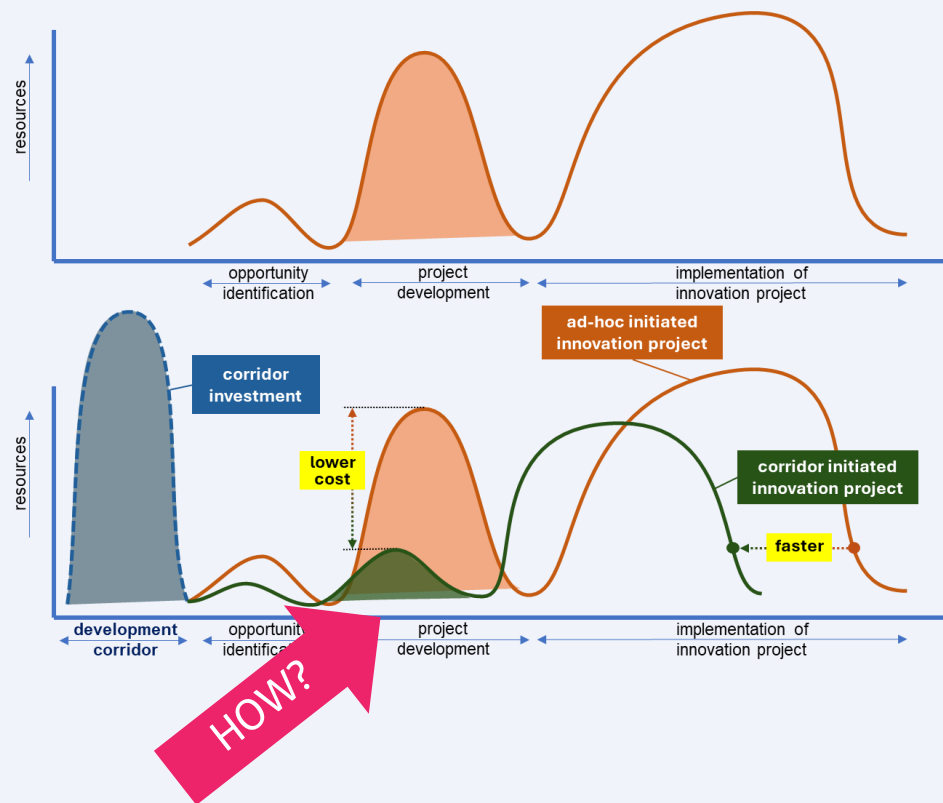
Approach:
1. Split in 4 groups in the corners of the room
2. Select a rapporteur and possibly moderator
3. Brainstorm on post-its (5 min): What are elements that need to addressed to lower the barrier and costs to set up collaborations with regard to 1) aim and mission, 2) corridor services, 3) financing, 4) governance and organization
4. Discuss and cluster/agree on 5 elements (10 mins)
5. Rapporteurs share the outcomes in plenary (5 mins)

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Aim and mission: What needs to be developed to lower the barrier to set up innovation project?

– Approach: Add post-it notes, Cluster to 5 elements, report

– Some examples to get you started [do not be limitted!]: what are market/user segments to focus on, what is the USP, what are focus areas, etc

Collaboration support services:
What needs to be developed to lower the barrier to set up innovation project?

- Approach: Add post-it notes, Cluster to 5 elements, report

- Some examples to get you started [do not be limitted!]: what information needs to be shared, what can you do to organize exchanges, etc?

Organization and governance:
What needs to be developed to lower the barrier to set up innovation project?

– Approach: Add post-it notes, Cluster to 5 elements, report

– Some examples to get you started [do not be limitted!]: who is involved in the collaboration, how are contracts arranged, etc?
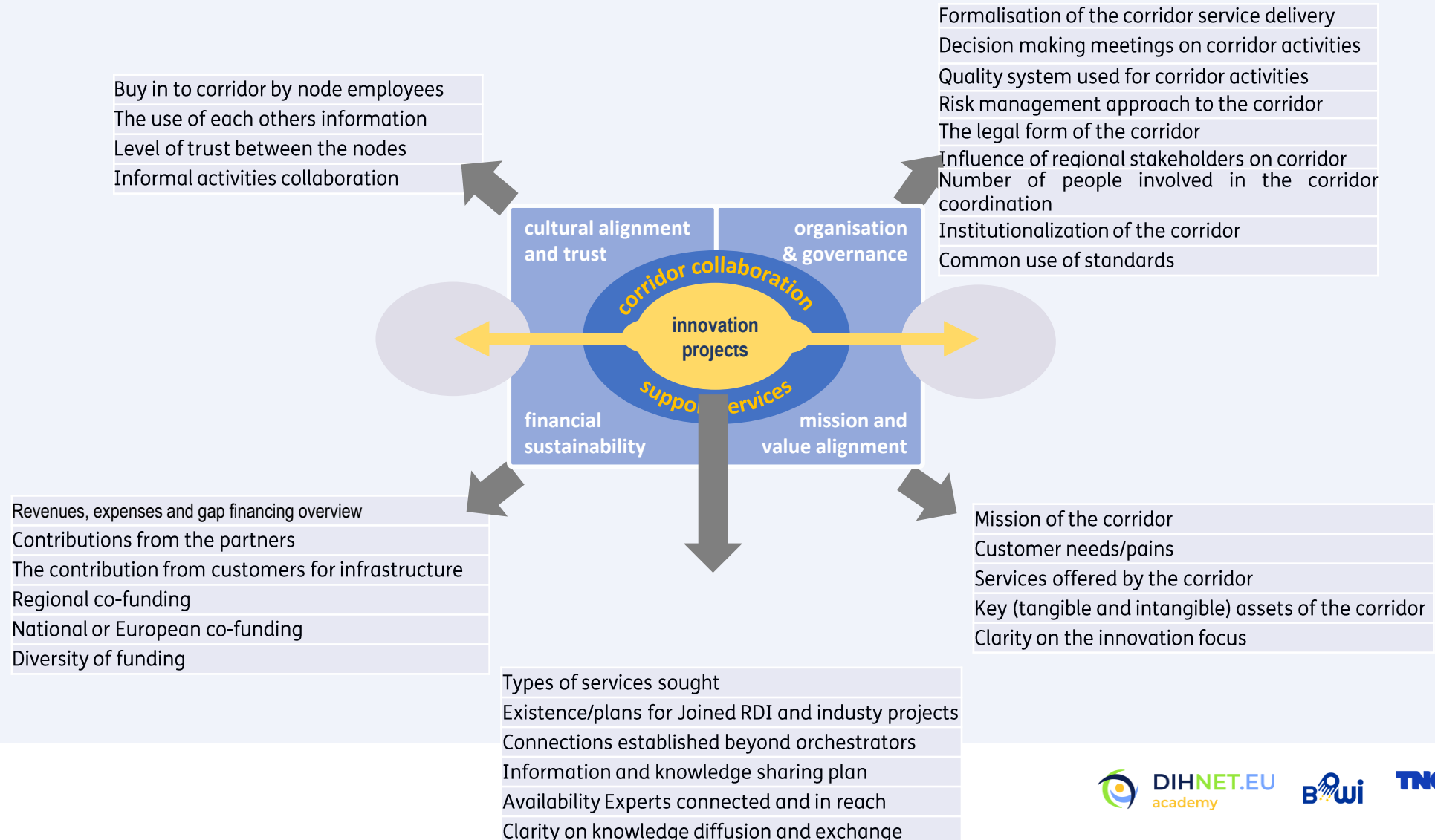
Financing:
What needs to be developed to lower the barrier to set up innovation project?

– Approach: Add post-it notes, Cluster to 5 elements, report

– Some examples to get you started [do not be limitted!]: for what is financing needed, what can be paid and what needs public funds, etc

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3) Our thinking on aim and services

Some of the elements from our side

Buy in to corridor by node employees
The use of each others information
Level of trust between the nodes
Informal activities collaboration

Formalisation of the corridor service delivery
Decision making meetings on corridor activities
Quality system used for corridor activities
Risk management approach to the corridor
The legal form of the corridor
Influence of regional stakeholders on corridor
Number of people involved in the corridor coordination
Institutionalization of the corridor
Common use of standards

cultural alignment and trust

organisation & governance

corridor collaboration

innovation projects

support services

financial sustainability

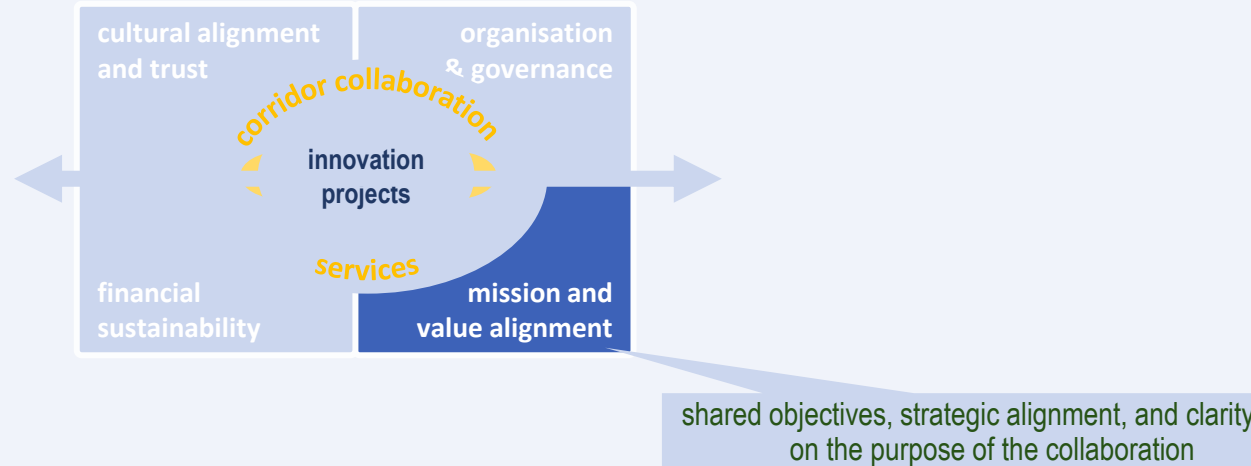**mission and value alignment**

Revenues, expenses and gap financing overview
Contributions from the partners
The contribution from customers for infrastructure
Regional co-funding
National or European co-funding
Diversity of funding

Mission of the corridor
Customer needs/pains
Services offered by the corridor
Key (tangible and intangible) assets of the corridor
Clarity on the innovation focus

Types of services sought
Existence/plans for Joined RDI and industy projects
Connections established beyond orchestrators
Information and knowledge sharing plan
Availability Experts connected and in reach
Clarity on knowledge diffusion and exchange

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DIHNET Academy tool (based on BOWI) available as part of a training

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Aim and Mission – defining the type of collaboration

shared objectives, strategic alignment, and clarity on the purpose of the collaboration

*The **scope and nature** of collaborative activities,
the **strategic needs** addressed (partners and customers), and
the **types of stakeholders** required to achieve the intended outcomes and
as a consequence, the **intensity** of the collaboration*

Four general aims (more and variations possible)

| Aim/mission |
|---|
| Research development |
| Innovation co-creation |
| Scaling/uptake |
| General ecosystem building |

Types of interregional collaboration based on intensity and aim

intensity *Aim/mission*	Adhoc	Managed	Coordinated	Synchronized
Research development	One-off adhoc research projects	Collaborative projects or informal thematic research partnerships on specific challenge	Integrated programmes, with share/aligned R&D strategies	Collaborative joined, long-term programmes (precompetitive) research
Innovation co-creation	One-off innovation projects with complementarities between research and industrial application	Mid stage group of projects, often in public-private setting	Formal partnerships with aligned aims and plans for innovation support	Long term joined innovation programmes, incl structural activities to support deployment with multiple reional stakeholders
Scaling/uptake	One-off collaborative demonstration projects with clear, separate roles	Informal collaborative set of services and projects supporting scaling, market access etc	Formalized collaborative programs on scaling specific tech	Long-term joined plans and investments alignment on support of scaling, access, etc
General ecosystem building	Opportunistic networking, representation or peer exchange	Ongoing connections with occasional strategic joined positions and activities, peer communities, etc	Collaborative ecosystem frameworks e.g. for joined representation, and joined positions	Connected ecosystems with clear joined activities and dedicated/seconded participation

Service to add value
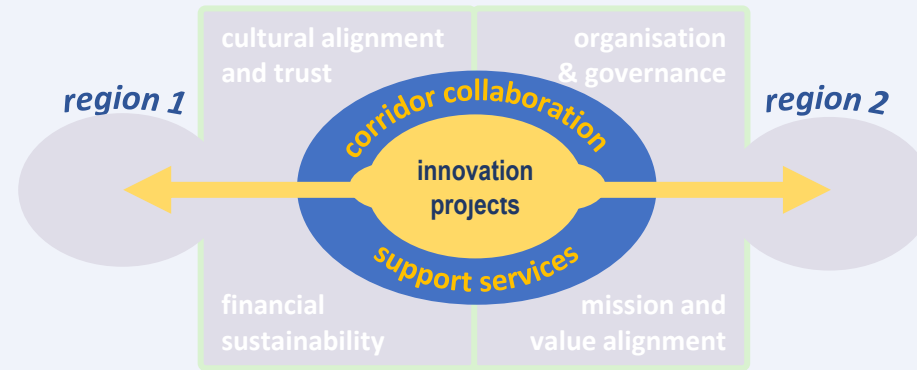
*The **types of services** to be arranged,*
*For specific customers and **their pains** and what **assets** are*
*needed to develop and deploy the services **by whom***

Building European Innovation Corridors

Services: what you do to deliver added value

corridor collaboration

innovation projects

services

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This overview of services aims to provide inspiration for possible types of services and activities which interregional innovation corridors could offer. The list does not necessarily represent the opinion of the Europen Commission

Overview potential Corridor services

	Service	Description	Examples node activities	Examples of corridor activities
Ecosystem	**Corridor network building**	Creating a structural interregional community, connecting both regional ecosystems	Study/business visits for regional stakeholders	Organisation of interregional corridor events
			Meet and greet meeting	Side events during EU-conferences
			Network events on regional ecosystem building	Heatmapping and corridor initiation
			Development of ecosystem profile	Development of joined tools and templates
	Awareness creation on the corridor	Creating awareness in both regions about the presence of the corridor collaboration	Road-shows	Road-shows, including policy, industry, research
			Provide content for social media	Shared/aligned
			Participation in events	Participation in regional events
			Ambassadors for the corridor	Bilateral visits to governmental representatives
				Social media presence
	Information exchange	Sharing information about both regional ecosystems and their stakeholders	Publishing opportunities from other region	Publishing opportunities from other region
			Dissemination of relevant news	Dissemination of relevant news
			Facilitation of communication to ecosystem stakeholders	Hosting and maintenance of the information repository
				Corridor helpdesk
	Joined regional, national and European lobbying	Activities to promote and lobby the corridor partnership in both regions to other regions/countries in Europe, as well as the European Commission	Regionall/national events to promote the corridor	Creation and support of a lobbying toolbox
			Bilateral visits to key regional stakeholders to represent the corridor	International event to promote the corridor and the regions
				Contacting the Commission and participation in key events
Business	**Soft-landing support of new companies in oposite region**	Support to companies and other stakeholders of one region to create a presence in the other region	Preparational activities for market expansion	Legal support for interregional collaboration
			IPR assessments	
			Incubator support to start-ups from the other region	
			Identification of partners and locations	
	Joined industry/research projects development	Support to create interregional research and innovation projects	Support on developing interregional projects, B2B, R2B, R2R	Support on developing interregional projects, B2B, R2B, R2R
			Scouting for project partners	Expert pool based consultancy
				Seal of excellence, project evaluations
	Bussiness match-making	One-on-one facilitation of industrial partners to get connected to the market in the other region	Scouting for customers	Scouting for partners
			Market assessments	Market assessments
			Partner/market scouting for start-ups	Initiation of partnerships
			Initiation of partnerships	
	Support to engage in European networks	Support to the regional stakeholders to engage in European activities, including networks and Commission activities	Representation of stakeholders in EU-networks	Region introduction to EU networks
			Forging of EU network participation of regional stakeholders	Providing access to funding from EU-sources
				Monitoring/identification corridor opportunities in EU-networks
				Informing about EU activities
Technology	**Interregional technology roadmap development**	Joined development of technological innovation strategies for the corridor partnership, including their technological alignment	Regional stakeholder participation activities for roadmapping	Organisation of corridor roadmapping activities
			Ecosystem assessment for joined innovation strategy development	Development of templates for corridor innovation strategies
			Creating commitment for established corridor roadmaps/strategies	Support for pan-EU alignment
			Offering strategic technological expertise to the other regions	
	Joined infrastructure investments	Support to align and syncrhonize investments in innovation on an interregional basis	Discussions with government on corridor investment alignment	Development of multi-anual innovation plans
			Support to develop regional investment plans	Connection to EU-funding opportunities
			Corridor activation to joined regional investment planning	Coaching on corridor investments
				Provideing
	Pooling of shared demonstrators and expertise	Support of the sharing and use of technological infrastructures (research, demonstrators and otherwise) between the corridor regions	Mapping of available infrastructures/expertise in the node	Making available information about the infrastructures/expertise
			Operational business support to make use of infrastructure/expertise	Joined access planning of infrastructures
			Trainings to access the infrastructure	Joined helpdesk on access to the infrastructures/expertise
				Concept contracting for use of infrastructures/expertise
	Joined technological evaluations of innovations	A joined supporting approach to the evaluation/validation of products and technological feasibility of techcnologies	Technological evaluations for the other region (based on expertise)	Seal of excellence on tested technologies
			Certification of technological products	Representation in European standardization networks
				Access to validated technologies
Skills & education	**Labor-market exchange facilitation**	Supporting the echange of laborforce between the two nodes	Organisation of secondments	Brokering of secondments, facilitating (short) mobility programmes
				Host the corridor jobs portal
				Headhunting
	Educational exchange	The support of exchanging students, professors and other experts for educational purposes	Opportunity scouting for (student) exchange	Legal support for student exchange
			Finding guest professors	Organisation of guest professorships
			Guest lecturing and training (workshops)	Arrangement of student echange and lecturing
				Support brokering of lecturing and student exchange
	Peer learning	Echange of experience and best practices between the two nodes of the corridor	Peer review visits	Peer review visits
			Participation in Interregional study visits	Organisation of interregional study visits
			Good practice sharing	Good practice sharing
			Peer learning workshops	Peer learning workshops
	Train-the-trainer	The organisation of trainings to educate experts that can then support the stakeholders in the region	Providing experts to the trainings	Corridor Summerschool
				Coaching on corridor initiation and consolidation
				Corridor training programme to regional stakeholders
	Joined training programmes	The joined offering of training and educational activities to the stakeholders of both regions	Providing experts to the trainings	Certification of trainings for the interregional partnership
			The organisation of trainings and other educational activities	Brokering and alignment of joined educational activities
			Marketing of the joined educational activities	

Building European Innovation Corridors

Services: what you do to deliver added value

corridor collaboration

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	Joined regional, national and European lobbying	A... to o... Commission		Corridor helpdesk
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				Connection to EU-funding opportunities
				Coaching on corridor investments
				Provideing
	Pooling of shared demonstrators and expertise	Sup... (res...		Making available information about the infrastructures/expertise
				Joined access planning of infrastructures
				Joined helpdesk on access to the infrastructures/expertise
				Concept contracting for use of infrastructures/expertise
	Joined technological evaluations of innovations	A joined supporting approach to the evaluation/validation of products and technological feasibility of techcnologies	Technological evaluations for the other region (based on expertise)	Seal of excellence on tested technologies
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			The organisation of trainings and other educational activities	Brokering and alignment of joined educational activities

Callout boxes:
- Meet and Greet
- Joined lobbying

- Soft-landing in opposite region
- Joined industry/research projects
- Business match-making

- Access to facilities/expertise
- Joined technology roadmap development

- Guest lecturing and training (workshops)
- Expert exchange, secondments

5) Roles in setting up the collaboration

Different roles and responsibilities

- Responsibilities: gateway to the local ecosystem, builds and manages the contact with the other region, identifies priorities for the collaboration, ensures buy-in of the collaboration, etc
- Who: (E)DIHs, clusters, regional development agencies, intermediaries

Orchestrator

- Responsibilities: offer the tech expertise and access to infra, identify opportunities for joined/complementary R&D and infra projects, identify strengths and needs
- Who: public and private research and technology infrastructures offering innovation, testing experimentation services

Research, infra and leads

- Responsibilities: Bridges the gap between academia, research, and the practical needs of businesses or industries, articulates needs of local business to counter partners, spells out the collab opportunities
- Who: clusters, RDA, accelerators, etc

Business support and accelerators

- Responsibilities: funding, ensures regional policies support the collaboration, connect smart specialization and international collaboration, develop regional strengths and ecosystem
- Who: ministries, regional authorities, municipalities, ..

Policy-makers

- Responsibilities: keep track of EU priorities and opportunities, connect regional needs and strategies with EU stakeholders, networking & contact
- Who: National Contact Points, EIT, reps, EEN reps

Connection to Europe

- Responsibilities: clear offer, availability, identify USP
- Who: tech and service organization offering innovation products and services

Service providers:

- Responsibilities: promote the benefits of the collaboration, Manages media relations, events, and digital campaigns, publishes success stories, etc
- Who: consultancies, marketing and communication specialists, outreach and community managers

Marketing and Communication officers

- Responsibilities: identifying funding sources to support collaboration of projects, financial engineering/matching, overview of instruments
- Who: RDA, policy-makers, consultancies

Funding/financial expert

etc

Speed role networking – 5 mins ☺

??

What role do you want to play?

??

Approach:
- Pair - turn to your neighbor on the left
- Person A: in 30 sec share: 1) What role would you like to play? Why are you essential for the collaboration?
- Person B: Share your role and how this builds on/ complements A's role
- Now turn to the person at the back and repeat!

Epilogue: process to forge the collaboration

If you would like to participate, *show your interest*

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services	customers
mission	organisation	strategy
assets	finance

Corridor active

P1-Precursor	P2-Exploration	P3-Onboarding	P4-Expansion	P5-Initation
Ideation and initial collaboration	Concept exploration and validation	Partner alignment and commitment	Business model finalisation and viability assessment	Operational launch and implementation

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Conclusions and reflections

Successful interregional collaboration benefits from a structural approach

And this is not just "doing projects"

But the level depends on the return on investments

Ensure that all "ad-hoc" innovation projects, strengthen your corridor

Align expectations of the corridor and your own expectations and responsibilities