SYNERGY

The Regional Strategy on Crowd Innovation

SYnergic Networking for innovativeness Enhancement of central european actoRs focused on hiGh-tech industrY

SYNERGY (CE 1171) is a project financed by Interreg Central Europe that started in August 2017 and comprises 7 project partners from 6 European countries, namely Germany, Poland, Austria, Italy, Slovenia and Croatia. The project aims at strengthening currently underdeveloped linkages, cooperation and synergies between companies, industry, research, intermediaries and policy makers in Central Europe. As a result, the project defined new crowd innovation services and made them available via the Synergic Crowd Innovation Platform (SCIP) as a new space for enhancement in open and crowd innovation.

A CROSS-REGIONAL PARTNERSHIP

Wrocław University of Science and Technology

MERGE
Cluster of Excellence

crit

STEPri

PROFACTOR®

KIT
Karlsruhe Institute of Technology

Institut
"Jožef Stefan"
Ljubljana, Slovenija

For more information on the SYNERGY project
www.interreg-central.eu/synergy

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THE SYNERGY GOAL

Enhancing innovativeness in European regions by strengthening linkages and beyond border cooperation among the actors - SMEs, business, industry, research & educational organization and public bodies - primarily involved in supporting Europe's growth, competitiveness, employment, and innovation capability.

WE PURSUE.. OPEN INNOVATION

Open Innovation has expanded significantly in recent years as a successful concept for the comprehensive exchange of knowledge and the integration of know-how from different perspectives and areas while allowing for the implementation of innovations in a faster and more cost-effective way.

THE SYNERGY 3 KPAs

Additive Manufacturing

Industry 4.0

Micro-&Nano-technologies

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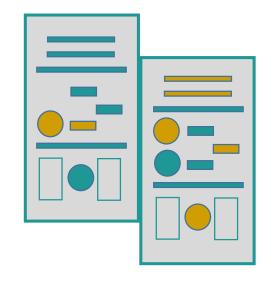Development Fund
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The Regional Strategy on Crowd Innovation

THE REGIONAL CROWD INNOVATION STRATEGY

The Regional Strategy on Crowd Innovation is intended as a ready to adopt Plan of Actions designed to achieve a long-term and overall spread of innovative initiatives at the regional level and among interested stakeholders – i.e. industries (LEs and SMEs), universities, research centers, policy makers, institutions - that will foster productivity, efficiency and competitiveness of Central Europe regions.

THE SYNERGY PLATFORM

An online platform with different types of newly designed services enhancing **crowd innovation initiatives** are available, i.e.:

− exchanging resources among partnering regions (HR, equipment & infrastructure),
− setting up cooperation and micro-working,
− crowdfunding and crowdsourcing.

The SYNERGY Platform is a place where industrial companies can define their needs and problems and researchers can deliver jointly developed solutions in an open innovation environment.

https://synergyplatform.pwr.edu.pl/

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COMMON DEFINITIONS

OPEN INNOVATION

Open innovation is a paradigm that assumes that firms can and should use external ideas, as well as internal ideas, [..], as the firms look to advance their technology" (Chesbrough, 2003). The use of the Internet brought to the emergence of open networks, considered as communities of people with competences from the "outside".

CROWD INNOVATION

Crowd innovation implies a research party turning to the crowd to solve a specific problem. The crowd (the public/civil society) – possessing specific competences, skills, finance - is directly involved in the process of producing innovation, thus contributing to creating value.

STRATEGY

A strategy can be considered a plan of action designed to achieve a long-term and overall goal. A strategy consists of developing the best possible forecasts on the future which will help define in a proactive way a specific sector.

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COMMON DEFINITIONS

CROWDFUNDING

Crowdfunding is an application of Open Innovation and it is intended as an Internet-based funding method for the realization of an initiative through online-distributed contributions and micro-sponsorships in the form of pledges of small monetary amounts by a large pool of people within a limited timeframe.

CROWD SOURCING

Crowdsourcing can be considered as the practice where an ordering party turns to the crowd to solve a problem in exchange of a reward. The idea behind crowdsourcing is to rely upon communities of people with specific competences from the "outside", who are involved in a creative, collaborative process.
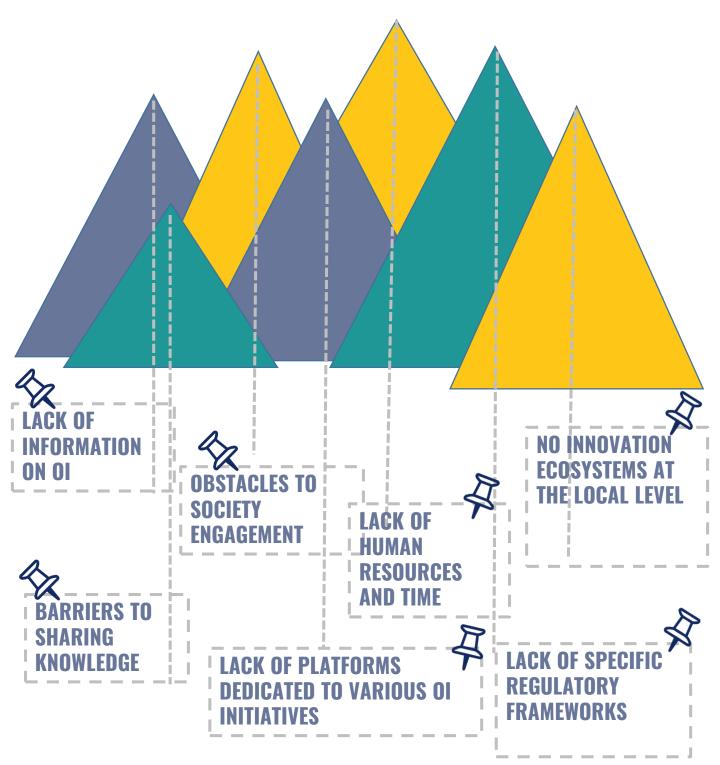
INFRASTRUCTURE SHARING

Infrastructure sharing implies the sharing of resources and know-how between owners of infrastructure and possible users which need them to solve a specific problem/challenge. By merging tools and problems, owners and possible users get in contact, typically using the Internet, and they have a match.

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REGIONAL NEEDS AND OBSTACLES IN ADOPTING CROWD INNOVATION INITIATIVES

LACK OF INFORMATION ON OI

OBSTACLES TO SOCIETY ENGAGEMENT

LACK OF HUMAN RESOURCES AND TIME

NO INNOVATION ECOSYSTEMS AT THE LOCAL LEVEL

BARRIERS TO SHARING KNOWLEDGE

LACK OF PLATFORMS DEDICATED TO VARIOUS OI INITIATIVES

LACK OF SPECIFIC REGULATORY FRAMEWORKS

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The Regional Strategy on Crowd Innovation 5 GOALS

1

SAFE SHARING OF INFORMATION AND KNOWLEDGE

Safe sharing is intended in terms of confidentiality of information shared during a matching with third unknown parties in crowd innovation platforms which are publicly available.

SPREADING OI AND ITS BENEFIT

2

Creating a "culture of crowd innovation" which includes not only crowdfunding and crowd sourcing, but also the new initiatives as infrastructure sharing.

3

IMPROVING INNOVATION ECOSYSTEMS

Innovation ecosystems are evolving set of actors, activities, artifacts, institutions and relations. They are based on collaboration among interconnected actors – governments, civil society, the private sector, universities, individual entrepreneurs and others.

SPECIFIC LEGAL REGULATIONS ON OI INITIATIVES

4

Establishing regional legal framework regulations safeguarding matchings and exchanges among actors involved in OI and adopted and recognised at the regional and local levels.

5

ENGAGING SOCIETY

Creating an extensive "Participation culture" with regular dialogue and networking format and supporting an innovation education starting from schools.

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The Regional Strategy on Crowd Innovation MEASURES & KPIs

1

GUARANTEEING THE SAFE SHARING OF INFORMATION AND KNOWLEDGE

PLAN OF ACTIONS

- Creating of legal framework for standards under which Open Innovation platforms (and similar OI tools) can operate.

- Providing a catalogue of legal documents (NDA templates, contracts..) with regional and transregional scope.

- Establishing facilitators (buddies) as technical experts within municipalities and regional institutions who must be able to assist people engaged in crowd innovation activities.

- Ensuring the direct involvement of regional authorities in OI initiatives and in the definition of legal framework would guarantee safety and trust in participating organisations.

KPIs

Number of NDAs or other agreement for information & knowledge between actors on regional and transregional level

% decrease in the number of potential problems, waivers in cooperation and lawsuits

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The Regional Strategy on Crowd Innovation MEASURES & KPIs

2

SPREADING CROWD INNOVATION AND ITS BENEFIT

PLAN OF ACTIONS

- Providing dialogue and networking opportunities (e.g. events) to jointly shape innovation environments.

- Establishing crowd innovation education mechanisms and communication campaigns (e.g. provided by authorities) to raise the awareness of crowd innovation also in the general public.

- Approaching (Open) Innovation (strategies) at different levels.

- Searching for and encouraging tax incentives and EU funded initiatives.

KPIs

€ Number of euros effectively moving through the crowd innovation platforms

Number of solutions (IDEAS/PROJECTS/PRODUCTS) presented in a certain time span in a platform

Existing innovation radars such as the Innovation Radar of the European Commission; the Innovation Index; Regional Innovation Scoreboard

% Increase in the number of platforms' users in order for the project or platform to live on its own

Number of events where OI initiatives are presented and number of attendees

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The Regional Strategy on Crowd Innovation MEASURES & KPIs

3

IMPROVING AND INCREASING INNOVATION ECOSYSTEMS

PLAN OF ACTIONS

- Establishing multiple forms of cooperation among actors: e.g. by
    - Improving connection among international OI initiatives
    - Increasing participation in regional events and initiatives which directly involve the general public or stakeholders
    - "Breathing Strategy" with constant dialogue with all relevant stakeholders relying on experiences and knowledge from business, science and civil society to result in an agile and active innovation environment
    - Focusing on specific target groups, e.g. targeted incentives support for SMEs via collaboration areas, workshops, consultation...
- Establishing multiple spaces for cooperation and co-creation among actors

KPIs

Number of OI initiatives launched by public local organization in the I4.0 field

% increase in the number of members and associates of innovation ecosystem

Existing innovation radars: the Innovation Radar of the European Commission; the Innovation Index; Regional Innovation Scoreboard

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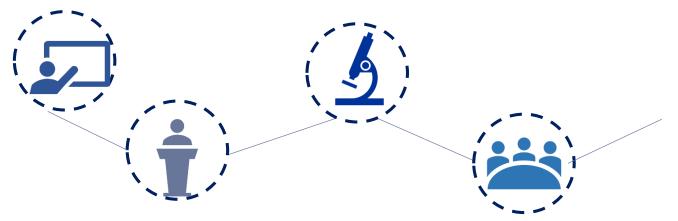# The Regional Strategy on Crowd Innovation MEASURES & KPIs

4 CREATING SPECIFIC LEGAL REGULATIONS ON OI INITIATIVES

PLAN OF ACTIONS

- Structuring occasional (initially) and regular (gradually) policy dialogues between public authorities, BSOs and industry to produce recommendations on how to improve OI policies at the local and intermunicipal levels.

- Creating dialogue and networking possibilities with regional, national and European institutions and networks (e.g. Enterprise Europe Network) as direct intermediaries.

- Importing best practices from other countries/regions for definition of legal regulations

  - Creating "Knowledge datasets" and exchange opportunities on the best legal practices in region.

KPIs

Number of policy dialogues/conferences, number of documents (recommendations) that arise from these meetings, number of participants from public authorities, BSOs, industry.

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5

ENGAGING SOCIETY

PLAN OF ACTIONS

- Launching and sustaining collaboration areas for stakeholder co-creation to jointly develop & shape innovations, by:

  - Promoting an extensive "Participation culture" with regular dialogue and networking formats (e.g. Innovation Strategy Baden-Württemberg)

  - Creating targeted competitions to involve regions/regional actors in development of future strategies and projects in the field of innovation

  - Launching structured initiatives such as Digital/Innovation Hubs; Company Innovation Hubs FabLabs; Innovation Campi/Centres (CyberValley; Stuttgart Connectory) and EU-wide initiatives (e.g. EIT Innovation Hub).

- Investing on crowd innovation education and communication campaigns to raise the awareness of crowd innovation:

  - Providing free learning tools like SCIP to schools and universities

  - Fostering small local groups (like city districts) using Crowd Innovation to solve local problems.

KPIs

Numbers of people involved in training/webinars/projects

Number of people and hours spent in OI initiatives

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The Regional Strategy on Crowd Innovation BEST PRACTICES

THE 2020 BADEN-WÜRTTEMBERG INNOVATION STRATEGY*

It is a **"breathing" strategy** which guarantees constant dialogue with all relevant stakeholders relying on experiences and knowledge from business, science and civil society to result in an agile and active innovation environment.

Focus on SMEs thanks to a strategic specialization, consistent expansion of the research infrastructure and technology transfer.

Dialogue and networking institutions (e.g. Allianz Industrie 4.0) are a central component responsible for identifying and adjusting needs for action and specialization priorities related to (open) innovation.

Individual organizations and individual persons are active participants in the implementation of the strategy.

*Source: Innovationsstrategie Baden-Württemberg (Fortschreibung 2020): https://wm.baden-wuerttemberg.de/de/service/publikation/did/innovationsstrategie-baden-wuerttemberg-2/

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The Regional Strategy on Crowd Innovation BEST PRACTICES

THE EMILIA-ROMAGNA REGION ECO-INNOVATION SYSTEM

Open innovation is at the basis of a pyramid evaluating the "innovation climate" of a company, intended as the capability to favoring an environment where innovative ideas can circulate freely. This innovation climate guarantees growth and competitiveness in this region.

Important role of ART-ER, a Consortium established to foster the sustainable growth of the region through the development of innovation and knowledge, the attractiveness and internationalization of the territorial system.

ART-ER together with digital and innovation hubs, company innovation hubs, tecnopoli, fablabs, innovation centres guarantees the evolution and a widespread awareness of crowd innovation at the regional level.

Open Innovation activities are carried out within the S3 Smart Specialisation Strategy 2014 – 2020 of the Emilia Romagna Region.

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USEFUL LINKS

SYNERGY project: www.interreg-central.eu/synergy

SYNERGY Crowd Innovation Platform: https://synergyplatform.pwr.edu.pl/

Sources:

Open Innovation Yearbook 2017-2018, https://op.europa.eu/en/publication-detail/-/publication/10defd18-d291-11e8-9424-01aa75ed71a1

Granstrand, Holgersson 2020 Innovation ecosystems: A conceptual review and a new definition, https://econpapers.repec.org/article/eeetechno/v_3a90-91_3ay_3a2020_3ai_3a_3as0166497218303870.htm

Best practices:

ART-ER Emilia Romagna: https://en.art-er.it/

EROI Platform: https://www.aster.it/eroi-la-piattaforma-di-open-innovation-dellemilia-romagna

Stuttgart Connectory: https://www.stuttgartconnectory.com/

CyberValley: https://cyber-valley.de/en

Innovation Strategy Baden-Württemberg ("Innovationsstrategie Baden-Württemberg, Fortschreibung 2020): https://wm.baden-wuerttemberg.de/de/service/publikation/did/innovationsstrategie-baden-wuerttemberg-2/