



**Interreg**  
North Sea Region  
Inno-Quarter

European Regional Development Fund



EUROPEAN UNION

**Monday, 30 September 2019**

The Innovation brokers meet this first evening during dinner for a separate Innovation broker meeting.

### The IQ process



The Inno-Quarter process has been discussed and refined.

All Innovation Brokers will use the same process to support the start-ups.

Some remarks and changes have been made on the website and in the Typeform.

### And further is agreed

- For the future Innovation Broker meetings an agenda and action list is made (rotating responsibility)
- We need a deadline date for each festival.
- We don't give any applications a second change except if they apply again.
- Regular skype calls between the Lead Partner and Innovation Broker to discuss the applications.



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Universität Bremen





**Tuesday, 1 October 2019**

All Partners meet in the [Haus der Wissenschaft](#) in Bremen.

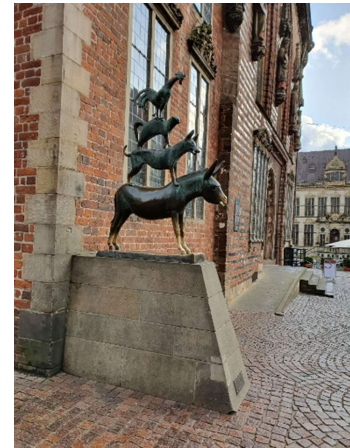
Project leader David Zomer starts with some good news:

- communication officer Dennis Sieperda is the winner of the NSR video competition (25 June 2019) with [this movie about Inno-Quarter](#).
- New: André Wollin of [MO1N Startup Camp](#) and Peter Krämer, German Interreg contact introduced themselves.

Jörg Freiling introduces Bremen by telling us about a Bremer fairy tale The 7 Lazy Brothers.

*As the fairy tale says, the seven lazy brothers couldn't find any work in Bremen, so they went out into the world. Some years later, they returned to Bremen with a wealth of knowledge and experience and began to work in their father's fields. They dug ditches to drain the fields and constructed a dyke along the river Weser to prevent floodings. They also paved a road and built themselves houses next to it. Unwilling to believe that the seven lazy brothers have changed, the people of Bremen continued to pour scorn on them, saying the brothers were simply too lazy to get their feet dirty while working in muddy fields.*

*Now, of course, we know that the seven lazy brothers were not lazy at all but actually very smart. On the gables of the Sieben Faulen Haus (Seven Lazy Brothers House) you can see the industrious brothers standing tall and proud as they look down on the city.*



Kostja Hausdörffer from [Starthouse Bremen](#) government: build up ecosystem in Bremen.

The STARTHAUS is a – free of charge - foundation network and your first point of contact when you want to start your own company. In joint meetings you can check your business model for long-term viability and discuss your particular start-up schedule. In the coaching offices in Bremerhaven and Bremen you can discuss your plans and targets with a designated start-up consultant.

#### **General facts about Inno-Quarter so far**

- 93 applications in since the start - instead of 600 which we mentioned in our application. This was not really realistic.
- 60 applications in Inno-Quarter events so far. We already have 31 applications for the new festival year, which is realistic.
- reporting: We are in the final phase for report 2. We are planning an financial meeting about reporting on Wednesday 30 October 2019 in Amsterdam.





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### Festival year 2019

Every festival evaluated their festival year by answering the following questions.

1. What was your intention?
2. What was the situation?
3. What do you need to sustain?
4. What do you need to improve?

### Some of the questions, remarks and conclusions

- Figure out why do students, start-ups, businesses and universities need go to your festival?
- The festival doesn't have to be an ,music festival: it could also be a Tallship race or a conference to connect businesses
- Sustainability is important
- Quality before quantity.
- More food innovation as before.

### Involved festivals in 2020

- [MO1N Startup Camp](#) (Germany, Bremen)
- [Breminal](#) (Germany, Bremen) 15-19 July
- [Dranouter Folkefestival](#) (Belgium) August
- [Welcome to the Village](#) (The Netherlands, Leeuwarden) 16-19 July
- [DORP](#) (The Netherlands, Leeuwarden) 16-19 July
- [Northside](#) (Denmark, Aarhus) 4-6 June
- [Hallifornia](#) (Sweden, Varberg) 17-19 July
- Into the Woods (Sweden, Hylte) August
- Art of Living (Sweden/Halmstad) 28-29 June



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## Start ups

[Karl der Ökobot](#) by Kirsten Hillebrand and Hendrik Hinrichs

What do they do? They challenge companies to reduce the CO2 in 6 weeks. In mobility (1 week), food (1 week) and resources (1 week) and then 3 more weeks of continuation. Karl is the interface where you update your personal logbook. Karl will give you points for your achievements. The company went to a festival because they wanted to check their assumptions where right. Is Karl der Ökobot really as fun, as challenge and as informative as they think it is? Karl went to Welcome to the Village and M01N.



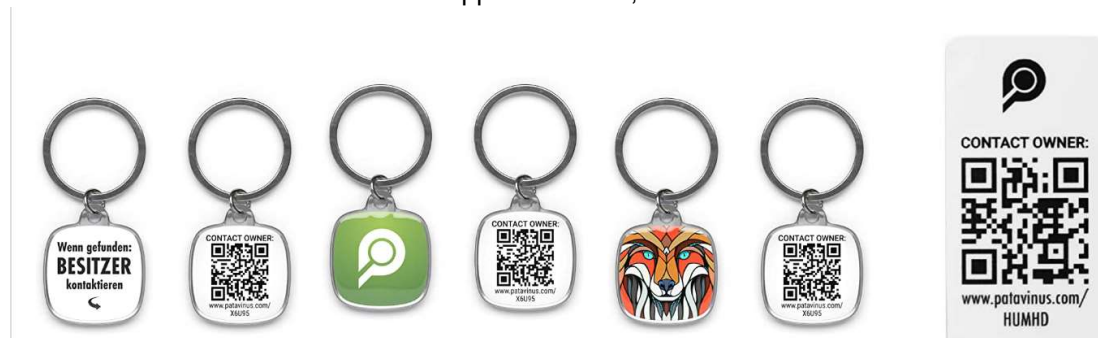
It could be interesting to score the visitors to the festival: how did they travel to the festival, etc, etc. Visitors can earn reductions at the festival.

[Patavinus](#): Key finder by Moritz Armbrust

**How does Patavinus work?** Label your valuables with a supplied QR Code (key tag, sticker, etc.) When one of your valuables is lost the finder can contact you via a Chat platform. It is completely anonymous without requiring an address or any other personal information. You then can agree on a method of returning the lost item to get it back in the right hands as quickly as possible. Then try it out directly - get your mobile phone and scan the code on the found object.

Patavinus protects your data privacy

- Completely anonymous chat platform
- There is no personal information saved
- The finder does not need an app or software, chat occurs via browser.



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## STUDYTOUR AND DINNER in the [Union Brauerei](#)

Bremen is a city with a long brewing tradition. The number of breweries was once large. In 1748 there were 35 breweries in Bremen. It is hard to believe that only three breweries brewed beer in Bremen in 2015 in a city with 550,000 inhabitants. In December 2015 the Freie Brau Union Bremen was (re-) opened.

The *old* Union Brewery Bremen: The history of Union Brauerei Bremen, founded in 1907 by Bremen landlords, ended as a brewery in 1968, when many local breweries were bought up and closed by large brewing groups. Too bad, because the Bremer Union beer had a good reputation. The former brewhouse was 10 times as large as the new 20 hl brewhouse of the Freie Brau Union Bremen.

Old building and modern technology: After almost 50 years in the Union Brewery no more beer was brewed, the history of the Union Brewery since 2015 is further written: On 28 September 2015 the new brewhouse was installed exactly where the old brewhouse used to be. A historic brick building and a modern stainless steel brewhouse.

The new brewery name: Freie Brau Union Bremen: With this new name they continued the tradition of the Union Brewery and brew in the beautiful historical building. They are an independent craft brewery and do not belong to a beverage industry group.



## Wednesday, 2 October 2019

All partners meet in the Haus der Wissenschaft in Bremen.

David Zomer starts the day with a reflection of the first meeting day.

The following agreements have been agreed:

- Partners send their presentation (following a clear format) to the Lead Partner
- The Lead Partner distributes it to all participants of the partner meeting a week before the meeting.
- During the partner meeting focus on questions and challenges and not the presentation itself.
- During the February meeting the Advisory board will be invited again.
- NHL-Stenden, Aalborg University and Welcome to the Village are willing to help preparing the meeting.

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### Highlights

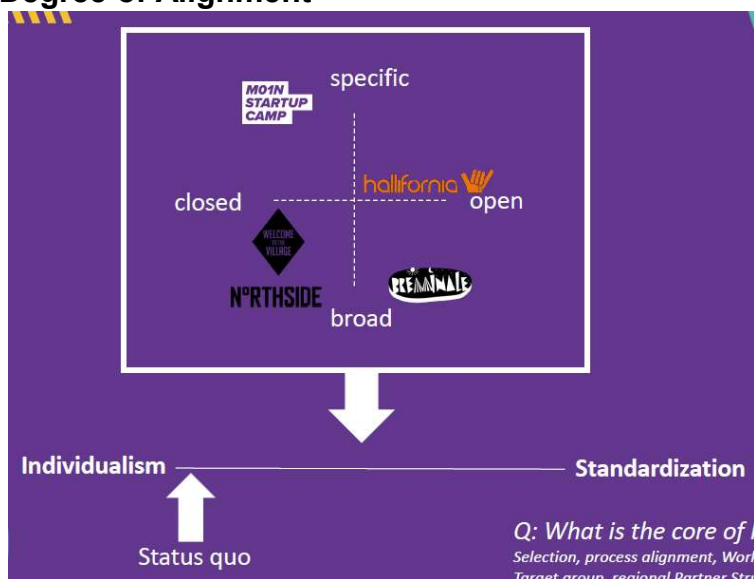
- We have a Belgium festival on board.
- Let's use the advisory board more: think about what they can do for us. Questions can be send to David. Meeting point for questions and communication to the Advisory Board you can find on Inno-Quarter meetings of Basecamp.
- The M01N Start-up Camp is in the major change
- Application form on website will be changed according the remarks of e.g. Anna.
- The partnership wants more sustainably in start-ups (this is not an indicator)

### RESEARCH by Thomas Baron, LEMEX

The Inno-Quarters are well planned, organized and executed. However there is a different degree of involvement of regional stakeholders.

Some regions faced issues with short preparation time, with local partners or/and different Inno-Quarter formats

### Degree of Alignment



Question: What is the core of Inno-Quarter? Selection, process alignment, Workshop content, Target Group, Regional Partner Structure?

Feedbacker 😊 / respondent  
The partnership is introduced to the ugly-baby-problem: do we get proper feedback or don't they want to hurt your feelings?

Question to all: do you have more data sources we can use?

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## REFLECTION FESTIVAL SEASON 2019 by Sybrith Tiekstra of Aalborg University

- The aftercare has been improved this year.
- Outcome: do we fit indicate all TRLs?
- How do we monitor Sustainability? Check a box and/or write down your contribution/savings.

Sybrith would like to make a survey (however not before 12 October). All Partners are interested.

## 2020 SEASON

- **Measuring tool**
  - Will be a before-after questionnaire based on the IQ methodology and my research.
  - The findings will go in the final report by the end of 2020.
  - The criteria for this tool are in concept, but this is what I am thinking:
    - Entrepreneurial profile
      - Relate type of entrepreneur to outcome
      - Relate phase of entrepreneurial development to type of test
      - Relate phase of entrepreneurial development to outcome
    - Test design:
      - Relate type of test question to type of test
      - Relate type of test to outcome
      - Relate type of test question to outcome
    - Festival-program type
      - Relate type of festival-program to outcomes
      - Relate type of preparation form to outcomes

## Functions Inno-Quarter

| Inno-Quarter functions | Enabler for product/service development | Demonstrate product/services to potential customers or businesses              | Exhibit products/services ready for market uptake | Meeting innovators customers  | ground and potential | Business platform   | support |
|------------------------|---|--|---|---|----------------------|---|---------|
| <b>World Perfect:</b>  | Not on site.                            | Small scale prototype testing with volunteers.                                 | Presentation opportunity during festival          | Presentation opportunity during festival                                  |                      | Individual coaching   |         |
| <b>DORP</b>            | Hackaton format @ DORP                  | Welcome to the Village prototype testing/showcasing (?) to audience.           | Investor check/expert tour                        | Showcase at DORP during festival.   |                      | Kickoff workshop and network partners on site during Hackaton |         |
| <b>Silicon Halli</b>   | Not on site.                            | Prototype showcases to audience and some tests with festival visitors.         | Pitches and showcase booths.                      | Showcase booths.  |                      | Workshops Incubators engaged in the process.                  |         |
| <b>M01N/Breminal e</b> | Not on site                             | Showcase to festival visitors (respectively startup enthusiasts and families). | Pitches and showcase booths.                      | Especially M01N for entrepreneurs among each other. Showcase at Breminal. |                      | Workshop with external expert.                                |         |

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## LUNCH in [MARKTHALLE 8](#)

Their credo is: less, but better. They want to limit ourselves consciously and with passion in one point - to the real taste. MARKTHALLE ACHT would like to create a creative place of enjoyment for encounters and for an original, sustainable and conscious eating culture. Originally, markets were the place for people to exchange ideas with each other. They want to revive this tradition.



## WORKSHOP Handbook sharing and journey mapping Organised by NHL Stenden

NHL Stenden organized a two-fold workshop whereas they first shared their findings and ideas about the handbook and secondly, did a back-casting workshop on the individual journeys of the different Inno-Quarter partners. The feedback on the session was that people liked the process view and the respect towards the different roles of the presentation. Also, they liked the hands-on and involving workshop part. Important feedback on the handbook structure was that we shouldn't forget to make it practical and interactive. After this workshop the partner meeting was closed.



| Tops   | Tips and Remarks   |
|--|--|
| <ul style="list-style-type: none"> <li>• Process view</li> <li>• Hands-on</li> <li>• Respecting different roles/values</li> <li>• Involvement</li> <li>• Start-up tracking is cool!</li> <li>• Trying to structure</li> <li>• Based on practice</li> </ul> | <ul style="list-style-type: none"> <li>• Too abstract</li> <li>• Festival as mini-society can also be an ugly baby</li> <li>• Book? Why not website, game, workshop or?</li> <li>• Include different practical tools: feedback coins, canvases, inno-quartjes</li> <li>• Find a way that make people use it again and again</li> <li>• Use cases in the handbook</li> <li>• Fun lay out, self-explaining</li> <li>• Explain how we work with sustainability – triple bottom line, SDG targets</li> </ul> |

Thank you LEMEX partner for organizing this partner meeting.

