



# Summary Leeuwarden partner meeting

**Interreg**  
North Sea Region  
**Inno-Quarter**  
European Regional Development Fund



## Monday, 24 February 2020

The innovation brokers meet the first evening during dinner for a special Innovation broker meeting in the Kanselarij in Leeuwarden. Main goal was to discuss the so far submitted applications and distributing the startups over the festivals. LEMEX is looking for funding to hire an innovation broker for Breminale en M01N camp.



## Tuesday, 25 February 2020

Location: The Mill the Eendracht at [NHL Stenden, University of applied Science](#)

More tables are needed in the conference room. With some 'Dutch efficiency' employees of the NHL Stenden fences are placed around the elevator that turns out to be in the floor of the conference room. Tables are brought up and placed from the basement. Within 10 minutes all helpers are gone again.

### WORKSHOP REPORTING

Isabella Marie Leong and Anne Pintz of the Interreg North Sea Region  
Isabella and Anne provided this workshop about reporting. Reporting is not fun, but necessary. Apart from being paid, it also gives you the opportunity to provide yourself an overview of what you have done in your project and what needs to be done next.

provinsje fryslân  
provincie fryslân



**NHL**  
**STENDEN**  
university of  
applied sciences

**WELCOME TO  
THE VILLAGE**





# Summary Leeuwarden partner meeting

**Interreg**  
North Sea Region  
Inno-Quarter  
European Regional Development Fund



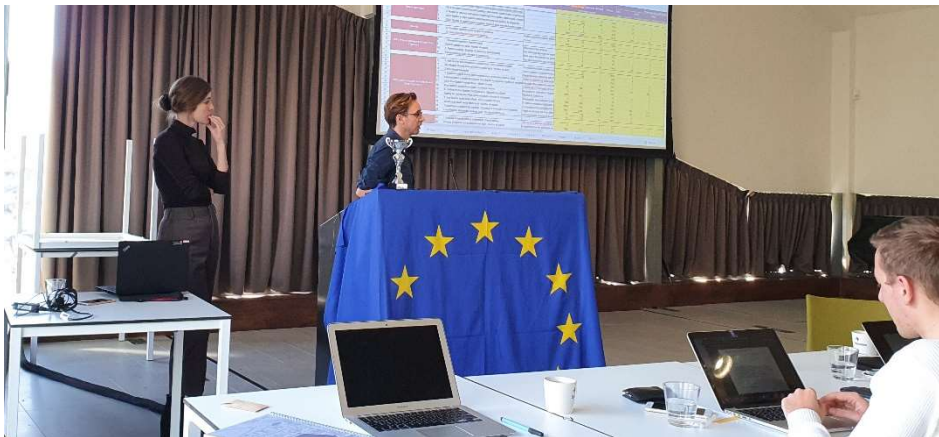
Division of labour: Key points

All partners need to be actively involved in reporting

Lead Partner can only build on information provided by the beneficiaries

Tip Top 7:

1. Agree on reporting process and responsibilities at the beginning of project implementation
2. Reflect on progress towards goals and transnationality
3. Keep your writing clear, concise and simple
4. Be transparent and structured in counting quantitative indicators
5. Remember the benefits to clear and concise activity reports
6. The provided Interreg logo should always be the main logo
7. We want evidence of the outputs not of a bunch of people.



## Kahoot

To test our new skills on reporting Isabella and Anne start a Kahoot game. Winner: Sybrith Tiekstra of Aalborg University. [The video recordings end here].

Recordings of the workshop

Part 1: <https://youtu.be/wl-v9RfUwR0>

Part 2: <https://youtu.be/ZMvTIZ2G3SA>

Part 3: [https://youtu.be/8UNF3\\_5P9ng](https://youtu.be/8UNF3_5P9ng)

provinsje fryslân  
provincie fryslân



NHL  
STENDEN  
university of  
applied sciences

WELCOME TO  
THE VILLAGE





# Summary Leeuwarden partner meeting

**Interreg**  
North Sea Region  
**Inno-Quarter**  
European Regional Development Fund



## Indicators

The project leader wants to avoid double counting. Output 1 and 4 are related. Your legacy after the project will score high in our perspective. If companies test your IQ model it is fine. If they don't want to continue the test it is also fine. Beware: Activeness counts: not sending newsletters, but how many people opened it.

Results: describe what is happening, but deliver at the end of the project. Measure / proof model at end. We can claim that Inno-Quarter helped them improving companies. We will proof this by interviews of the Aalborg University.



We thank the secretariat for this workshop. Hopefully you will see the results of your Workshop soon in our next report. Isabella good luck with your new job and Anne welcome to Inno-Quarter.

## LUNCH

We have lunch in Restaurant Wannee of NHL Stenden. The restaurant is named after Ms. Cornelia Johanna Wannée. Ms. Wannée taught cooking and gastronomy at the "Amsterdamse Huishoudschool" at the Vondelpark in Amsterdam. They stood for the development of female education with the goal of economic independence for women. Ms. Wannée showed the value of healthy, tasteful cooking and became the portrait behind the Dutch food culture.

provinsje fryslân  
provincie fryslân



**NHL**  
**STENDEN**  
university of  
applied sciences

**WELCOME TO  
THE VILLAGE**





# Summary Leeuwarden partner meeting

**Interreg**  
North Sea Region  
Inno-Quarter  
European Regional Development Fund



The philosophy of Restaurant Wannee is based on Dutch Cuisine. Dutch Cuisine is a five principle based manifesto created by Masterchef Albert Kooy;

1. Culture, show what beautiful ingredients and traditions there are the New Dutch Cuisine.
2. Health, dishes are based on vegetables, healthy for the planet and the people.
3. Nature, natural products and ingredients without chemical additions.
4. Quality, the best quality with respect for the products and producers.
5. Value, respecting the earth as commissioner with the mindset of no waste.



**COMMUNICATION WORKSHOP:** Efficient influencer marketing  
Dennis Sieperda, Communication Officer Province of Fryslân

Setting: a table and a flipchart in the middle of the meeting room. On the table a communication calendar for the Inno-Quarter channels and this year's festival maps. The flip chart has 4 sections: Inno-Quarter, Influencers, Incubators and Others. The partners brainstormed how to use these people / organizations / channels to gain the number of startup applications. For Sybrith (Aalborg University) the best way to contact startups is to have 1-on-1 contacts. Jan (Lemex) and Anna (High5) agreed. This is why the Swedish approach works so well because they have a special organisation for contact with the startups. The Inno-Quarter team will look at how we can improve our facilitation in every country. ACTION: In Germany they want an incubator and in The Netherlands Innovation Scouts will look for startups in Fryslân.

Use Startups as an influencer.

André (M01N Startup Camp) always asks a number of speakers to record a message which they can use. This always works fine. Anna (High5) agrees. If we ask startups from abroad to record a message this year, we can show transnationality in our project more easily.

ACTION: Dennis makes a shot list for startups that go abroad.

provinsje fryslân  
provincie fryslân



NHL  
STENDEN  
university of  
applied sciences

WELCOME TO  
THE VILLAGE





# Summary Leeuwarden partner meeting

**Interreg**  
North Sea Region  
Inno-Quarter

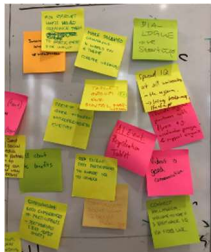
European Regional Development Fund



EUROPEAN UNION

Finally, the Lead Partner wants to know what partners are planning to do about the communication of their festivals this season and what they need to get this done. Most partners would like some help with making video or finance for this. Erik Ruth (Nordic Surfers) will introduce his new communication person to Dennis (lead partner), so they can talk about the new festival Into the Woods. [Full report of this Communication workshop](#)

## Inno-Quarter



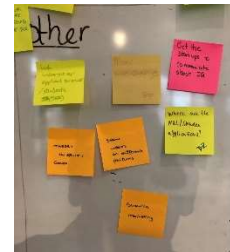
## Influencers



## Incubators

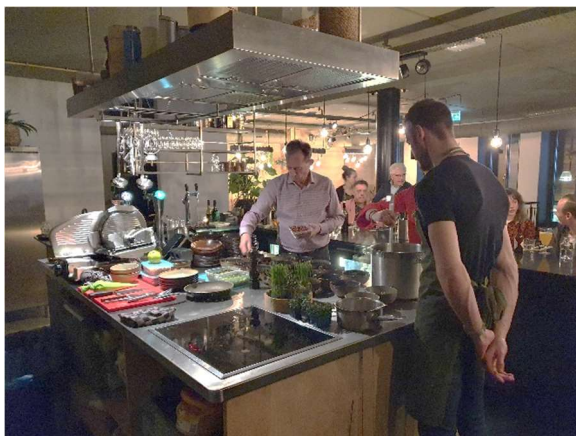


## Other



After the steeringgroup meeting the participants could join Peter Joore for a guided tour in the buildings of the NHL Stenden, University of Applied Science. Others joined the organised study trip to the historic city centre of Leeuwarden organised by Dennis Sieperda

**DINNER** in [KOM Leeuwarden](#)



provinsje fryslân  
provincie fryslân



university of  
applied sciences

**WELCOME TO  
THE VILLAGE**





# Summary Leeuwarden partner meeting

**Interreg**  
North Sea Region  
**Inno-Quarter**  
European Regional Development Fund



**Wednesday, 26 February 2020**

Location: Kanselarij, Leeuwarden

Janneke Stuive - Stelpstra of Welcome to the Village, introduces the historic location of the Kanselarij. This 'seat of the Court of Friesland' was built in the period 1566-1571. In 1814, the Kanselarij (chancellery) was converted into a hospital. From 1814 to 1824, the building served as a barracks and from 1824 to 1892, the chancellery was used as a house for civil and military insurance. Until 2013, the chancellery was one of the buildings in which the Fries Museum was housed. After the departure of the museum and a renovation, the Chancellery got new tenants including the Thorbecke Academy. Currently the chancellery is the open community in Friesland where education, business and government meet.

## STARTUPS

### Brainfuel

We already know how Brainfuel works because we worked with it in Aarhus during our 4<sup>th</sup> partner meeting. Now they developed something new which is very interesting for Inno-Quarter: the SDG Cards – Expansion Pack. Use this expansion pack to find out which Sustainable Development Goals are important for your organization, where you can improve and how you can take action. It is useable in the innovation system and to support participants to strengthen their SDG goal.



SPOT, M01N and Sweden are very interested in this Expansion Pack. Sweden wants to use it to help the startups think better about the SDG goals.

### Tckl



About Tckl: From shared experiences relationships grow and strengthen. For private sector, but also business. Tckl makes sharing experiences with your colleagues, business relations or new contacts easier, more accessible and simply more fun. Tickets that are left are sold to public at a lower price rate, including people with less access to macho business world – that money goes to charity. M01N is interested in this startup.

provinsje fryslân  
provincie fryslân



NHL  
STENDEN  
university of  
applied sciences

WELCOME TO  
THE VILLAGE





# Summary Leeuwarden partner meeting

**Interreg**  
North Sea Region  
**Inno-Quarter**  
European Regional Development Fund



TCKL is the tool for business invitations:

- Sends professional invitations easily
- Matches e-tickets from all your sponsorships
- Saves hours of work per event
- Enriches the experience of your guests

## HANDBOOK and WORKSHOP

Building Blocks of an Inno-Quarter startup project



First the researches of NHL Stenden, with the help of students Sheila and Judith (on user experience festival – graduating project) showed the first handbook Together we played the matching game and partners could give feedback on the game and handbook.

### Round #1

Best case scenarios of innovation brokers WorldPerfect and LEMEX

WorldPerfect: Startup [Minufood](#), challenge, tests 1. Serve 2. get it yourself 3. pitch in front of a group, result: people would buy the drink after the test. Good process because the owner knew how to validate the product.

LEMEX: Startup [Patavius](#) was a good practise. Step1: loose keyrings (undercover). Step 2 opened a stand on the festival. Step 3: interviews with visitors also about prices. Step 4: Business model: will businesses be interested in the product. Good process because:

provinsje fryslân  
provincie fryslân



**NHL**  
**STENDEN**  
university of  
applied sciences

**WELCOME TO  
THE VILLAGE**





# Summary Leeuwarden partner meeting

**Interreg**  
North Sea Region  
**Inno-Quarter**  
European Regional Development Fund



Adapting Inno-Quarter participations along development process. Smart usage of events as playground for business development.

Round #2

Worst case scenarios of innovation brokers Silicon Halli and DORP

Silicon Halli: Startup Electrical Vessels for marine environment (no website) Not a good

## PLANNED

- Having a prototype picking up garbage in the area by having different "docks" in the water. Test the autonomous functionality. Cooperate with DUMPA.
- Showing a film from above vehicle in the stand and making a game out of it.

## DONE

- Having a prototype in a pool in the Silicon Halli-tent.
- Asking questions about the perception of riding a driver-less vehicle.
  - Looking for investors.

process because different contact persons with different targets – changed over time, lost integration part (DUMPA), un-coachable and negative attitude.

DORP: Startup Wormhotel (no website). Not a good process because too many possibilities, no clear goal, not enough involvement of project owner and a failing group.

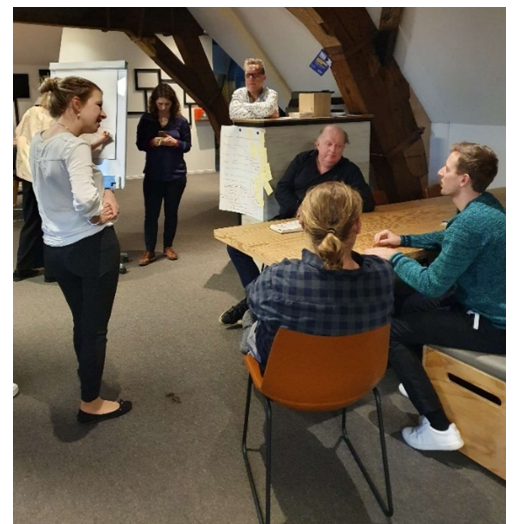
Researches Aranka and Marije will contact Erik and Anna (4 May) so they can add 'expert reflections' to the book:

We will make a project flyer about festival archetypes.

**World café** the future of Inno-Quarter (see Basecamp)  
Janneke Stuive-Stelpstra

Linda Vermaat of [Innofest](#) joins us for this World café.

Discussion about why an Inno-Quarter?  
Ecosystems and exchange knowledge, incubators in Europe, focus on entrepreneurs connect agents and think beyond festivals (cultural and industry), festivals as testbeds, business to scale up and soft landing in incubators, why only festivals, events: foodmarket and elderly homes. Innovation is not done during 1 week: you need more time to work with the startups.



provinsje fryslân  
provincie fryslân

**NHL**  
**STENDEN**  
university of  
applied sciences

**WELCOME TO  
THE VILLAGE**



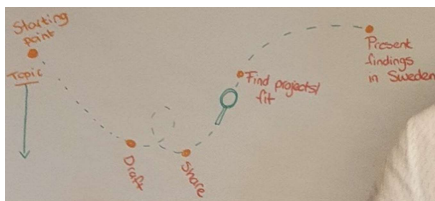


# Summary Leeuwarden partner meeting

**Interreg**  
North Sea Region  
Inno-Quarter  
European Regional Development Fund



Festivals	Events	Topics
Cultural	Industry	Circularity
Specifiek season	All year around	Innovations
Public	Specialist(?)	



The partners NHLS, Sybrith (on behalf of RUG) and Albert of Fryslân are leading in making an draft proposal which they will present in Sweden during the next partner meeting.

We enjoyed some live music performance by [Douwe Doorduyn](#) to finish the partner meeting.

Thank you all for being present and your attention!



provinsje fryslân  
provincie fryslân



**NHL**  
**STENDEN**  
university of  
applied sciences

**WELCOME TO  
THE VILLAGE**

