



Summary online meeting

Interreg
North Sea Region
Inno-Quarter

European Regional Development Fund



EUROPEAN UNION

Participants: 25 persons

- Province of Fryslân: Dennis Sieperda, Albert Ruiter, Brigitte Feenstra, Eddy Derksen, Nienke Turkstra; NHL/Stenden: Marije Boonstra, Aranka Dijkstra, Peter Joore; IPF: Janneke Stuive-Stelpstra, Sybrith Tiekstra;
- Nordic Surfers: Erik Ruth; Region Halland: Peter Uppman, Anna Peterson (partly), Sofia Hellman, Tobias Tisell;
- HOWEST: Lieselotte Vantomme;
- Aalborg University: Carla Smink; WorldPerfect: Rasmus Jensen; Lisa Hvejsel and Søren Stochholm Advisory Board: Han Brezet
- LEMEX: Thomas Baron, Quynh Duong Phuong, Jan Elsner, Jörg Freiling, M01N: André Wollin

Wednesday 3 March 2021

Opening

Welcome to this online partner meeting of Inno-Quarter. In the 'normal' situation we would have met in Belgium, but due to Corona the meeting is online. We have planned 2 blocks of 2 hours on both days (10-12 and 14-16). Each block has a few clear topics

We have a some new crew members connected to the project: Nienke Turkstra (communication province of Fryslân) Quynh Duong Phuong (Innovation Broker Lemex), Tobias Tisell, Sofia Hellman (Innovation Brokers Region Halland), Lisa Hvejsel and Søren Stochholm (WorldPerfect)

Extension: Unfortunately we are not allowed to apply for a project extension in Call 12, because we already had a project extension. However we might join in Call 13, this call will open in June. The rules and regulations for Call 13 are not published yet.

Partner presentations per country – Overview Festival season ([HOW IT WORKS - Innoquarter](#))

	Festival date	Application closed	Looking for *start-ups:
The Netherlands			
Oerol Festival	11–20 June	27 April	Food
Dorp	11-18 July	Closed	Circular
Welcome to the Village	16-18 July	1 April	Energy, Waste, Transport
Into The Great Wide Open	2-5 September	1 April	Energy, Inclusivity
Belgium			
Howest Campus	May, June	T.B.A.	All
Dranouter	6-8 August	T.B.A.	Circular
Germany			
Open Campus	7-13 June	T.B.A.	Campus Start-ups
Breminala	July	T.B.A.	High sustainability focus
M01N start-up	14-15 October	T.B.A.	All
Denmark			
SPOT Festival	17-19 June	T.B.A.	High sustainable focus
Sweden			
Hallifornia	22-24 July	T.B.A.	All
Into the Woods	2-4 August	T.B.A.	Energy, Off Grid
Halmstad Festival	August	T.B.A.	Water

State of Affairs per country





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EUROPEAN UNION

The Netherlands: We are having a good collaboration with Innofest. For 2021 we will test on 4 festivals: Oerol, DORP, Welcome To The Village and Into The Great Wide Open. Hopefully we can test in a real festival setting, if not we have alternatives.

DORP: I don't believe we will have a festival. Small groups of 6 persons with 6 mirror projects. We will do projects with Arriva (bus company), Van Wijnen (building), Caparis (inclusivity), Ekwadraat (local industry), UWV (inclusivity), City deal bouw (circular housing). Developing progress book: get results

Belgium Liselotte: We have the following start-ups which are willing to test. Skoll (Premium lemonades which are interested in Scandinavian market), Tillup (reusable pallet wrapping), Ariadne Innovation (circular fashion), SportQBic (sport simulator) and Indigo Koekelare (feel good chocolates). Alternative routes for Innowiz (online testing) and Ellie-connect. We are hopeful for a Dranouter festival this year.

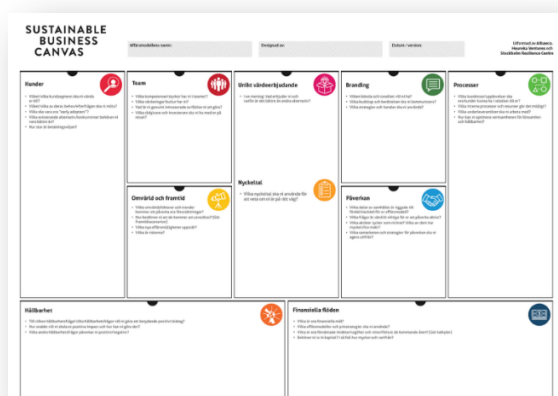
Germany: Quynh: We will organise an Open campus festival (anniversary year: 50 Years University of Bremen). Motto Open Worlds – Share knowledge. We will have special theme days for a week.

Breminal: Element 1: Breminal on air (broadcasted)/Element 2: Respect exponse. We are not sure yet if Inno-Quarter testing is possible. M01n Start-up will be OR a huge festival OR be we cancelled.

Thomas: 2 key goals for the research plan: 1) Re-development of the regional IQ programmes with E-guidance tool (you tube video) in the respective country language as outcome. 2) Final Position Paper with a written report as outcome. (NHL/Peter asks if there are already some papers to read?)

Sweden Erik (Nordic Surfers): Besides being a festival director, I'm also a philosopher. Co-creating: take a humble attitude towards nature. [Into the woods festival video](#). It was smaller and 3 weeks instead of 3 days. Less damage to the woods and less infrastructure was needed. Why don't we always do it like this? Examples: [poo lab](#) and [lights of nature](#).

Tobias (High 5): The collaboration with High5/[Into the Woods](#) for the SDG goals (Sustainable business canvas) was fantastic and integrated at the festival.



The StartUp Package was Communication Tools, 1 Dedicated Business Developer, Connection to expertise, Valuable networking, Next step program.

Silicon Halli: the roadmap for the start-ups:

- 4 May: What to find out?,
- 25 May: How to find out?,
- 8 June: Try it Out,
- 25 June: What to do?,
- 22-24 July Silicon Halli.

Other festivals we are working on are Halmstad Festival and LOOP.

Denmark:





Summary online meeting

Interreg
North Sea Region
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European Regional Development Fund



EUROPEAN UNION

Research tool 2021 (Sybrith/Aalborg University)

1. Assessment tool for IQ (based on various approaches and participants, related to evaluation criteria feeding into project results, to be filled in by participating entrepreneurs and start-ups of 2018/2019)
2. Collecting data via the tool in all IQ context
3. collecting interview data from selected cases
4. analyses of the data
5. Give you an overview in graphs to visualize impact
6. finalize the IQ methodology (strengths and limitations)

Activities Advisory Board IQ (Han/Aalborg University)

- Various Rounds of Comments for the Laymen Report (Festival Guide)
- Communicating with Staff EU Green Deal Commissioner Frans Timmermans on the Festival Guide Preface (including delivering the Text)
- Advising –En petit Comité- the IQ MT on creative future alternative Scenarios
- Communicating the interim-IQ-method with the new EU RUN University members, via NHL-Stenden (8 regional Polytechnics/UAS in 6 EU-countries)
- Discussing and suggesting –also En petit Comité- potential follow-up EU-proposals on amongst others (1) training experiments for regional and local government officials including IQ design creativity and start-up methods; (2) adoption of IQ-methodology in energy transition city projects; and (3) streamlining the application of UN SDGs and similar goals for SMEs an start-ups.

Carla (Aalborg University): If there are no festivals in 2021, our plan B is to test and to develop IQ methodology in another context (chamber of commerce and incubators at AAU and/or University College

Rasmus/WorldPerfect: Test at festivals and events: spot, AU Challenge, The Ocean Race, L2022 (sport event) and spireprisen (awards for best start-ups). IOC-group sport events: investigation and playbook about Inno-Quarter at bigger events. Co-labs: cooperation with the University. A lot of things are happening and IQ has a lot to do with it.

Innovation broker meeting

We have separate minutes for the Innovation Broker meeting.

Steering group meeting

We have separate minutes for the Steering group meeting.





Summary online meeting

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EUROPEAN UNION

Thursday, 4 March 2021

Participants: 26 partners and guests

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- LEMEX: Thomas Baron, Quynh Duong Phuong, Jan Elsner
- Guests: Florence (Ariadne Innovation), Fran van Labeke (Ourglow), Tristan Ryckaert (Tillup), Linda Vermaat (Innofest)

Start-ups HOWEST

Tristian Ryckaert of Tillup.

The start-up Tillup participated in the partnership between including HOWEST and the Municipality of Kortrijk. Tillup (<http://www.designregio-kortrijk.be/>). They have been designing a reusable wrapping cloth for pallet loads which can save 30 tonnes of plastic a year.

Tillup is a reusable wrapping cloth to secure loads on a pallet and received an honourable mention in the 'Problem Solving' category. The ecological alternative to plastic wrap consists of a cloth made from old truck tarpaulins and a base. The base is fastened to the pallet and the tarpaulin is wrapped around the load on it. The tarpaulin is then fastened with Velcro and tightened with snap buckles. With Tillup - thanks to the foot - only one person is needed to secure a pallet load. The reusable wrapping cloth can last up to ten years and thus save 30 tonnes of plastic waste every year. Tillup was the only product on the podium of the EcoDesign Awards for students that could be relevant to the building sector. The students hope to sell the idea within a year to a company to commercialise it.

Florence of [Ariadne, textiles](#) with presentation

[Elly connect](#): B2B ecosystem (local) membership free or paid

Elly boutique: B2B or B2C. A boot gives information about the project you have in your hands. The boot is movable and gives also information how long a certain item was in the hands.

Elly Xperify: virtual showroom solution.

Ariadne offers a digital solutions for a more sustainable textile industry. Ariadne works together with the industry in order to understand the needs and challenges they are facing and looks for the most appropriate solution. Ariadne introduces Ellie, a digital companion for sustainable textiles. Ellie will be your guide in finding sustainable solutions for your textile products. She does this by offering you an online community where you can connect and interact with others in the world of textiles.

Ellie will also provide you her marketing toolbox to bring your products to market. And she will offer you her expertise to develop new innovative products. If your challenge still can't be solved, she will look for a way to help you.





Summary online meeting

Interreg
North Sea Region
Inno-Quarter

European Regional Development Fund



EUROPEAN UNION

prof Brezet: there are more people doing what you are doing. You should connect. Advice: Don't think to light about digital solutions, it takes a lot of effort and electronic waste is also waste. I admire your approach. [Better World Fashion - 98% Reused 100% Unique Designer Jackets](#)

Sybrith: is this for organisations which already are into this or for organisations who want to change.

Answer: We see a lot of different backgrounds with our users.

Fran van Labeke, [Glow](#)

Glow is a heat patch against menstrual pain. I have an online platform and shop for information. I'm looking for testcases. Her study group is from the age of 16 to 35, because young people are more familiar with new technology.

42% of women report that their periods have an impact on their social life. They will often stay home from school or work, or do not feel like exercising. One reason for this is pain in the lower abdomen, menstrual cramps. These are caused by prostaglandins, a hormone released during menstruation that causes the uterine muscles to contract and thus causes cramps.

Glow offers the solution. Glow is an electric heat patch that is placed on the lower abdomen. By connecting it to an external battery (powerbank) the patch will warm up and relieve the pain.

Content strategy for Inno-Quarter, Nienke Turkstra, province of Fryslân

The two goals of the content strategy is to keep in touch with the previous innovators and start-ups and to inform new start-ups and innovators about their opportunities to test at a festival.

To reach the first goal, there will be interviews with innovators and start-up who tested their innovation at previous festivals. Questions are what they have achieved by testing their innovation at a festival and how it helped them improving their innovation. The interviews will be placed on Instagram, LinkedIn, Twitter and the website.

To reach the second goal, IQ will inform the new start-ups about what the possibilities are at a festival and the different festivals will be highlighted to let new start-up see that there's a big variety package when it comes to festivals. It is also important to post content before, during and after the festival so the new start-ups have a clear view on what is happening before during and after a festival.

It is also important to let new start-ups see how you are dealing with testing on a festival during covid-19 so they are prepared on what to expect by testing in a pandemic.

The channels that are being used are: LinkedIn, Instagram, Twitter and the website. Twitter and LinkedIn are used to reach the more business-side of social media, and Instagram is used for the informal part of social media. The website is the place where everything will come together.

Peter: I really like the part with old startups

Festival Experimentation Guide, Aranka Dijkstra en Marije Boonstra of NHL Stenden





Summary online meeting

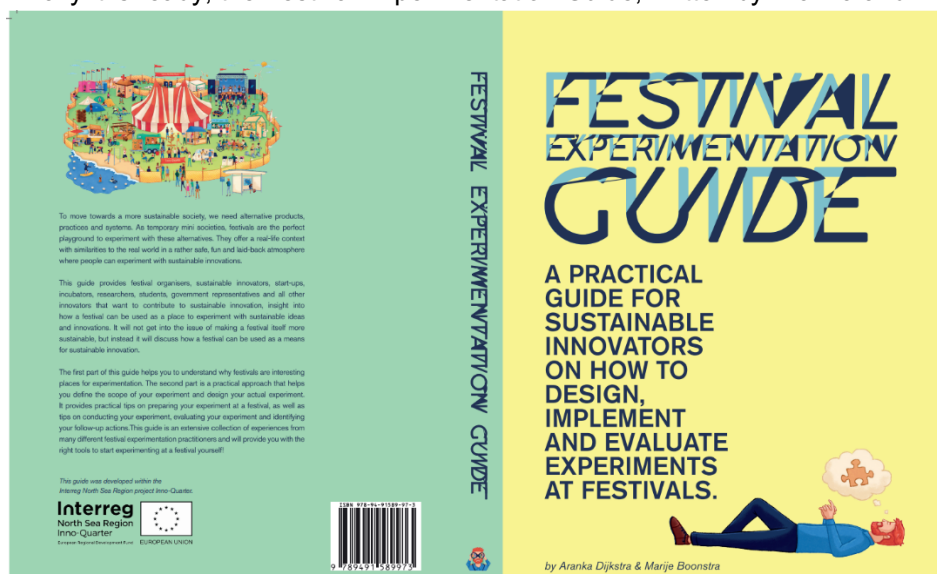
Interreg
North Sea Region
Inno-Quarter

European Regional Development Fund



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Finally it is ready, the Festival Experimentation Guide, written by Aranka and Marije. It is looking great.



Most partners received 2 guides already. Please send your remarks and the amount of printed guides you want to have. We will print and send them in May.

NHL will decide, depending on the remarks given, if a new version of the guide is needed. NHL and Province of Fryslân will try to make this handbook available digital and/or printed guides can be ordered.

Online testing

Innofest – Linda Vermaat

Innofest used Zoom for the online testing ([Oerol festival](#)) and Zoom helped to get more true feedback in the 6 online sessions. We didn't check the no-show, but all available experience boxes were sold very easy. We learned that it is possible to add some evening sessions the next time. Price per box was 10 to 12,50. This was cost price, the handling costs and distribution we did it ourselves.

The project leader added that Inno-Quarter was happy to join this online test.

Tips for feedback: Ask for feedback right away and don't wait. Tempt the audience with a cliff-hanger to make return later.

proto.typ – Jan Elsner

We were inspired by Oerol festival. 2 of our festivals were already cancelled before we could go online. We organised Proto.typ online (Zoom) in collaboration with incubator Zukunft unternehmen. We had a Proto.typ box with real products, such as sustainable disinfection spray and a card game for intimate relations. There was a bigger interest than we expected, the chat was heavily used.

Online is not better than in real live, but it could be continued in winter and preferably not in Summer.

Tips for online testing





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EUROPEAN UNION

- have some technician to handle chat and other technical support
- Do a dry-run
- Have back-up
- Make test fun en realistic
- Make use of tools: chalkmark, mural, lookback, miro, mentimeter, survey monkey
- Don't put too much into one event.

Considerations

Nordic Surfers was inspired by the brainstorm of yesterday and he made a visual early this morning. How can we make the best place on earth? Paradise in 2100. Could Agroforestry (donut economy) be the new umbrella for our new project? https://miro.com/app/board/o9J_knH75JM=

HOWEST

[Start@K](#) is an initiative of the City of Kortrijk, Hangar K, KUL, VIVES, Howest and UGent. Together we ensure that Kortrijk becomes the city in Flanders where students can do business in an open environment. We want to inspire, support, show the way and above all share expertise and knowledge. This has a huge impact and value. Howest is working with about 100 entrepreneurs and start@K has 25 students forming 18 teams.

Elise D'Haeseleer is coordinator. We try to help student entrepreneurs to prevent a brain drain in Kortrijk. At the kick-off we invited a young entrepreneur of 19 who has his own company since his was 16. The focus is not on international business yet, but an online international hackaton is on our Wishlist.

After the formal part of the meeting, partners close this online partner meeting with an Inno-Quarter Quiz. The winner of this quiz was Sybrith Tiekstra. She knows the most of the content of the project, the interreg rules and details of the partners.

Recordings

Wednesday morning: <https://youtu.be/7HyAxxRVxjw>

Thursday morning: <https://youtu.be/SYZf9ip4E2Q>

Thursday afternoon: <https://youtu.be/uhPG2VdVabY>

