



Kick-off report

Interreg
North Sea Region
Inno-Quarter
European Regional Development Fund



Kick-off meeting, Blokhuispoort Leeuwarden, 24th October 2017
19 participants

Welcome by Lead Beneficiary Simon Tijsma, Province of Fryslân
Introduction round – participants and outline of partners' roles in Inno-Quarter

Goals of the meeting:

- Clarification of project goals
- Acquisition of start-ups (and how to organize this)
- Selection criteria (+ how to organize and facilitate those selected)
- Timeframe of the process - which festivals and when?

Discussion follows: Call for solutions mechanism, scout and select start-ups, development proof of concept at a festival event. (see presentation Simon)

Project outline and introduction by David Zomer, Project Leader

Presentation by professor Han Brezet on design and effectuation

- 257 different definitions of innovation
- Advise: Agree on model
- Effectuation model in various forms: relevant for Inno-Quarter
- Sustainability: inspiration and assessment yes, but should not be an obstacle for creative process.
- Design of products and services: also effectuation
- Innovation: social process including technology, economy, etc

Discussion

Anna van Nunen presents Innofest NL

Festivals as living labs, including two examples of tests on successful innovations
(see films on [sound testing](#) and [virtual reality to help conquer phobias](#))

- 90% start-ups and innovations fail. Innofest (since January 2016) scouts and facilitates) 57 innovators
- Festival: mini society (e.g. Welcome to the Village/Into the great wide open)
- Innofest only does the testing: TRL6 and TRL7
- Website for applications
- Scouts for potential innovations (in the northern Netherlands)
- Innovators: existing SMEs, new small enterprises, or medium enterprises with new products.

Innofest: lessons learned

1. Selection criteria
 - Innovative
 - Suitable for festival context
 - With a business model
 - Contribute to 'a better world'





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2. Feedback of tests

- Unexpected results
- Before (1 year in advance) and after work
- Doing this is super exiting and scary
- Different experiences
- More guidance is better

Conclusions

1. This is not easy
2. You need an 'innofest' (connector to festivals)
3. You can test more than you think. (keep an open mind)
4. You can't fix the festivals problems or run 'on command' test cases.
5. You don't know if it works
6. You can't control the festival – the innovator comes first
7. You need months of preparation
8. Think twice before you aim at entertainment or awareness for visitors
9. Beware of showcasing
10. You will love the rollercoaster!

Aranka Dijkstra presents DORP

Het Dorp is a temporary society and testing ground (10 days) in the 'Groene Ster', a green recreation area in Leeuwarden.

DORP is a foundation and can be seen as Innofest's little sister. It is an innovation platform for R&D at festivals. Mixing and matching problems and solutions. Important to celebrate your own expertise (socialize). Goal is to accelerate transition from idea to market..

Highlights from DORP2017

- The spoonery: edible spoons,
- Comp-a-tent: compostable tent ,
- Hairwash district stand alone hairwasher with water from the lake.

Short introduction per partner/country

Denmark: University of Aalborg

Research: Development of monitoring/evaluation of methodology – Development and implementation of the innovation quarter mechanism. WP3 (a retrospective analyses) WP4 (iterative).

Sybrith Tiekstra gives further details of proposed research outline:

- Objective = study the impact of IQ in terms of:
 - 1) the effect of the process on participating start-ups
 - 2) Its relation to regional eco-systems.
- Hypothesis = the IQ methodology helps start-ups/new ventures to
 - 1) Prove/disprove assumptions about product/service and/or business model
 - 2) Connect to beneficial stakeholders





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Data

- Regional analysis of status quo per region of start-up programmes
- Evaluation with participants after each test run
- Surveys
- Emphasis on analysis should be on WHY
- Challenge is to find a baseline for comparison.

Belgium: Howest

- Support students who want to start own company
- On campus researchers + incubators + entrepreneurs

Denmark: Worldperfect

- Overview of Danish Start-up system
- Many programmes so think about 5 W's and how to find the regional context.
- Capacity building

Germany: Bremen University

- Profile as 'Start-up state'
- Platform for Bremen start-ups

Sweden: Halland Region + Hallifornia Festival

- Trying to create sense of community, build awareness, guide entrepreneurs
- Social integration
- 'Silicon Hallie'- a model and theme for Hallands smart specializations = Health innovation and tourism

The Netherlands: NHL Stenden – Frisian Design Factory

- Sustainable development goals
- Radical sustainability
- Inclusiveness
- Open environment for co-creation and finding the next step (following prototype)

University of Leiden, Delft University & Erasmus

- Theme is circular economy. Established in 3 different hubs (Inclusive city hub, Greenport hub, Resilience hub)
- TRL levels (shared knowledge gaps)
- Align assets within universities with those of society
- All links present regarding connection to DORP/IQ (launching customer, pressure cooker, reality check, milestone.

Summarizing quote from Sjoerd Bootsma (Director of Welcome to the Village & DORP): "If it can work at a festival it can work in the real world!"





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Discussion:

How to find innovators?

How to choose?

Which festival?

Keep in mind the transnational cooperation, and the consistency and transparency of the selection process.

Take up outside of the project: greater impact after the project.

On board:	Innovations/call	Jury	festival
providers of ideas			
providers of research			
content/progress			
Festivals			





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DAY 2

Kick-off meeting, Provinciehal, Leeuwarden, 25th October 2017

9.15 – 12.30

Kira Petersen and Isabella Leong of the North Sea Secretariat

Presentation of the Interreg North Sea Region Programme

Introduction to the programmes, the OMS (Online Monitoring System – best using Firefox or Chrome as browser), some rules and regulations regarding financial and activity reporting, communication etc.
www.northsearegion.eu.

13.30 – 15.30

Steering Group Meeting

Participants (13 persons)

Province of Fryslân: David Zomer, Simon Tijsma, Albert Ruiter

Province of Drenthe: Deidre Buist

Nordic Surfers: Erik Ruth

LDE: Gert Jan de Werk

HOWEST: Herman Kiesel, Astrid Stroolandt

Aalborg University: Carla Smink, Siebrith Tiekstra

Region Halland: Jimmy Sandberg

University of Bremen: Jan Wessels

NHL: Albert van der Kooy

Not present: Wordperfect, Drenthe College, Welcome to the Village, Freifeld

Initial decisions need to be made regarding:

- Which festivals for 2018, 2019, 2020 (6 festivals in total); input; jury
- Research – including baseline

Han Brezet presents results of a parallel session with Sjoerd Bootsma followed by discussion.

Proposed process:

- 1) 3 Festivals create their own profile and select their themes
- 2) Open Call – format to be supplied by LB
- 3) Pre- jury – selection of n (bv 20) projects and a jury report
- 4) Pitch to international jury
- 5) 10 projects reduced to 6 (2 per festival)
- 6) Execution and facilitation, supporting and directing the chosen start-ups
- 7) Follow up, evaluation, next steps.

	Date	What	Goal	
1	30-11-2017	To define the festivals	What is the festival DNA?	
2	1-12 2017 to 31-01-2018	To open a call	Max 60 Start-ups can apply.	Wessels wants to cooperate with a website.





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3	February 2018	Put together a Preparation jury.	Reduce from 60 to 30 start-ups	Jury: festival directors, chairman, mayor of Kortrijk
4	March 2018	Preparation Jury	reduces from 30 to 10 start-ups (2 of each land)	
5	May	Executing and Facilitating 10 start-ups	Who?	
6	June/July	Production at the festival		
7		Follow-up		

Summary of activities and decisions of this first Steering group meeting:

- Agreement on process and time frame before next meeting
- Proposed timeframe: Open Call 1st Dec. – 31st January 2018
- Next meeting: Halland Region 13th & 14th February 2018
- All Festival Directors to attend next meeting
- Concept partnership Agreement will be sent to all partners by Albert (Ruiter) next week.
- Reporting: First Report is basic so no financial claims included – to be delivered by 1st August 2018

