



TRANSNATIONAL PROJECT DEVELOPMENT WORKSHOP ON INNOVATION,

19 AND 20 NOVEMBER 2007, SMART LIFE CENTER, CAMBRIDGE, UNITED KINGDOM

The promotion of innovation processes across the transnational North Sea Region is a prominent objective of the IVB Programme and spans all four priorities. Priority 1 is particularly focused on Innovation and has already attracted a lot of interest during the Pre-Launch event in Ostend in March and during the Annual Conference in Brunstad in June 2007. To develop a critical mass for projects targeting innovation in the new programme is the main objective of the Cambridge workshop. It aims particularly to:

- bring new ideas and potential project partners together,
- to enable similar project ideas to merge or create synergies and
- to strengthen the transnational dimension of potential projects.

The workshop will start with a session outlining the role of innovation in the NSR Programme and how transnational cooperation actions in support of innovation can contribute to a positive regional development. Subsequently 4 work-groups will be organised addressing the objectives on innovation in the new programme, which are:

- Building the innovation-capacity of businesses.
- Building the transnational dimension of clusters and research and innovation networks.
- Building society and the institutional capacity for innovation.
- Promoting the adoption and use of ICT applications.

Addressing transnational aspects in innovation initiatives in the North Sea Region should take into consideration:

- long term wealth creation
- competitiveness
- job creation
- policy development
- regional/national innovation systems
- technology and knowledge transfer
- business support mechanisms and structures
- sustainability
- triple helix approach
- small and medium enterprises
- public private partnerships
- research and development
- exchange of ideas and resources

The workshop will focus on the development and discussion of new projects for the second call for applications in the new programme, which is expected for Spring 2008. Experience from the former Interreg IIIB programme show the importance of private sector participation in Interreg projects, therefore the organiser would especially welcome private partners. For administrations and companies engaged in innovation support this is the excellent opportunity to meet up with potential partners and to exchange and bring together ideas on innovation.

To be prepared for the seminar following documents are recommended for your consideration:

- Transnational Strategy and Priorities of the new programme:

- http://northsearegion.eu/files/user/File/IVB%20Key%20Documents/Background%20Documents/Strategy_and_Priorities.pdf
- Project Ideas and the Project Idea Book:
<http://www.northsearegion.eu/ivb/project-ideas/>

The latest information and how to register will be announced in the news-section of the programme website: <http://www.interregnorthsea.org/news.asp>