

ERIK ACTION and Interregional Cooperation

Upgrading Innovation Capacity Through Investment in Youth and Human Resources

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- Regional agency for the promotion and support of innovation in SMEs for Bretagne region (North West France)
- Created by the Regional Council in 1988
- Together with our partners, we provide services to small and medium sized businesses.

Our regional Framework

**The strategic frame agreement
for innovation signed of end of 2008**

A vision and a road map for the next 3 years

3 AXIS – 30 actions listed

- 1 / Consolidate the existing economy through innovation – 14 actions
- 2 / Diversify the Bretagne Economy through innovation – 8 actions
- 3 / Encourage local SME's and actors to open up to the outside world – 8 actions

Our missions

- Manage the regional frame agreement for innovation (3 axes and 30 actions) in cooperation with 3 other lead partners
- Coordinate the Breton Innovation Network (120 advisors from roughly 50 structures)
- Lead 14 actions
- Organize the reporting of all actions to a strategic steering committee
- Organize the communication supports for innovation (website, radio, flyers...)
- Conduct observations & benchmarks to improve the position of the region
- Lead or be partners of European research and development programs

How can Cooperation Upgrade the Innovation Capacity of Existing Enterprises?

- ERIK Action project = a great opportunity to learn from other European regions
 - *Give ideas on new innovation support scheme,*
 - *improvement of existing schemes,*
 - *information about the best way to implement a good practice,*
 - *Be aware of other experiences in innovation capacities*
 - *lessons learnt....*

Before ERIK program

- Various schemes already implemented to invest in youth and human resources to upgrade innovation capacities
- An example: Support for SMEs recruiting trainees for introducing new skills and testing new job areas (“*Aide stagiaire*”)
 - Prepare and anticipate recruitment and encourage students to get an initial vocational experience
 - Priority areas: quality, environment, logistics, organisation, HR management, R&D, export and marketing
 - Some figures:
 - 2008: 29 Trainees (35% women), 24 job positions opened
 - 2009: 26 trainees (40% women), 31 job positions opened

Human resources support in Bretagne in 2008

Aid	Funding organisation	Budget	Number of projects
Trainees aids	Regional council	274 k€	29
ALPI	Regional council	523 k€	6
Group of employers	Regional council	382 k€	12 groups
CIFRE	National State	5 000 k€	100
Aides for development & innovation projects	Oseo	11 518 k€ *	52

* Global support

After ERIK program

- In the framework of the Regional Innovation framework: design of a new scheme, the Innov'actor (Action 5)
- The target: reinforce SMEs innovation capacities by improving human resources competencies
- The challenge: How ?
 - Improve innovation management competencies and culture within SMEs?
 - Improve knowledge and relationships with innovation support system?
 - Reinforce SMEs networking and watch keeping capacities?
- The innov'actor: a “dedicated” Human Resource seen as a reference for innovation management in the company (trained, mindset...)
- starts in 2010

The innov'actor

**Watch
Keeper**

Collect, classify and
disseminate info

Launcher

Identify and
create
new business
opportunities

Project Pilot

Manage innovation
projects



INNOVATION REFERENT
In the company

Ambassador

of innovation
in Bretagne

Disseminator

Spread innovation culture,
method & Tools

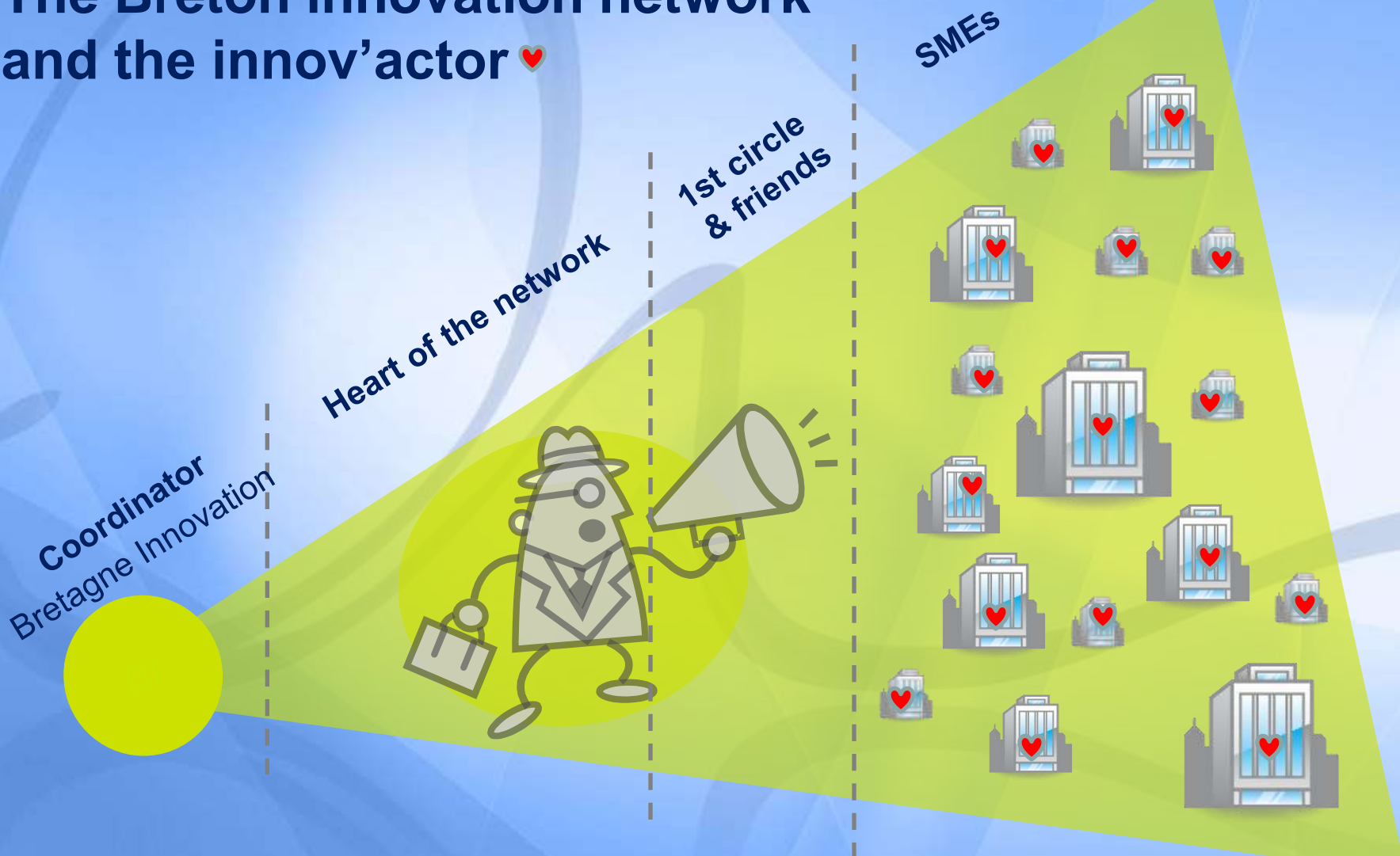
Added Value of cooperation in the ERIK ACTION project

The Innovation Assistant :

a successful experience from Lower Austria that will feed the development of Innov'actor scheme and provide operational tools to:

- ... Set up a training program for Innov'actors*
- ... Develop an Innov'actor community and network*
- ... Organise innov'actor support by advisors*
- ... Design follow up and quality management tools*

The Breton innovation network and the innov'actor



Thank You

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