

# KREO TN2

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## Background

- KREO TN 2 is one of the 5 networks financed by PAXIS (DG Enterprise - Innovation), the pilot action that gathers 22 European regions of Excellence in the support for innovative enterprises
- KREO TN 1: 8 June 2000 - 7 December 2001 extended to 7 May 2002
- KREO TN 2: 1 January 2003 - 31 December 2005

# Members of the Network

- **KREO**  
**K**arlsruhe, **R**hône-Alpes, **E**milia-Romagna and **O**xfordshire  
Thematic Network for the  
Support of Innovative Companies
  - ASTER – Emilia-Romagna – Italy (coordinator)
  - KEIM – Technologie Region Karlsruhe-Pforzheim – Germany
  - Oxford Innovation (OXIN) – Oxfordshire – United Kingdom
  - Ville de Grenoble (GREN) – Grenoble-Lyon area – France



## Objectives of the Network

- The Network is aimed at providing a permanent framework for the **analysis, exchange and transfer of successful practices** supporting the creation and development of innovative firms, with a particular focus on research spin offs.

In particular, objectives of the network are:

- Contribute to the improvement of support schemes for innovative firms setting-up, through the involvement of interested local actors and an effective exchange of good practices
- Promote transnational cooperation for the identification and improvement of framework conditions favourable to the creation of innovative enterprises
- Secure the dissemination of information, both within and outside the network, including the political level.

## Main results up to now

- A methodology to select, transfer and implement good practices
- A wide record of practices selected and exchanged:
  - 36 practices selected in KREO TN 1 of which 29 analysed through the implemented questionnaire
  - 59 practices identified in KREO TN 2 of which 19 practices analysed
- Some practices implemented in other KREO regions
- A solid long term network
  - Trans-national cooperation between key actors
  - Projects developed on a joint basis

## Methodology to select, transfer and implement good practices: BACKGROUND (1)

- KREO TN 2 methodology is based on the methodology developed in KREO TN 1.
- The transfer process of good practices identified in the KREO regions was made of three different phases:
  - identification and selection of good innovation practices on the basis of a series of basic assumptions;
  - analysis of good innovation practices as regards to a series of criteria which includes the following: practice type, main policy objective, years of application, structure of the partnership and origin of financing;
  - exchange of selected innovation practices including: (1) the identification of specific points of strength and weaknesses (2) verifying “critical success factors” depending on local characteristics and (3) refine the analysis through the exchange of good practices related knowledge.

## Methodology to select, transfer and implement good practices: BACKGROUND (2)

KREO TN 1 methodology to select, analyse and exchange innovation practices was developed on the basis of four different assumptions:

- **reinforcing relations between research and industry** is the main means to increase the impact of new skills and technologies on local economic systems;
- **traducing priorities of regional innovation policies into actions** is the main goal of the thematic network;
- **the main focus is on practices that promote new start-ups from research**;
- **combination of two approaches**: the top-down approach (from policies and framework conditions to the practice definition) and the bottom-up approach (from the application of best practices to the observation of their impact on local conditions).



# TRANSFER OF PRACTICES IN KREO TN 1: STATUS (1)

<b>Partner</b>	<b>Best practice</b>	<b>Status<sup>1</sup></b>		
		<b>0</b>	<b>1</b>	<b>2</b>
KEIM e. V.	<b>KEIM</b>	Yes	Yes	Yes
	<b>FZK/TTM</b>	Yes	Yes	Yes
	<b>STEINBEIS Foundation</b>	Yes	No	No
	<b>Cyber Forum</b>	No	Yes	Yes
	<b>Research Center for Information Technologies / Forschungszentrum Informatik (FZI)</b>	No	Yes	Yes
	<b>Technologie Fabrik</b>	No	Yes	No
ARN	Interface Agencies:			
	<b>ARN</b>	Yes	Yes	Yes
	<b>ARTEB</b>	Yes	No	No
	Collective tools to encourage co-operation in specific fields via industry research:			
	<b>Grenoble CNRT</b>	Yes	Yes	Yes
	<b>Plan d'actions Technopole Grand Lyon</b>	Yes	No	No
	<b>INSA Valor</b>	Yes	No	No
	<b>Centrale Innovation</b>	Yes	No	No
	Logistic, mentoring and financial support to innovative companies :			
	<b>EMERTEC</b>	Yes	Yes	Yes
	Links between education/research/business:			
	<b>Hall de l'Entrepreneuriat</b>	Yes	No	No
	<b>Centre des Entrepreneurs</b>	Yes	No	No
	Promotion of the awareness of innovation at a regional level:	Yes	Yes	Yes
	<b>IT and digital portal from ARN</b>			
	<b>CREALYS Incubator for West Rhône-Alpes</b>	Yes	Yes	Yes
	<b>GRAIN Incubator for East Rhône-Alpes</b>	Yes	Yes	Yes
	<b>Ideas Lab</b>	No	Yes	Yes
	<b>GRECO</b>	No	Yes	No
	<b>Villa Media</b>	No	Yes	No

## LEGEND

**0:** grid or fact sheet

**1:** modelling and workshop

**2:** visiting scheme

# TRANSFER OF PRACTICES IN KREO TN 1: STATUS (2)

<b>Partner</b>	<b>Best practice</b>	<b>Status<sup>1</sup></b>		
		<b>0</b>	<b>1</b>	<b>2</b>
OXFORD Innovation	Technology Audit at Research organisation	Yes	No	No
	Innovation Action Toolkits and the ANIMATE method	Yes	Yes	Yes
	Formation of Technology Cluster Groups	Yes	No	No
	OION - Oxfordhire Investment Opportunity Network	Yes	Yes	Yes
	Innovation Centres	Yes	Yes	Yes
ERVET Spa	ASTER	Yes	Yes	Yes
	TECH NEWS Information services on technologies	Yes	No	No
	VERNE Virtual Emilia-Romagna Network for the European research	Yes	Yes	No
	AUDIT Enterprise auditing on innovation needs	Yes	No	No
	TRANSFER Service on technology transfer for SMEs	Yes	No	No
	FIRST Orientation and information service on EU, italian and regional financing for research and technological development	Yes	Yes	Yes
	SPINNER Services for the Promotion of iNnovation And Research	Yes	Yes	Yes
	DEMOCENTER - Centre of excellence in Productive Systems	Yes	Yes	Yes
	TEMA	Yes	Yes	Yes
	Emilia-Romagna portal for research	No	Yes	No

## LEGEND

**0:** grid or fact sheet

**1:** modelling and  
workshop

**2:** visiting scheme

## WHAT METHODOLOGICAL ASPECTS NEEDED TO BE IMPROVED?

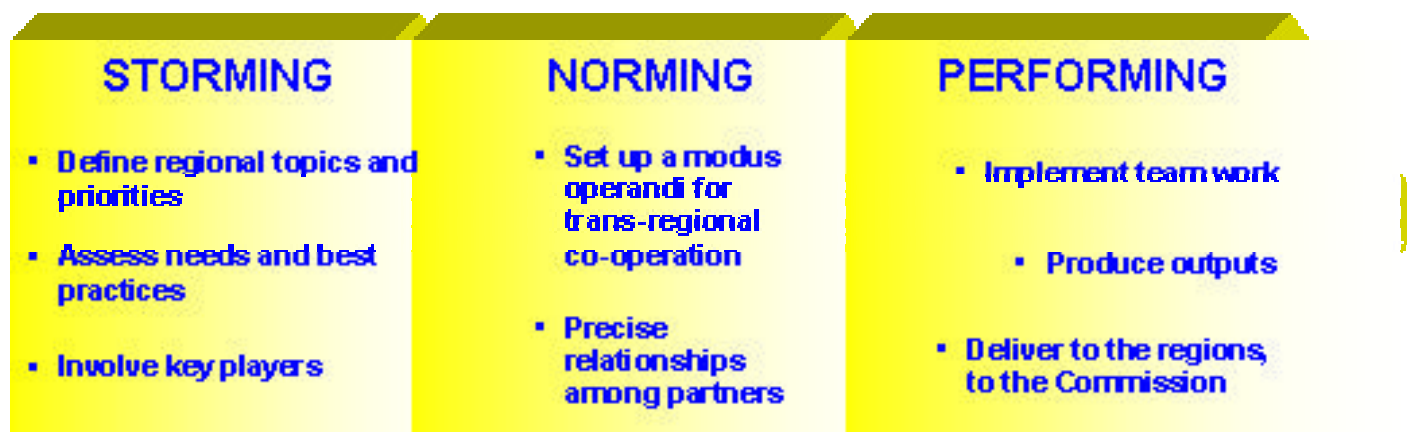
- In order to obtain an effective transfer process, **the existing three phases** (i.e. selection, analysis and exchange of good practices) **are completed with the following two ones:**
  - An exploratory phase regarding innovation policy priorities and initiatives at a very early stage.
  - An implementation phase aimed at implementing selected and analysed good practices (or part of those) in other regions.
- **Introduction of a sectoral dimension.** A series of common sectors have been identified with the aim of finding out synergies between the regions, identify sectoral peculiarities of selected practices etc.

# METHODOLOGICAL BASIC ELEMENTS

- Definitions
  - **Innovation practice, and in particular: intermediary organisations, schemes to favour the collaboration between the research base and the industry, schemes to favour the setting-up of new enterprises, services for innovative enterprises.**
- Thematic priorities:
  - WP3 - New approaches in the creation of innovative firms
  - WP4 - Research centres/universities spin off supporting mechanisms
  - WP5 - Real and virtual networks for supporting innovative companies
  - WP6 - Learning programmes for entrepreneurs

# GENERAL WORKING MECHANISMS OF THE METHODOLOGY

- The storming, norming, performing approach:



# THE STORMING PHASE

- Definition of regional framework conditions
  - Set of indicators
  - Information on regional policies, schemes and initiatives
- Selection of practices
  - On the basis of framework conditions
  - On the basis of partners' priorities
- Involvement of key players
  - Organisations that develop or participate in the best practices initiatives exchanged in the network,
  - Potential beneficiaries of best practices selected,
  - Policy makers,
  - Other actors interested in the project topics and activities.

## THE NORMING PHASE

- This stage of the storming-norming-performing approach regards the operative work aiming at analysing and transferring selected good practices.
- Activity:
  - Each partner will share the results of the storming phase with the network and co-operate with the other partners.
  - Once defined a specific good practice, each partner will be in charge of analysing it and favouring its transfer to the other partners according to the methodology defined.

## THE PERFORMING PHASE

- The aim is to produce **concrete outputs** in terms of application in one region of the experiences gained in other regions.
- In particular the **transnational activity** will consist in defining the way to implement one good practice, or part of it, in the interested KREO region.
- Definition of a **transnational work team** supporting the local potential beneficiaries interested in the practice implementation.
- The production and delivery of **tangible outputs** within the regions and to the PAXIS initiative.



- The structure for collecting information on regional frameworks (set of quantitative indicators + structure for qualitative indicators and collection of policy and initiatives)
- The questionnaire for analysing good practices
- Workshops and seminars
- Visiting schemes
- Database for key actors in the KREO regions
- Database for key events in the regions

# Identified Practices (1)

	Themes of the Practices	K	R	E	O
<b>WP3 - New approaches in the creation of innovative firms</b>	<b>Technology platforms</b>		Grenoble CNRT Rhone-Alpes Genopole MINATEC's Ideas Lab INERA MINATEC Pole Nanobio		Formation of Technology Cluster Groups
<b>WP4 - Research centres/university spin off supporting mechanisms</b>	<b>Sectoral dimension</b>	Nanofair Nanomat	Grenoble Interactive House of micro & nanotechnologies	Distretto Hi-Mech	DiagnOX Oxmedianet Clusters
	<b>Incubators</b>		GR-A-IN Créalys CCI Lyon/Novacité	SIPRO Alma Cube SPINTA project	OXIN Innovation Centres
	<b>TT offices/services/ programmes</b>	FZK / TTM Program	INSAVALOR	SPINNER Local spin-off promotion "interest group"	ISIS Innovation

## Legend:

Practices identified in KREO 1

Practices identified in KREO 2

Activities/projects in their exploratory phase

## Identified Practices (2)

	Themes of the Practices	K	R	E	O
WP5 - Real and virtual networks for supporting innovative companies	Mentoring	KEIM Cyber Forum GhG Incubator Forum	House of micro & nanotechnologies	SPINNER Mambo	OXIN Innovation Centres Investment readiness Enterprise Hub
	Financing	BAN Baden-Baden	Emertec Forum 4i Capital Link Lyon Angels	Spinner Mambo Bologna BAN	Oxford Investment Opportunity Network VentureFest
	Internet based networking	Newcome.de Clues	Lyongame	Link Up	

### Legend:

Practices identified in KREO 1

Practices identified in KREO 2

Activities/projects in their exploratory phase

# Identified Practices (3)

	Themes of the Practices	K	R	E	O
WP6	Business plan competitions			Start Cup Intraprendere a Modena	Said Business Planning Competition
	Training and Matching Schemes	KEIM MBA in Entrepreneurship MBA for business "succession"	Hall de l'entrepreneuriat Centre des Entrepreneurs Vouloir Entreprendre	SPINNER	
Other practices of interest	Science parks				Oxford Science Park
	Technology and research screening	Research competence mapping in the micro-nano field and technology screening for identifying technology with promising market potential (KEIM)		Mapping of research competencies in Emilia-Romagna (ASTER)	Technology Audit at Reserch Organisations
	Tool Kits manuals				Innovation Action Tool Kits Network Tool Kits

## Legend:

Practices identified in KREO 1

Practices identified in KREO 2

Activities/projects in their exploratory phase

## Next Activities

- Study on the evaluation of initiatives to support innovative companies:
  - identification of methods to assess innovation and research policies
  - Identification of significant experiences worldwide
  - Definition of a plan for setting an evaluation scheme applicable to measures to support innovative companies
- Realisation of case studies on research spin-offs present in the 4 KREO regions
- Study visits involving key regional actors (the first one is foreseen on 11 and 12 December 2003 in Grenoble)
- Organisation and participation in joint events
- Collaboration with other regions (inside and outside

Thank you

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