

Newsletter 1

Partner meeting Varberg
13 and 14 February 2018
Sweden

Interreg

North Sea Region

Inno-Quarter


European Regional Development Fund



EUROPEAN UNION



Interreg VB North Sea Region Programme Area 2014-2020

 Regions within the NSR programme area



partnership

1. Province of Fryslân, The Netherlands
2. Nordic Surfers, Sweden
3. Centre for Sustainability Leiden-Delft-Erasmus, The Netherlands
4. HOWEST, Hogeschool West Vlaanderen, Belgium
5. Aalborg University, Denmark
6. Worldperfect, Denmark
7. Region Halland, Sweden
8. Germany
9. NHL/Stenden, University of Applied Sciences, The Netherlands
10. Drenthe College, The Netherlands
11. Welcome to The Village, The Netherlands
12. German Festival

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13 February 2018

first meeting day





Spa of Varberg



Region Halland

Gekås Ullared is the biggest destination of Scandinavia

Jimmy Sandberg welcomes partners to region Halland.

Last meeting we learned about innovation.

Region Halland is an amazing area with good transportation.

As a small province we are used to work together.

Jimmy Hendriks played his last concert here. Halland focuses on Health innovation, Travel and Tourism and Green Growth.



Festival of Halfornia

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Some projects

1. Biobased glue (Collall)
2. Plastic recycling machines (Precious plastic)
3. LifeCycle (iLab entrepreneur W. Reek)
4. Young Solar Boat (Colleges: Drenthe Hondsrug, Estdal, Carmel)
5. Sustainable Shower (Paradigm festival)
6. Plastic tiles from recycled bottles (New Marble)



Welcome to the Village

100% off grid in a few years

DC Tech of Drenthe College: ...enable sustainable technical projects in collaboration between government, education, entrepreneurs/business and pupils/students in a inspiring and innovative environment for a better world...

Introduction new partners



At the **NHL/Frisian Design Factory** we design the future, together. *We have a good network to help you.*



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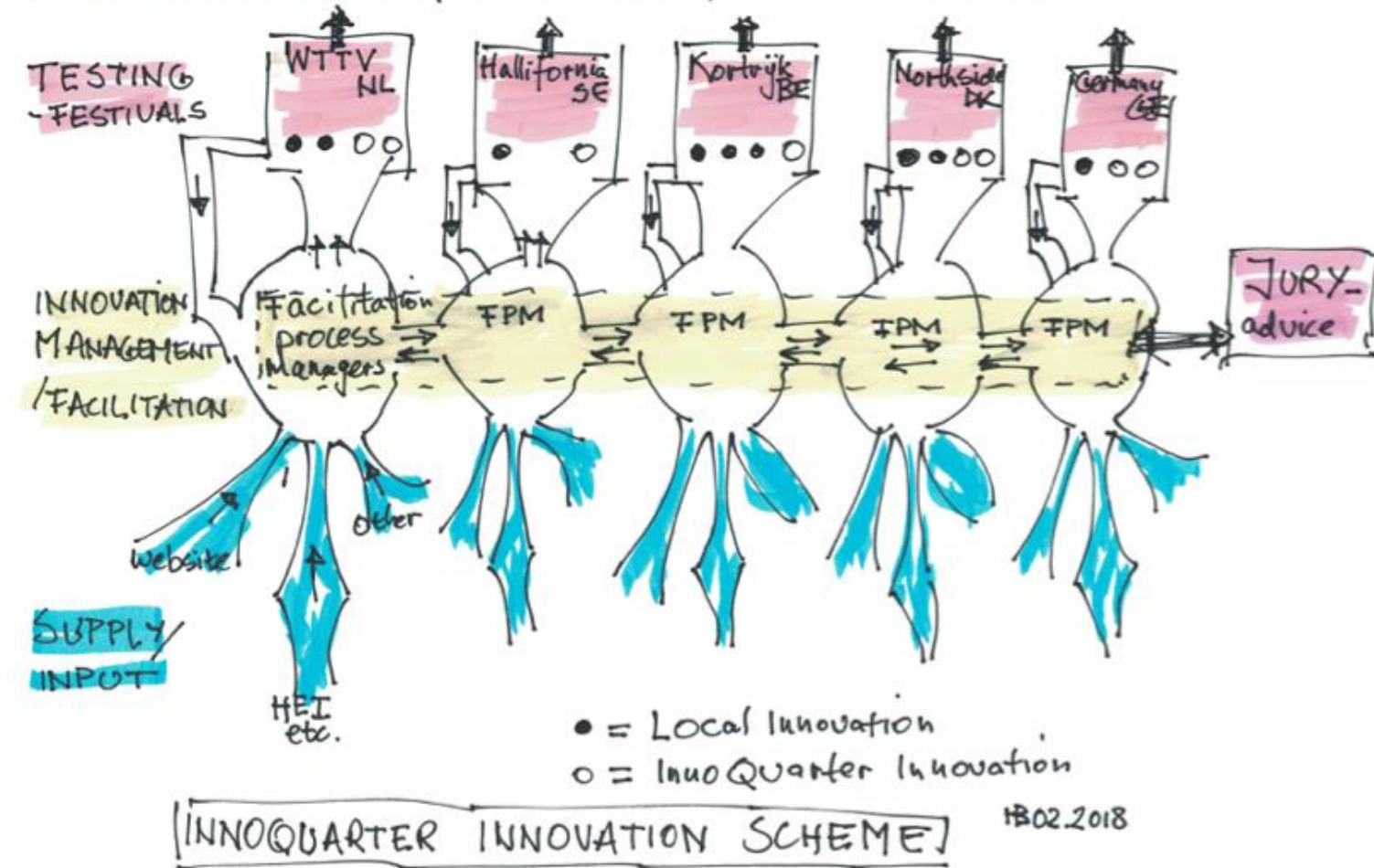


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Northside people make the difference



IMPLEMENTATION MARKET, PRODUCTION, EFFECTUATION



Prof. Han Brezet

First discussion role Jury

1. Scouts per country
2. Sustainable community and competition (community van samsø?)
3. Role jury: give advise, react fast

Expected impact

1. Contribution to 17 UN goals*
2. Involved Stakeholders

Festival test: Working hypotheses, expected outcomes, product and

business roadmap (sketch)

Festivals

2018

1. **NortSide**, Aarhus, Denmark

Festival date: 7/8/9 June 2018

NorthSide is a cozy, hassle-free and challenging breathing space created by people, originality and sustainability – and here you can read more about how we create NorthSide in the most sustainable framework possible. NorthSide wishes to be the most green and sustainable cultural event.

2. **Welcome to the Village**, Leeuwarden, The Netherlands

Festival date: 20/21/22 July 2018

With our festival we want to challenge you to investigate new initiatives by means of performance art, visual arts, social design and an innovation program. How? By being part of our mini-society.

3. **Halifornia**, Varberg, Sweden

Festival date: 19-21 July 2018

The core values of The Halifornia Culture Festival are creativity, inclusiveness and hang loose-ness. Many social and cultural sub-projects are integrated into the festival model, such as the inclusion of immigrants, gender equality in action sports, and the education of young volunteers through real life projects and training.

2019

4. Belgium

5. Germany



WELCOME • TO THE • VILLAGE



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H5 business: Help - Heart - Hunt - Hype – Hero

H5 student:

- Coaching
- Office space
- Network
- Start your business course

High Five, Anna Petersson
Scout for Hallifornia festival
'Innovation is in different levels'



MORE: Professionals – Fun - Easier





14 February 2018

second meeting day



Phd research project

OVERALL GOAL RESEARCH

1. ANALYZE THE EFFECTIVENESS OF THE INNO-QUARTER APPROACH AS A STRATEGY FOR SUPPORTING PRODUCT AND CUSTOMER DEVELOPMENT IN START-UP FIRMS
2. THE INNO-QUARTER APPROACH AS A STRATEGY FOR IMPROVING THE (COST-) EFFECTIVENESS OF REGIONAL START-UP SUPPORT PROGRAMMES

OUTCOME RESEARCH

- CONCEPTUAL MODEL OF INNO-QUARTER
- INSIGHT IN THE IMPACT OF INNO-QUARTER THE DEVELOPMENT PROCESS OF START-UP FIRMS
- APPROACH FOR FURTHER ANALYSIS ON THE IMPACT ON START-UPS AND REGIONAL START-UP SUPPORT PROGRAMMES

AAU X INNO-QUARTER TEAM



CARLA SMINK

ROLE IN PROJECT: PROJECT
MANAGER

ROLE IN RESEARCH: 1ST
SUPERVISOR



HAN BREZET

ROLE IN PROJECT: EXPERT

ROLE IN RESEARCH: 2ND
SUPERVISOR



SYBRITH TIEKSTRA | PHD FELLOW

ROLE IN PROJECT: VALIDATE
METHOD + INPUT FOR ITERATIONS

ROLE IN RESEARCH: PHD

ACTIVITIES 2018

- CASE STUDY OF THE INNO-QUARTER PLATFORM
- BUILD A CONCEPT OF THE INNO-QUARTER APPROACH WITH WIDER IMPLEMENTATION IN MIND (CONTEXTUAL AND GENERAL FINDINGS)





Study tour to Hallifornia festival site



Thank you!



Next meeting in Kortrijk
Belgium, October 2018

