



Kortrijk, Belgium
9 and 10 October 2018

Interreg
North Sea Region
Inno-Quarter
European Regional Development Fund



Tuesday, 9 October 2018

Location: Hotel Damier, Kortrijk, Belgium

WELCOME

The project leader David Zomer welcomes all participants to this 3rd Inno-Quarter partner meeting in Kortrijk, Belgium. HOWEST is hosting this meeting. We are here with the same group of partners, but some of the partners have different contact person on the project. There are 22 participants present. Also a special welcome to the 3 German persons of LEMEX. They are ambitious. In 2019 they want to contribute with a festival in March and mix innovation with entertainment.

Project news The Dutch partner Drenthe College is not one of the participants. Partner 10 is not an active partner anymore. We will discuss this further in the steering group meeting. The Advisory Committee will give the her first opinion about the project tomorrow.

Evaluation of the first festival year



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1. [HALLIFORNIA](#), Sweden: For doers and believers.
[Aftermovie 2017](#)

Presentation by Anna Peterson of High Five
[Click here to see the full presentation](#)

Facts

- 33 applications in total, 7 foreign applications and 12 applications were selected.
- 525 Score: Sustainability, Innovative edge idea, Integration at the festival.
- It was difficult for us to judge the projects. For 4 prototypes the festival was too early. We found 2 extra projects on food products.
- In total we had 2 preparation months for all companies and everybody is still in.

Changes next year: 2 common and 2 drop-in sessions: for inspiration.

Tested products

- Car: output option to 'lease' instead of buying. Security products like airbags.
- Hejhej mats: feedback: to slippery, changed in the sun
- Mix vegetables: 50 established contacts, feedback from over 200 persons, 5 new opportunities to show their project and feedback on the lighting.
- Fofill: they underestimated the production and they couldn't provide. They have changed their business model completely. They learned a lot.

2. [WELCOME TO THE VILLAGE/DORP](#)
[Aftermovie 2018](#)

Presentation of DORP, by Aranka
[Click here to see the evaluation/roadmap](#)

Facts

- After the DORP kick-off, 7 days of Summerschool and DORP as a Living Lab
- 25 projects were tested: 11 DORP challenges, 4 snackathon challenges, 8 DORP specials, 2 IQ projects from Belgium
- 66 students, 25 entrepreneurs, 17 start-ups, 8 universities, 8000 festival visitors.
- Unfortunately Aranka didn't have contact with all projects just yet to talk about their experience.

We are in the process of evaluation and talk about the road map for DORP 2019.

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3. NORTHSIDE, Denmark
[Aftermovie 2018](#)

Presentation by Maria, Worldperfect
[Click here to see the full presentation](#)

Facts

- 4 startups in this festival: recycle/waste/recourses is the main theme of the festival. 6 waste bins, 75% was recyclable
- In the community garden: the start-ups had to talk about 7 minutes about the projects, like a Tedtalk

Tested products

- Grums: scrub of espresso coffee
- Dropbucket: folding wastebin of paper and plastic.
- Compost: 6 ton of food waste was turned into compost. The compost was returned on the festival ground

4. HOWEST, Belgium

Presentation Howest by Astrid Strooband
[Click here to see the full presentation](#)

Belgium doesn't have a festival site connected to the project yet, but Howest did send 2 start-ups to Welcome To The Village (WTTV) in a role of an incubator. Howest informed the partners, social media, internal and external communication.

Changes next year: Applicants need a specific date when the decisions is made and feedback on the application.

Feedback festival

- Nice experience, good mechanism to test our product, valuable feedback, nice food, camping and music.
- Practical encounters: who is your contact person on the festival and this person should be familiar with the prototyping., bracelet was only for backstage, catering was not enough, Identity of IQ was not enough, not part of the DORP.
- WTTV needs more information about Inno-Quarter (like a flyer)
- We missed a Inno-Quarter welcome moment
- More buzz on social media.

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General remarks/feedback

- If I was a minister it would make sense to fund the festival as an economic development instrument, instead of the usual Cultural approach. (Simon)
- For High Five the Marketing effects were great. Side effects for testing the products were much greater than expected. (Han)
- For a visitor/spectator it was not easy to enter DORP. How do you select the projects? Contribute to the festival, make the world a better place, test (no solid product) innovative, test question with a question owner.
- Please make sure the Inno-Quarter logo is visible in the movie.

Workshop

<p>Before the festival (Anna) _selection</p> <ul style="list-style-type: none"> - how to get more international start-ups? - Start earlier - improve and remodel the application - More clear what festival is the best for your start-up - -Become friends - Video pitch 	
<ul style="list-style-type: none"> - Communicate about the goal/means of Inno-Quarter (own channels were more effective) - Preparation start-ups - Insurance of quality (coaching) - Expectations what expect form start-ups 	<ul style="list-style-type: none"> - What level of impact is to be expected for start-ups (do I have the right project?) - Preparing the start-ups well - 'I'm interested in joining-phase' is missing - Organise an information meeting - Local language - Do we need to communicate central/local (own channels were more effective) - Festival itself: There is more material available this year.

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	<p>During the festival (David)</p> <ul style="list-style-type: none"> - An IQ contact during and on the festival - Create community feeling - Festival integration (more integrated): risk, define degree of integration, cascading - Better ?? application - test – afterwards - Representative recognizability of IQ projects
<ul style="list-style-type: none"> - More pictures/movies - Flexibility to changes during the test. - Competition during a festival incentive €/€/development - More partners ecosystem - Move incubator (al entrepreneurs) to festival 	<ul style="list-style-type: none"> - Consider type of festival - New ideas, buzz, pro bono project informal contact - Part of the festival, feel they are part of the festival

<p>After the festival (David)</p> <ul style="list-style-type: none"> - Make an evaluation format - How to exchange results (we need to know what data to extract before we start?) - Maybe some shared evaluation format? Evaluation strategy - communication strategy on result sharing - Wat is the follow-up to connect to the other partners in the ecosystem - How long to follow the entrepreneurs? 	
<ul style="list-style-type: none"> - How to measure? what incubators? Are they the same for the different start-ups - Implement the changes within the finishing car, user manual - Not only monitor the winners also the losers 	<ul style="list-style-type: none"> - Translate results in a methodology which can be dissimilated by workshops or a public service handbook - Aranka Truck drive

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Advisory Committee

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Members of the advisory committee

- Prof. Han Brezet - chair and Prof. Dr. at University of Aalborg - Sustainable Innovation & Policy (SIP) program and former Prof. at Delft University of Technology in The Netherlands at the faculty Design for Sustainability.
- Dr. Sandra Faria – Professor at University of the Azores in Portugal in Centro de Estudos de Economia Aplicada do Atlântico
- Dr. Charlotte Destoop – director of the Technical University Alliance in West Flanders in Belgium
- Prof. Dr. Etu Ekman - Professor, integrated product development at Aalto University in Finland and Director of Aalto Design Factory
- Prof. Dr. Arne Remmen - Professor in Technology Assessment and Planning, Aalborg University In Denmark
- Dr. Rory (Ruaidhri) Neavyn - Adviser on Higher Education Policy with the Higher Education Authority (HEA) and the Department of Education and Skills (DES) in Ireland
- Mr. Ferry Roseboom: Ferry Roseboom is founder of Excelsior Recordings, an independent record company. Besides this he is one of the organisers of the annual music festival on the Dutch island of Vlieland Into The Great Wide Open.
- Simon Tijsma – secretary and advisor province of Fryslân, The Netherlands

Reflection by Prof. Han Brezet

Science: a heavy loaded group with 4 phd's

Festivals: there are 3 festivals in 3 countries and we expect at least 2 festivals more

Drenthe stepped out. Divide the left tasks in this project and develop a Methodology basis or handbook with Sine and Aranka. This methodology would also help to have more European impact.

Advise of advisory committee

[Click here to see the full advise](#)

1. Security. We will look for student who can look into the economic costs and benefits (the benefits are for other people than the payers) Cultural? Economic?
 - Some of the sme's pay the incubator and not the festival.
 - Phd will be out of a job if there are no festivals.
2. What will be the legacy of Inno-Quarter?
 - -There should be a dummy guide for organising a festival
 - -There should be idiot guide for innovation quarter
 - -Built track records of the companies you work with.
3. Show impact numbers and stories, and impact template so that politicians helps to tell a story. There is a lot of strength in this project.
4. Famous artist/Ambassador. We need a good and famous ambassador.
5. Entrepreneurship: the role of SME's could be better if they contribute also to the festival.

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6. Glossary? We need to have a definition list of the language you are using. Sine can work on that.
7. Important is to spread the word. Put in some people with big networks: like Ferry as the *Inno-Quarter scouting team*.
8. Other
 - If everything is under control, you are acting to slow.
 - Final meeting in Ireland? To combine all outcomes?

RESEARCH

The project has 4 researchers now: Sybrith Tiekstra, Sine Celik, Jan Elsner and Thomas Baron

Sybrith Tiekstra of Aalborg University and Sine Celik of NHL Stenden

Sine Celik, phd has 7 insights about Innovation

1. Innovation is not a single thing: it is to complex
2. There are multiple ways to support Innovation
 1. Innovation (creative/managerial/political/friendship) networks (forming, operation, learning)
 2. Networks are multiplex
 3. Not all relationships work in favour of innovation
 4. Forming a network is not enough
 5. Creative network will suffer the consequences.
 6. Festival = community

Sybrith Tiekstra gives an update of the work she has done so far.

[Click here to see the full presentation](#)

Inno-Quarter 2018

1. Observed (parts of) the process leading up to participation
2. Observed and interviewed a part of DORP and total of Silicon Halli
3. Started following at least 5 participating entrepreneurs
4. Investing the reach of our programs (regional infrastructure/network)

Planning

November 2018: launching application form on website

End of March 2019: deciding which innovators go to which festival

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Comparison

DORP	SILICON HALLI
10 DAY PROGRAM	3 DAY PROGRAM
1 KICK OFF MEETING	MULTIPLE PREP. MEETINGS
WORKSHOP (UP TO START FESTIVAL)	-
PRESENTATION AND INTEGRATION AT THE FESTIVAL	PRESENTATION (BOOTHES AND TALKS) AND INTEGRATION AT THE FESTIVAL
COORDINATION IN HOUSE	COORDINATION BY HIGH FIVE (INCUBATOR)
PARTICIPANTS: INNOVATORS, ENTREPRENEURS STUDENTS, AND OTHER INTERESTED PEOPLE	PARTICIPANTS: ENTREPRENEURS
MAIN FOCUS ON PRODUCT DEVELOPMENT AND TEAM/SKILLS	MAIN FOCUS ON BUSINESS DEVELOPMENT
MENTORSHIP, COACHING, LECTURES, SUPPORT, TEST	COACHING, SUPPORT, TEST
INFRASTRUCTURE PARTNERS VISIT, BROAD SPECTRUM	INFRASTRUCTURE PARTNERS ARE ON SITE, BUSINESS SUPPORT
LANDING AFTERWARDS?	LANDING AFTERWARDS?

@the Level for Virtual Reality experience and dinner

[Click here to see more information](#)

Howest -The Level is the brand new building of the Digital arts and entertainment (DAE) training, located near the city centre of Kortrijk. A building that emanates the training's image value and at once also becomes the new beacon of Howest in Kortrijk. Keeping the widely known game 'Call of Duty' in mind when entering, you imagine yourself stepping into the physical animation of some sublime first-person-shooter game. The rough materials, the levels, the overview on the space, the mystical incidence of light entering through the atrium ... all these elements contribute to the creation of that particular vibe.



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Wednesday, 10 October 2018

Location: Howest campus Kortrijk, Belgium

Communication strategy

Dennis Sieperda, is Communication Officer

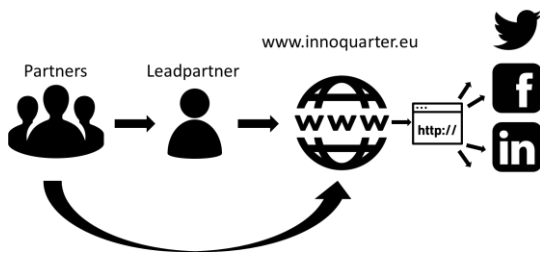
[Click here to see the full presentation](#)

WHY: Improving the start-up ecosystem in the North Sea Region

WHAT: Short track innovation processes and improve the cost-effectiveness of start-up support mechanisms and redirect funds towards sustainable commercialization of more innovations

HOW: IQ will facilitate entrepreneurs with an integral public service (innovation quarter) that is organized at existing events.

Main communication goal: to inform, convince and engage stakeholders, start-ups/innovators, incubators and alumni.



Interactive study tour Howest IPO ([Industrial Product Design](#))

Product and Shape: 'The personality of a product is one of its most important assets'

Product and use: 'A good product has an added value'

Product and Engineering: 'Everything can be 'made''

Product and Intelligence: 'Smart products are the future'

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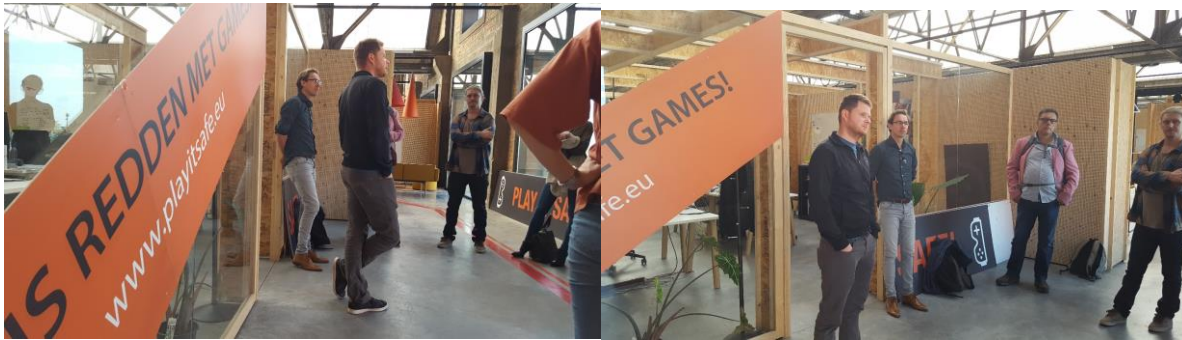
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Incubator Hangar K

[Hangar K](#) is a co-creation hub for exponential growth, where starters, entrepreneurs and established companies support each other as partners to transcend their business level. As a workspace, Hangar K transcends itself. It is a building, but also a digital platform. It is at the same time an incubator and accelerator, but also catalyst and innovator. Competence centre and brain centre at the same time. Starters are not only helped out from the start, but will work together with experienced entrepreneurs. Established companies find space to work together. Together they formulate concrete answers to the increasing demand for innovative applications. Hangar K is an dynamic concept with a clear mission.



KORTRIJK, HOWEST -
THANK YOU!



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Appendix A: Activiteiten en deliverables per workpackage

WP1 - Project management

- D 1.1. Progress reports (7 reports, every six months?) **in controle**
- D 1.2. Partner meetings (2/year), total 8 partner meetings **in controle**

WP2 – Communication activities

- D 2.1. Communication toolkit **in progress**
- D 2.2. Newsletter **we need more**
- D 2.3. Communication to invite visitors to IQ events
- D 2.4. Layout reporting **is ready**
- D 2.5. Final conference **needs to be planned**
- D 2.6. Social media activities
- D 2.7. Regional stakeholder meetings **not sure what this means: will come back**

WP3 – Ontwikkelen en testen van Inno-Quarter aanpak

- D 3.1. Analysis of existing regional start-up programmes (report) Aalborg-with help of Aranka, Anna, Astrid and LEMEX
- D 3.2. Inno-Quarter Call for Proposals via website (per event? how often?) **in November Fryslan**
- D 3.3. Workshop for selected innovators/ideas (per event? how often?)
Swedish, Belgium, Germany, Denmark,
- D 3.4. Setting up Inno-Quarters at festivals, with workshop facilities (how many/how often does this happen per country/location, once a year, during the whole project: 4 years x 6 locations = 24 events?).
- D 3.5. Get feedback from end-users
- D 3.6. Innovation brokering during festivals The Netherlands Aranka,

WP4 – Facilitating capacity building for organisations start-up programmes

- D 4.1. Setting up a regional stakeholder group (LEMEX)-
- D 4.2. Designate Ambassador for each Inno-Quarter event (LEMEX) Names of the advisory Committee
- D 4.3. Visits by people to the Inno-Quarter events
- D 4.4. Adapting existing start-up programs Eguidance tour
- D 4.5. Concluding policy vision: position paper with final vision. Lemex and other research institutes

The workpackage leader should make a plan together. Partners need to think how they can contribute.

For partner 3 Aranka will be the face of the partner (GertJan is leaving) together with Esther . Jasper is financing .

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Appendix B: Activities per work package per partner

WP1 - Project management

- **LB project management** and communication with JTS (provincie Fryslân)
- **Attend** partner meetings. **Provide reports** on project progress and financial expenditures. (Nordic Surfers)
- Management of LDE **CfS project activities**; participate in partner meetings; **provide periodic reports** (Leiden Delft Erasmus Centre for Sustainability)
- Formulation of progress of activities, **attending** partner meetings (Hogeschool West Vlaanderen)
- **Attending** partner meetings and providing **input** for progress reports (Aalborg Universiteit)
- **Attending** partner meetings and provide progress report **input** (Worldperfect Denmark)
- **Participate** in project meetings and **monitor/evaluate progress of activities** (Region Halland Sweden)
- Install **project management team (2,0 FTE)** for **conceptualization, implementation & evaluation of local activities** (LEMEX Bremen)
- Providing **input** for progress reports and **attending** meetings (NHL Stenden)
- Providing **input** for progress reports and **attending** meetings (Drenthe College)
- **Input** for progress report (Welcome to the Village)
- **Participate** in the project management within the partnership via LEMEX. (Freifeld Duitsland)

WP2 – Communication activities

- **Overall communications** structuring and management of communications by partners in the project. (Provincie Fryslan)
- **Film, social media and communication** in networks to find start-ups/entrepreneurs. (Nordic Surfers)
- **Communicate with stakeholders; scout and support students**; scout and involve start-ups (Leiden Delft Erasmus Centre for Sustainability)
- Efforts to **involve end-users** at innovation quarters for end-user feedback (Hogeschool West Vlaanderen)
- **Input** for communication about project results (Aalborg Universiteit)
- Provide and communicate **relevant challenges from the event (2018)** (Worldperfect Denmark)
- Coordination of stakeholders and **information to start-ups** (Region Halland Sweden)
- Promote the project & outputs to **LEMEX network**. Engage in events of the local start-up community to secure ongoing screening of & communication to prospect attendees. (LEMEX Bremen)
- Outreach with communication to **attract end-users** at Innovation Quarters (NHL Stenden)
- Outreach with communication to **attract end-users** at Innovation Quarters (Drenthe College)
- **Involving end-users** (Welcome to the Village)
- Communication, local& regional for the innovation quarter held at **Freifeld Event**. (Freifeld Duitsland)

WP3 – Ontwikkelen en testen van Inno-Quarter aanpak

- Joint **development of innovation quarters**. Facilitating a consequent **developing** and implementing of the **Innofest method** throughout the partner regions. (Provincie Fryslan)
- 'Innovation planning' as an integrated innovation quarter to **fit innovations into the entire event**, audience, back-stage or environmental needs. (Nordic Surfers)
- Actively **participate in innovation quarters formulating the right scientific questions** (Leiden Delft Erasmus Centre for Sustainability)
- **IQ approach development** with partners, entrepreneurial selection evaluation for innovation quarters (Hogeschool West Vlaanderen)
- Development of **monitoring/evaluation methodology** allowing the **comparison and validation of regions and their Innovation Quarters** (Aalborg Universiteit)

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- **Curate the start-ups** to participate in the project, provide possible start-up businesses from our network (Worldperfect Denmark)
- Information and communication with start-ups, SMEs and innovators and **facilitating Innovation Quarter at an event in Halland.** (Region Halland, Sweden)
- **Evaluation of status quo**, contribution to joint approach, **call for application, design innovation quarter, engagement of innovation broker.** (LEMEX Bremen, Duitsland)
- **Organise** with partners and events **the innovation quarter in Northern-NL**, and **develop the IQ approach with NSR partners.** (NHL Stenden)
- Selection and provision of **students/entrepreneurs at Innovation Quarter** space during events, **development of IQ approach** with NSR partners (Drenthe College)
- **We are the testing ground for the Northern Netherlands. We will host an innovation quarter at our event in 2018,19 and 20.** We will bring our innovation programmer and network aboard for programming these events. (Welcome to the Village, Nederland)
- **Facilitate an innovation quarter within Freifeld Event.** Incl. participation in a work group for a call for proposals, identifying innovative topics of interest to event attendees and start-ups, coordination with start-ups (Freifeld, Duitsland)

WP4 – Facilitating capacity building for organisations start-up programmes

- **Policy enhancement** through involving and facilitating regional partners in implementing the IQ approach in their respective policies. (Provincie Fryslân)
- **Films of difference between traditional start-up activities and the start upmechanism** in this project, targeted at politicians and public authorities. (Nordic Surfers)
- **Translate scientific challenges and knowledge into specific policy improvements** (Leiden Delft Erasmus Centre for Sustainability)
- **Stakeholder involvement** to increase cost-effectiveness of start-up programmes (Hogeschool West Vlaanderen)
- Facilitating **capacity building** for organisations' start-up programmes, composition of regional differences (Aalborg Unversiteit)
- **Input for start-up programme evaluation** (Worldperfect Denmark)
- **Communication towards political decision makers** on local, regional and state level and the Swedish Innovation Agency (VINNOVA) and Swedish Agency for Economic and Regional Growth. (Region Halland, Sweden)
- Joint **development and implementation of start-up programme** (LEMEX Bremen, Duitsland)
- Provide **input for start-up programme policy change and stakeholder groups** (NHL Stenden)
- Provide **input for start-up programme policy change** based on Innovation Quarter evaluation (Drenthe College)
- WTTV is an active member of the Northern Netherlands start up ecosystem. We will actively **contribute in shaping the Innofest-mechanism** and will **be an ambassadeur in the EU for this project.** (Welcome to the Village, Nederland)
- **Evaluation** with LEMEX, to **refine the concept** and further develop the concept for start-ups (Freifeld, Duitsland)

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