

CASE STUDY: W+B+C

SET UP OF LEARNING AND IMPROVEMENT PROCESSES IN REGIONAL INNOVATION PROGRAMS

Abstract: Collaborative project. A hosting European region outside the WBC will offer open access for sharing and exploring its regional innovation system within a frame oriented to a shared learning based experienced.

Participants: WBC near future potential decision makers together with operators and managers of the innovation system in the hosting region
Contributors: shareholders designing, training, and supporting further implementation of key learnings,

Objectives:

- Learning How to set up policy resilient innovation programs
- Hysteresis in innovation processes, key parameters identification, diagnosis and prevention / diagnosis and stimulation
- The innovation process working as a state function: regional transformation and evolution aiming at robust and flexible national identities
- Hosting region:
 - o exploring and reengineering its own innovation processes
 - o setting the basis for further evolving
 - o deeper knowledge of the innovation processes
- WBC:
 - o networking for key decision makers
 - o changing the regional focus outside WBC
 - o benchmarking and opportunities
 - o connecting country innovation to the neighborhood
 - o fixing expectations on the innovation system in WBC

Methodology focus in three steps:

1.- Ground floor: Innovation capacities analysis based on traditional innovation and research infrastructure models

2.- Beyond the structure: *superstructure*, meta-processes in the innovation process

Level 1: Research & Innovation direction

Level 2: Development & Innovation management

Level 3: Innovation & Innovation doing

3.- Underneath the structure: *infrastructure*, inner and cellular processes, and their interaction for catalyzing innovation results

Level 1: Research & Innovation direction

Level 2: Development & Innovation management

Level 3: Innovation & Innovation doing

Innovation implementation risk analysis and identification of limitations based on the *enterprise-technical centered model*, the *project centered innovation* and *research oriented innovation*. Is there true added value collaboration towards innovation in addition to that of personal relationship?

Starting up with "Making up success stories": a short term view for long term strategic failure.

Innovation obsolescence:

- how long does an innovation process operates effectively and how to assess it;
- how do research infrastructure facilities and decision making structures constrain the potential to innovate;
- identification of innovation obsolescence parameters, how to use them and why is it required to extend their use

It is suggested a sequence of *exploration* – *investigation* – *action* where participants will focus and analyze the setting up of innovation structures and functions on the regional level until connection within a European frame:

Region > Country > EU Region > EUROPE