

Creating new innovation policy tools through pilot actions

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INNOVATION MARATHON 2010
Creating regional innovation policy
Good Practices of SCINNOPOLI partners and experiences of Polish regions

SCINNOPOLI Interim Conference in Collaboration with the Marshal's Office of Wielkopolska
16th November 2010, Poznan International Fair



Agenda

- Facts & figures of Lower Austria
- CIP RIS NÖ and PDCA Cycle
- Pilot actions in monitoring and innovation support
 - RIS NÖ Questionnaire Survey
 - In-process monitoring and ex-post evaluation
 - Funding Program "NÖ Innovation Assistant"
 - Technopol Program
 - Impact profiles and NÖ BSC approach



Niederösterreich – facts and figures

area:	19.178 km ²
population:	1,55 Mio.
Person employed 2009	558.000 - 1,6 %
unemployment rate 2010:	5,9 %
economic growth 2009:	- 3 %
Forecast 2010	+ 2,1%
start-ups 2009:	5.800
Export rate:	40%
Gross Domestic Product (GDP) in bn 2007	€ 42,3
Contribution to Austrian's GDP	15,6%

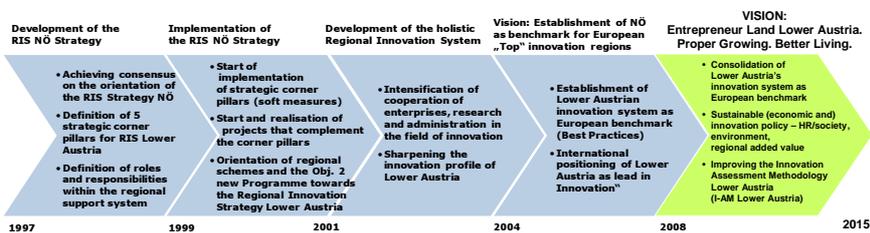


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CIP RIS NÖ: Continuous Improvement Process of the Regional Innovation System Lower Austria NÖ

Was initiated by the Regional Government of Lower Austria in 1997 with the development of the Regional Innovation Strategy

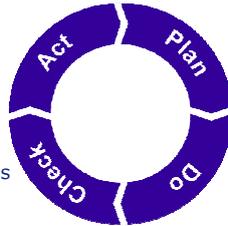


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Basis for CIP RIS NÖ: Need and action oriented approach following the PDCA cycle

- ▶ Mainstream of tools/ funding schemes
- ▶ Standardisation and continuous improvement
- ▶ **Verification/Evaluation** of results of the pilot actions
- ▶ No / Go decision with adjustments, if required



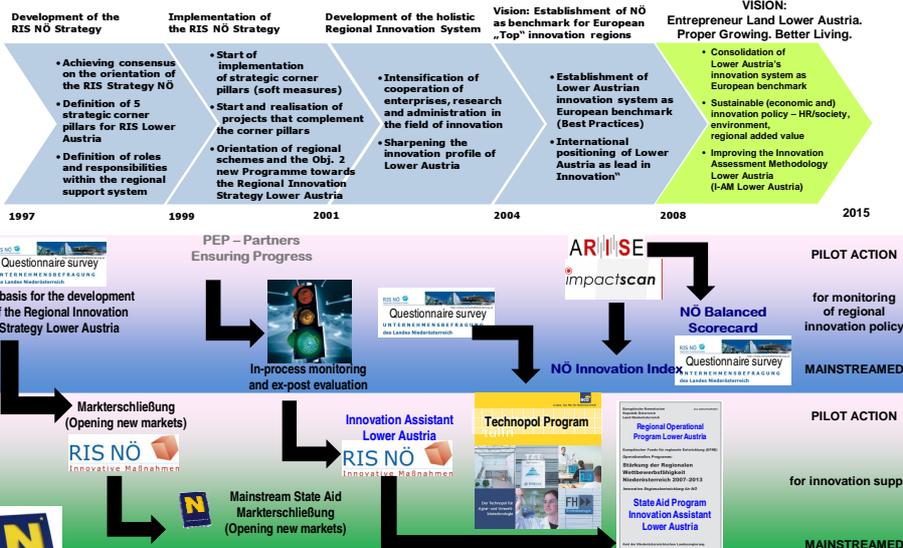
- ▶ **Monitoring** and Analyses of current situation
- ▶ Development of strategies and tools
- ▶ Testing of strategy and tools with
- ▶ Pilot actions with clear responsibilities



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Examples of pilot actions for monitoring and innovation support



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RIS NÖ Questionnaire Survey

Point of departure: Developing the Regional Innovation Strategy Lower Austria (1997 – 1999)

Purpose of the large scale questionnaire survey: fundamental and objective knowledge about

- Priorities of regional firms regarding their R&D / innovation activities
- Needs of regional companies regarding external support for R&D/innovation activities
- Companies' perception of the Innovation Support System of Lower Austria
- Usage of offered innovation services

Results of first survey

- Very valuable findings for strategy development and implementation of single tools

Follow-up

- Regular large scale questionnaire surveys every approx. 5 years

Questionnaire survey
 UNTERNEHMENSBEFRAGUNG
 des Landes Niederösterreich

as basis for the development
 of the Regional Innovation
 Strategy Lower Austria

Questionnaire survey
 UNTERNEHMENSBEFRAGUNG
 des Landes Niederösterreich

Questionnaire survey
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PILOT ACTION

for monitoring
 of regional
 innovation policy

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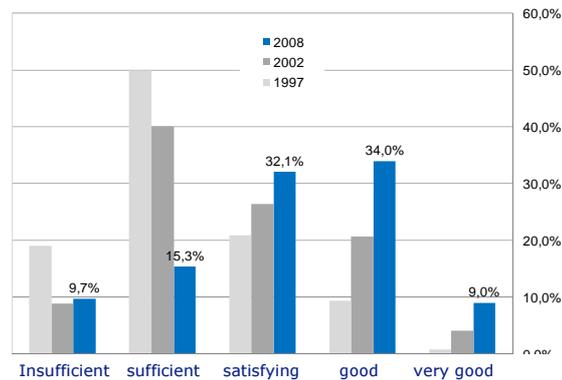


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RIS NÖ Questionnaire Survey – Results Transparency of offered innovation services

Questionnaire survey
 UNTERNEHMENSBEFRAGUNG
 des Landes Niederösterreich

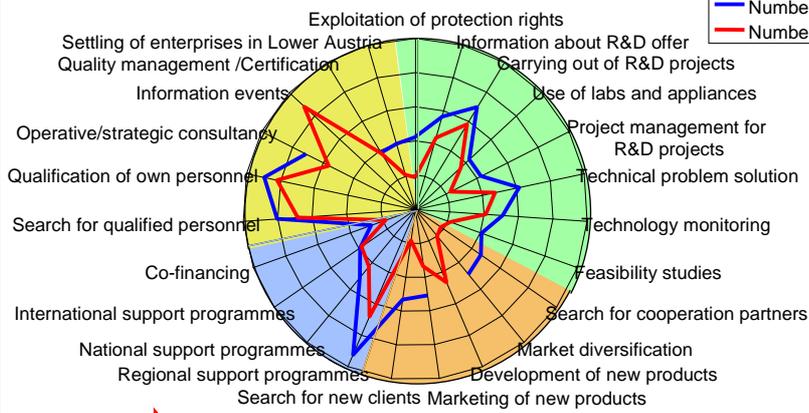


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**RIS NÖ Questionnaire Survey - Results:
Utilisation of services 1997 - 2002**

RIS NÖ
Questionnaire survey
UNTERNEHMENSFRAGUNG
des Landes Niederösterreich



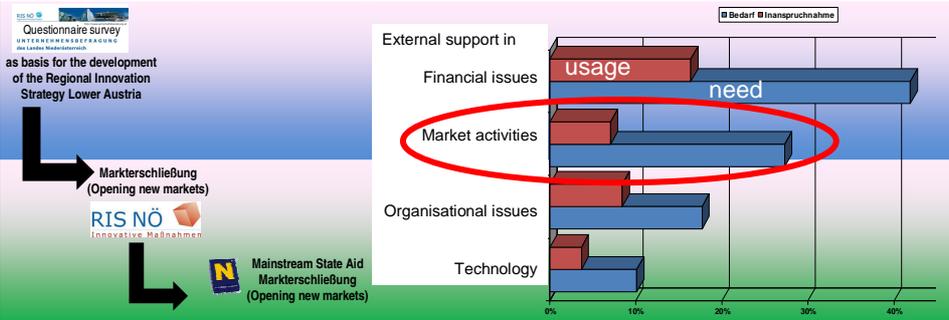
Increased utilisation of services strengthens the importance of technology and service providers

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Funding scheme "Opening new markets"

- Point of departure: results of RIS NÖ questionnaire survey (1997)
- Pilot action already during the development of the Regional Innovation Strategy
 - Support in form of loan was not successful
- Amendment of the concept and mainstreaming the funding scheme (since 2000)
 - Grant of 50% of total eligible costs for external support for market analyses and feasibility studies



as basis for the development of the Regional Innovation Strategy Lower Austria



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In-process monitoring and ex-post evaluation

Point of departure: PEP – partners Ensuring Progress (1998 – 2001)

Purpose of PEP:

- exchange results of development of regional innovation strategies
- implement measures to improve the regional innovation support



Results of PEP:

- Structured methodology for in-process monitoring and ex-post evaluation with indicators and responsibilities
- Testing for R&E scheme and verification

Follow-up in Lower Austria

- Methodology now standard for monitoring of innovation relevant state aid scheme

PEP – Partners
Ensuring Progress



In-process monitoring
and ex-post evaluation

PILOT ACTION

for monitoring
of regional
innovation policy

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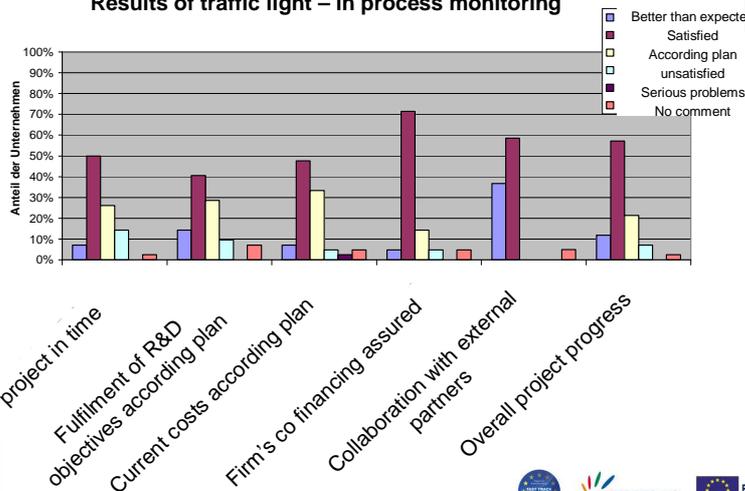
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Funding scheme "R&D / Innovation": in-process monitoring



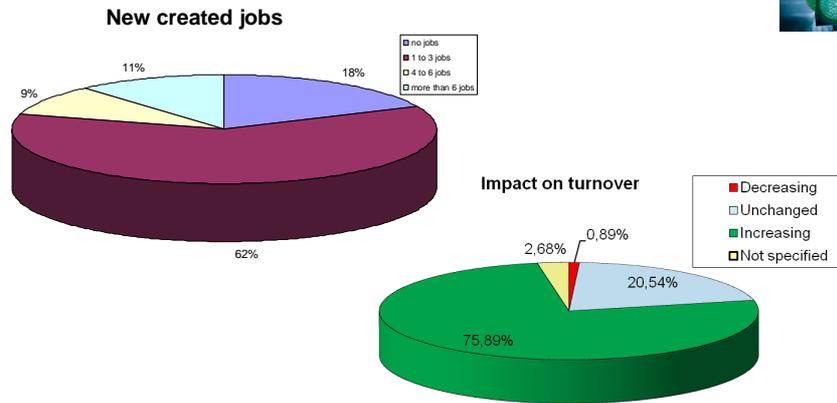
Results of traffic light – in process monitoring



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Funding scheme "R&D / Innovation": ex-post evaluation



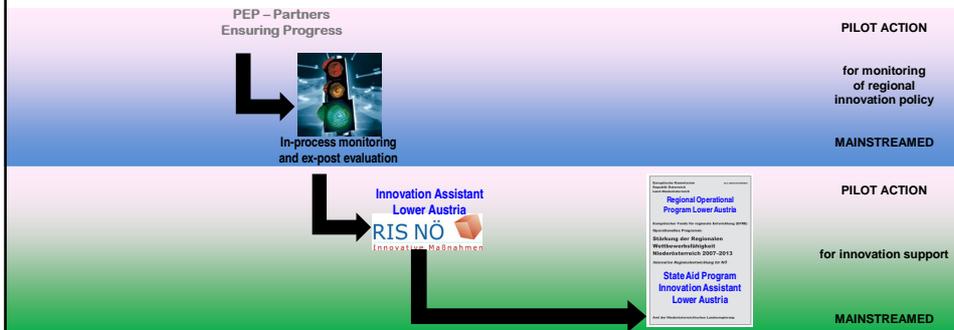
Funding Program "NÖ Innovation Assistant"

Point of departure: Results of the monitoring of funded R&D projects

- Missing personal resources in SMEs for carrying out own R&D and innovation projects
- Weak soft skills in SMEs (e.g. project management, communication)

Follow-up:

- See next page



NÖ Innovation Assistant – history

- 2002 - 2004 Pilot Action within the Regional Program of Innovative Actions (RPIA) Lower Austria
- 2004 Standard funding scheme, managed by the department of economy and technology of the Lower Austrian Government
- July 2004 Mainstream Obj. 2 program of Lower Austria
- Since 2007 Part of the Regional Operational Program (ROP) Lower Austria
- 2008 NÖ Innovation Assistant awarded as RegioStar
- 2008 – 2010 most popular Good Practice within the ERIK ACTION



Upgrading the Innovation Capacity of Existing Firms
- 2010 INTERREG IVC Capitalisation project
- 2010 Adaptation of the regulations for NÖ Innovation Assistant based on feedback from beneficiaries and large scale RIS NÖ questionnaire survey 2008



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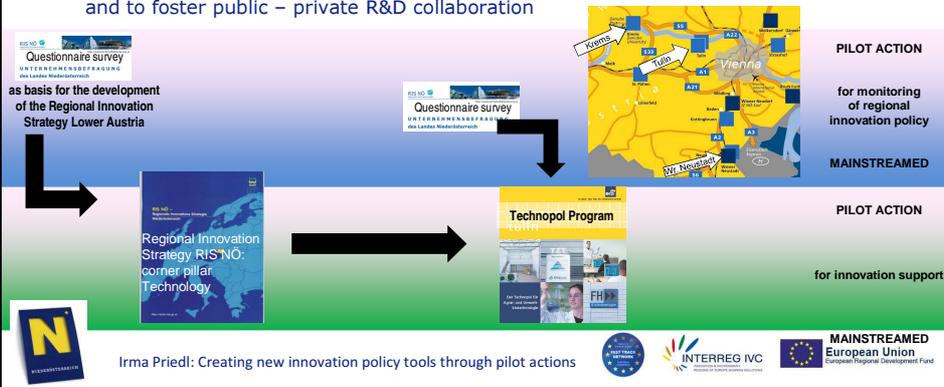
Technopol Program

Point of departure: findings of RIS NÖ questionnaires surveys 1997 and 2002

- Public R&D and Higher Education Institutions were of low relevance for the innovation activities of Lower Austrian firms
- Firms had low transparency of offered services
- Firms were afraid of collaboration with external R&D partners

Follow-up:

- Starting the Technopol Program in 2004 to develop key technologies in Lower Austria and to foster public – private R&D collaboration



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Technopol Program - Objectives

- Building bridges between economy and university research
- Strengthening technology transfer
- Increasing demand of regional companies
- Strengthening applied research in Lower Austria
- Fostering the economical exploitation of R&D results in Lower Austria
- Creation of added value at the Technopol locations and in the province
- Creation of new jobs with Start ups and Spin offs
- Image development of the region Lower Austria as a technology location.



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Technopol locations and their focus

Krems: „medical biotechnology“ with focus „regenerative medicine“ e.g. extra corporal blood-purification, tissue engineering, cell therapy and future building (low energy house)

Infrastructure: 8.000m², thereof BTZ: 3.500m²
 112 high tech jobs

Tulln: Agro- and environmental biotechnology with focus on plant- and animal-production, (bio)-analytics, natural materials technology, environmental biotech

Infrastructure: (TZ): 2.700m²
 220 high tech jobs

Wiener Neustadt: „Modern industrial technologies“ like surface technologies, centre of competence for electrochemistry and tribology, micro-system technology, integrated sensor systems, medical applications, injection moulding technology

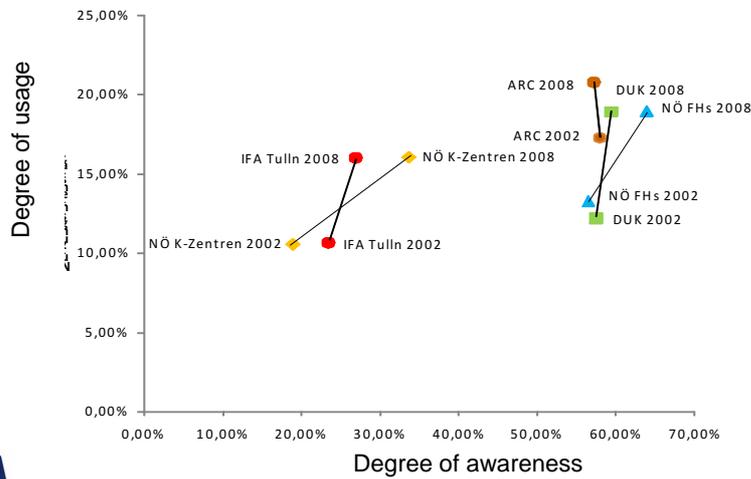
Infrastructure: (TZ): 13.000m²
 996 high tech jobs, of these in r&d: 348



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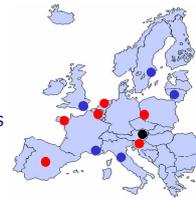
Improvement of role of public R&D for regional firms (source: RIS NÖ questionnaire survey 2008)



Roots of NÖ Balanced Scorecard Approach

Point of departure: ARISE and IMPACTSCAN – European Projects dealing with impact assessment of regional innovation policy (both 2005 – 2008)

- Inter-regional benchmark of partners' Regional Innovation Systems
 - Regional context (based on STRINNOP approach)
 - (regional – total) budget for innovation policy (input indicator)
 - Impact of service types on firms (output indicators)
 - Tool for Inter-regional benchmark



www.impactscan.net

Pilot action in Lower Austria on impact profiles of individual innovation support services

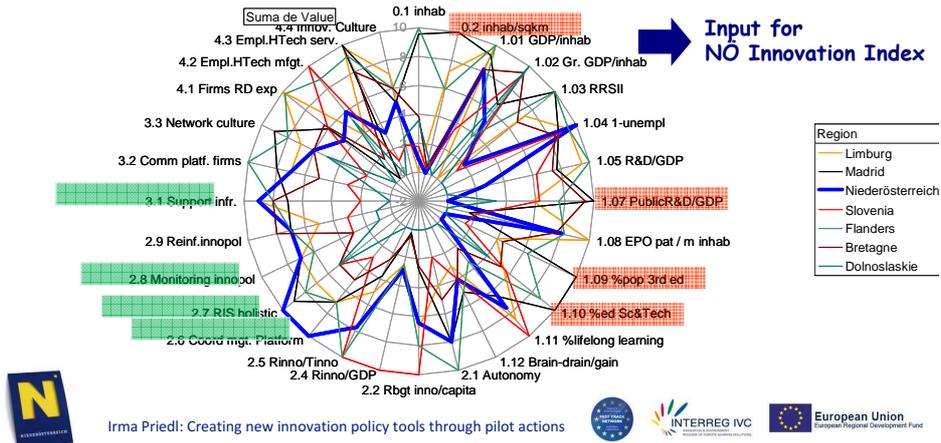


Regional context setting with benchmarking



Strong position of Lower Austria in regional innovation policy

Weak public R&D in inter-regional comparison

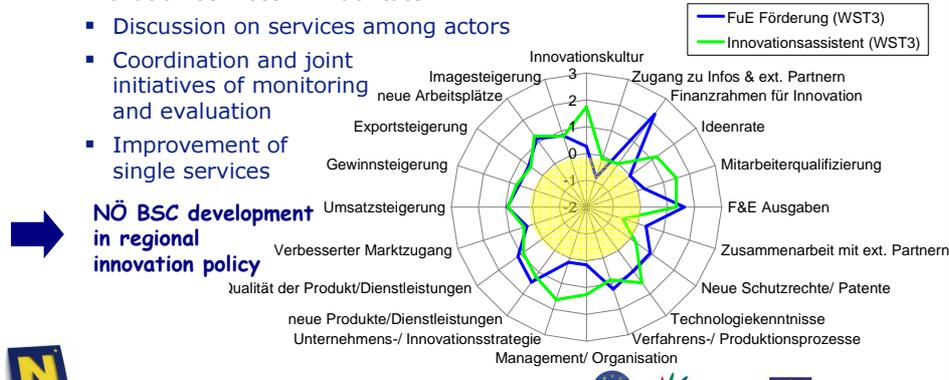


Comparison of impact profiles of individual services



- Intensive support from NÖ actors for data gathering
- Intensive discussion about impact profiles among actors
- New insights for service providers
- Broad consensus of all actors that some comparability of all offered innovation services will facilitate
 - Discussion on services among actors
 - Coordination and joint initiatives of monitoring and evaluation
 - Improvement of single services

NÖ BSC development in regional innovation policy



Scorecard Cockpit for programs and tools – substituting the report

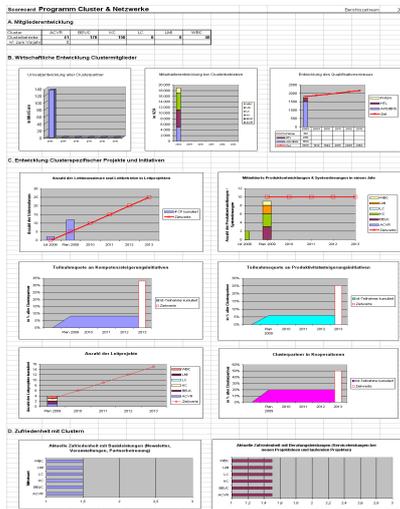
Strategic indicators on one page

Graphical visualization of the main targets

Annual update with actual values and planned values for the next year

Indicators, which can be determined by simple counting will be entered directly by the cluster managers

Indicators which are based on feedback from the cluster partners will be centrally collected once a year.



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Thank you for your attention

Any Questions ?

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