

IIT Deliverable

5.2 Toolkit Introductory Workshops Report



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Abstract
The deliverable reports on the activities and outcomes related to discussing the results of the IIT project (Industrial Innovation in Transition) with external stakeholders interested in linking up with the IIT project results or replicating the study in further countries.

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1 Introduction

Industrial innovation practices are changing continuously: many companies use open innovation, the product development has become faster and more flexible, social media offer new opportunities and establishing innovation co-operations as part of complex innovation ecosystems becomes more and more important. The European Horizon 2020 project “Industrial Innovation in Transition” (www.iit-project.eu) aims to provide a realistic and practice-based understanding of current industrial innovation practices in Europe with specific attention for the role of innovation ecosystems, in order to identify current challenges and good practices for companies, and to assess the appropriateness of European and national innovation policies from a practice-based perspective. The international project consortium – consisting of Aalto University/Finland, Joanneum Research/Austria, University of Manchester/United Kingdom, University of Twente/Netherlands and Zabala Innovation Consulting/Spain – received support not only from the European Commission but also from several, large company associations, such as the European Round Table of Industrialists, Digitaleurope, Food Drink Europe and Orgalime.

The project consortium has conducted an extensive survey covering almost 700 innovative European companies based on in-depth semi-structured interviews with high level managers (mostly CTOs, CEOs, R&D managers), accompanied by a number of cases studies and a web survey. In parallel, the innovation policy portfolio of the studied countries has been analysed and assessed.

The IIT project covered a heterogeneous set of eleven European countries including innovation leaders, followers and moderate innovators and exhibiting quite diverse economic conditions and political frameworks. From its conception, the project aims at broadening further the scope of the dataset to include companies worldwide that are likely to have developed partly similar, partly diverging practices and operate in specific institutional and cultural environments. Therefore, the project has developed a *toolkit* – a report which explains in detail how the study has been conducted, in order to allow the replication of the study (Dale-Clough et al. 2017).¹ Furthermore, the database including the coded and anonymized data of the interview survey is made publicly available and additional data can be added, provided this is indeed produced following the IIT approach. Throughout the project several occasions, events and workshops took place, in which the project, its approach and results were presented and discussed with interested stakeholders representing countries and agencies external to the project considering to link up with our study, either by replicating it or by linking its results with findings of their own.

This report provides a short overview of these events and their outcome at the time of writing. We expect follow-up activities to continue beyond the duration of the project.

¹ Dale-Clough et al. (2017). Toolkit for National Level Stocktaking of Local Companies’ Innovation Practices and Corresponding Innovation Policy Measures (IIT Deliverable 5.3)



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2 Workshops and events presenting the IIT approach

2.1 Overview of events

Throughout the project the approach and emerging results of the IIT project were presented and discussed with external stakeholders who took an interest in the results and the possibility to link up with or replicate the study. Occasions ranged from informal discussions to dedicated workshops.

Sweden

Dr. Sampo Tukiainen was invited to the Bergforskdagarna in Luleå, Sweden in May 2017 to present the IIT research and its main findings. Bergforskdagarna is the annual conference for the research foundation Bergforsk and the Swedish innovation program for Swedish mining and metal producing industry, SIP STRIM. The mining and metal producing industry is going through a major transformation globally due to digitalization, robotization, big data, and open innovation. The possibilities to utilize the IIT findings regarding this industry and its development in Sweden were discussed and interest was voiced to have a similar study carried out in Sweden.

Norway

The IIT results were also discussed with the representatives of the Norwegian Research Council in April 2017 in Oslo. The council representatives were interested to continue the dialogue about Norwegian participation in the project in the fall. Here again IIT team contribution was considered relevant.

European Parliament

Prof Ormala had had an opportunity to discuss the IIT project findings in June 2017 with Members of the European Parliament and the representatives of the European Commission. Both parties expressed their interest to utilize the IIT project findings in the design of the next RTD Framework Program. These discussions will continue in the autumn.

OECD

The OECD will organize a major event in December 2017 in Paris. The IIT project findings will be presented there and all the OECD countries will then be invited to participate in the IIT follow up projects.

Australia

In March 2017 the IIT project results and possible follow-up activities were extensively discussed during a national seminar series on innovation initiated by Australian industry (for more detail see next section).

Brazil

Wolfgang Polt presented the main approach, research questions and preliminary results of the project to an audience of some 50-60 people from academia, policy and funding institutions in Sao Paulo, Brazil. The workshop dealt with Entrepreneurship and the Geography of Innovation. [<http://www.ige.unicamp.br/spec/events-july-2017/entrepreneurship-and-the-geography-of-innovation-july-6-7-fapesp-sao-paulo/>]. The presentation attracted interest from a number of participants, voicing their interest in future collaboration and possible carrying out similar studies in their national or Regional Innovation systems.

2.2 Example of a workshop

To create a better picture of the type of interactions which took place, we describe in more detail the contribution of project coordinator Erkki Ormala to the Australian workshop series.

Australian industry has created with the help of government a new instrument to promote the reform of Australian industry sectors. Six new growth centers are designing roadmaps to promote the competitiveness of Australian industry. One of these growth centers METS Ignited <https://www.metsignited.org/> organized a thought leadership national seminar series on innovation. Erkki Ormala was invited to give keynote presentation on the findings of the European IIT project, to participate in the panel discussion and then to discuss in a joint lunch with the key stakeholders in each of these events.

The national seminars were held 13-18 March 2017 in Brisbane, Sydney, Melbourne, Adelaide and Perth. About 120-150 people participated in each event representing industry, academia and government. The events were well organized to give a comprehensive view on innovation facilitators and barriers that industry is facing to today. The IIT team gave in advance preliminary answers to the key questions presented by the organizers. The team also prepared a short video to give the idea of the content and key findings. All this material was distributed in advance to all participants in the events. The presentations were also distributed in advance and panel members met before the discussions and agreed the themes to be covered in the panel discussion.



In the joint lunch meetings some relevant topic was selected in advance and one of the participants introduced the topic then Erkki Ormala gave his comments. The issues covered in the lunch events included among others public/private partnerships, Venture capital, skill shortage, ecosystem game and open innovation. The organizers establishes a website

https://www.metsignited.org/Category?Action=View&Category_id=139, which included the materials of the events as well as the key conclusions about the discussions. The Australian industry is going through a profound transition due to a variety of factors e.g. competition from China, climate change and digitalization. The collaboration culture between companies and with public research is not sufficiently developed. Now the new reform roadmaps will be based on ecosystem concept, open innovation and reformed practices of public/private partnerships. The new approach will also involve more extensive collaboration with other countries. Canada and Nordic countries were mentioned as examples.

The Australian experience was most encouraging. The extensive participation from private and public sectors provided participants an opportunity to have a true dialogue about the current challenges and barriers Australian industry and economy is facing. The IIT project results will now be used to build a roadmap to reform the industry. The dialogue has continued after the seminar series and the IIT team will support the process further.

There were also discussions to launch an IIT study in Australia using the methodologies and data generated by the IIT project. Prof Ormala agreed with the leadership of CSIRO, the leading public R&D institute in Australia, that CSIRO would take the lead in this exercise in Australia.

2.3 Testing of the toolkit

As there was not yet the demand for a workshop explaining and discussing the details of the empirical set-up of the IIT project as presented in the toolkit (WP 5.1), nor has the study been replicated so far, we tested the usability of the toolkit by inviting comments from external stakeholders (representatives of OECD, Norwegian Research Council, CSIRO).

3 Outlook

Clearly, the process of linking results of the IIT project with experiences beyond the scope of our study, will continue beyond the project duration, as indicated by the envisaged follow-up activities mentioned above. Members of the consortium have indicated their willingness to further present results and also to support interested parties in learning about the details of the empirical approach of the study. In particular, if one or several of the above mentioned parties would decide for a replication of a study, more detailed information and instructions in an interactive setting may be necessary, accompanying the toolkit. Consultation on these issues would then be arranged in agreement with the interested party.