



University-industry collaboration for the digital and green twin transitions

Interreg Europe Policy Learning Platform – Follow-up Article

Matchmaking session, Wednesday 19 October 2022, 10:00-12:00 (CET)

Location: CEITEC, Brno, Czech Republic

Policy Challenge:

- how to promote university-industry collaboration for the digital and green twin transitions?

Objective of the online matchmaking

The host region wanted to gain insights and get inspired from good practices on how to promote university-industry collaboration for the digital and green twin transitions? The policy challenges were outlined in a note prepared by the Central Transdanubian Regional Innovation Agency.

Participants:

Host region: Central Transdanubian Regional Innovation Agency

- **Dr. Ákos Szépvölgyi**, Central Transdanubian Regional Innovation Agency, Managing Director
- **Dávid Bereczkei**, ELI-HU Nonprofit Ltd., Project manager
- **Zoltán Haász**, South Transdanubian Regional Innovation Agency, Managing Director
- **Zsolt Pálmai**, South Transdanubian Regional Innovation Agency, Deputy Director
- **László Sitányi**, Blue Planet Foundation, COO



Peers:

- **Charlotte Lorentz Hjorth**, Lund University Cooperation Office – KIC partnerships, Sweden.
- **Karin Nygård Skalman**, Mid-Sweden University, Sweden.
- **Luc Hulsman**, SNN – Northern Netherlands Alliance, the Netherlands.
- **Zdeněk Hušek**, Ústí Region, Czech Republic.

Observers :

- **Christine Chang**, Helsinki-Uusima Regional Council, Finland.
- **Dmitri Domanski**, Business Metropole Ruhr, Germany.
- **Gergana Kaloyanova**, Regional Administration Pazardzhik, Bulgaria
- **Lyubov Trankova**, Regional Administration Pazardzhik, Bulgaria.
- **Pawel Lejman**, GAPR, Poland.

Moderators

- **Marc Pattinson**, Policy Learning Platform, m.pattinson@policylearning.eu
- **Arnault Morisson**, Policy Learning Platform, a.morisson@policylearning.eu

Interreg Europe good practices to foster university-industry collaboration for the digital and green twin transitions

The peers and moderators discussed good practices coming from Interreg Europe projects (see also the [Interreg Europe good practice database](#)), namely:

The **Tampere Region OIPs (MARIE)** is a programme to support the creation of platforms to foster an open and inclusive culture of innovation in Finland. It funds platforms that encourage co-creation through a bottom-up process among different actors—companies-students, companies-universities, and triple helix stakeholders. The **OECD** has selected the case of **Tampere Region OIPs** to illustrate that open innovation platforms aim “to engage a much broader knowledge base for innovation activities while offering the “city as a living lab” and user-oriented open innovation services for the use of firms and other actors (clients)”. As an example of a platform promoted in **Tampere Region OIPs**, **Demola connects leading companies and students through innovation challenges**, and it has contributed to the creation of 135 new jobs, connecting 180 companies and more than 500 people involved in projects.

The programme **Primas Proof of Concept (S3CHEM)** is a public-private initiative to support research groups in developing proof of concepts in Asturias, Spain. Proof of concepts correspond to the Technology Readiness Level (TRL) 3, where first laboratory testing is conducted and require close collaboration between research and industry. Each edition of the programme is co-financed by IDEPA (50%) and a large private company (50%) to support proof of concepts in specific RIS3 priorities. The programme facilitates university-industry collaboration in the early stage of the TRL. The programme fosters multi-actor collaboration with the objective to find research solutions to regional industrial R&D challenges.



Key Insights shared during the online matchmaking

The peers shared insights on to promote university-industry collaboration for the digital and green twin transitions:

- **Find the change agents and local champions.** Being an anchor institution, the university can play an important role to rally different stakeholders together along its third mission. Find the change agents within the faculty to co-create programs to respond to local challenges. Local place-based challenges can be a driver to bring stakeholders together, for instance students with private companies (see [Demola](#)).
- **Business needs are important.** It is important to visualise/map the existing services, infrastructures, and the actors (innovative SMEs and larger companies) in the regional innovation ecosystem to align interests and to build the basis of shared leadership. Actors and organisations must trust each other and need to see their benefits to participate in shared leadership and common goals.
- **Innovation Vouchers are agile and flexible policy tools to target SMEs and universities.** They are small lines of credit (usually ranging from €2000 to €20,000) provided by regional or national governments to Small- and Medium-sized Enterprises (SMEs) to purchase services from knowledge providers such as universities, research centres, or consulting firms with a view to introducing new products, processes, or services in their business operation.
- **Open innovation challenges, hackathons, and inducement prizes** can be used to connect actors and to respond to place-based societal challenges. The main recommendation with these policy tools is to “start small with a pilot” and to learn by doing. **Pre-commercial procurement (PCP)** can then be used as follow-up from those policy tools to deliver proof-of-concepts or prototypes.

Additional Sources of further information

- Have a look at good practices from Interreg Europe project [INNOHEIS](#)
- Interreg Europe policy brief on [Open, Social, and Responsible Innovation](#)
- Interreg Europe policy brief on [Clusters: Driving the Green and Digital Twin Transition](#)
- Interreg Europe policy brief on [University-Industry Collaboration](#)
- Interreg Europe policy brief on [Innovation Networks](#)
- Interreg Europe article on [Innovation Vouchers](#)
- Interreg Europe article on [Operationalising the Concept of Open Innovation with Open Innovation Platforms](#)

ADDITIONAL ACTIONS

Note circulation: All attendees.