



Research and Innovation Strategies for Smart Specialisation

Achieving ambitions through innovation:

# a RIS3 approach





### RIS3 - Why?

The Northern Netherlands wants to actively contribute to the achievement of European ambitions. We are doing this by pursuing the objectives of the Europe 2020 agenda of smart, sustainable and inclusive growth at a regional level. Alignment with the Europe 2020 strategy is also a condition of eligibility for EU funding. So one of the strategies currently being implemented in the Northern Netherlands is 'smart specialisation'. The *Research and Innovation Strategies for Smart Specialisation (RIS3)* approach advocated by the European Commission is a strategy and method that supports the conducting of research, the creation of innovation and the stimulation of enterprise.

The aim is to create jobs and to contribute to the resolution of social challenges. In other words, innovation that delivers social and economic benefits is top of the list. We are not attempting to tackle everything. To achieve the best possible results, we need to devote our financial resources and efforts to sectors that will drive economic growth in the Northern Netherlands. And we also need to focus on our strengths. We have to be smart about the way that we specialise. Four social challenges in the Northern Netherlands have

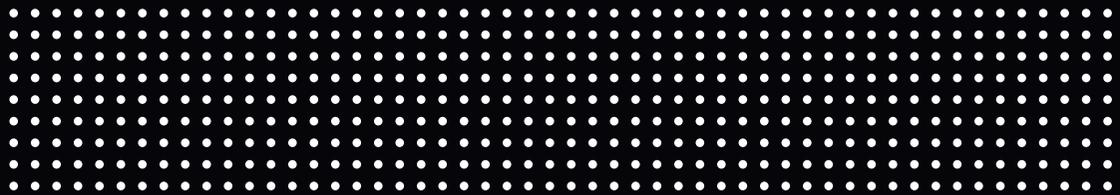


been adopted as our starting point: good health, healthy food, clean water and sustainable energy consumption. These social challenges all call for innovative solutions. And we aim to use the knowledge and dynamics that exist in the region to address these challenges. To do this we need your help. Everyone can contribute!

### **RIS3 - What does it involve?**

Smart specialisation is not about selecting a winner from frontier sectors or technologies. A basic standard is established. The principal aim of the strategy is to find innovative solutions to social challenges through cross-pollination between and within sectors and technologies and through the application of these solutions in society. Besides the social benefits, economic relevance is also important. The innovations we develop must convert knowledge into capital by being brought to market. The solutions must work and they must also have export potential. The region itself will serve as a testing ground in this respect. It will be a living lab. As well as producing new knowledge, we will also utilise existing knowledge and dynamics. It will be a joint effort. We will embark on this together with the businesses, knowledge institutes and inhabitants of the Northern Netherlands. The culture of cooperation that has always prevailed in the Northern

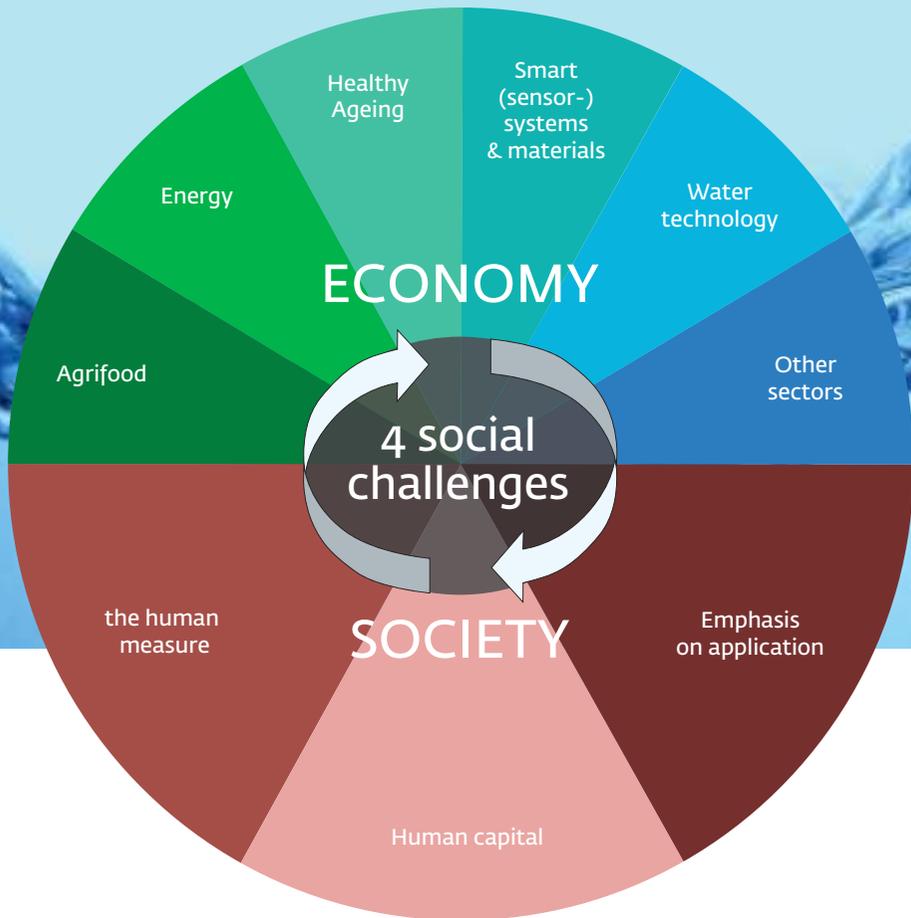




Netherlands is a key asset that will enable us to collaborate on the development of practical innovations. The aim is to advance the role played by the Northern Netherlands as a development environment where users and producers work together to create innovations. Individual sectors and innovations cannot provide solutions to social challenges. It is now increasingly necessary for sectors and organisations to join forces to deliver innovative solutions. Hence 'cross-over' initiatives that transcend the boundaries between sectors are a focal point of the RIS3 approach in the Northern Netherlands.

### **RIS3 – What are we already doing?**

The Northern Netherlands is already demonstrating that the region is fully equipped to effectively implement RIS3. In fact, we are already pursuing this approach on several fronts. And we can point to several examples that illustrate our efforts. The innovations being developed in the region address social challenges and then seek practical solutions. Rather than operating in isolation, parties seek to collaborate with partners outside their own sector during the development process and when testing innovations in practice. The innovations focus on results and generate employment and export growth.



### RIS3 – Where do we stand?

RIS3 requires an integrated regional approach. We want to pursue this approach together with you. Innovation is born out of creativity that successfully identifies and exploits new opportunities. The focus can be on economic development, or on the achievement of social, cultural and ecological goals. This requires input not only from the business sector but also from other organisations in the healthcare, education and research sectors among others.

An Implementation Agenda for the North that sets out specific goals to be achieved between 2014 and 2020 is now being drawn up by government agencies, the corporate sector, knowledge institutes, unions and employers. We will keep you informed!



### Main features of projects

Examples of projects in the Northern Netherlands

- Innovations that address social challenges
- Living labs: immediate environment serves as a testing ground
- Cross-overs: combinations of knowledge and clusters
- Involvement of businesses, knowledge institutes, government agencies and society
- Social and economic benefits (practical solutions and job creation)

Smart Dairy Farming

This project helps dairy farmers increase the scale of their operation while meeting social demand for improved animal welfare. Friesland Campina, Agrifirm and Coöperatie Rundveeverbetering are working on the project together with numerous companies in the SME sector

Green Energy for LOFAR

The use of sustainable energy sources to power the LOFAR radio telescope. Astron and IBM are both playing an important role in the project.

Quantified Self Institute

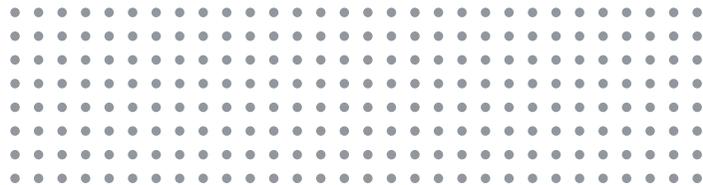
The promotion of a healthy lifestyle through a combination of technology, science and fun. Hanze University of Applied Sciences, the University of Groningen and the University Medical Center Groningen (UMCG) are working on the project together with numerous businesses and other hospitals, such as the Nij Smellinghe hospital in Drachten and the Martini Hospital in Groningen.

Ijkkas

The Ijkkas project combines horticulture, sensor technology and water technology. Parties working on the project include Stichting Tuinbouw Emmen, LTO Noord Glaskracht, BCK, TNO-ICT, Wetsus, CEW and Syntens.

WaterSchoon

Creation of a sustainable and innovative sanitation system in a residential area. Parties working on the project include DeSaH, Stowa, Wetterskip Fryslân and De Wieren.



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