Innovation and Tested Methods in Innovation System in ICE Project Countries

Vice president of Latvian Academy of Sciences, President of Latvian Academy of Agricultural and Forestry Sciences, prof. Baiba Rivza
Content

1. ICE goals and tasks
2. Definition of Innovation;
3. Structural changes in the global economy;
4. A new paradigm of thinking;
5. Tested Method in Innovation System and Success Stories.
Within ICE we want to:

- **foster economic growth and competitiveness** of the Baltic Sea region (BSR) through increasing SME's innovation capacity and equality, especially in the sectors of tourism, and cultural and creative businesses.

- utilize the knowledge, **best practices**, from various organizations - social non-profit organizations, public sector and private companies - in terms of increasing SME innovation capacity in female-dominated sectors such as tourism, and cultural and creative industries (TCCI).

- **develop and disseminate methods** around common challenges based on innovation-development in SMEs linked to TCCI.
Best methods and models that foster innovation in all participating countries.

New models and methods for each participating country.
ICE partners

1. The County Administrative Board of Östergötland (Sweden)

2. KTU Regional Science Park (Lithuania)

3. Latvian Academy of Agricultural and Forestry Sciences (Latvia)

4. Innovation Association "Republican Centre for Technology Transfer" (Belarus)

5. 4C Social Economy Center Krzysztof Musiatowicz (Poland)

6. Linköping University - HELIX VINN Excellence Centre (Sweden)
Definition/ conception of the term “innovation”

Innovation is “the implementation in a product or service of new ideas, developments and technologies of a scientific, technical, social or cultural field or other fields”.

Law on Scientific Activity (2005)
Innovations

- **Process innovation** refer to new combinations of production factors allowing cost-saving within the production processes or enable the production of a range of products which substantially differ from those already existing. (Ultrafiltration, high-pressure technology)

- **Product innovation** are new products which from the consumers’ point of view are perceived to be new. Product innovations are not only defined as a new combination of production factors but need to be introduced into the market as well.
Science & Innovation

Science

Knowledge

Commercialization of knowledge

Entrepreneurship

Business

National economy

Innovation

Research

Education
Innovation Process

1. Decision for innovation
2. Screening of ideas
3. Testing and validating of concept
4. Testing of market performances
5. Development of product and process
6. Development of concept and prototype
7. Generation of product idea
8. Introduction to the market

Success!!!
Before the late 18th century
Beginning of the 19th century
Middle of the 20th century
Beginning of the 21st century
Classical theories
Motivational theories
Quantitative theories
Integrated theories
Creative management
Org. creativity

Management theories

Late 19th century - 1930s.
1930s - 40s
1940s - 50s
1950s - 60s
late 20th century
21st century

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“According to the scoreboard report, we need to make greater efforts to improve innovation in Europe with the purpose of moving towards stable and sustainable growth”

European Commission
The new paradigm of thinking

The European Union Innovation Strategy states that “...all forms of innovation need to be supported and that the progressive shift in emphasis of the broad-based innovation strategy from exclusive reliance on ‘technology push’ to more demand- and user-driven innovation must continue.”

*European Union Commission working paper “Design as a driver of user-centered innovation”, (2009) Brussels*
“...it is important to understand how the nature of innovation changes. **Innovation is not only about science and technologies.** Companies can introduce innovations in many other ways. Co-creation, engagement of users, environmental and public challenges drive innovation...” Lene Espersen, Mauri Pekarinen
“Empowering people to innovate relies not only on broad and relevant education, but also on the development of wide-ranging skills that complement formal education;

- The role of SMEs increases;
- Fundamental research creates a basis for future innovations;
- Governments have to invest in the sources of growth: education, research, and infrastructure - cutting back public investment in support of innovation may provide short-term fiscal relief, it will hurt long-term growth” OECD Innovation Strategy, 2010
Tested Methods in Innovation System (1)

**TTO «TEHNOLOGY AND KNOWLEDGE TRANSFER CENTRE» activities**

- Consults researchers and entrepreneurs
- Participation in exhibitions, brokerage events
- Organization of seminars, conferences, meetings, discussions
- Protection of Intellectual property
- Cooperation with Incubators: Zemgales; Vidzemes; Kurzemes.
- Cooperation with: Industry, Jelgava City Council, Jelgava District Council, Zemgale Planning Region, Zemgale Region Human Resource and Competences Development Centre, EEN Latvia

Cooperation with:
- Industry
- Jelgava City Council
- Jelgava District Council
- Zemgale Planning Region
- Zemgale Region Human Resource and Competences Development Centre
- EEN Latvia
Collaboration in Food Technology

RAW MATERIAL SELECTION and RESEARCH

NEW PRODUCT and TECHNOLOGY DEVELOPMENT

ASSESSMENT of RAW MATERIALS and PRODUCTS QUALITY

PACKAGING and ECONOMICS

Milk price EUR per L

Carrot price EUR per kg
Successful examples (innovative products created by women)

High quality, healthy organic baby food (fruit and vegetable purees “Rūdolfs”)

DABBA natural parfumes – floral waters

Cereal mixes GRACI which are rich in nutrients

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MAAMEES 2013, Tartu, Estonia

EAIE 2013, Istanbul, Turkey
Business Incubators

A combination of infrastructure and personnel aimed at aiding new and small enterprises to develop, by supporting them in their early stage of development with infrastructure, day-to-day consultations, and services concerning basic business development issues.

Successful examples (innovative products created by women):

Organic cosmetics.

Ecological and sustainable design baby furniture.

Baby and kids wear.
Tested Methods in Innovation System (3)

• **Measures to Encourage Innovations and Business Start-ups** (the Motivation Programme for innovative entrepreneurship)
  - **Competition “Idea Cup”;**
  - **Mentoring program** for new entrepreneurs;
  - **Innovation platform** DEMOLA Latvia.
  - **Period:** 03.07.2009. – 31.12.2015.
Tested Methods in Innovation System (4)

- Financial support from State owned joint stock company „Latvian Development Finance Institution Altum”

Children furniture
KUKUU (My Place)

Children food Rūdolfs
(Lateko food)

Language centre
Password X
SIA Health centre

Singing school

Folk dress Studio
• Latvian Rural Advisory and Training Centre (LLKC) - the largest and widest rural consultancy enterprise covering the whole territory of Latvia.

• Risk capital - suitable for innovative companies who have problems to attract funding from traditional sources of finance due to the increased risk.

• Lauku ceļotājs (rural tourism association established in 1993)
Tested Methods in Other ICE Project Countries

**Sweden**

- **Vinnova**: Swedish Agency for Innovation System
  - Supports innovation in various sectors.

- **SAERG**: Swedish Agency for Economic and Regional Growth
  - SMEs
  - Women's entrepreneurship
  - Tourism and culture

**Support to women innovators:**

- The gender 'label'
  - Swedish association of inventors
    - Branch and prices for female inventors
  - SAERG
    - Ambassadors for women entrepreneurs

- Making existing innovations visible
  - Also PIMM – project which is implemented in care and health-care in the region Östergötland; the methods used – coaches; gave support for women innovators in public organizations

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Lithuania

• **Art incubators** - indirect support for the artists (in the Tourism, Culture and Creative Industries)

• **Eurochambres Women Network (EWN)** - part of the EU Chamber of Commerce and Industry (for women innovators)

• **"Išmani moteris" ("I-woman")** – virtual community, creating a real business
Lithuania

Methods and models with rent of premises and providing innovation support services

• Business incubators

• Science (and technology) Parks
Methods and models that provide consulting, training and information

- **Business information center (BIC)**
- **Innovation centers (IC)** - a public non profit organization aiming to promote innovation and entrepreneurship, technology transfer from research to business, and development of innovative companies in Lithuania.
- **National innovation and business center (NIBC)** - one of NIBC activities involve the entrepreneurship centre "Start-up space" (the boiling pot for ideas, inventions, young businesses, events and parties).
- **Chamber of commerce industry and crafts (CCIC)**
- **Agency for Science, Innovation and Technology (MITA)** - provides free of charge services for clients from business, science and public sectors, interested in possibilities to develop strong cooperation relations with international partners and get financial support for research and innovation projects.
- **Lithuanian tourism association (LTA)** – offers members FREE 1.5 years training program for improving “Knowledge and skills of the tourism sector executives, managers and service staff”.

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Lithuahania

Methods and models that provide information, consulting and information but are private initiatives

• "Lietuva gali" ("Lithuania can") - TV project – enables high experienced entrepreneurs to share the experience with starting entrepreneurs, who are from the same region or town and are creating businesses in that region.

• "Verslo iniciatyva" ("Business initiative") - non-governmental organization that seeks to promote and develop youth entrepreneurship

• "Verslauk!" ("Do business!") - a largest national business plan contest for people who are 18 – 29 year old, to help them make their business ideas into real successful businesses.

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Poland

National system support:
• Mainly financial support – projects based on grants or on additional financing.

Private initiatives:
• the most common and tested methods:
  – thematic contest
  – creating business environment intuitions (clusters, business incubators, foundation and organization)
  – private companies that operates on the field of EU projects
Poland

CREATIVE INDUSTRIES: Grant Project from EU funds (Innovative Economy Operational Program)

- Multicluster „Miasteczko Multimedialne” (The Multimedia Village) - combines instruments in support of innovative processes like: cluster system, science and Technology Park, the R&D Centre, the incubator of entrepreneurship, venture capital investment fund.

CREATIVE INDUSTRIES: Crowdfunding platform

- Wspieram.to - an innovative platform to promote creative people. Place where everyone can show their projects that previously could not be implemented without the right amount of cash.

CULTURE: Incubation

- Szczeciński INKUbator kultury (Szczecin Incubator for Culture) - activity encompasses the assistance to non-governmental institutions that have only entered into the process of developing civil society.
FEMALE INNOVATORS SUPPORT: Thematic contests

- **Innowacja jest kobietą (Innovation is a woman)** - an annually event aimed at promoting Polish female scientists and researchers that are authoress and co-authoress of technological concept or the implementation of already developed solutions.

- **Twórcy Innowacji (Innovation Creators)** - the competition prize was awarded in three areas - **technological innovation**, **activities in the area of social innovation** and **innovation for sustainable development**.

FEMALE INNOVATORS SUPPORT: Project

- **Lean in Stem – Mentoring programme** - is an action through mentoring, networking and inspiration developed for the promotion of women's careers in science and technology area.
Belarus

- Republican youth contests “100 ideas for Belarus” - grants
- President’s scholarships for young scientists
- Business support centers (state & private) - provide informational services to citizens, willing to start their own business; organize courses and seminars; promote products on the market; train and provide specialists; conduct market research.
- Business Incubators - create conditions for growth and development of small businesses by renting premises, office equipment and other assets; render information services; organize seminars; provide assistance in finding business partners and financial resources.
  – Business Incubator ЗАО «МАП ЗАО»

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Belarus

**SUPPORT FOR CREATIVE BUSINESSES**

- Private business support center “Startup technologies” – financing, mentoring
- Association of Business-Angels “BAVIN” – financing, expertise
- Contests organized by private companies (mainly IT) – financing
- Co-working Centers offer space for creative people - seminars, master-classes

**SUPPORT OF WOMEN INNOVATORS: Thematic events**

- Contests “Best business-woman of a year”
- Contests “Lady Boss”
- Forum of Women-Entrepreneurs
NATIONAL RESEARCH PROGRAMME „ECONOMIC TRANSFORMATION, SMART GROWTH, GOVERNANCE AND LEGAL FRAMEWORK FOR THE STATE AND SOCIETY FOR SUSTAINABLE DEVELOPMENT — A NEW APPROACH TO THE CREATION OF A SUSTAINABLE LEARNING COMMUNITY — EKOSOC — LV”

Programme Manager — Dr.habil.oec. Baiba Rivža
The programme is established to create knowledge base on sustainable development processes of the state and society, and to elaborate a theoretical justification for sustainable development strategies and action policies through diverse scientific research.
The practical aim of the programme is to the elaboration of national economy transformation and development model consistent with the statements of smart specialization.
The ten interdisciplinary projects of the programme in a logical sequence address all the envisaged tasks:

1. Studying the competitiveness of the Latvian companies on external markets and provision of proposals for its strengthening
   Project manager — Dr.habil.oec. Remigis Počs, Riga Technical University
   E-mail: remigis.pocs@rtu.lv

2. The Development of Innovation and Entrepreneurship in Latvia in compliance with the Smart Specialisation Strategy
   Project manager — Dr.oec. Natalja Lāce, Riga Technical University
   E-mail: natalja.lace@rtu.lv

3. Processes of Latvian rural and regional development and possibilities within the framework of economy
   Project manager — Dr.habil.oec. Baiba Rivža, Latvia University of Agriculture
   E-mail: baiba.rivza@llu.lv
4. Renewal of society through reducing the risk of depopulation, through demographic development and strengthening links with the diaspora for the transformation of the Latvian economy
Project manager — Dr.habil.oec. Juris Krūmiņš, University of Latvia
E-mail: juris.krumins@lu.lv

5. Reflecting on values and social agency during social and economic change
Project manager — Dr.sc.inf. Sergejs Kruks, Riga Stradins University
E-mail: sergejs.kruks@rsu.lv

6. Social and political transformations in Latvia in the post-crisis period
Project manager — Dr.sc.pol. Feliciana Rajevska, Institute of Social, Economic and Humanities Research of Vidzeme, University of Applied Sciences
E-mail: feliciana.rajevska@va.lv

7. Involvement of the society in social innovation for providing sustainable development of Latvia
Project managers:
Dr.paed. Karine Oganisjana, Riga Technical University
E-mail: karine.oganisjana@rtu.lv
Dr.oec. Inna Dovladbekova, Riga Stradins University
E-mail: inna.dovladbekova@rsu.lv
8. Cultural environment development, preservation of the nature diversity and urbanization processes within the context of the balanced development of Latvia
Project manager — Dr.sc.pol., Dr. oec. Agita Līviņa, Institute of Social, Economic and Humanities Research of Vidzeme, University of Applied Sciences
E-mail: agita.livina@va.lv

9. Impact of social awareness changes on sustainable provision of ecosystem services
Project manager — Dr.biol. Inese Kokina, Daugavpils University
E-mail: inese.kokina@du.lv

10. Elaboration of a sustainable model for increasing the effectiveness of the legal framework for economic transformation
Project manager — Dr.iur. Ārija Meikališa, University of Latvia
E-mail: arija.meikalisa@lu.lv
Conclusions

• Universities, ALTUM, NGO and women’s clubs in Latvia are very important institutions in the supporting of women in different activities, including entrepreneurship.

• The most popular tested methods for women entrepreneurs, including entrepreneurs innovators (support which is provided by organizations related to women's activities), are mentoring, summer schools and groups of microcredit.
Albert Einstein said:

“The true sign of intelligence is not knowledge but imagination. Imagination is more important than knowledge. Imagination is everything. It is the preview of life’s coming attractions. Logic will get you from A to B. Imagination will take you everywhere. Knowledge is limited, Imagination encircles the world”.
ACKNOWLEDGEMENTS

The paper was supported by the National Research Program 5.2. EKOSOC-LV.

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Thank You!