



**SCOTTISH INNOVATIVE ACTIONS PROGRAMME
FINAL PROJECT LEARNING REPORT**

- The final project learning report should be submitted to SEP Ltd **no later than two months** after the date of completion of the pilot project.
- The information included in this report will be used to assist with evaluating the learning and outputs from the pilot projects supported through the Innovative Actions programme.
- This form is separate to the final grant claim and progress report form, which should be submitted within four months of the completion date of the project.

PROGRAMME	Scottish Innovative Actions Programme 2004-2005
PROJECT TITLE	Action Line Promotion, Project Learning & Dissemination
PROJECT REFERENCE	IA/SEP/ALProm913/AL1/005
ACTION LINE (Please Highlight)	Action Line 1 – The Scottish Innovation System Action Line 2 – Stimulating SME Demand for Innovation Action Line 3 – Knowledge Access & Knowledge Management Action Line 4 – Innovation Marketing & Product Launch

PROJECT APPLICANT

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PROJECT DELIVERY & LEARNING

Describe how the pilot project was actually delivered in practice.
<p>The Steering Group, at its first meeting on 11 May 2004, approved the methods used to publicise the Programme and the Programme Communications Plan (Annex 1).</p> <p>The communication activities for the Programme initially focussed on four target groups:</p> <ol style="list-style-type: none"> The key development partners on the Steering Group and Action Line Development Groups Other targeted public sector intermediaries and networks in Scotland Private sector businesses The European Commission and other regions across the EU Network <p>The main communications and promotional activities fell into distinct phases:</p> <ul style="list-style-type: none"> • Initial targeted awareness-raising on the Programme and opportunities for funding. • Ongoing awareness-raising on the Programme and opportunities for funding. • Publicity activity to promote the findings of the projects coupled with general promotion of innovation to the SME sector.



PROJECT DELIVERY & LEARNING (continued)

Describe how the pilot project was actually delivered in practice.

When the Programme budget was fully committed to projects in 2005, the Communications Activity Plan was reviewed and an updated plan was approved by the Steering Group on 23rd June 2005.

It was proposed that the communications activities for the remainder of the Programme would focus principally on:

- General marketing and communications activity to raise awareness of the importance of innovation and the Programme's role in stimulating new support mechanisms for Scottish SMEs
- Meetings, seminars and events to disseminate the learning gathered from projects funded through the Programme to relevant intermediaries, organisations and SMEs

A range of different media was used to meet the needs of each of the four target groups. Annex 2 contains a detailed list of activities.

Utilising a comprehensive communications and publicity plan, the promotion of SIAP learning and good practice, both internally and externally, was achieved through a website, an event specific website and a variety of other media. Annex 14 contains full detail of the communications activities that took place from Programme inception to publicise the Programme and encourage project applications, through general publicity and awareness raising activities to the Innovating Nation Conference in February 2007 and beyond.

In summary, the early communications plan focussed on informing relevant organisations and ensuring the Programme was widely publicised and the Programme budget was fully committed.

After the Programme budget was fully committed, the publicity activities focussed on information newsletters and presentations to interested groups keeping them informed of progress and project outcomes as they became available. The majority of the projects were completed and outcomes available after November 2006. The focus then was on publicising project outcomes and promoting the importance of innovation in Scotland more generally, through the Innovating Nation Conference in February 2007.

The Innovating Nation conference held in Edinburgh in February 2007 was the largest dissemination event in the whole Programme and is detailed in Annex 2. The conference generated a degree of follow on interest, with two groups committing to continue meeting to discuss two aspects of innovation in Scotland discussed at the event.



Describe the top 3 learning points from delivery of the pilot project.

Regular brief and relevant communication is critical to maintain engagement with project sponsors and the broader innovation community.

There is a broad audience available in Scotland that can engage in discussion about innovation.

Encouraging groups that comprise original thinkers from a variety of backgrounds enriches the discussion and outcomes.

Describe the most successful aspects of the pilot project and why.

The dissemination conference in Edinburgh engaged a broad range of participants and two common interest groups have been meeting since the event.

The programme update newsletter and joint events held for the Programme participants sponsors helped create a "community of interest" focussed on Scottish Innovation that is broader than was present before the Programme.

The communication and joint development group events have created new networks focussed on innovation.

Describe the least successful aspects of the pilot project and how these aspects would be changed in the future.

While national press coverage was achieved for some of the programme project outcomes, the press coverage was disappointing despite the fact that it was completely at the mercy of other national issues prevailing at the time.

Describe the next stage planned for the delivery and rollout of the pilot project.

The Scottish innovative action website will remain operational as a reference point until the end of 2009. All publicity materials. Final learning reports, external evaluation and programme final report will be available on the website.



INNOVATION POLICY

Describe how the learning from the pilot project will be used to influence future innovation policy in Scotland.

N/A

INNOVATION PRACTICE

Describe how the learning from the pilot project will be used to influence future innovation practice and delivery in Scotland.

N/A

COMMUNICATION & DISSEMINATION

Describe how the learning from the pilot project will be communicated and disseminated within your own organisation, to other organisations in Scotland and elsewhere in Europe.

This project was centred on dissemination of programme outcomes.

PRIVATE SECTOR

Describe how the private sector was engaged during delivery and how they have responded to the new approach or mechanism delivered through the pilot project.

The private sector was engaged through sub contracted activities in PR, marketing , event management and ancillary services.

The Edinburgh event attracted a reasonable number of private sector businesses.



OUTPUTS & RESULTS

Describe the main qualitative outputs and results from the pilot project.	
<p>Two web sites were designed and used for both dissemination and event registration and dissemination. Eight one-page case studies were prepared and distributed. A DVD was filmed featuring eight of the projects. An electronic newsletter was published for the final year of the programme.</p>	
Please complete all the quantitative outputs and results relevant to your project in the list below. Please also add any others that are relevant to your project but not listed.	
OUTPUTS	Total
No. of SMEs assisted by the project.	0
No. of new innovative mechanisms and approaches introduced by the project	0
No. of new links made between SMEs and universities / the research base as a result of the project	0
Other	
RESULTS	
No. of new processes developed	
No. of new products developed	
No. of SMEs with active plans ¹ in place to manage and exploit their intellectual assets	
No. of SMEs with active plans in place to develop longer term relationships with universities / the research base	
No. of SMEs with active plans in place to create new markets from their innovation / take their innovation to market	
No. of instances of actual knowledge / technology transfer from universities / research base to SMEs (e.g. spin outs, licence agreements, technical co-operation, etc)	
Other	

¹ Please note that the project applicant will be required to record the number of active plans in place with companies using a method suitable for the project concerned.



ANNEX 1 – PROGRAMME COMMUNICATIONS PLAN



SCOTTISH INNOVATIVE ACTIONS PROGRAMME

REPORT TO THE INNOVATIVE ACTIONS STEERING GROUP MEETING TUESDAY 11 MAY 2004

Purpose of Report: To provide the Steering Group with an overview of the proposed communications activities for the Innovative Actions Programme for 2004.

INTRODUCTION

1. It is proposed that the communications activities for the Programme are initially focused on four target groups:
 - the key development partners on the Steering Group and Action Line Development Groups;
 - other targeted public sector intermediaries and networks in Scotland;
 - private sector businesses;
 - the European Commission and other regions across the EU Network.
2. The communications activities will also fall into two phases:
 - Initial targeted awareness-raising on the Programme and opportunities for funding.
 - Broader awareness-raising on the Programme and opportunities for funding.
3. These phases mirror the two phase application process and the timescale for the Programme. A range of different media will be used to meet the needs of each of the four target groups detailed above.
4. An updated communications plan will be submitted to the Steering Group at its quarterly meetings.

COMMUNICATIONS PLAN

Phase 1 – Initial Targeted Awareness Raising

5. Initial activity will be targeted on the key staff from the organisations represented on the Steering Group and the development groups. This will ensure that this key group of individuals is aware of the overall objectives of the Programme and of the applications process.
6. This activity should provide the main development partnership members with sufficient information to bring forward proposals from within their own



organisations and networks, which they may already have prepared or part developed.

Timescale: March-May

- 7. Much of this activity is currently underway or has already been carried out through meetings between the Innovative Actions programme management team and key development partners in recruiting members for the Steering Group and the 4 Development Groups.*

Timescale: April-July

8. Members of the Steering Group and proposed members of the Development Groups who had not received presentations on the Programme objectives at the outset of the Programme will now be provided with information on the aims and objectives of the Programme. The Programme Management Team will carry out this activity in a series of meetings and seminars.

Timescale: End June

9. Given the interest and commitment which the Innovative Actions Programme has generated at senior level within all of the key development partners, it is proposed to have a formal Ministerial launch of the Programme.

Timescale: Beginning June

10. Innovative Actions will be featured in the June edition of SEP News, which will announce the programme to the full SEP partnership network. Appropriate awareness raising media will also be discussed and agreed with the other Programme Management Executives for the Structural Funds programmes across Scotland to ensure the entire Scottish partnership network is covered.

Timescale: Mid-June

11. Preparatory work has begun in consultation with SEP's IT department to produce an Innovative Actions website. This will provide information and guidance on how to apply to the programme. Project applicants will also be able to access application and claims forms on-line.

Timescale: Early May

12. Given that the Programme will be operating Scotland wide, it is proposed to develop an Innovative Actions brand, which will encompass all publicity material and the website. A brief for design consultants will be developed for this work.

Phase 2 – Further Targeted Awareness-Raising

- 13. This phase will involve the increased promotional activity to raise awareness of the Programme to a more general, but still largely targeted audience. This activity should be on an ongoing basis to ensure that a regular supply of proposals will continue to be submitted within the four Programme action lines.*
14. Given that the scope of the Innovative Actions Programme is to impact on the mechanisms of the Scottish innovation support system, the target market during phase 2 will encompass a broader range of intermediaries, i.e. those who are currently closer to the delivery of innovation and enterprise support services to



SMEs, entrepreneurs and other innovative growth companies. It is proposed to operate a series of awareness raising seminars and creativity workshops across Scotland as the major activity of this phase.

15. It is at the stage that the learning resource from across Europe can best be utilised. This can be fed into the Development Groups to assist them to identify on which areas the next round of proposals should concentrate. Likewise, the results of the initial studies and some of the findings from projects should be available to disseminate through the EU wide Innovative Actions network.
16. Other awareness raising and communications activity during this phase would include the placing of features and articles about the Programme in the press, e.g. in the business pages of the national press, in trade association journals, internal publications and newsletters of the main business development agencies. It is proposed that this activity should be ongoing for the remainder of the Programme.
17. The timescale for all of the actions proposed in phase 2 of the Programme and listed above would be commencing August and ongoing throughout the remainder of the Programme.

Outcomes

18. This proposed communications plan devised for the Innovative Actions Programme during 2004 should result in the following outcomes:
 - the Programme's main objectives communicated to key development partners;
 - agreement of scope for initial studies and projects by the four Development groups;
 - submission of proposals for initial studies and projects for consideration by Appraisal sub-group;
 - approval of funding for first submissions of initial studies and pilot projects;
 - targeted awareness raising to broader range of intermediaries;
 - broadening the scope of funding through the Programme targeted on ideas and projects not covered in phase 1;
 - introduction of learning and wider experience from across the Innovative Actions network;
 - dissemination across EU network of findings from initial studies.

RECOMMENDATION

19. The Steering Group is invited to consider and agree the proposed communications plan for the Innovative Actions Programme during 2004.



Document Preparation and Clearance

	Name	Tel No	Date
Prepared by	Derek Gallaher	0141 572 4422	27 April 2004
Cleared CE	Laurie Russell	0141 572 4402	30 April 2004



ANNEX 2 – PROGRAMME PUBLICITY – ACTIVITY DETAIL

1. The communication activities for the Programme initially focused on four target groups:
 - The key development partners on the Steering Group and Action Line Development Groups.
 - Other targeted public sector intermediaries and networks in Scotland.
 - Private sector businesses.
 - The European Commission and other regions across the EU Network.
2. The main communications and promotional activities fell into distinct phases:
 - Phase 1 - Initial targeted awareness-raising of the Programme and opportunities for funding.
 - Phase 2 - Ongoing awareness-raising of the Programme and opportunities for funding.
 - Phase 3 - Publicity activity to promote pilot project outcomes general promotion of innovation to the SME sector.

Phase 1 – Initial Targeted Awareness Raising

3. The Programme Management Team met with David Gani of the Scottish Funding Council on 30 June 2004 in Edinburgh to discuss ways of engaging the University/Higher Education sector in the programme. This was a very productive meeting with several project ideas being suggested.
4. A number of other meetings were held with the key development partners and other interested organisations to discuss the programme and potential pilot projects.

Phase 2 – Ongoing awareness raising of the Programme and opportunities for funding

Call for projects - Development Group Related Awareness Raising Activity

5. Each of the four development groups held their first meeting during June 2004 and suggested a number of different methods of stimulating project proposals. As planned, this moved the Programme into phase two of its awareness raising activity, whereby a wider range of intermediaries, organisations and relevant bodies are targeted.
6. Two of the four development groups issued targeted calls for proposals:
 - Development Group 2 (SME Demand for Innovation) issued a call for proposals on 8 July 2004 to a targeted mailing list, including LECs, Business Gateways, Universities, FE Colleges, Innovation Centres and other intermediaries working closely with innovating SMEs. A programme of information sessions for potential applicants was set up in conjunction with the other PMEs across Scotland. The two sessions, which went ahead (in Glasgow on 3 August 2005 and in Dunfermline on 4 August 2004) were well



attended. There was no interest for the sessions scheduled for Dumfries or Inverness, which were subsequently cancelled.

- Development Group 3 (Knowledge Access and Knowledge Management) issued two closely targeted calls simultaneously on 17 August 2004, the first directed specifically at the University/HE sector and the second at selected intermediaries and organisations operating in the knowledge access/transfer/management sector.
- Development Group 4 (Innovation Marketing and Product Launch) issued a targeted call for proposals in mid-September immediately following the workshop on 10 September 2004 which was used to define the type of projects to be funded under this action line.

Phase 3 - Publicity activity to promote the findings of the projects coupled with general promotion of innovation to the SME sector

Programme Initiation Activities

7. The Programme was publicised at Strathclyde European Partnership (SEP)'s AGM, which was held on 18 June 2004 at the Tall Ship in Glasgow. The Innovative Actions Programme had a display stand prior to the AGM and information material was available in handout form to interested delegates.
8. The Programme was featured in the July 2004 edition of SEP News (total circulation – 2400) which is sent to all of SEP's partner organisations, all PMEs across Scotland, local councils, around 70 MSPs, MPs and MEPs, the European Commission and to contacts throughout the EU. The July edition contained a full-page feature of the Programme and the text of the article was sent to the other Programme Management Executives (PMEs) across Scotland and a number of other partner organisations for use in their own internal publications and newsletters.
9. The Deputy Minister for Enterprise, Allan Wilson, announced the Scottish Innovative Actions Programme to the press on 1 November 2004. He announced that seven projects had been funded through the Programme to date with a total investment of £1.54 million, of which £0.77 million was ERDF assistance. A press article appeared in The Herald on 2 November 2004.

Programme Website Development

10. During the period May–July 2004 the PMT developed the web-site to inform interested parties about the Programme, current and future events, and provide potential applicants with the information, guidance and necessary forms to make an application to the Programme. The website was developed in close liaison with SEP's in-house IT team and went live on 8 July 2004. The website underwent a major revision and re-launch on 20 May 2005 to accommodate the most up to date project information.
11. The web-site was compliant with all current legislation and the layout and content were developed as the Programme progressed, to reflect the type of projects being funded through the Programme.
12. The web-site has been one of the main promotional mechanisms for the Programme.



www.scottishinnovativeactions.co.uk

Programme Publicity through Publications

13. An article on the Programme featured in the December 2004 edition of SEP News, which was sent to all of SEP's partner organisations. The article provided an update on progress on the Programme, the EU networking activity being undertaken and featured brief overviews of two of the projects funded in the first application round.
14. An article on the Programme featured in the January 2005 edition of SEP News, which is sent to all of SEP partner organisations. The article gave an update on Programme progress, EU networking activity and featured brief overviews of two of the projects funded in the first application round.
15. An article on the Programme featured in the June 2005 edition of SEP News, which is sent to all SEP's partner organisations. This focused on the two-day UK and Ireland Innovative Actions networking event hosted by SEP in June 2005.
16. A short article on the Programme was sent to the South of Scotland European Partnership to feature in its newsletter. The Programme Management Executives for Objective 3, Eastern Scotland and the Highlands and Islands Programmes were contacted and articles written for their newsletters. This helped to broaden awareness on the Programme and projects supported across the Scottish Partnership.
17. There were a number of press releases issued by project sponsors to launch their projects.
 - The Glasgow Caledonian "Developing a Culture of Enterprise in Family Owned Enterprises" project was launched in April at MacDiarmid Park in Perth. The event was attended by the Programme Manager and received press coverage in the local newspaper and the Press & Journal.
 - Glasgow University issued a press release on the launch of its "Easy Deals" project in April. This received press coverage in the Glasgow Evening Times and was carried in a number of e-zines including Technology Ventures Scotland, Connect, Creative Entrepreneurs. It also appeared on the Glasgow University website and in its newsletter which is circulated to journalists.

Newsletter

18. A monthly news update was produced and circulated by e-mail to the Steering and Development Groups, project sponsors and other parties with an interest and/or involvement in the Programme. The main purpose of the news update was adjusted throughout the Programme. Initially the focus was on encouraging readers to submit projects. Once the project budget was fully committed the focus was on disseminating project news and outcomes and encouraging applications to join EU networking activities.

Programme Management Team (PMT) Publicity Activities

19. The Programme Manager attended an EDAS seminar on "New Initiatives in Technology – Are We Being Innovative Enough?" in Edinburgh during February 2005. The Programme was mentioned during the Scottish Executive's



presentation as one of the new initiatives having an effect on the innovation support system and awareness of the Programme was raised with a senior level target group.

20. The Programme was publicised through the Programme Manager holding regular meetings with partner organisations and at several individual project launch events:

- Interface: The Knowledge Connection for Business Launch on 8 March 2006 attended by the Deputy First Minister.
- SoSEP and Hawick Monitoring Committee meeting 28 March 2006.
- Presentation to Innovation support organisations in Poland on 23 February 2006 and during a visit of Polish Delegates on 3 and 4 April 2006.
- Presentation to Lithuanian Innovation and Government Organisations on 10, 11 and 12 April 2006.
- The Family Business Conference held on 14 June 2006.
- In October 2006, the Programme Manager was invited to make a presentation about the Scottish Innovative Actions Programme at the European Week of Regions and Cities event in Brussels. The Seminar was part of the theme focussed on fostering regional innovation and the presentation.
- After a tendering process in October 2006, an evaluation team from our Programme partners chose the consultant Suzanne Dawson Marketing and Communications to prepare and deliver a Marketing Communications Plan. The Value Innovators Ltd was appointed to deliver a media/public relations campaign to support the communications plan.
- Also in October 2006 in Vilnius Lithuania, the Programme Manager made a short presentation to the Lithuanian Ministry of the economy and to representatives of the Lithuanian Knowledge Economy Forum on Innovative Actions in the context of the development of the Scottish innovation system.
- The Programme Manager (PM) made a presentation to the Innovation Practitioners meeting in Stirling in December 2006.
- Innovating Nation Conference in February 2007 (see below).
- ERIK Conference in Brussels 10, 11 May 2007, PM distributed publicity material for forthcoming dissemination day in Brussels.
- Future Forum in Inverness 23, 24 May 2007 (see below).
- Dissemination event in Brussels on 26 June 2007 (see below).

Other Publicity Activities

21. A short Programme DVD was filmed and manufactured to distribute to all interested organisations attending the Innovating Nation Conference and Programme partners. A copy of the DVD is included with this report.



Innovating Nation Conference

22. The Scottish Innovative Actions Programme co-ordinated a major conference in Edinburgh from 21-23 February 2007 to allow all who share an interest in innovation to come together to share experiences, be inspired by keynote speakers and debate and influence our nations innovative future.
23. The Innovative Actions Programme was featured heavily using sample success stories in the conference publicity brochure and several projects were featured in each of the afternoon workshops, ensuring that Innovative Actions Pilot Projects were the stimulus for discussion about the future of innovation.
24. The event lasted for two days and a third day sponsored by the Scottish Executive ensured that the event had a substantial relevant and engaged audience.
25. The first day (120 delegates) featured keynote speakers talking about real innovation issues from the perspective of innovative start-up companies, rural small companies and creating cultures of innovation.
26. The second day (82 delegates) was focused on creating a network and action plan for our innovative future. Anyone from any background with an interest in innovation was invited to an "Open Space" event where the themes from the afternoon SIAP workshops discussions on the first day were used by the participants to develop a plan and actions that will shape our future as an innovating nation.
27. The Open Space event on Day 2 generated two groups of delegates who wanted to continue discussions after the event.
28. Group 1 – subject: The ongoing relationship between Universities in Scotland and Business on Innovation possibly around a course Programme: David Gani, Calum Davidson (HIE), Alison Graham, Diane Greenlees (SEP), Siobhan Jordan (Interface), Maggie Symonds (Nextarc).
29. Group 2 - How to keep and grow talent in this area; the leadership and HR implications of innovation : Mark Dames (S Exec), David Robson (S. Ent), Marissa Lippiatt (NESTA), Gordon Eadie (Startech Partners).
30. The third day (142 delegates) sponsored by the Scottish Executive was focused on discussing innovation systems and policy – featuring the Action line 1 innovation mapping report in addition to speakers discussing, the plans to shape our innovative future, current corporate best practice and successful European initiatives.
31. A web site was developed to provide Pre and post conference information:
<http://www.innovatingnation.co.uk/>

Conference Publicity

32. Suzanne Dawson Communications designed and delivered a marketing, PR and communications programme in the run up to the Innovating Nation Conference in February 2007.



- A series of case studies were designed for the website and for easy email distribution. These case studies were included in the conference pack and are available for download here:
 - ii. [Developing a Culture of Innovation in Family Owned Enterprises](#)
 - iii. [Innovative Licences and Technologies](#)
 - iv. [Intellectual Asset Management Support](#)
 - v. [Interface - the knowledge connection for business](#)
 - vi. [Mapping the Scottish Innovation Landscape](#)
 - vii. [Creating and Accessing New Markets](#)
 - viii. [MediaLab](#)
 - ix. [Structured Innovation Thinking](#)
33. Programme advertising graphics were prepared and used both for pre-conference electronic mailings and on postcards for distribution to partner organisations.
- The following business organisations distributed information among their members, included information in e-newsletters or on websites.
 - ii. Association of Scotland's Colleges (distributed to College Principals)
 - iii. BIA Scotland (e-newsletter)
 - iv. CBI Scotland (mail shots)
 - v. Connect Scotland (e-newsletter)
 - vi. Fusion (newsletter)
 - vii. Life Sciences Scotland (e-newsletter)
 - viii. MDIS (e-newsletter)
 - ix. Nexxus Scotland (newsletter)
 - x. Scottish Chambers of Commerce (website and newsletter)
 - xi. Scottish Health innovations Ltd. (website and newsletter)
 - xii. Tourism Innovation Group
 - A short article appeared in both the *Sunday Herald* and *Scotland on Sunday* on 18 February 2007 previewing the Innovating Nation Conference the following week.

Event Feedback

34. Feedback forms were distributed to the delegates over the first two days and results collated.
- § 87.5% rated the event as good or excellent in stimulating debate and discussion.
 - § 95% rated the quality of keynote speakers as good or excellent.
 - § 90% rated the workshops as good or excellent.
 - § 88% rated the Open Spaces day as good or excellent.
 - § 67% rated the event as good or excellent in providing access to new contacts.
 - § 58% rated the event as good or excellent for introducing delegates to new ideas.



35. The feedback questionnaire asked delegates what they thought was the most stimulating part of the event. Comments included; the quality of the keynote speakers and group discussions, the level of debate, opportunity for networking, the Open Space event, the diversity of opinion and discussion about future policy and vision.

36. The agenda for the two SIAP days follows:

Scottish Innovative Actions Programme

**“Innovation is the central issue in economic prosperity”
Michael Porter, Harvard Business School**

**THE INNOVATING NATION
Wednesday 21 February**

Objective:

What big leaps are required to continue to ensure Scotland is the Innovating Nation? Learn from our speakers and from the radical pilot projects that have been testing new approaches to stimulating Innovation in Scotland over the last two years.

Target Audience:

This day is aimed at those determined to innovate in their business or with an interest in innovation.

- 09.30am Registration
- 10.00am Introduction by Graeme Dickson, Scottish Executive (Chair)
- 10.10am Prof Irene McAra-McWilliam, Head of School for Design,
Glasgow School of Art
Tangible Innovation - creating cultures of innovation
- 10.30am Maggie Symonds, Managing Director, Nextarc
I want to fly!
- 10.50am Coffee
- 11.15am Ian Ritchie, Coppertop
Transforming Innovation into Business Success
- 11.45am Questions and Discussion

Lunch

- 12.45pm Opening of Project Exhibition and Tour by Nicol Stephen MSP, Deputy First Minister and Minister for Enterprise and Lifelong Learning
- 2.00pm **Workshops**
- 3.15pm Coffee
- 3.30pm **Workshops**
- 4.45pm Feedback from Workshops
- 5.15pm Drinks Reception in Exhibition Area. Speaker: Veronica Gaffey, European Commission, DG Regional Policy
- 6.30pm Close



Scottish Innovative Actions Programme

THE INNOVATING NATION Thursday 22 February

Objective:

Join this unique forum focused on discussing the key questions facing innovation in Scotland and taking action. Starting with the key issues from day one, this will be the first time that innovation networks have been brought together in this way in Scotland.

Target Audience:

This day will be of interest to all those wishing to be at the heart of Scotland's innovative future.

9.30am Registration

10.00am Open Space Event with the following theme:

What is the Future for Innovation in Scotland?
Where is innovation going in Scotland?
How can innovation be stimulated and commercialised?
What are the drivers needed to make innovation happen?
Who can fund innovation? What additional support will be required?
What are the hurdles to overcome?

Open Space was created in 1985 and has been used in 128 countries to bring people together to discuss a common theme without any clear answers. All participants have an equal voice and no advance preparation is required. Open Space is fully participatory, there are no talking heads, and the participants are the real experts. All you need to do is arrive with an open mind and the burning issues you want to see resolved for the future of innovation in Scotland.

Refreshments will be provided during the day

4.30pm Close





Future Forum in Inverness

37. At the Steering Group Meeting in Edinburgh on 30 March 2007, there was a presentation and discussion on the key findings of the external evaluation by SQW Ltd. (Annex 8).
38. It was recognised that part of the continuing success of the SIAP was that the strategy and themes (and therefore projects) that were identified at the outset, were in alignment with the organisational goals and aspirations of those organisations that are focused on developing innovation in Scotland and ultimately were engaged in delivering the Programme.
39. For a future Programme to be as successful it would be critical that we attempt to develop the themes in a similar way.
40. The Steering Group instructed the PMT to initiate a forum to explore setting up a similarly structured Programme of pilot projects.
41. The Meeting took place on 26 June in Inverness under “sub rosa” conditions.
42. Attendees: Calum Davidson (Highlands and Islands Enterprise), Ian McCoull (Scottish Enterprise), Tom Tumilty (Scottish Executive), David Robson (Scottish Enterprise), Maggie Symonds (Nextarc), Mike Harris (NESTA) , Richard Halkett (MESTA), Mark Dames (BT) and Stewart Brown (SQW).
43. The group developed key themes for future innovation support development in Scotland. A further meeting on the Group is being held on 22 August.
44. The SIAP has delivered not only 20 exciting project outcomes but in its execution has demonstrated a model for such programmes engaging the public and private sector.

Brussels Dissemination day “The Innovating Nation in Brussels”

45. The SIAP held a dissemination event in Brussels on 26 June 2007 in Scotland House. Because of limited SIAP budget remaining, the event was co-hosted by the Scottish Executive, who paid for the refreshments.
46. The day had very well defined aims:
 - disseminate the experience of the SIAP and develop new contacts and potential project partners;
 - build knowledge of and capacity to participate in the new generation of EU funding programmes;
 - gain early warning of the direction of future EU Innovation policy;
 - discuss views on innovation policy and funding with key Commission Officials, representatives of the regions, networks and platforms dealing with innovation and based in Brussels.
47. The programme for the early part of the day ensured that the Scottish sponsors met key people and the SIAP Brussels desk officer Ruth Nugent.



48. The conference was publicised using the Innovating Nation Website designed for the Innovating Nation Edinburgh conference (see the website here: <http://www.innovatingnation.co.uk/>). Extra pages were designed to include the programme for the evening dissemination part of the day and an online booking facility.
49. The group from Scotland comprised: Dr Siobhan Jordan (Interface), Mr Ian McCoull (Scottish Enterprise), Mr Tom Tumilty (Scottish Executive), Mr David Robson (Scottish Enterprise), Mrs Diane Greenlees (SEP Ltd), Mr Ken Gordon (SEP Ltd) and Mr Douglas Greig (Scottish Executive).
50. The event was publicised with the assistance of the following European networks: ERIK, Ianis, ERRIN, IGLO, RUISNET, IRE, EUROCHAMBRES and the Scotland Europa members.
51. The evening programme and SIAP presentations made during the day were added to the Scotland Europa website and can be viewed here: <http://tinyurl.com/2rq4o3>
52. The programme for the day included meetings with DG Regio, DG Enterprise, DG Research, EIB.
53. This was the last formal dissemination event in the SIAP.
54. The Programme for the day follows:



Scottish Innovative Actions Programme –
Brussels Dissemination Visit
26 June 2007

Programme Aims:

- disseminate the experience of the SIAP and develop new contacts and potential project partners;
- build knowledge of and capacity to participate in the new generation of EU funding programmes;
- gain early warning of the direction of future EU Innovation policy;
- discuss views on innovation policy and funding with key Commission Officials, representatives of the regions, networks and platforms dealing with innovation and based in Brussels.

Getting to Scotland House:

Scotland House is easily accessible from the airport or any of the main train stations by public transport or taxi. From the airport take either the number 12 bus which stops at Rond-Point Schuman, or a taxi (approximately €30). Travel time to Scotland House 20-30 minutes by car or airport bus.

Map:

<http://www.scotlandeuropa.com/confmap.htm>

All meetings will be held at:

Scotland Europa Conference Centre
Scotland House (8th floor)
Rond-Point Schuman 6,1040 Brussels
t: 0032 2 282 83 04

<http://www.scotlandeuropa.com/confmap.htm>

Scotland Europa Contact Details:

Sarah English, Senior Executive – EU Policy, T: 0032 2 282 8314

Monday 25 June

Dinner

- Balthazar, rue Archimede 63, reservation for 'Scotland' at 20h30

Overnight Accommodation

- Martins Central Park Hotel, 80 Boulevard Charlemagne



Tuesday 26 June

- 09h30** **Welcome to Scotland House & Programme Overview**
Sarah English, Scotland Europa
- 10h00** ***Future Developments in EU Innovation Policy & Funding***
- Meeting with European Commission, DG Enterprise**
Christophe Guichard, Innovation Policy Analysis and Development
Elke Van Tendeloo, Sectoral Aspects of Innovation Policy
- 11h00** **Regional Policy**
Presentation prepared by Luisa Sanches, Policy Analyst,
Thematic development and Impact Unit
Sarah English, Scotland Europa
- CIP, FP7**
Sandra Paolilli and Luca Polizzi, Scotland Europa
- 12h00** **EIB/EIF and Innovation**
Olivier Debande, EIB Brussels Representative
Patrice Liauzu, EIF Brussels Representative
- 12h45 Networking Lunch**
- 14h00** **Meeting with European Commission, DG Research, Business/**
Academia Links
Researchers in the ERA Advancements and Challenges: Mobility of
researchers between academia and industry
Emmanuel Boudard, Policy Officer, DG Research, Universities and
Researchers
- Industry-Academia Partnerships and Pathways in FP7*
Ms. Kaisa Hellevuo, DG Research, Networks between academia and
industry
- 15h00** **Meeting with Mr Jean-Marie Rousseau, Consultant, Île de France**
Region
Learning lessons from the Scottish model - Innovation policy
- *Participants: Scottish Enterprise/Scottish Executive*
- 15h00** **SIAP Project meeting with Ruth Nugent, Scotland Desk Officer,**
Innovative Actions, European Commission
- *Participants: Siobhan Jordan, University of Edinburgh*
- 15h30** **SIAP Project meeting with Ruth Nugent, Scotland Desk Officer,**
Innovative Actions, European Commission
- *Participants: David Robson & Ian McCoull, Scottish Enterprise*
- 16h00** **SIAP Dissemination event – see below**



INNOVATING NATION - DELIVERING CHANGE

Scotland House Conference Centre, Rond-Point Schuman 6

Tuesday 26 June 2007, 16h00

The Scottish Innovative Actions Programme, Scotland Europa and the Scottish Executive cordially invite you to an afternoon discussion and reception with key Scottish partners engaged in Innovation policy and project development.

Considering the focus on innovation in the new EU funding programmes – from structural funds to CIP, FP7 and LLL – Scottish partners are keen to engage in the sharing of ideas for supporting and delivering future regional innovation projects. This afternoon discussion will be an opportunity to learn from how different regions are approaching these issues, building on reflections on Scotland's recent experience, through the Scottish Innovative Actions Programme, to stimulate discussion.

The discussion will begin at 16h30 and will be followed by a drinks reception.

We do hope you will be able to join us on 26 June.

- 16.00 Registration and Coffee**
- 16.30 Welcome**
Michael Aron, EU Director and Head of the Scottish Executive EU Office in Brussels
- 16.35 The Scottish Approach to Regional Innovation**
Tom Tumilty, Head of Innovation Policy Unit, Scottish Executive
- 16.50 Experiences from the Scottish Innovative Actions Programme**
Chair: Diane Greenlees, Assistant Chief Executive, SEP
- *Business Model Innovation Project*
Ian McCoull, Scottish Enterprise
 - *Business Environment Mapping Project*
David Robson, Scottish Enterprise
 - *Interface Project*
Siobhan Jordan, University of Edinburgh
- Questions and Discussion**
- 17h45 Conclusions and Close**
- 18h00 Drinks Reception**