Knowledge and Technology Transfer
Focus on SMEs needs

Dieter Meyer
MCON/Weserbergland

June 29th, 2020 | Online
Contents

- Message
- Challenge
- Solution
- Flexibility vis-à-vis COVID-19
- Contribution INTERREG / ESSPO
Message

Even in very large regions, it is possible to reach SMEs in a very targeted and needs-based manner and to adapt support instruments very quickly to changing framework conditions.
Challenge (I)

Lower Saxony – Facts & Figures

- 50,000 km²
- 44 Districts/Cities (NUTS III)
- 8 million inhabitants (170/km²)
- 300,000 companies (mainly SMEs, numerous global players and hidden champions)

Map: www.wikipedia.de
Challenge (II)

Regional Innovation Score Board

- **Innovation Leaders**
- **Strong Innovators**
- **Moderate Innovators**
- **Modest Innovators**

Map: D-Map
Solution

Assist SMEs

➢ to develop new products or services or to improve their products and services,
➢ to introduce new technologies, process or organizational innovations or to considerably improve existing processes,
➢ to cooperate with scientific, and in particular regional institutions and
➢ to participate in innovation networks

via consortia from at least three districts

➢ following their own, specific concept
➢ with own consultants for knowledge and technology transfer
➢ providing own co-financing to ERDF
Flexibility vis-à-vis COVID-19

Adapt priorities of consultation to local needs
- Digitalization
- Processes and organization

Adapt implementation support
- scoring innovation vs. job creation
- modify indicators for monitoring and evaluation
Contribution INTERREG / ESSPO

- Peer review / evaluation
- Focus on implementation
- Cooperation among consortia
- Strong commitment by local politicians
- Improvement and continuation of the instrument

Plus: „Smart Region Weserbergland“, inspired by Tartu
Thank you!

Questions welcome