

2<sup>nd</sup> EURADA-OECD Winter School for Regional Development Agencies

## ***Navigating the Future of Regional Development***

***Driving the change and enabling green and digital  
transitions for sustainable regional development***

*26-29 February 2024 | Utrecht, The Netherlands*

### Winter School outline

The theme of the 2024 Winter School is Strategic Foresight and Interaction. The Winter School lasts 3 days and provides local regional development experts, development agency staff, national and regional policy makers, with knowledge of practices, experiences, trends and challenges in regional development and innovation. This objective will be achieved thanks to discussions between the participants and regional development experts, analysts from the OECD, regional or local development agencies, European institutions as well as thanks to site visits.

### Winter School objectives

The Winter School seeks to:

- Establish fruitful links between interregional actors active in regional innovation;
- Provide an introduction to the innovation ecosystem of the East Netherlands and the Utrecht region;
- Provide an insight into the Dutch regional development agencies, which act as a gateway for cooperation with the entire innovation ecosystem in the Netherlands;
- Enlighten the public with practical examples of how to implement policies for regional innovation;
- Promote networking and knowledge exchange on relevant case studies and good practices from in regional development from the East Netherlands, OECD, European Commission-Joint Research Centre and other invited stakeholders;
- Raise awareness of strategic foresight among territorial and economic development actors and introduce methodological methods and tools to

anticipate potential future challenges and opportunities in regional development.

## Background

In 2023, EURADA organised the first edition of the Winter School in close cooperation with the OECD Trento Centre for Local Development. This year, the two organisations are supported by the Region of East Netherlands and the Region of Utrecht, both proud Dutch EURADA members.

## 2024 Focus

The focus of the 2024 Winter School will be on the **role of regions and regional development agencies in addressing socio-economic challenges and megatrends**. This will be done by concentrating on **foresight** and **interaction**.

## Methodology

During the Winter School participants will be able to take part in **interactive sessions** on the topics of **Strategic Foresight, Strategic Autonomy, Green and Digital Transition**. Taking into account the missions and core activities of RDAs, namely innovation support, investment and internationalisation, as well as the specificities of different innovation ecosystems, the participants will explore the future opportunities and challenges that lie ahead for RDAs.

## Fee, logistics and costs

There is a participation fee for the Winter School. The organisers will cover transport, lunches, and dinner during the Winter School, whereas travel to Utrecht and accommodation costs will be borne by the participants.

- **EURADA Members:** €350
- Non-EURADA members: €450
- Non-EURADA members but participants of online workshops: €350

Via the following [link](#), you can find **suggested accommodation** options in the Utrecht area. (**accommodation is not included in the fee**)

## Participants profile & application

The programme of the Winter School targets **officers working for national and regional Development Agencies** and or students or other professionals interested and active in socio economic development.

**Participants should be strongly committed to local development, innovation and/or development and implementation of EU R&I and/or Cohesion policy.**

If your organisation is not a member of EURADA please consult the modalities of participation with the organisers.

Candidates need to submit duly compiled [application via this form](#) online **by 21 January 2024**.

Candidates can propose a **topic for a pitch** on a theme of the Winter School.

Notification of selected participants by 4 February 2024. Priority will be given to members of the EURADA. If the number of applications exceeds the number of available places, the participants will be selected on the basis of professional attainment and work experience.

## Working language

All sessions will be conducted in English.

## Dates of the Winter School

The residential Winter School will take place from 26 to 29 February 2024 in Utrecht, Netherlands, and will include a study visit to the East Netherlands.

## Organisers

### **EURADA – The European Association of Development Agencies**

The European Association of Development Agencies (EURADA), founded in 1992, gathers professionals working on economic development across Europe. EURADA represents development agencies before the European Union institutions. The association facilitates cooperation among regional economic development practitioners. They can network, plan common EU projects, cooperate, advocate, and participate at European level. EURADA serves as international well-established facility to connect development agencies with each other, with Europe, and with the opportunities Europe has to offer. [www.eurada.org](http://www.eurada.org)

### **OECD Trento Centre for Local Development**

The OECD Trento Centre for Local Development is an integral part of the OECD (Organisation for Economic Cooperation and Development) and its Centre for Entrepreneurship, SMEs, Regions and Cities (CFE). The OECD, whose mission is to promote better policies for better lives, facilitates a dialog among governments by comparing policy experiences, seeking answers to common problems, identifying good practices and working to co-ordinate domestic and international policies. The Trento Centre uses a holistic “from data to practice” approach to policies for sustainable development to offer local policy analysis, advice and capacity building activities for improved policy implementation for people, firms and places. [www.trento.oecd.org](http://www.trento.oecd.org)

### **ROM Utrecht Region**

The ROM Utrecht Region lies in the heart of The Netherlands and is since this year Europe’s most competitive region (RCI). As a regional development agency, ROM Utrecht focuses on Valorisation, RD&A, development of ecosystems, tech investments and internationalization activities (trade and acquisition of companies). This RDA is a very young member of the RDA family and since last year also a proud member of EURADA. In two years’ time, Rom Utrecht did 18 equity investments and brought 46 companies to the region. The Utrecht Region is a region with a high level of education, work and entrepreneurship and quality of life

and has defined the ecosystems Life Science, media & gaming and smart sustainability. It is an ambition to connect entrepreneurship stronger with other ecosystems in EU and find a way also in European programs such as Interreg and Horizon and the regional innovation valley opportunities. [www.romutrechtregion.nl/](http://www.romutrechtregion.nl/)

### **Oost NL – Regional Development Agency East Netherlands**

Oost NL is the regional development agency of East Netherlands. Commissioned by the provinces of Gelderland and Overijssel and the Ministry of Economic Affairs and Climate, they strengthen the regional economy. East NL let entrepreneurs who contribute to social solutions innovate, invest and internationalise sustainably. Besides these financial resources, Oost NL also makes its knowledge, expertise and network available. East NL is active in the top sectors Food, Energy, Health, Tech and Circular Economy. [www.oostnl.nl/](http://www.oostnl.nl/)

### **ROM Netherlands**

Every year, the Dutch regional development agencies (RDAs) contribute to thousands of new jobs and investments worth billions of euros in regional economies. By boosting innovation, investments and internationalisation, RDAs are regional drivers of ingenuity and competitiveness. But what exactly is an RDA?

Regional development agencies were originally established at the initiative of the then Ministry of Economic Affairs and Climate to address economic underdevelopment in specific regions. The focus of RDAs has since shifted to strengthening regional economies in general. We help entrepreneurs with innovation, investments and internationalisation so that they can accelerate the growth of their companies. We thereby promote sustainable growth of regional economies and help create jobs. RDAs also support entrepreneurs in times of economic uncertainty, such as the one we are now facing as a result of the corona crisis. <https://www.rom-nederland.nl/>

We are committed to making an impact in various areas, not least health, sustainability, nutrition and digitalisation, both with and for innovative SMEs.

# AGENDA

## Monday 26 February: Arrival in Utrecht

<b>17:00</b>	<i>Venue: The Green House, Croeselaan 16, 3521 CA Utrecht</i> <b>Arrival in Utrecht – Welcome aperitif</b>
--------------	---

## Tuesday 27 February: Day 1 – Strategic Foresight for regional development

<b>08:30</b>	<i>Venue: Utrecht University, Accelerator Building, Uppsalalaan 17, 3584 CT Utrecht</i> <b>Registration &amp; welcome coffee</b>
<b>09:00</b>	<b>Welcome &amp; introduction</b> <ul style="list-style-type: none"><li>➤ Group photo</li><li>❖ <b>Arjan van den Born</b> – Director, ROM Utrecht Region on behalf of ROM Netherland</li><li>❖ <b>Roberta Dall'Olio</b> – Director, EURADA</li><li>❖ <b>Katerina Ciampi Stancova</b> – Policy Analyst, OECD Trento Centre for Local Development</li></ul>
<b>09:40</b>	<b>Introductory roundtable of participants</b>
<b>10:00</b>	<b>NETWORKING COFFEE BREAK</b>
<b>10:20</b>	<b>Session 1: Cultivating forward thinking and future literacy in Regional Development Agencies</b> (3 <sup>rd</sup> session of the Strategic Foresight workshop) <ul style="list-style-type: none"><li>❖ <b>Katerina Ciampi Stancova</b> – Policy Analyst, OECD Trento Centre for Local Development</li></ul> <p>Recently, foresight has come into the spotlight for international organisations and governments to navigate and prepare for possible future paths. However, there has been limited application of foresight in the local context, mostly because local actors have only partial knowledge of foresight methods and are focused on day-to-day operations. Undoubtedly, development agencies could benefit greatly from the use of foresight tools, as their competencies go beyond the mere aspects of programme implementation.</p>

	<ul style="list-style-type: none"> <li>➤ Ice-breaker exercise</li> <li>➤ Lessons learnt from the two online workshops</li> <li>➤ Overview of foresight methods and tools for regional development</li> <li>➤ Scenarios and alternative futures</li> <li>➤ Foresight exercise: reflection on specific 2045 scenarios</li> </ul>
<b>13:00</b>	<b>LUNCHBREAK</b>
<b>14:00</b>	<p><b>Walking transfer to UtrechtInc, Utrecht Science Park</b></p> <ul style="list-style-type: none"> <li>❖ <b>Jan Henk van de Velden</b> – Managing Director, Utrecht Science Park</li> </ul>
<b>14:30</b>	<p><i>Venue: H.R. Kruytgebouw, Padualaan 8, 3584 CH Utrecht</i></p> <p><b>Arrival, coffee break &amp; introduction to UtrechtInc</b></p> <ul style="list-style-type: none"> <li>❖ <b>Stefan Braam</b> – Startup Incubation Lead, UtrechtInc</li> </ul>
<b>15:00 – 17:30</b>	<p><b>Session 2: Impact investing</b></p> <ul style="list-style-type: none"> <li>❖ <b>Lucien Vijverberg</b> – Senior Advisor Start-ups, Dutch Ministry of Economic Affairs and Climate <ul style="list-style-type: none"> <li>➤ <i>National level</i></li> </ul> </li> <li>❖ <b>Theo Föllings</b> – Director Innovation, Oost NL <ul style="list-style-type: none"> <li>➤ <i>Learnings for RDA's</i></li> </ul> </li> <li>❖ <b>Erik Stam</b> – Professor, Utrecht University School of Economics <ul style="list-style-type: none"> <li>➤ <i>The case of ESMEE: Indicators of innovation ecosystems</i></li> </ul> </li> </ul>
<b>17:30 – 19:00</b>	<b>LEISURE TIME</b>
<b>19:00</b>	<p><i>Restaurant: LE:EN, Heuveloord 140, Utrecht</i></p> <p><b>DINNER</b></p>

## Wednesday 28 February: Day 2 – The future of Regional Development Agencies

<b>8:30</b>	<p><i>Meeting point: Utrecht Central Station, 3521 AG Utrecht</i></p> <p><b>Travel from Utrecht Central Station (Jaarbeurszijde) to East Netherlands (by bus)</b></p>
<b>9:30 – 10:00</b>	<p><i>Venue: Utrechtseweg 310, 6812 AR Arnhem</i></p> <p><b>Welcome coffee</b></p>
<b>10:00</b>	<p><b>Study visit: Arnhems Buiten</b></p> <ul style="list-style-type: none"> <li>❖ Welcome by <b>Wendy de Jong</b> – Director, Oost NL</li> <li>➤ Introduction to Arnhems Buiten</li> <li>➤ Visit of energy campus in construction, including Hyosung</li> </ul>
<b>11:30 – 12:30</b>	<p><b>Interactive discussion: EIC accelerator and impact investments</b></p> <ul style="list-style-type: none"> <li>❖ <b>Michiel Scheffer</b> – President of the Board of the European Innovation Council (Online)</li> </ul>
<b>12:30</b>	<b>LUNCHBREAK</b>
<b>14:00</b>	<p><b>Session 3: Workshop – What is the desired future role of RDAs in order to have an impact on societal challenges</b></p> <ul style="list-style-type: none"> <li>❖ <b>Karolien de Bruine</b> – EU Liason, Oost NL</li> </ul> <p><b>Thematic sessions:</b></p> <ul style="list-style-type: none"> <li>❖ <b>Rik Hendriks</b> – Management Advisor, LIOF <ul style="list-style-type: none"> <li>➤ <i>Innovation</i> – Case study: Innovation support strategies, Einstein telescope</li> </ul> </li> <li>❖ <b>Ingrid Meijer</b> – Project Manager, Oost NL <ul style="list-style-type: none"> <li>➤ <i>Investments</i> – Case study: Investor readiness programme</li> </ul> </li> <li>❖ <b>Christa Pieffers</b> – Programme Manager, Enterprise Europe Network <ul style="list-style-type: none"> <li>➤ <i>Internationalisation</i> – Case study: Enterprise Europe Network</li> </ul> </li> </ul>
<b>15:30 – 16:00</b>	<b>COFFEE BREAK</b>
<b>16:00</b>	<p><b>Pitching session</b></p> <ul style="list-style-type: none"> <li>❖ Moderated by <b>Giacomo Frisanco</b> – Communication, Policy and Membership Manager, EURADA</li> </ul>

	➤ Pitching session for participants who have indicated that they would like to take the opportunity to pitch.
<b>17:30</b>	<b>Bus transfer to the restaurant</b>
<b>18:00</b>	<i>Restaurant: Moeke Rhenen, Veerplein 1, 3911 TN Rhenen</i> <b>DINNER</b>
<b>20:30</b>	<b>Return transfer from East Netherlands to Utrecht</b>



**Thursday 29 February: Day 3 – 2023 European policy in practice in the region**

<b>08:30</b>	<i>Venue: Municipality of Utrecht, Stadsplateau 1, 3521 AZ Utrecht</i> <b>Welcome coffee</b>
<b>9:00</b>	<b>Session 4: 2023 European policy in practice in the region</b>  ❖ Introduction by <b>Michiel Dijkman</b> – Head of the Economic Board Utrecht  <b>Thematic priorities:</b> ❖ <b>Fons de Zeeuw</b> – Business Unit Manager International, Oost NL ➤ <i>Strategic Autonomy</i> ❖ <b>Ger van den Kerkhof</b> – Manager, DIGITALIS ➤ <i>Digital Transition</i>
<b>11:00</b>	<b>COFFEE BREAK</b>
<b>11:20</b>	<b>Closing session: Future vision of RDA's – main takeaways, lessons learned &amp; open discussion</b>  ❖ Moderated by <b>Roberta Dall'Olio</b> – Director, EURADA  ❖ <b>Simon Boogaard</b> – Strategist, ROM Utrecht Region ❖ <b>Karolien de Bruine</b> – EU Liason, Oost NL
<b>12:30</b>	<b>NETWORKING LUNCH</b>
<b>13:30</b>	<b>End of the Winter School</b>