

Can Policy Transform Regions into Entrepreneurship and Innovation Hubs? Theory, Evidence and Practice Workshop

**Birkbeck Centre for Innovation Management Research (CIMR)
Birkbeck University of London**

**Friday 4th December 2015, 10 am to 5 pm
Venue: The Churchill Room - Goodenough College**

Studies have shown that places grow when they generate new firms and when new industries emerge and grow as clusters evolve (Mohr and Garnsey 2010, Tripl and Todtling 2008, Fritsch 2014). Other studies have focused on the role of firm level innovation (see for example Archibugi et al. 2012) and of inter-organizational knowledge exchange within and outside the region (Tripl et al., 2009; Cooke, 2007; Asheim et al., 2011; Boschma and Frenken, 2011; Dettman et al., 2012) in sustaining growth. Supporting innovation and entrepreneurship lie at the heart of policy-making in many regions, and is central to the ‘smart-specialisation’ agenda of the EU, whereby policy makers are required to articulate a theory of expected change in their local and regional context (Foray et al., 2012). However, a dilemma for policy makers remains that innovative and entrepreneurial regions occur independently of politics (Fritsch and Storey 2014). Regions with high levels of entrepreneurship and innovation are expected to continue to experience the same high levels in the future, although evidence suggests that this is by no means guaranteed. Therefore, how can less successful regions be transformed into hubs of entrepreneurship and innovation, and how can successful regions sustain their high levels of performance? Moreover, effective policy-making needs to be built on strong evidence and formative evaluation in order to be able to assess the results of intervention.

Invited presentations will be followed by a general discussion on how regions can become entrepreneurship and innovation hubs. Possible areas of focus include:

- Regional innovation policy in theory e.g. regional innovation systems, business and innovation eco-systems, open innovation
- Stakeholder theories in policy-making, leadership and capacity building through collaboration
- Policies for innovation networks in theory and practice (firms, universities and global players)
- Anchor firms and anchor institutions
- Applying open innovation and smart specialisation principles in regional policy
- Evidence: outcome indicators plus monitoring and evaluation and the need for targets. Problems identifying and measuring effects, and impossibility of capturing things by metrics
- Building innovation and entrepreneurship capabilities in the region through skills development, training and financing.

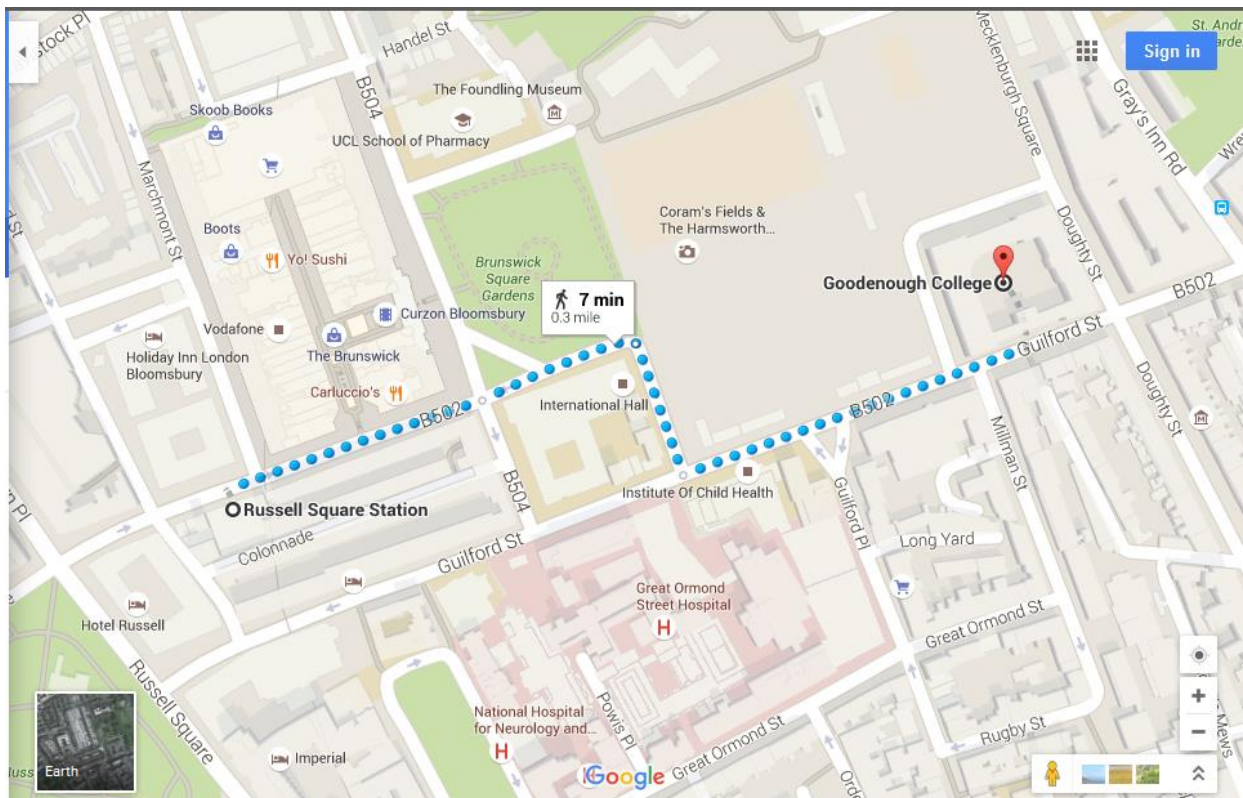
Workshop Programme

- 10.00-10.15 Welcome: Professor Helen Lawton Smith, Director of the Centre for Innovation Management Research (CIMR)
- 10.15- 10.45 Professor Roy Sandbach
Innovation North East.....building regional prosperity
Chair: Professor Helen Lawton Smith
- 10.45- 11.15 Dr Elvira Uyarra
Key challenges of 'smart' policies for regional transformation
Chair: Professor Helen Lawton Smith
- 11.15- 11.30 Coffee/Tea break
- 11.30-12.00 Dr Adrian Healy
From principles to practices in Smart Specialisation: Lessons from European Regions
Chair: Professor Helen Lawton Smith
- 12.00-12.30 Professor Bjorn Asheim
Smart Specialisation – an innovation driven strategy for economic diversification
Chair: Professor Helen Lawton Smith
- 12.30-13.30 Lunch break
- 13.30-13.45 Rupert Waters
Challenges for policy-makers in Buckinghamshire
- 13.45 - 14.15 Professor Jeremy Howells
Innovation intermediaries and innovation: Changing dynamics and future perspectives
Chair: Dr Marion Frenz
- 14.15- 14.45 Dr Federica Rossi
Evaluating the performance of regional innovation intermediaries: insights from the experience of Tuscany's "innovation poles"
Chair: Dr Marion Frenz

- 14.45-15.15 Dave Waller
What makes a successful innovation ecosystem: great innovation and technology; great policies; plenty of investment funds; great culture or none of the above: just leave it to the market
Chair: Dr Marion Frenz
- 15.15-15.45 Dr Ana Colovic
Why are cluster policies created and how do they work? A comparison between Austria, France, Japan and Sweden
Chair: Dr Marion Frenz
- 15.45-16.00 Coffee/Tea break
- 16.00-17.00 General debate and future agenda.
Chair: Dr Rosa Fernandez

Map to the Churchill Room – Goodenough College

Goodenough College
London House
Mecklenburgh Square
London
WC1N 2AB



Goodenough College is approximately 7- minute walk from Russell Square station.

Direction:

- Head east on Bernard Street toward Marchmont Street
- Continue straight onto Brunswick Square
- Turn right onto Lansdowne Terrace
- Turn left onto Guilford Street