InnoBridge aims at improving the implementation of regional development policies and programmes, in particular Structural Funds programmes for Investment for Growth and jobs that support the delivery of innovation by actors in regional innovation chains in areas of “smart specialisation” and innovation opportunity.

**Work plan & Duration**

<table>
<thead>
<tr>
<th>PHASE 1</th>
<th>PHASE 2</th>
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</thead>
<tbody>
<tr>
<td>1st April 2016</td>
<td>31st March 2021</td>
</tr>
<tr>
<td>Interregional Exchange of Experience</td>
<td>Implementation of the Action Plans</td>
</tr>
<tr>
<td>Identification of Good Practices</td>
<td>Monitoring of the implementation progress</td>
</tr>
<tr>
<td>Elaboration of individual Action Plans for improving the policy instruments</td>
<td>Final conference with promotion of implementation results</td>
</tr>
<tr>
<td>Strong communication (internal and external) with interim conference for promotion of elaborated Action Plans and InnoBridge Concept Paper with Knowledge Pool</td>
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An Interregional cooperation project for improving innovation delivery policies
What is InnoBridge?

InnoBridge is an INTERREG EUROPE project gathering nine partners from eight different European countries. We are addressing common needs related to innovation and regional competitiveness with focus in the insufficient exploitation of R&D results by SMEs and their lack of access to public R&D results. Increasing SMEs’ competitiveness is at the core of the InnoBridge project by improving the Innovation Bridge and related policy instruments for SME’s. Therefore, Universities as well as Research and Technology Organisations (RTO), indispensable actors for business knowledge transfer and the commercialisation of public R&D results like regional or local authorities, are integrated part of the InnoBridge approach.

Methodology

InnoBridge follows the model “Evolution of activities and technology readiness” formulated in guide “Innovation – How to convert research into commercial success story? – Part 3: Innovation Management for Practitioners” published by the European Commission, analysing the support chain for the commercialisation of R&D results in terms of Technology Readiness Levels (TRL).

Target Groups

- SME’s and their innovation activities
- Universities and Research & Technology Organisations (RTO) as actors responsible for business knowledge transfer, aiming at commercialisation of the universities R&D results.

Activities

1. Research
   - Paper studies of technology’s basic properties
   - Laboratory studies
   - Validation in a laboratory environment
   - Validation in operational environment
   - Continuous advancements based on end user feedback

2. Interaction with users, designers & engineers
   - Direct contacts with first potential users, designers and engineers
   - Cooperation with some potential users on developing a prototype
   - Interaction with a broader community by means of web blogs, emails, websites

3. Exploring market opportunities
   - Conducting preliminary market research
   - Performing competition analysis
   - Aggressively pursuing market opportunities

4. Protecting & managing IPR
   - Gaining control over IP portfolio
   - Investing in IP portfolio
   - Maintaining control over IP portfolio

5. Prototyping & industrial demonstration
   - First basic prototype
   - Prototype for testing in laboratory
   - Fully functioning prototype for testing in operational environment
   - Bug fixing

6. Product trials & sales
   - First trials
   - Building relationship with early customers
   - Revising marketing strategy
   - Establishing a production line
   - Scaling-up

7. Industrialisation
   - Building multidisciplinary teams
   - Giving considerable “freedom” to the team
   - Building tactical alliances with other organisations
   - Maintaining relationship with all key market players

8. Innovation management
   - Building multidisciplinary teams
   - Giving considerable “freedom” to the team
   - Building tactical alliances with other organisations
   - Maintaining relationship with all key market players