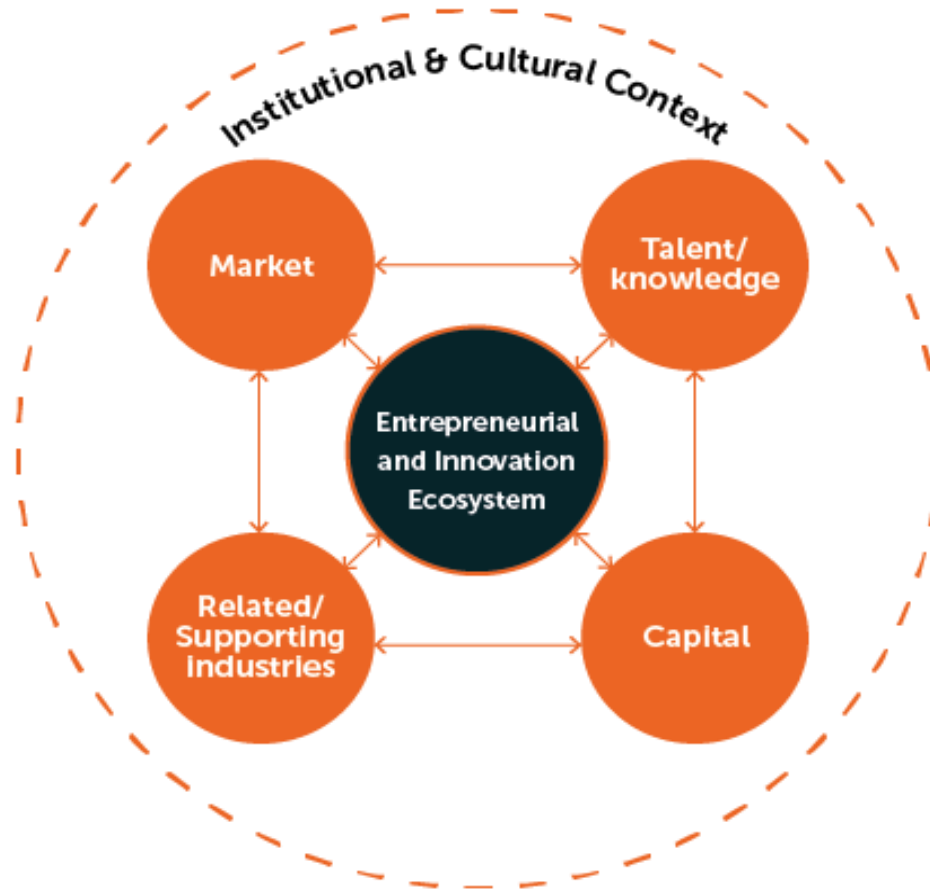


Province of Zuid-Holland - Some facts

- Most densely populated province in the Netherlands, 3.7 mln inhabitants
- Centred around Rotterdam and The Hague
- But also several smaller cities and rural area
- Approximately 23% of GDP



Extra: physical space

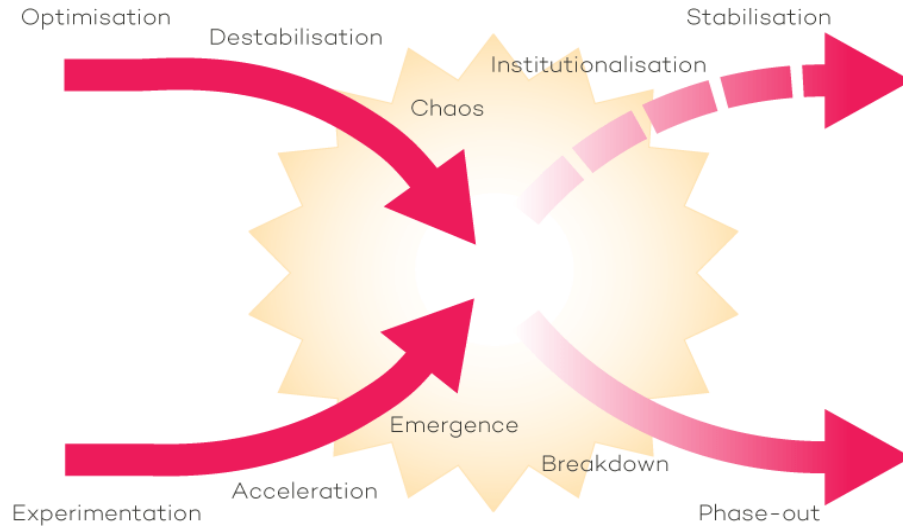


Successful? Changing policy in Zuid-Holland

- Success until recently measured in terms of contribution to GDP, competitiveness
- From 'Seeing and seizing opportunities' to focus on Dual Transition and Inclusive economy
- New measure of success: contribution to the dual transition and inclusion
- No metric yet, but maybe something like Index New Economy (CSR NL)?
- Focus on transitions: also means looking at the X curve (next)

Focus on Transitions....

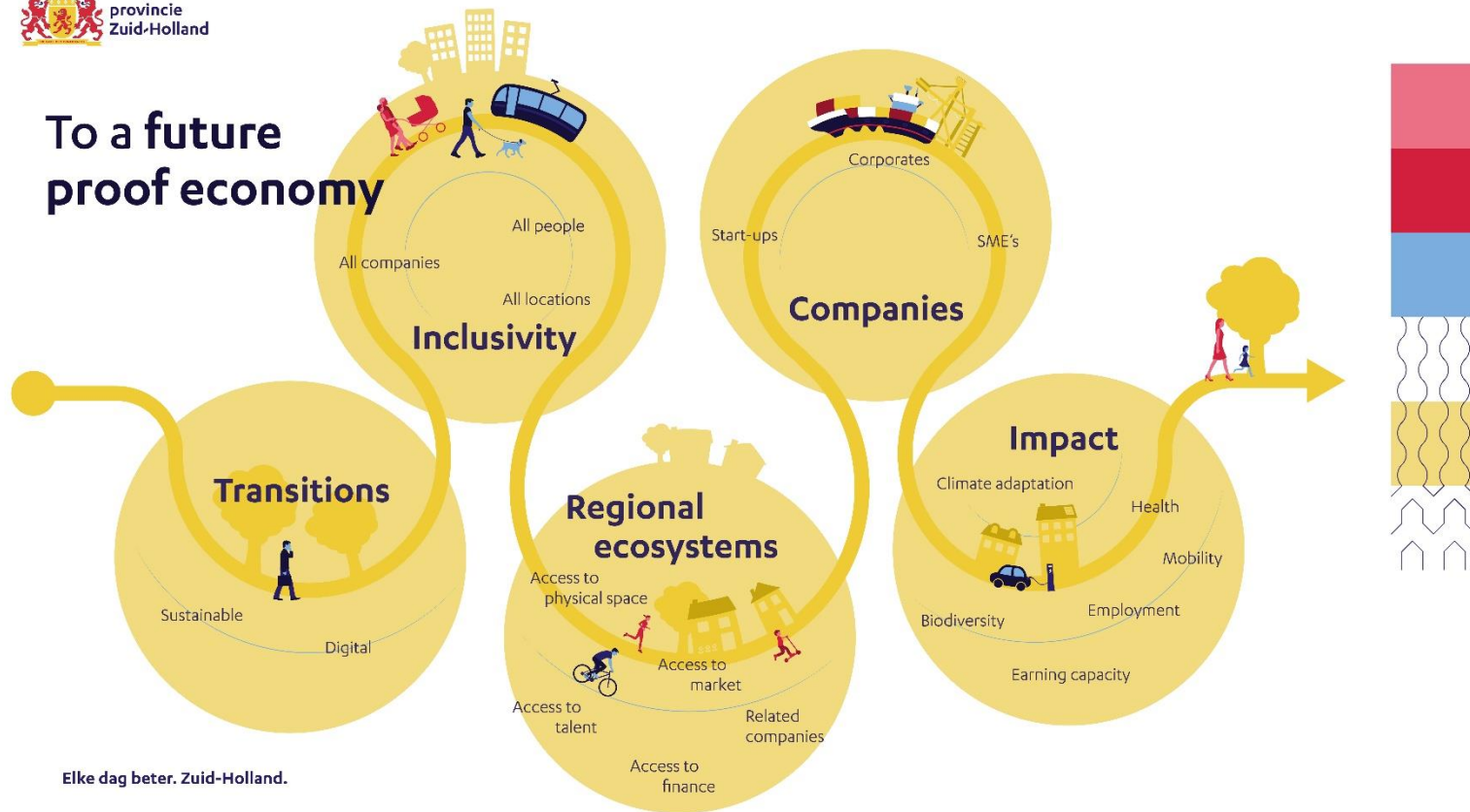
The X-curve: how build-up and breakdown go hand in hand in justice and sustainability transitions



... And inclusion



To a future proof economy



Piloting new instruments: 3 examples

- Ecosystems Analysis (pilot Maritime)
- Exploration of bilateral interregional cooperation (S34Growth legacy, pilot Maritime)
- Frugal innovation training for 'regular' SME's

Ecosystem analysis Maritime

Three questions:

- 1) Concept of ecosystem in general: what is it? Same definition used by regional stakeholders
 - 2) Maritime cluster in particular: many reports, difficult to focus,
 - 3) Transition lens necessary: extra attention to circular, hydrogen and offshore renewables
-
- Analysis performed by Erasmus Centre for Entrepreneurship (ECE) in cooperation with Dutch research institute for transitions (Drift), Province and Regional Development Agency Innovation Quarter

 - Interesting recommendations, but ecosystem ≠ cluster, more information on cluster desirable

Exploring opportunities for interregional cooperation

- Opinion CoR: place based approach needed for strategic autonomy: interregional value chains
- ZH: member of S34Growth Interreg project/network (8 regions): how to operationalise that?
- Exploring bilateral complementarities for transition
- Work in progress: linking Maritime Delta ZH to Tampere (Finland), Scotland, Basque Country
- Not focus on G2G learning, but on exploring cluster2cluster cooperation
- Based on best practice cooperation Avia Space/Bremen with SpaceNed/Zuid-Holland
- Central problem: no capacity, no budget: 'hobby'

Frugal innovation for SME's

- Many instruments for innovative SME's at the vanguard of innovation
- For transition imperative that all SME's move towards sustainability and digitisation
- But: 'peloton'/middle group of SME's (and/or clients) relatively conservative, innovations too complex, expensive (overengineered)
- Frugal innovation: concept from development economics applied to European context
- Pilot in horticulture: 4 afternoon course for developing in house innovations
- Performed by ECE, LDE Centre for frugal innovation and university of applied science The Hague

Conclusion

- As measures of success change, so does the kind of ecosystem approach needed
- Still exploring and piloting instruments
- Eager to learn, as transitions ask for reflexivity, constant learning

Questions?

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