

**Interreg  
Europe**



European Union | European Regional Development Fund



# Innovation for Societal Grand Challenges

Online Workshop


Wednesday 8 September 2021 | Online




# Interreg Europe in a nutshell

## Sharing solutions for better regional policy

**30**  
countries involved



**359m**  
euros invested in policy learning



# What is the Policy Learning Platform?

## Learn, share, benefit



2,100 +  
Good practices



18,000 +  
Members



# Peer reviews for in-depth exchanges



**Open call  
Online submission**

<https://www.interregeurope.eu/peer-review/>



**Innovation process governance**  
January 2019 – Gävleborg (SE)



**Centers of Competence/Excellence**  
June 2019 – Bulgaria (BG)



**Smart Port Development**  
Nov 2020 – Hauts-de-France (FR)

# Agenda



## Horizon Europe and challenge-oriented innovation policies (14:00-14:50)



- **Adrián Tistan**, Policy Officer, Bioeconomy and Food Systems, DG Research and Innovation, European Commission.
- **Elvira Uyarra**, Professor, University of Manchester, United Kingdom.

## Innovation for Societal Grand Challenges: Agri-food, Health, and Water (15:05-15:55)



- **Con Traas**, Tipperary Food Producers Network (TFPN), Ireland.
- **Sandra Evans**, University of Tübingen, Germany.
- **Pieter de Jong**, Wetsus - Friesland (NL), the Netherlands.

Discussant:

- **Elisabetta Marinelli**, Policy Analyst @Policy Research Interface, Spain.

## Thematic Working Groups (16:10-17:00)



- Your regional initiatives.
- Sharing your policy initiatives

## Online Policy Helpdesk (17:00-18:00)



- How can we help you?

# Networking opportunities during breaks



**2\*15-minutes to get to know each other**

# Innovation for Societal Grand Challenges:



## Agri-food



## Health



## Water





# Horizon Europe and challenge-oriented innovation policies





# Innovation for Societal Grand Challenges: Agri-food, Health, and Water

# Innovation for Societal Grand Challenges:



## Agri-food



**SUPER** aims to improve SMEs uptake of Environmentally Sustainable Innovations (ESIs) into their business.

## Health



**ITHACA** aims to improve active and healthy ageing.

## Water

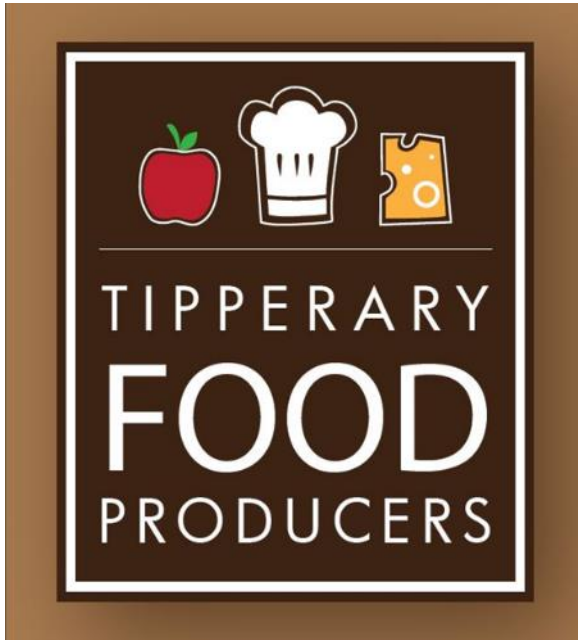


**iWATERMAP** promotes innovation policies in water technology sector, helping to increase the critical mass of innovation ecosystems.

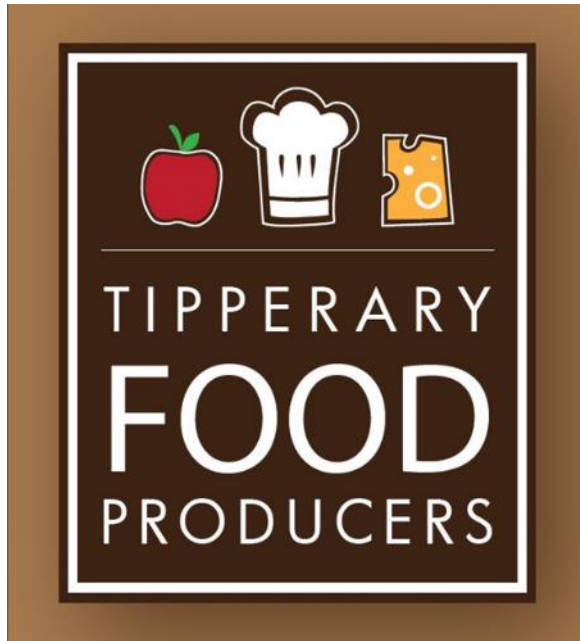
**AGRI-FOOD**

**Tipperary Food Producers Network (TFPN)  
Cornelius Traas**

# Who are we?



# Our origins



# Our purposes



To create a cohesive network of food producers in the county

- Cooperating
- Mentoring and helping
- Improving our products
- Enhancing our businesses
- Accessing training and assistance
- Positioning Tipperary as the “cradle of nourishment”



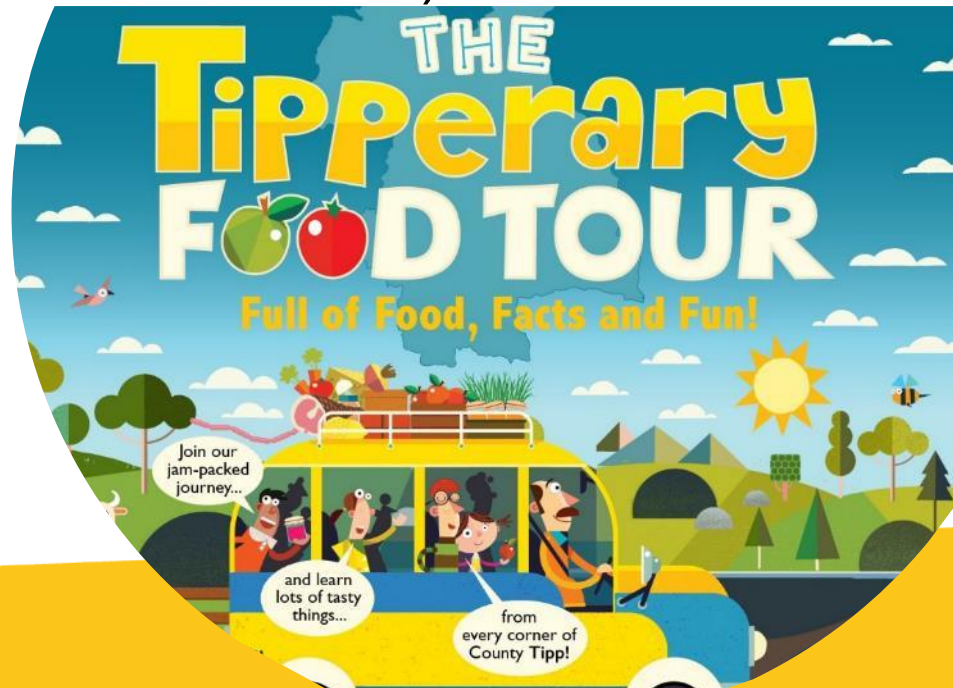
# 1. From Farm to Fork

- Utilising the raw materials grown and produced in Tipperary to nourish the people of Tipperary and beyond.
- Creating opportunities for employment and self-employment for people in the area.
- Helping the public appreciate the value and importance of locally produced foods.
- Making our businesses relevant to other businesses (retailers, tourism, other food producers), so that we enhance each-other.



## 2. Tipperary Food Producers Network (TFPN)

- Long table dinners
- Sensory analysis and product benchmarking
- Tipperary Signature Breakfast & Breakfast Champions
- The Tipperary Food Tour (Children's Book)
- Tipperary Food Trail
- Schools Programme (Book and VR)
- Tipp the dish



<https://www.youtube.com/watch?v=PZBiVZ63bAU>

<https://www.youtube.com/watch?v=PZBiVZ63bAU>





## 3. Recommendations

- Help people “on the ground” become organised into groups
- Encourage people with vision to animate the groups
- Resource the groups generously

# HEALTH

**Living In Place Innovation Infrastructure:  
LebensPhasenHaus (LPH)  
Sandra Evans**



research  
demonstration  
knowledge transfer



gallery  
meeting  
demonstration



policy  
society  
science  
economy

**WATER**

**Wetsus - Friesland (NL)**  
**Pieter de Jong**





# 1. Enabling growth through Water Technology

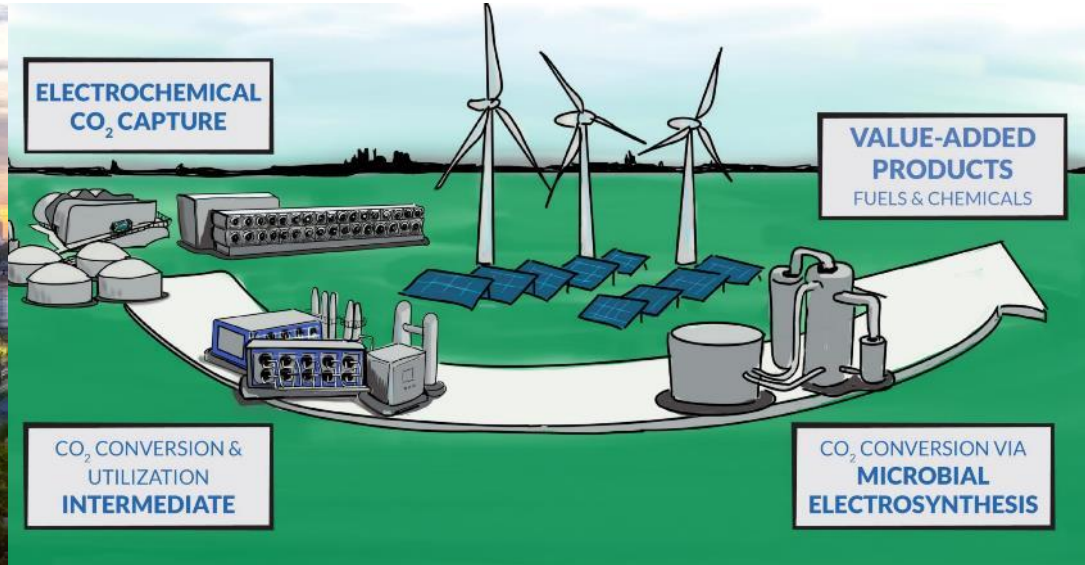
- The province of Fryslan is the poorest region in The Netherlands, there is no university and low RDI investments
- Fryslan is home to water technology SMEs, which depend on collaboration in research and innovation for breakthrough technology development
- Sustainable water technology supports the Greenification of Europe and enables the circular economy and unlocks zero pollution
- How to create growth and jobs in the Water Technology sector, while solving European and global water challenges?





## 2. Innovation Ecosystem

- Building an innovation ecosystem, supporting breakthrough research and innovation
- Support international collaboration from the start
- Enable SMEs to be solution providers
- Integrate the whole innovation pipeline from TRL 1-9
- Connect with the whole learning cycle from EQF 1-8
- Participate in EU programmes (Horizon, EIT, ERASMUS, Life, SMP, Interreg, etc.)
- Become a European leader of change



Michele.Tedesco@wetsus.nl





RecaP



# Capture, recycling and societal management of phosphorus in the environment



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wetsus



## 3. Recommendations

1. Dare to be original, choose your niche
2. Stay your course, it will take time to create high impact
3. By specialising in a niche you can actually connect with many more sectors and challenges

**DISCUSSANT**  
**Elisabetta Marinelli,**  
**Policy Research Interface**



# Thematic Working Groups