

Creativity and Transborder Integration of Regional Innovation Systems : The Upper Rhine Experience

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The Upper Rhine tri-national metropolitan region



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The Upper Rhine tri-national metropolitan region

■ A tri-national area :

- Alsace (France)
- Western part of Baden-Württemberg and the southern part of Rhine-Palatinate (Germany)
- Five Swiss *cantons*

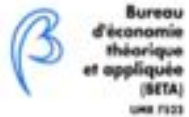
■ A few figures :

- 6 millions inhabitants
- 165 billions € GDP
- 100.000 cross-border workers
- 20.000 researchers
- 167.000 students

More than 35 years of experience in cross-border policy and integration



2008 : Creation of the Upper Rhine tri-national metropolitan region



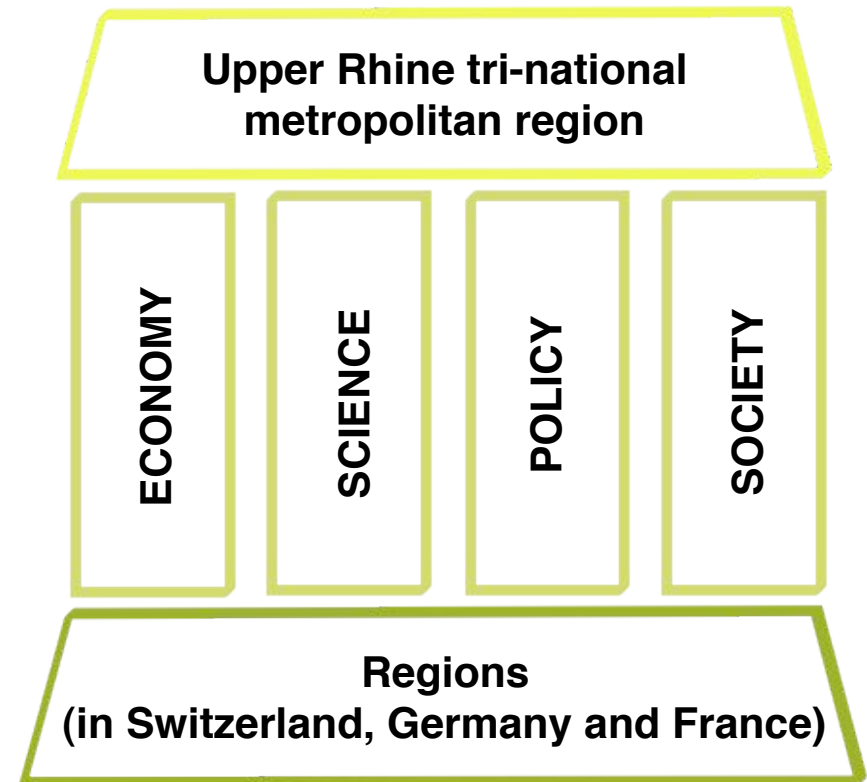
The Upper Rhine tri-national metropolitan region

Governance Structure

- No strong governance body
- A basic principle of self-organization based on four pillars


Challenges

- To identify and to exploit the existing potentials
- To improve the collaboration between the concerned regions
- To strengthen links between the pillars





Creativity and regional innovation culture

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Creativity and regional innovation culture

■ What does creativity mean at regional level?

- A definition trial : the degree of **openness** to novelty under various forms (ideas, people, practices, capital, etc.)
- According to Sternberg / Labort (2008) : "*Creativity is the ability to produce work that is both novel (i.e. original, unexpected) and appropriate (i.e. useful, adaptive concerning task constraints).*"
- As such, the creative capacity of a region corresponds to much more than the just the "sum" of individual capacities located on the concerned territory but encompasses also the propensity of valorizing existing potentials as well as the ability to attract strongly creative individuals and/or to maintain the local ones.

Creativity and regional innovation culture

■ The concept of communities

Beyond individual strategies, local actors and available resources, existing communities reveal underlying organisational modes of innovation processes :

- at one extreme of the spectrum : "autarkic innovations"
- on the other extreme : so-called "open innovations" which are the result of epistemic communities

These organisational modes vary strongly in forms and intensity from one region to an other : "spaces and places effect "



Creativity and regional innovation culture

■ The issue of "multi-multi" governance

It is crucial to distinguish between :

- research policies,
- innovation policies,
- creativity policies.

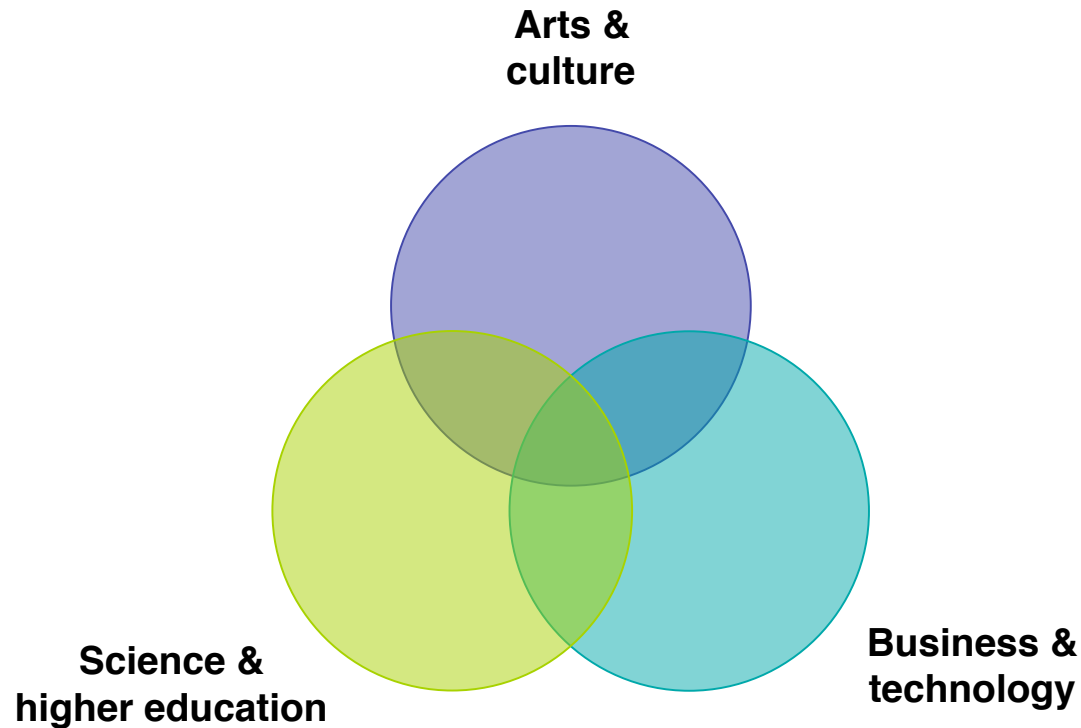
Context of "multi-multi" governance, which means : multi-levels & multi-actors (at the same time). Furthermore, and *a priori* the governance of creativity is closer to the governance of science than to the governance of technology (importance of bottom up processes).

At regional level, creativity should not be seen as the accomplishment of a few "gifted" individuals but as the result of the collective effort of heterogeneous interacting actors.



Creativity and regional innovation culture

- From concepts to policy making : the three spheres / spaces & places

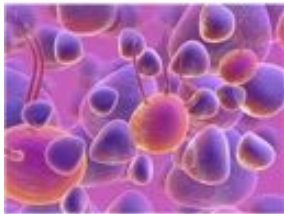




Ideas Lab



What is an Ideas Lab ?



<http://office.microsoft.com/>

- Place(s) (virtual or not) **to create new ideas** as base for innovation
- **New modes of interaction:** (i) integration of science, industry and society, (ii) new forums to meet and discuss, (iii) new ways to anticipate technological trajectories
- **Creativity** as a source of new innovations

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Why an Ideas Lab ?

- To support **creativity, multidisciplinary, interactions** in the context of globalization and increasing competition
- Objective : Generation of **new ideas, invention and innovation**
- Mission: **Interlinking** a broadened range of actors, common activities, "free space" for **articulating creativity**





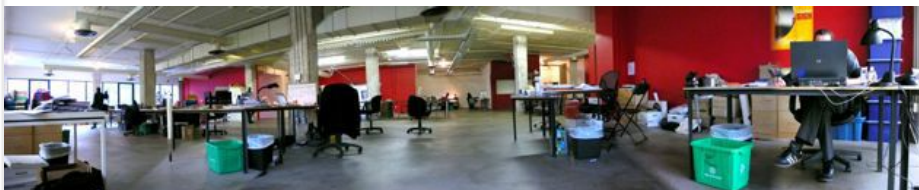
Aims of the Strasbourg Ideas Lab :

- **Connection :**
 - Exchange of ideas and experiences,
 - Detection of opportunities
- **Animation :**
 - New working methods,
 - Integration of needs,
 - New projects
- **Anticipation :**
 - New societal or technological trends
- **Vision :**
 - Participative & integrative approach science & society



Methodology

- **Broad participation** of regional actors in preparation and design
- **International Case studies :**
 - Citilab Cornella (Barcelona)
 - Social Media Experience and Design Lab (Siegen)
 - Société des Arts Technologiques (Montreal)
- **Analysis with comparative profiles :**
 - Objectives, location, communication, topics...



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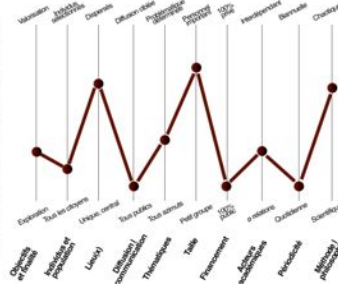
<http://www.sat.qc.ca/index.php?lang=fr>

Contrasting individual results and profiles

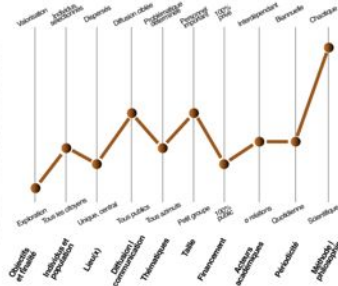


Results :

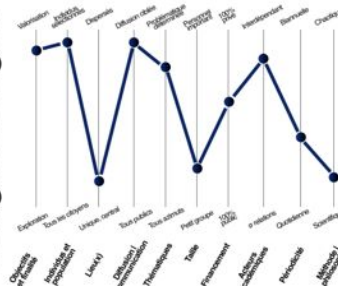
Citilab Barcelone



SAT Montréal

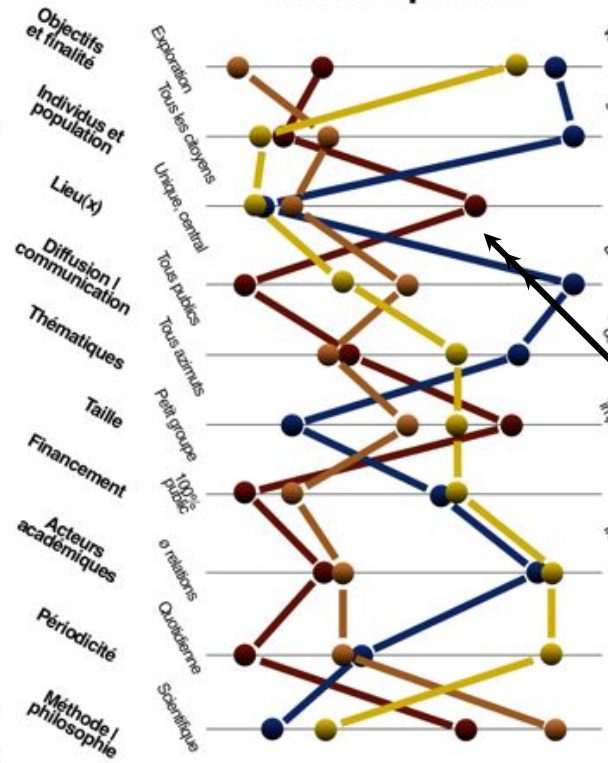


Living Lab Siegen



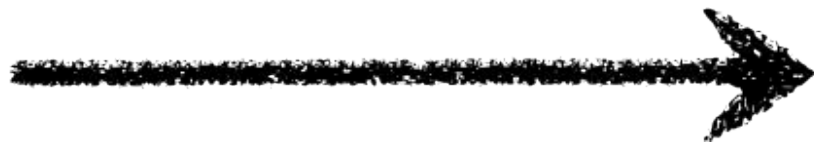
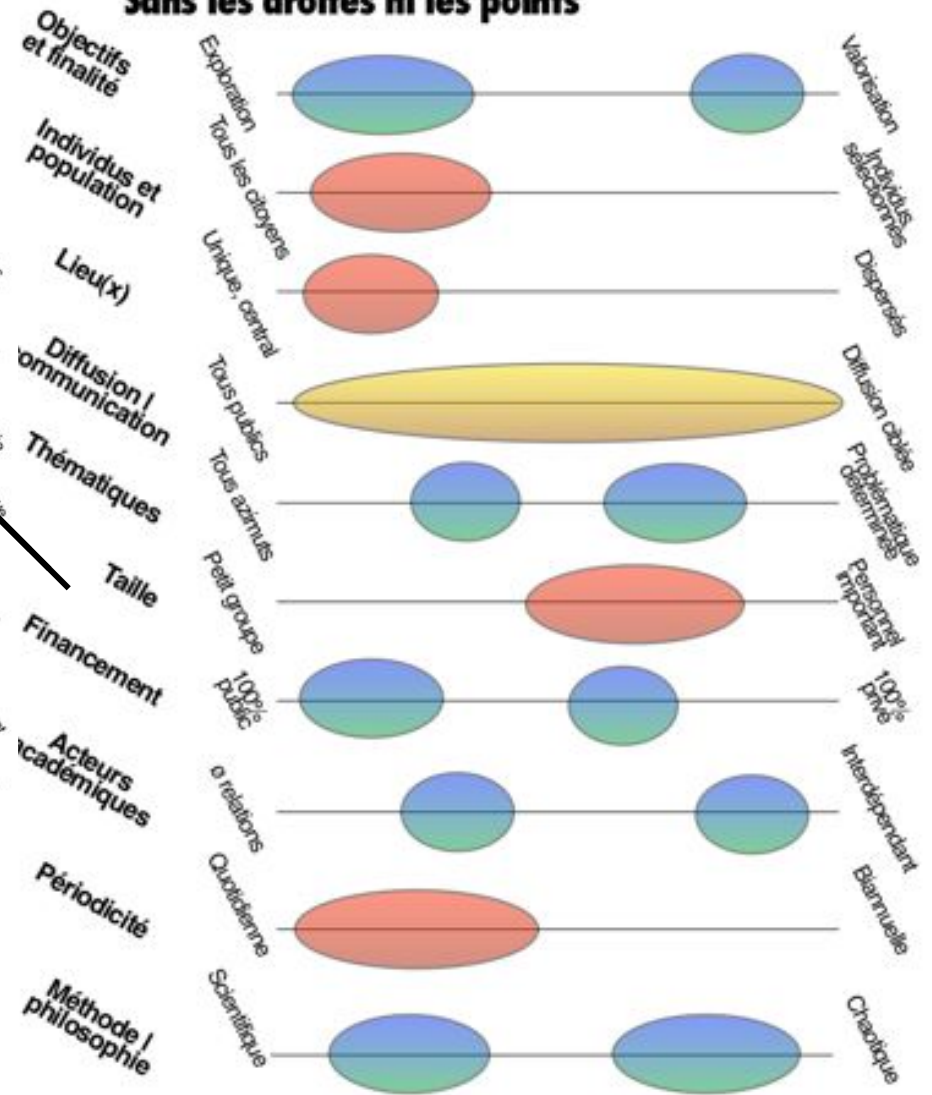
Synthèse

Toutes les expériences



Convergence(s)

Sans les droites ni les points



Conclusion :

- Which model to choose for Strasbourg/Alsace?

Objective and mission :

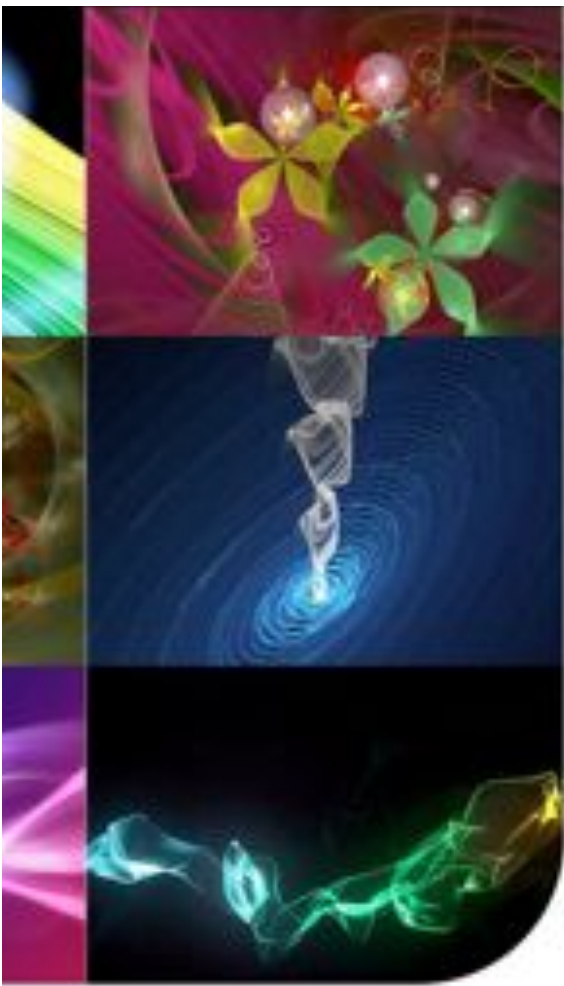
Topics and technologies
Actors to be integrated
Design

Location :

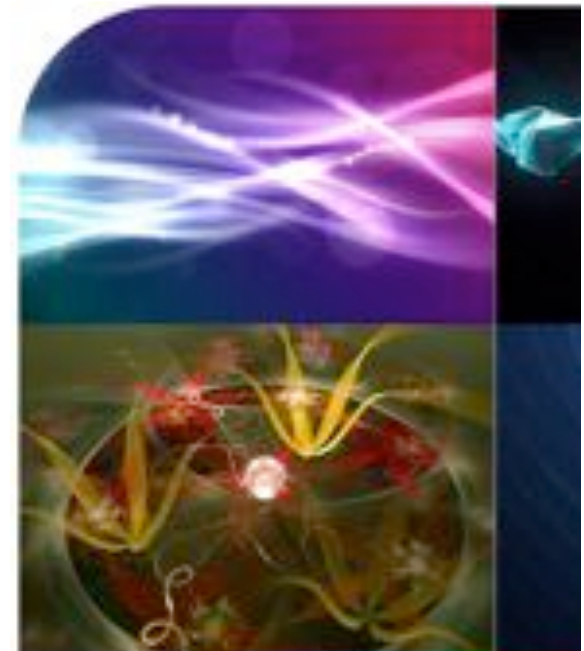
Virtual/ real
Kind of building
Place

Governance :

Mode of operation
Funding structure
Relationship with further (regional) activities



Transborder integration of RIS

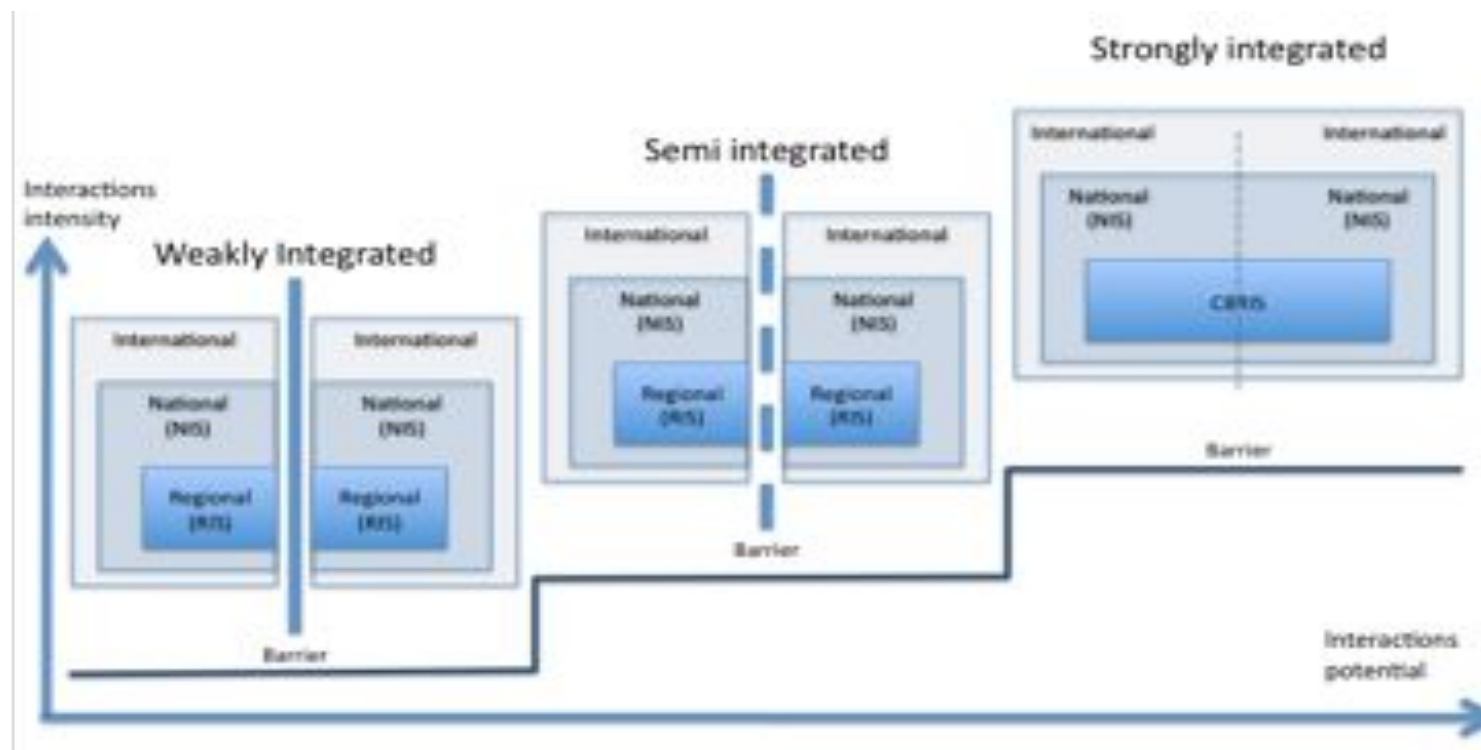


Transborder integration of RIS



- Regional Innovation System and Strategy to support regional growth
- Administrative or historical region ?
- The Upper Rhine tri-national metropolitan region as a laboratory for cross-border European integration

Transborder integration of RIS



- Creation of indicators to measure the level of exchange in academics in the Upper Rhine
- Model based on the work by Lundquist-Trippi (2009) about cross-border innovation spaces

Transborder integration of RIS

Two parallel investigations (work in progress) :

■ Scientometric survey measuring cross-border scientific interactions (i.e. publications and patents)



Monitoring of the past and current academic activities and cooperation

■ Questionnaires addressed to local policy-makers and scientists on the perception of the Upper Rhine Science pillar (in all three countries and for all four pillars)



Inputs for policy recommendations



The evoREG initiative



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The evoREG initiative

Acting as a think tank,
the **evoREG** initiative
supports the willingness
of the regional
authorities to reinforce
the governance capacity
of the Upper Rhine area
in the field of innovation-
based development
policies

www.evoREG.eu



The screenshot displays the evoREG website interface. At the top right is the 'evo|REG' logo. Below it, a navigation bar includes 'Accueil', 'Network', 'English', 'Contact', 'Workshop/Agenda', and 'Impressum'. A central image shows a satellite view of the Upper Rhine region. To the right of the image, a news item is titled 'Jean-Alain Hermand @ universita' with the date '26.02.2010' and a brief description of a lecture at the University of Strasbourg. Below the image, there are three main sections: 'Projet' (with sub-items: Objectifs, Partenaires, Activités), 'Téléchargements' (with sub-items: Plans de travail, Rapports, Documents, Conférences, Présentations, Attached working papers, Rapports de suivi), and 'Equipe' (with sub-item: Membres). At the bottom, the 'Objectifs' section contains a paragraph in French describing the initiative as a result of a common reflection by services from the 'Agence Alsatienne' (IREST: Direction Recherche, Enseignement Supérieur et Transfert de Technologie), Fraunhofer Institut für System- und Innovationsforschung (ISI), Karlsruhe, and the Bureau d'Économie Théorique et Appliquée (BETA), Strasbourg. The text states that this reflection corresponds to the will of territorial authorities to reinforce the regional governance capacity of the Upper Rhine area in the field of innovation-based development policies, leveraging the complementary competences of ISI and BETA in this domain.

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Thank You

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