



# Innovation and Tested Methods in Innovation System in ICE Project Countries

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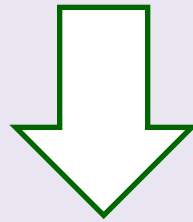
# Content

1. ICE goals and tasks
2. Definition of Innovation;
3. Structural changes in the global economy;
4. A new paradigm of thinking;
5. Tested Method in Innovation System and Success Stories.

## Within ICE we want to:

- **foster economic growth and competitiveness** of the Baltic Sea region (BSR) through increasing SME's innovation capacity and equality, especially in the sectors of tourism, and cultural and creative businesses.
- utilize the knowledge, **best practices**, from various organizations - social non-profit organizations, public sector and private companies - in terms of increasing SME innovation capacity in female-dominated sectors such as tourism, and cultural and creative industries (TCCI).
- **develop and disseminate methods** around common challenges based on innovation-development in SMEs linked to TCCI.

**Best** methods and models that foster innovation in all participating countries.



**New** models and methods for each participating country

# ICE partners

1. The County Administrative Board  
of Östergötland (Sweden)



LÄNSSTYRELSEN  
ÖSTERGÖTLAND

2. KTU Regional Science Park  
(Lithuania)



Kaunas Science and  
Technology Park

3. Latvian Academy of Agricultural  
and Forestry Sciences (Latvia)



4. Innovation Association "Republican  
Centre for Technology Transfer" (Belarus)



5. 4C Social Economy Center Krzysztof  
Musiatowicz (Poland)



6. Linköping University - HELIX VINN Excellence  
Centre (Sweden)



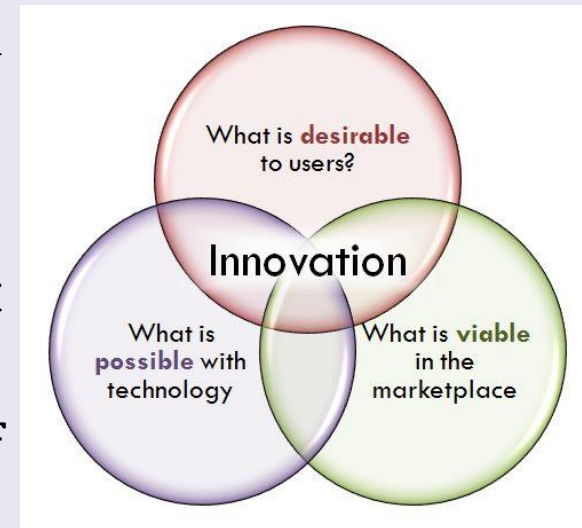
# Definition/ conception of the term *“innovation”*

***Innovation*** is “the implementation in a product or service of new ideas, developments and technologies of a scientific, technical, social or cultural field or other fields”.

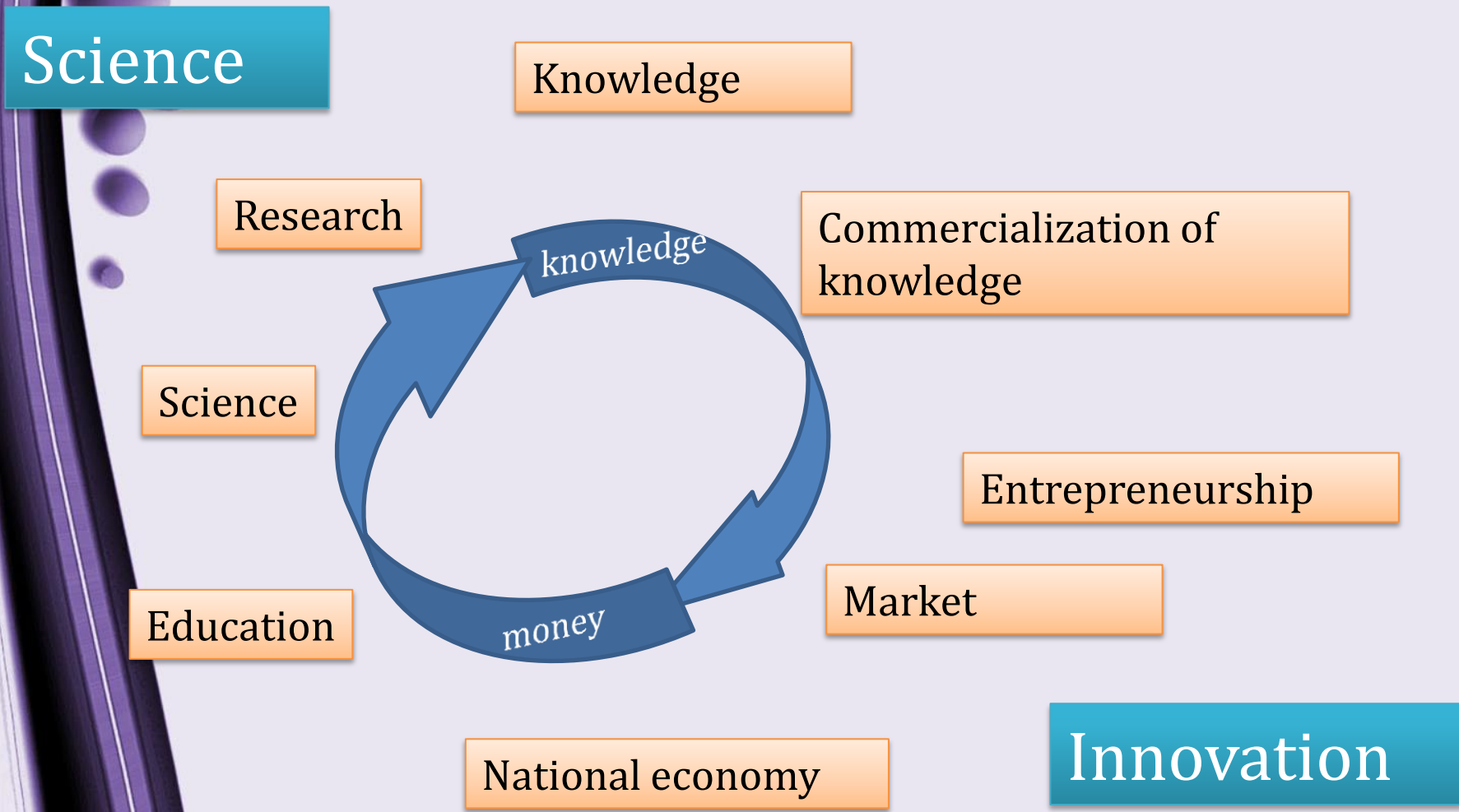
*Law on Scientific Activity (2005)*

# Innovations

- **Process innovation** refer to new combinations of production factors allowing cost – saving within the production processes or enable the production of a range of products which substantially differ from those already existing.(Ultrafiltration, high – pressure technology)
- **Product innovation** are new products which from the consumers'point view are perceived to be new. Product innovations are not only defined as a new combination of production factors but need to be introduced into the market as well.



# Science & Innovation

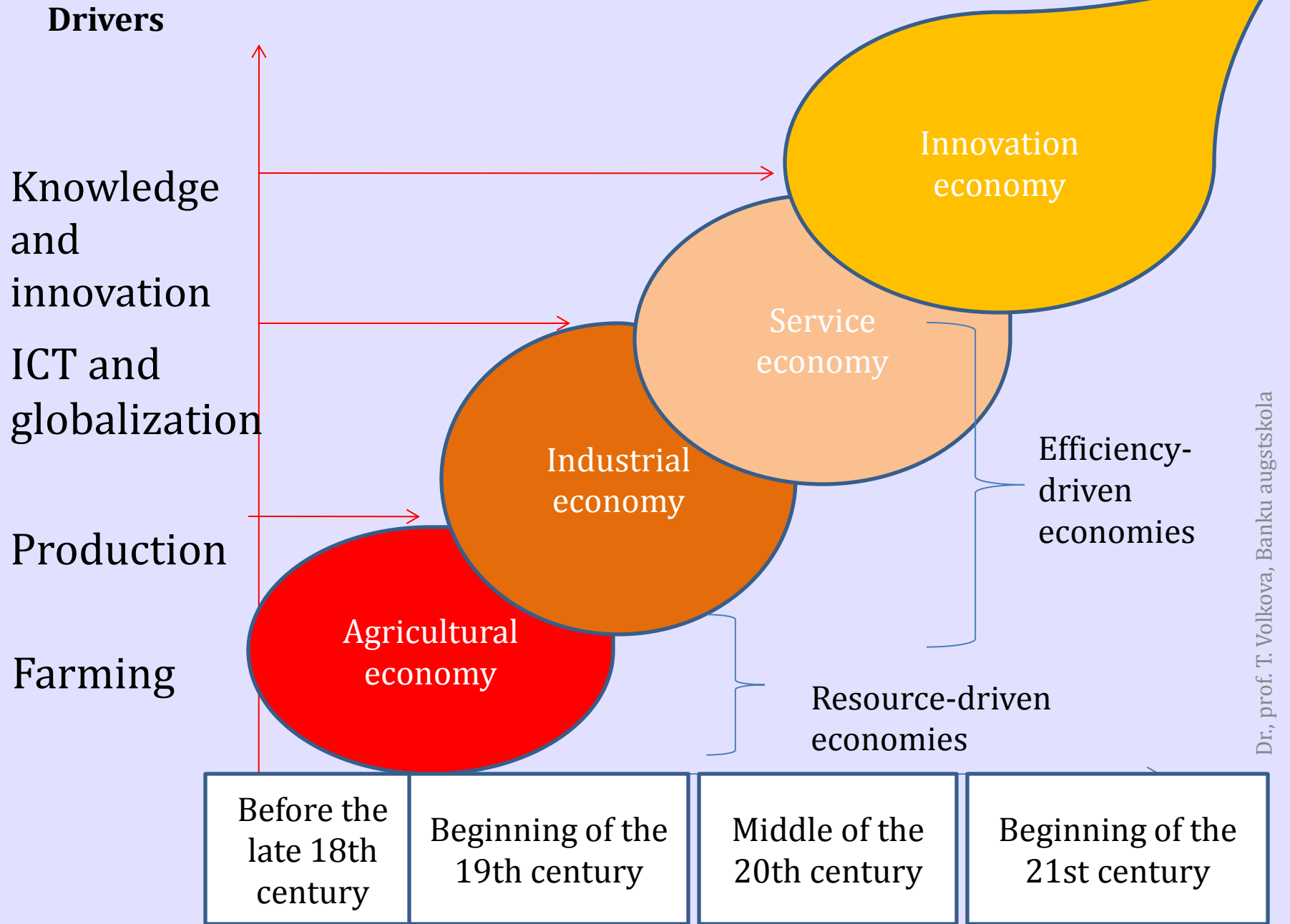


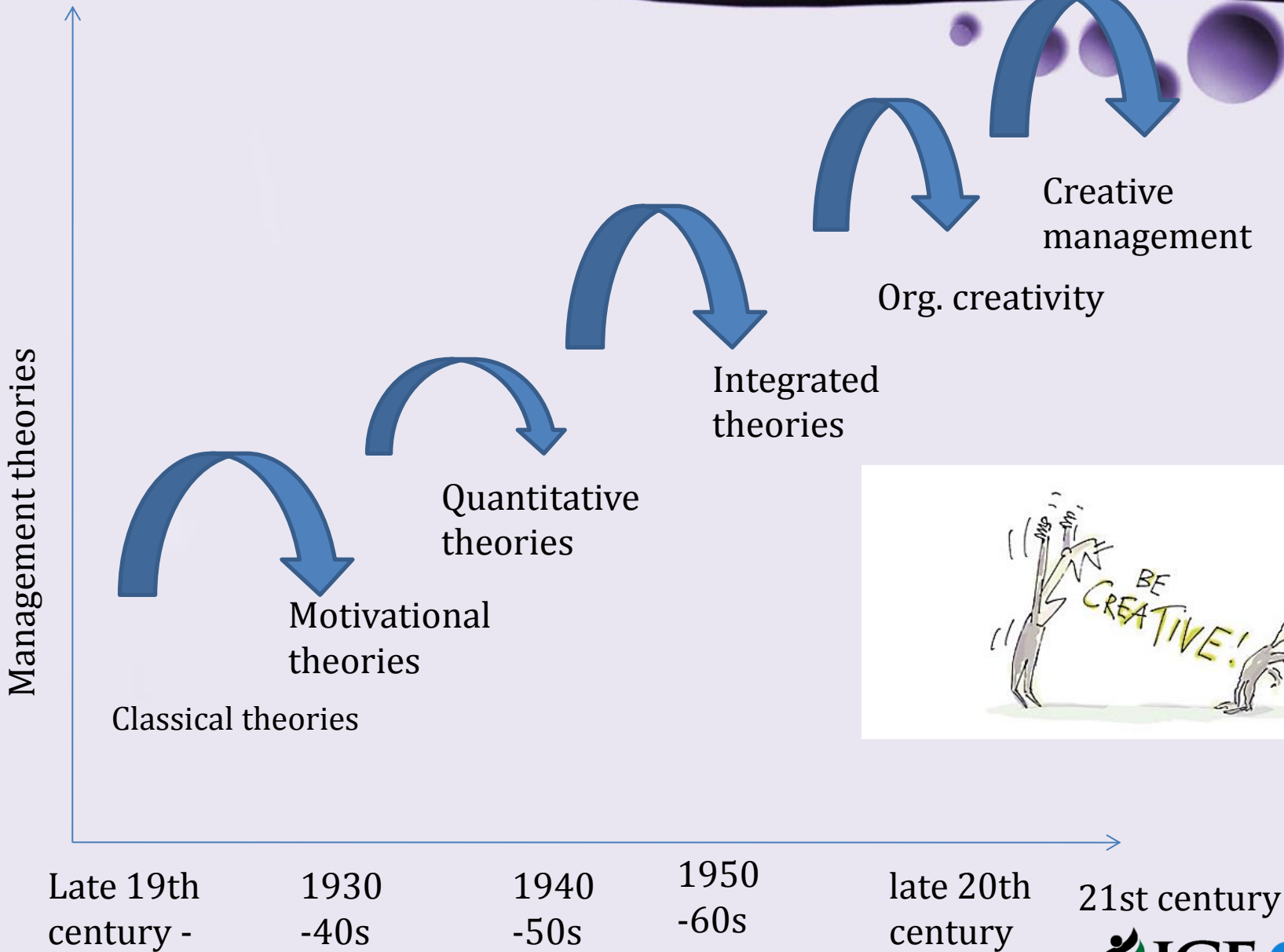


# Innovation Process



# Stages of economic development





# Innovation Union Scoreboard report

“According to the scoreboard report, we need to make greater efforts to improve innovation in Europe with the purpose of moving towards stable and sustainable growth”

European Commission

# The new paradigm of thinking

The European Union Innovation Strategy states that  
“ **...all forms of innovation need to be supported**  
and that the progressive shift in emphasis of the  
broad-based innovation strategy from exclusive  
reliance on ‘technology push’ to more demand- and  
user-driven innovation must continue.”

*European Union Commission working paper  
“Design as a driver of user-centered innovation”, (2009) Brussels*



“..it is important to understand how the nature of innovation changes. **Innovation is not only about science and technologies.** Companies can introduce innovations in many other ways. Co-creation, engagement of users, environmental and public challenges drive innovation...” Lene Espersen, Mauri Pekarinen



TUO- JA ELINKEINMINISTERIÖ  
RÄTTIS- OCH NÄRINGSMINISTERIET  
MINISTRY OF EMPLOYMENT AND THE ECONOMY

current issues ministry work enterprises consumers and the market innovations er

- National Innovation Strategy
- International evaluation of Finnish National Innovation System
- Research, technology and expertise
- Demand and user-driven innovation
- > Demand driven innovation policy
- > User-driven innovation policy
- Service innovations
- Growth entrepreneurship

Front page > Innovations > Demand and user-driven innovation > Demand driven innovation policy

### Demand driven innovation policy

A broad-based innovation policy pays attention to supply and demand for innovations. Rather than individual enterprises, a demand driven innovation policy examines markets as a whole. Political means are used to promote the emergence and diffusion of innovations, by stimulating demand for them and creating the conditions for their adoption.

Demand driven innovation policy enhances the competitiveness of companies by

- creating markets and demand for innovative solutions
- creating the prerequisites for the emergence of lead markets
- reducing the risk of commercialisation by speeding up the market entry and diffusion of new solutions



## Innovation in Services GreenConServe

### LEADING PUBLIC SECTOR INNOVATION

Co-creating for a better society



### ECO-INNOVATION

WHEN BUSINESS MEETS THE ENVIRONMENT



## Business Model Innovation

### Proven Strategies That Actually Work



### Marketing Innovation

Small budgets, big impact.

Marketing Event Börse, Düsseldorf  
17.09.2007



### DESIGN DRIVEN INNOVATION



“Empowering people to innovate relies not only on broad and relevant education, but also on the development of wide-ranging skills that complement formal education;

- The role of SMEs increases;
- Fundamental research creates a basis for future innovations;
- Governments have to invest in the sources of growth: education, research, and infrastructure - cutting back public investment in support of innovation may provide short-term fiscal relief, it will hurt long-term growth”  
OECD Innovation Strategy, 2010



# Tested Methods in Innovation System (1)



# Collaboration in Food Technology

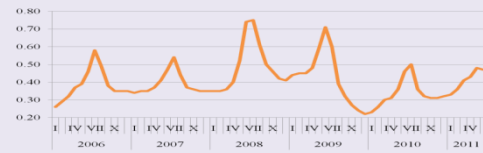
**RAW MATERIAL SELECTION and RESEARCH**

**NEW PRODUCT and TECHNOLOGY DEVELOPMENT**

**ASSESSMENT of RAW MATERIALS and PRODUCTS QUALITY**

**PACKAGING and ECONOMICS**

**Carrot price EUR per kg**



**Milk price EUR per L**



# Successful examples (innovative products created by women)



High quality, healthy organic baby food (fruit and vegetable purees "*Rūdofs*")



**DABBA** natural perfumes – floral waters



*graci*  
alternative muesli

Cereal mixes **GRACI** which are rich in nutrients



**MAAMEES 2013,  
Tartu, Estonia**



**EAIE 2013,  
Istanbul, Turkey**

# Tested Methods in Innovation System (2)

## ► Business Incubators

*A combination of infrastructure and personnel aimed at aiding new and small enterprises to develop, by supporting them in their early stage of development with infrastructure, day-to-day consultations, and services concerning basic business development issues.*

Successful examples (innovative products created by women):



Organic cosmetics.



Ecological and sustainable design baby furniture.

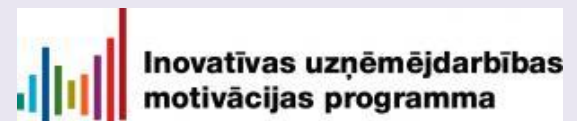


Baby and kids wear.



# Tested Methods in Innovation System (3)

- **Measures to Encourage Innovations and Business Start-ups** (the Motivation Programme for innovative entrepreneurship)
  - **Competition “Idea Cup”;**
  - **Mentoring program** for new entrepreneurs;
  - **Innovation platform DEMOLA Latvia.**
  - **Period: 03.07.2009. – 31.12.2015.**



# Tested Methods in Innovation System (4)

- ▶ Financial support from State owned joint stock company „Latvian Development Finance Institution Altum”



**Children furniture  
KUKUU (My Place)**



**Children food Rūdolfs  
(Lateko food)**



**Language centre  
Password X**



**SIA Health centre**



**Singing school**



**Folk dress Studio**





# ALTUM supported Group Microcredit



# Tested Methods in Innovation System (5)

- **Latvian Rural Advisory and Training Centre (LLKC)** - the largest and widest rural consultancy enterprise covering the whole territory of Latvia.
- **Risk capital** - suitable for innovative companies who have problems to attract funding from traditional sources of finance due to the increased risk.
- **Lauku ceļotājs** (rural tourism association established in 1993 )

# Tested Methods in Other ICE Project Countries

## Sweden

- **Vinnova:** Swedish Agency for Innovation System  Develops Sweden's innovation capacity for sustainable growth and benefiting society
- **SAERG:** Swedish Agency for Economic and Regional Growth
  - SMEs
  - Womens e-ship
  - Tourism but also culture and creative

### *Support to women innovators:*

- The gender 'label'
  - Swedish association of inventors
    - Branch and prices for female inventors
  - SAERG
    - Ambassadors for women entrepreneurs
- Making existing innovations visible
  - Also PIMM – project which is implemented in care and health-care in the region Östergötland; the methods used – coaches; gave support for women innovators in public organizations

# Lithuania

- Art incubators - indirect support for the artists (in the Tourism, Culture and Creative Industries)
- Eurochambres Women Network (EWN) - part of the EU Chamber of Commerce and Industry (for women innovators)



- "Išmani moteris" ("I-woman") – virtual community, creating a real business



**Išmani moteris**

# Lithuania

## *Methods and models with rent of premises and providing innovation support services*

- Business incubators

TELŠIŲ APSKRITIES VERSLO INKUBATORIUS



- Science (and technology) Parks



# Lithuania

## *Methods and models that provide consulting, training and information*

- Business information center (BIC)
- Innovation centers (IC) - a public non profit organization aiming to promote innovation and entrepreneurship, technology transfer from research to business, and development of innovative companies in Lithuania.  
- National innovation and business center (NIBC) - one of NIBC activities involve the entrepreneurship centre "Start-up space" (the boiling pot for ideas, inventions, young businesses, events and parties).
- Chamber of commerce industry and crafts (CCIC) 
- Agency for Science, Innovation and Technology (MITA) - provides free of charge services for clients from business, science and public sectors, interested in possibilities to develop strong cooperation relations with international partners and get financial support for research and innovation projects. 
- Lithuanian tourism association (LTA) – offers members FREE 1.5 years training program for improving "Knowledge and skills of the tourism sector executives, managers and service staff". 

# Lithuania

## *Methods and models that provide information, consulting and information but are private initiatives*

- "Lietuva gali" ("Lithuania can") - TV project – enables high experienced entrepreneurs to share the experience with starting entrepreneurs, who are from the same region or town and are creating businesses in that region.
- "Verslo iniciatyva" ("Business initiative") - non-governmental organization that seeks to promote and develop youth entrepreneurship
  - "Veršlauk!" ("Do business!") - a largest national business plan contest for people who are 18 – 29 year old, to help them make their business ideas into real successful businesses.



# Poland

## National system support:

- Mainly financial support – projects based on grants or on additional financing.

## Private initiatives:

- the most common and tested methods:
  - thematic contest
  - creating business environment intuitions (clusters, business incubators, foundation and organization)
  - private companies that operates on the field of EU projects



# Poland

## CREATIVE INDUSTRIES: *Grant Project from EU funds (Innovative Economy Operational Program)*

- **Multicluster „Miasteczko Multimedialne” (The Multimedia Village)** - combines instruments in support of innovative processes like: cluster system, science and Technology Park, the R&D Centre, the incubator of entrepreneurship, venture capital investment fund.

## CREATIVE INDUSTRIES: *Crowdfunding platform*

- **Wspieram.to** - an innovative platform to promote creative people. Place where everyone can show their projects that previously could not be implemented without the right amount of cash.

## CULTURE: *Incubation*

- **Szczeciński INKUbator kultury (Szczecin Incubator for Culture)** - activity encompasses the assistance to non-governmental institutions that have only entered into the process of developing civil society.

# Poland

## FEMALE INNOVATORS SUPPORT: *Thematic contests*

- **Innowacja jest kobietą (Innovation is a woman)** - an annually event aimed at promoting Polish female scientists and researchers that are authoress and co-authoress of technological concept or the implementation of already developed solutions.
- **Twórcy Innowacji (Innovation Creators)** - the competition prize was awarded in three areas - **technological innovation, activities in the area of social innovation** and **innovation for sustainable development**.

## FEMALE INNOVATORS SUPPORT: *Project*

- **Lean in Stem – Mentoring programme** - is an action through mentoring, networking and inspiration developed for the promotion of women's careers in science and technology area.

# Belarus

- **Republican youth contests “100 ideas for Belarus”** - grants
- **President’s scholarships for young scientists**
- **Business support centers (state & private)** - provide informational services to citizens, willing to start their own business; organize courses and seminars; promote products on the market; train and provide specialists; conduct market research.
- **Business Incubators** - create conditions for growth and development of small businesses by renting premises, office equipment and other assets; render information services; organize seminars; provide assistance in finding business partners and financial resources.
  - **Business Incubator ЗАО «МАП ЗАО»**



# Belarus

## SUPPORT FOR CREATIVE BUSINESSES

- **Private business support center “Startup technologies”** – financing, mentoring
- **Association of Business-Angels “BAVIN”** – financing, expertise
- **Contests organized by private companies (mainly IT)** – financing
- **Co-working Centers offer space for creative people** - seminars, master-classes

## SUPPORT OF WOMEN INNOVATORS: *Thematic events*

- **Contests “Best business-woman of a year”**
- **Contests “Lady Boss”**
- **Forum of Women-Entrepreneurs**



**NATIONAL RESEARCH PROGRAMME „ ECONOMIC  
TRANSFORMATION, SMART GROWTH,  
GOVERNANCE AND LEGAL FRAMEWORK FOR THE  
STATE AND SOCIETY FOR SUSTAINABLE  
DEVELOPMENT — A NEW APPROACH TO THE  
CREATION OF A SUSTAINABLE LEARNING  
COMMUNITY — EKOSOC — LV”**

Programme Manager — *Dr.habil.oec.* Baiba Rivža

The programme is established to create knowledge base on sustainable development processes of the state and society, and to elaborate a theoretical justification for sustainable development strategies and action policies through diverse scientific research



EKOSOC-LV Project Managers

**The practical aim of the programme is to the elaboration of national economy transformation and development model consistent with the statements of smart specialization.**



# The ten interdisciplinary projects of the programme in a logical sequence address all the envisaged tasks:

- 1. Studying the competitiveness of the Latvian companies on external markets and provision of proposals for its strengthening**

Project manager — Dr.habil.oec. **Remigijs Počs**, Riga Technical University  
E-mail: remigijs.pocs@rtu.lv

- 2. The Development of Innovation and Entrepreneurship in Latvia in compliance with the Smart Specialisation Strategy**

Project manager — Dr.oec. **Natalja Lāce**, Riga Technical University  
E-mail: natalja.lace@rtu.lv

- 3. Processes of Latvian rural and regional development and possibilities within the framework of economy**

Project manager — Dr.habil.oec. **Baiba Rivža**, Latvia University of Agriculture  
E-mail: baiba.rivza@llu.lv



**4. Renewal of society through reducing the risk of depopulation, through demographic development and strengthening links with the diaspora for the transformation of the Latvian economy**

Project manager — Dr.habil.oec. **Juris Krūmiņš**, University of Latvia

E-mail: [juris.krumins@lu.lv](mailto:juris.krumins@lu.lv)

**5. Reflecting on values and social agency during social and economic change**

Project manager — Dr.sc.inf. **Sergejs Kruks**, Riga Stradins University

E-mail: [sergejs.kruks@rsu.lv](mailto:sergejs.kruks@rsu.lv)

**6. Social and political transformations in Latvia in the post-crisis period**

Project manager — Dr.sc.pol. **Feliciana Rajevska**, Institute of Social, Economic and Humanities Research of Vidzeme, University of Applied Sciences

E-mail: [feliciana.rajevska@va.lv](mailto:feliciana.rajevska@va.lv)

**7. Involvement of the society in social innovation for providing sustainable development of Latvia**

Project managers:

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Dr.oec. **Inna Dovladbekova**, Riga Stradins University

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**8. Cultural environment development, preservation of the nature diversity and urbanization processes within the context of the balanced development of Latvia**

Project manager — Dr.sc.pol., Dr. oec. **Agita Līviņa**, Institute of Social, Economic and Humanities Research of Vidzeme, University of Applied Sciences

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**9. Impact of social awareness changes on sustainable provision of ecosystem services**

Project manager — Dr.biol. **Inese Kokina**, Daugavpils University

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**10. Elaboration of a sustainable model for increasing the effectiveness of the legal framework for economic transformation**

Project manager — Dr.iur. **Ārija Meikališa**, University of Latvia

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# Conclusions

- Universities , ALTUM, NGO and women's clubs in Latvia are very important institutions in the supporting of women in different activities, including entrepreneurship.
- The most popular tested methods for women entrepreneurs, including entrepreneurs innovators (support which is provided by organizations related to women's activities), are mentoring, summer schools and groups of microcredit.



**Albert Einstein said:**

“The true sign of intelligence is not knowledge but imagination. Imagination is more important than knowledge. Imagination is everything. It is the preview of life’s coming attractions. Logic will get you from A to B. Imagination will take you everywhere. Knowledge is limited, Imagination encircles the world”.



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# Thank You !

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