HORDALAND FYLKESKOMMUNE

# VRI and competence brokering as a tool in regional business- and competence development

**Regional responsible for VRI- program in Hordaland, Jone Engelsvold**

# Outline

1. Some main characteristics to the Regional development in our area – brief overview

2. Regional strategies for business & competence development

3. The role of VRI
   - How to fit in
   - How to get the most out of it
   - New opportunities - Regional research fund

4. Competence brokering as part of VRI
   - What do we expect

1

# Regional development issues – Hordaland

Municipalities in Hordaland

- **33 municipalities**
- Second largest in Norway– Bergen

- **Smallest municipality in Norway – Modalen**

# Employment and labour market

| No. employed per. 4. quartile 2009 | No | % |
|---|---|---|
| Agriculture, forestry and fishery | 5 517 | 2 % |
| Industry/extraction of oil and gas | 32 781 | 13 % |
| Construction, power/water supply | 20 549 | 8 % |
| Retail, restaurants, hotels. | | |
| transport & communication | 55 936 | 23 % |
| Private services | 60 985 | 25 % |
| Public services | 67 961 | 28 % |
| Others | | 1 % |
| Total | 244.692 | |

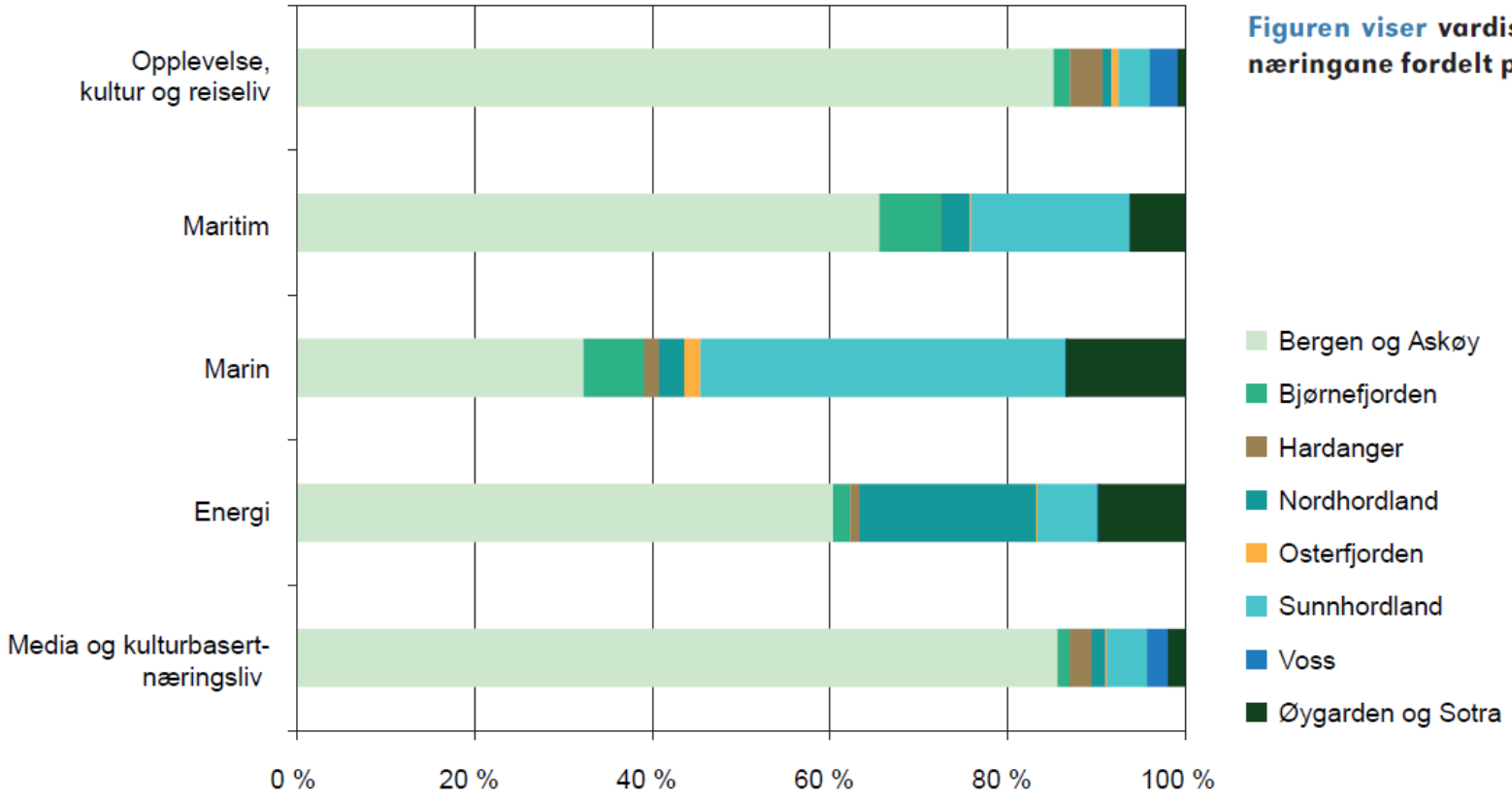
•Number of companies: 41 037

Red: decline from 2008

Green. Growth from 2008

# Regional diversity

For meir informasjon og søk i nøkkeltala sjå www.brb.no/ eller rapporten: "Nøkkeltall for prioriterte næringar i Bergensregionen" (2010).



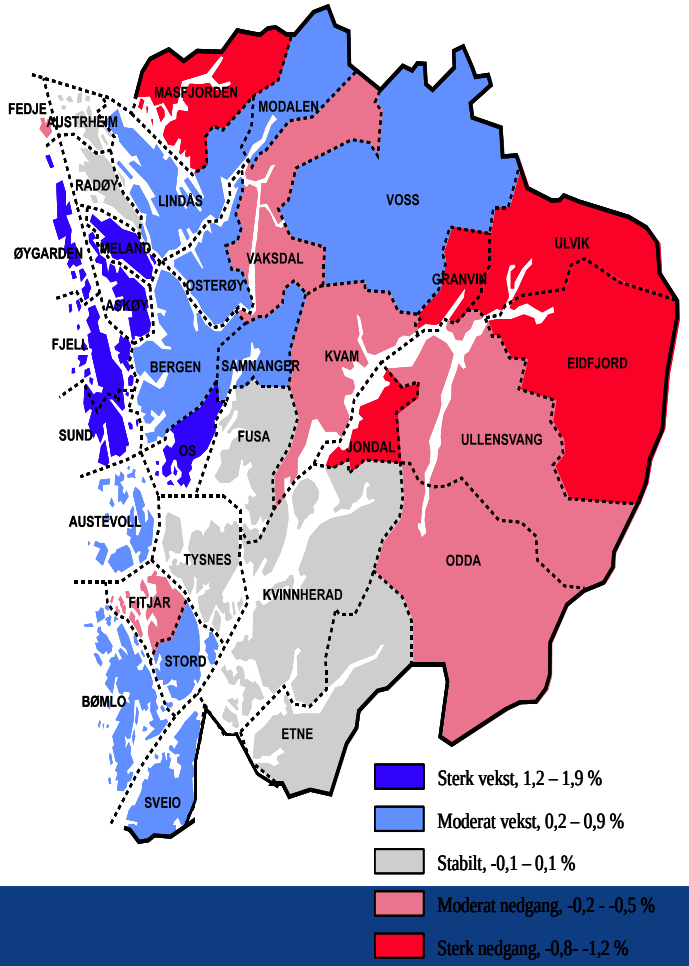

**Figuren viser vardiskaping i dei utvalde næringane fordelt på region.**

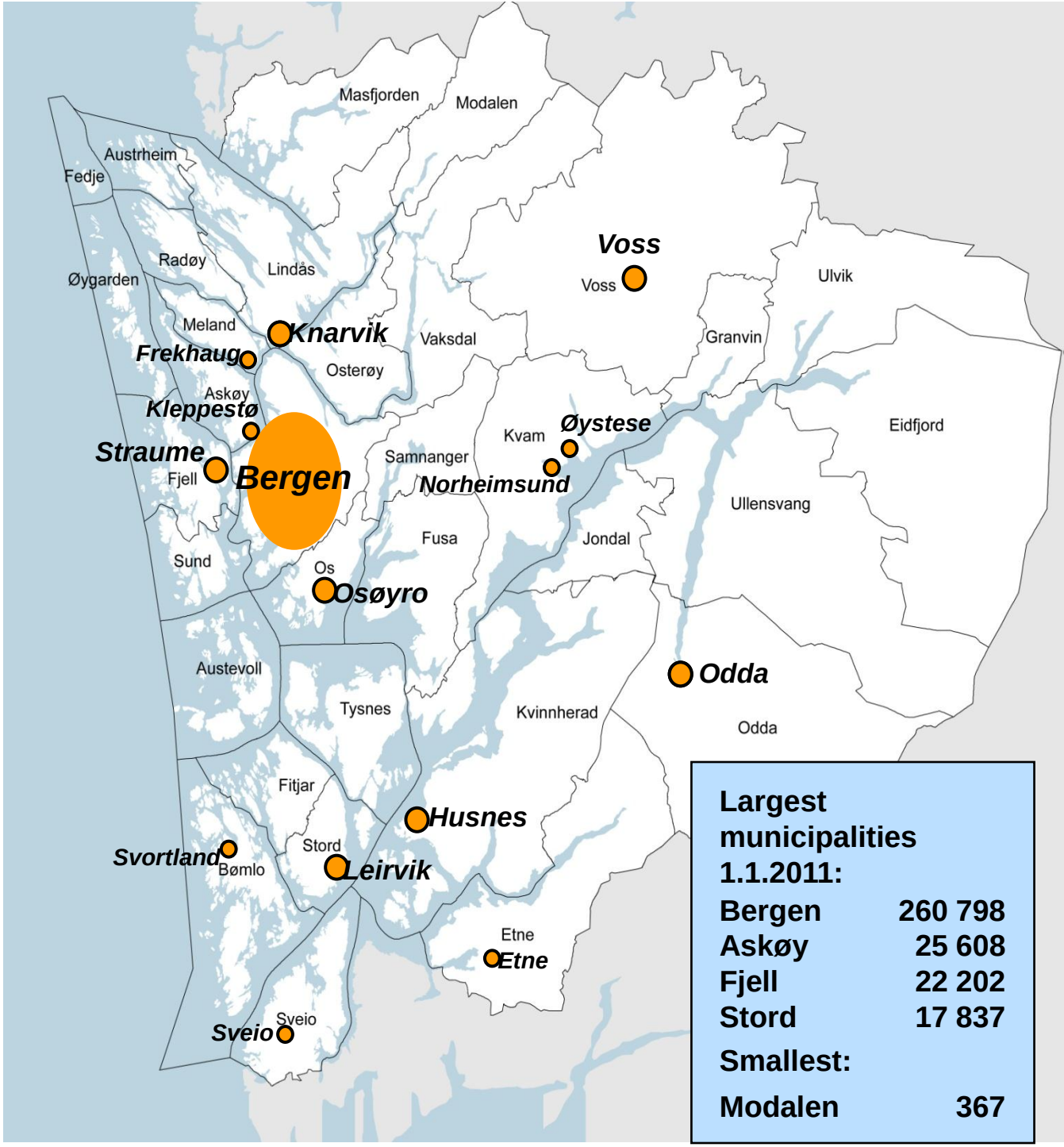
Kjelde: BRB

## Total population

- 484 788
- Growth on the cost
- Decline inland

## Estimated population growth 2005-2015




**Largest municipalities 1.1.2011:**

| | |
|---|---|
| Bergen | 260 798 |
| Askøy | 25 608 |
| Fjell | 22 202 |
| Stord | 17 837 |

**Smallest:**

| | |
|---|---|
| Modalen | 367 |

# Research - institutions

Tabell 2: Oversikt over forskingsinstitusjonar i Hordaland og tilhøyrande forskingsaktivitet

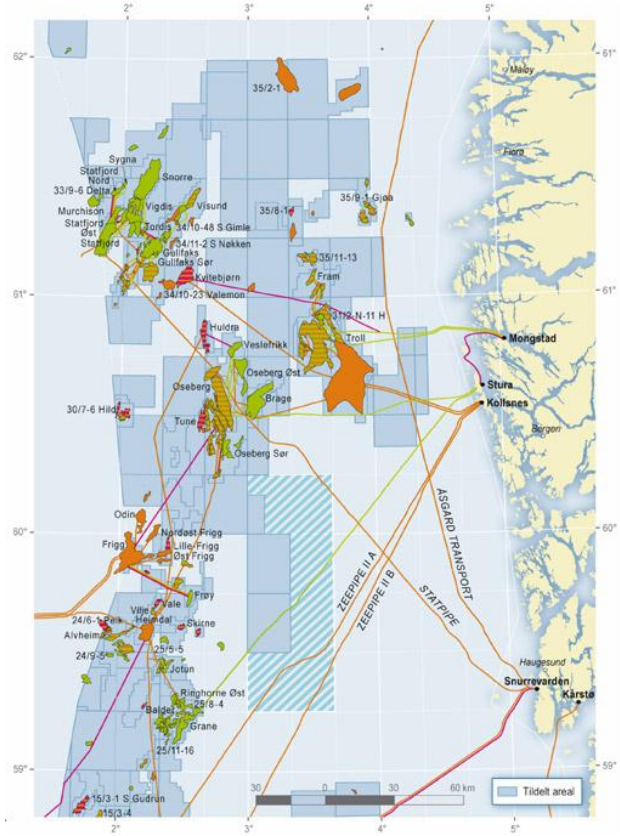
| | | Tal fag[4]-/ forskarårsverk | [5]Publikasjons-poeng per fag-/forskarårsverk |
|---|---|---|---|
| | **Universitets- og høgskolesektoren** | | |
| | Universitetet i Bergen | 2022 | 0,86 |
| 1 | Norges Handelshøyskole | 226 | 0,7 |
| | Høgskulen Stord/Haugesund | 160 | 0,33 |
| | Høgskolen i Bergen | 463 | 0,15 |
| 2 | Sjøkrigsskolen | • | • |
| | Kunsthøgskolen i Bergen | 45 | • |
| | Bergen Arkitektskole | 9 | • |
| | Betanien diakonale høgskole | 18 | 0,22 |
| | Haraldsplass diakonale høgskole | 23 | 0,2 |
| | NLA Høgskolen | 32 | 0,97 |
| | NLA Lærerhøgskolen | 44 | 0,13 |
| | Handelshøgskolen BI | • | • |
| | | | |
| | Helse Bergen | 242,7 | 2,19 |
| 3 | Haraldsplass diakonale sykehus | • | • |
| | | | |
| | **Instituttsektoren** | | |
| | ***Forskingsinstitutt med hovudkontor i Bergen*** | | |
| | Samfunns- og næringslivsforsking (SNF) | 36 | 0,16 |
| | Christian Michelsen Research AS (CMR) | 42 | 0,11 |
| | Christian Michelsens institutt (CMI) | 45 | 0,47 |
| | Nansen senter for Miljø og Fjernmåling (NERSC) | 48 | 0,35 |
| | Uni Research, herunder | 391 | |
| 1 | Uni Rokkansenteret | 36 | 1,23 |
| | Havforskningsinstituttet | 231 | • |
| 2 | Nasjonalt institutt for ernærings- og sjømatforskning (NIFES) | 55 | 0,69 |
| | | | |
| | ***Forskingsinstitutt med avdelingskontor i Bergen[6]*** | | |
| | SINTEF Petroleumsforskning AS | 99 | 0,18 |
| | NOFIMA | 214 | 0,47 |
| | IRIS Samfunn | 38 | 0,5 |
| | IRIS | 149 | 0,21 |
| | Norsk institutt for vannforskning (NIVA) | 133 | 0,36 |
| | Norsk institutt for kulturminneforskning (NIKU) | 61 | 0,41 |
| | Norsk institutt for skog og landskap | 60 | 0,47 |
| | Norsk institutt for landbruksøkonomisk forskning (NILF) | 35 | 0,22 |
| | Bioforsk | 226[7] | 0,39 |

• Data mangler

HORDALAND FYLKESKOMMUNE

# R & D spending in private companies

- **Companies in Hordaland report 143 million Euros spent on R&D related activities (2009)**



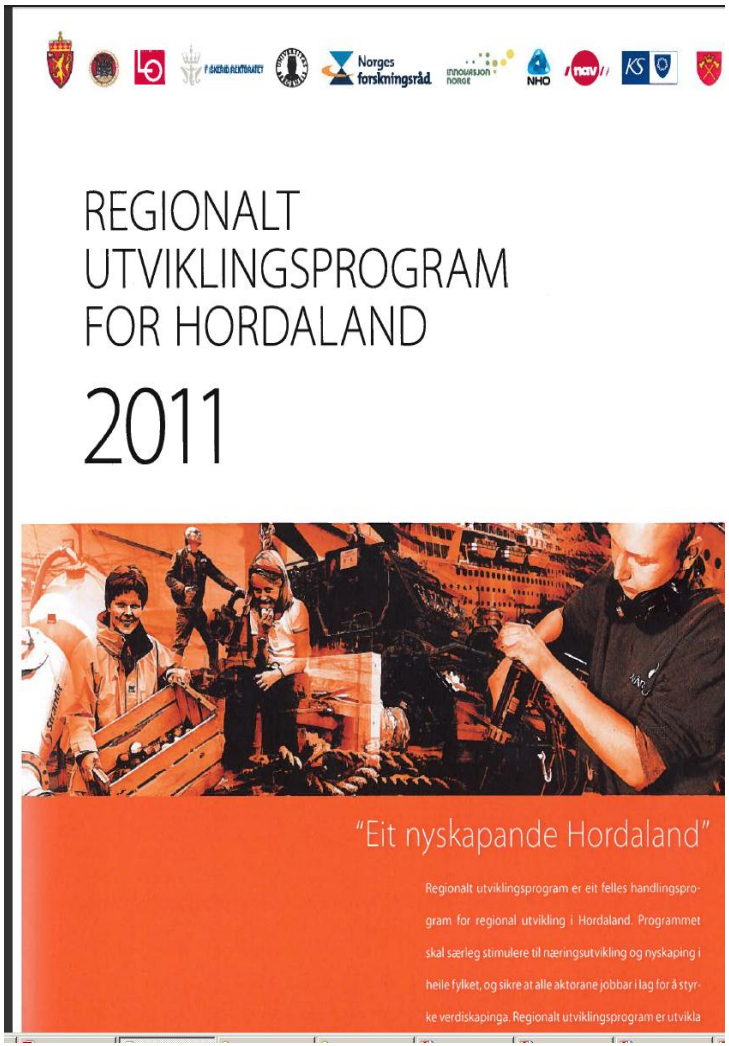
# To sum up this section:

- Hordaland face a growing number of inhabitants
- Regional misbalance inland/coastal areas
- Fair diversity of branches within the business community - Relatively small industrial sector
- Large R&D sector - Norwegian standard
- Large amount of money spent on R&D within the private sector - Norwegian standard

# How do we take this further?

## Regional strategies for business & competence development

# Two important documents



# Regional Development Programme

**Building on the general plan for Hordaland 2004/2009**
**Yearly operational programme to promote trade & industry**

**<u>Adresses:</u>**

**Challenges for regional business development:**

- (Driving) Forces of Labour, Sustainability, Regional balance, Marked relation and Local Development

**<u>Main principle:</u>**

Building on strengths

# Regional Development Programme

## Priorities:

a. Relevant competence

b. Entrepreneurship and innovation

c. Internationalisation

d. Viable local communities

e. Prioritised branches:

Energy, Marine, Maritime, Tourism, Cultural industries and Agriculture

# Regional development programme - budget

**BUDSJETTOVERSIKT REGIONALT UTVIKLINGSPROGRAM (RUP) 2009 – 2011**

| REGIONALT UTVIKLINGSPROGRAM (RUP) | | Budsjett 2009 Endeleg ramme | Budsjett 2010 Endeleg ramme | Budsjett 2011 Førebelse rammer |
|---|---|---|---|---|
| A. Bedriftsretta verkemidlar: Forvalta av Innovasjon Noreg | Til satsingsområda i RUP | 35.890.000 | 36.260.000 | 39.150.000 |
| | Entreprenørskapsarbeid | 750.000 | 750.000 | 850.000 |
| | "Ny Vekst" | 3.360.000 | 4.990.000 | [1] |
| | **SUM INNOVASJON NOREG** | **40.000.000** | **42.000.000** | **40.000.000** |
| B. Tilrettelegging for næringsutvikling inkludert midlar øyremerkt gjennom eigne politiske vedtak | Næringar med særlege føremoner: | | | |
| | - Energi | | | |
| | - Marine næringar | | | |
| | - Maritime næringar | | | |
| | - Reiseliv | 18.569.000 | 18.560.000 | 20.528.000 |
| | - Kulturnæringar 1 | | | |
| | Livskraftige lokalsamfunn | | | |
| | Næringsretta kompetanse | | | |
| | Entreprenørskap og innovasjon | | | |
| | Internasjonalisering | | | |
| | NCE Subsea | 500.000 | 500.000 | 500.000 |
| | Kulturelt utviklingsprogram | | 1.000.000[2] | 1.000.000[2] |
| | FLY BGO | | 1.500.000 | 1.500.000 |
| | VRI - programmet | 1.400.000 | 1.680.000 | 1.680.000 |
| | **SUM TILRETTELEGGING** | **20.469.000** | **23.240.000** | **25.208.000** |
| C. Regionale næringsfond | Regionvis fordeling: | | | |
| | - Sunnhordland | 2.303.000 | 2.230.000 | |
| | - Hardanger | 2.183.000 | 2.513.000 | |
| | - Nordhordland | 595.000 | 879.000 | |
| | - Osterfjorden | 633.000 | 714.000 | |
| | - Bjørnefjorden | 545.000 | 473.000 | |
| | - Voss | 791.000 | 841.000 | |
| | - Fjell, Sund og Øygarden | 450.000 | 350.000 | |
| | **SUM REG. NÆRINGSFOND** | **7.500.000** | **8.000.000** | **10.820.000** |
| D. Omstilling og nyskaping | Områdetiltak: | | | |
| | - Indre Hardanger | | 425.000 | |
| | - Kvam / Ålvik | 3.000.000 | | |
| | - Tysnes | 200.000 | | |
| | - Vaksdal | | 500.000 | |
| | - Fedje og Masfjorden | 800.000 | 2.160.000 | |
| | - Nyskaping i inkubatorar m.m. | 2.500.000 | 2.500.000 | |
| | - Omstilling maritim sektor | | 2.415.000 | |
| | - Frie midlar | 2.500.000 | | |
| | **SUM OM- OG NYSKAPING** | **9.000.000** | **8.000.000** | **7.000.000** |
| E. Til rådvelde for Reg. næringsfor. | Verkemidlar for særskilde tiltak (fyrtårn, o.l) | 400.000 | 300.000 | 300.000 |
| F. Internasjonalt utviklinsarbeid | Næringsretta samarbeid med vennskapsregionane. | 680.000 | 600.000 | 600.000 |
| **TOTAL RAMME** | | **77.969.000** | **82.140.000** | **83.928.000** |

**VRI:**
Euro 213'

Total:

Euro 10.637'

# Partnership priorities – own funding

| | | |
|---|---|---|
| Norges forskningsråd<br>*National* | •Biotechnology<br>•Development / Globalization<br>•Energy / Petroleum<br>•Environment<br>•Medicine / Health<br>•Polar Research<br>•Social Sciences<br>•Large Scale programs | •Technology, Natural Science and Mathematics<br>•Centres of Excellence<br>•Centres for Research Based Innovation (CRI's)<br>•Humanoria<br>•Public-oriented programs<br>•Medicine and Health |
| INNOVATION NORWAY<br>*National and regional* | •Competence, network<br>•Entrepreneur, strategy, education<br>•Internationalization<br>•Regional development<br>•Marine sectors /fisheries / aqua culture<br>•Agriculture, farming | •Tourism and travel<br>•Petro chemistry and offshore sectors<br>•Culture based economy<br>•Women in focus |
| *Regional* | •Entrepreneurship within trade and business<br>•New business development<br>•Regional development | •Strategic development<br>•Economic support within strategic areas<br>•Centers of Excellence |

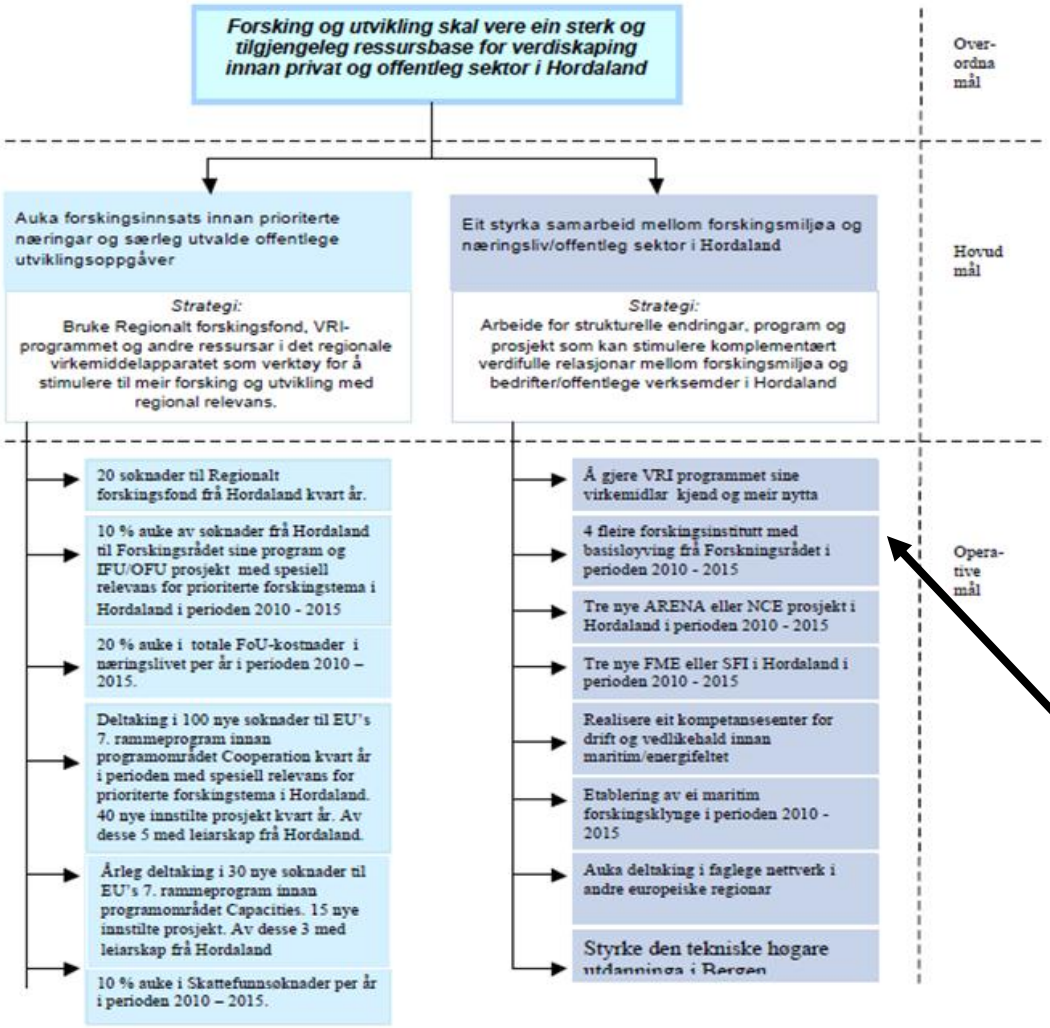
Høgskolen i Bergen
BERGEN UNIVERSITY COLLEGE

REBASING
Research-based Competence Brokering

# Regional research strategy

- Provides a first “complete R&D overview” for Hordaland
- Describe R&D challenges related to sectors and prioritised branches
- Outline a policy for regional initiatives within the field of R&D

# Regional research strategy




**Vision: R&D** - a **strong resource base for economic growth**

**Aims/strategy 1: More resources on to R&D within prioritised areas/use accessible tools (RFF, VRI, IN, NFR) as a vehicle to achieve this**

**Aim/strategy 2: Better cooperation between R&D sector and rest of private/public sector/stimulate structural change, programme and projects to achieve a better balance**

**VRI – part of the operational programme**

# What can VRI do?

*Total yearly budget*
*EURO 710 000*

# Programme for Regional R&D and Innovation (VRI)

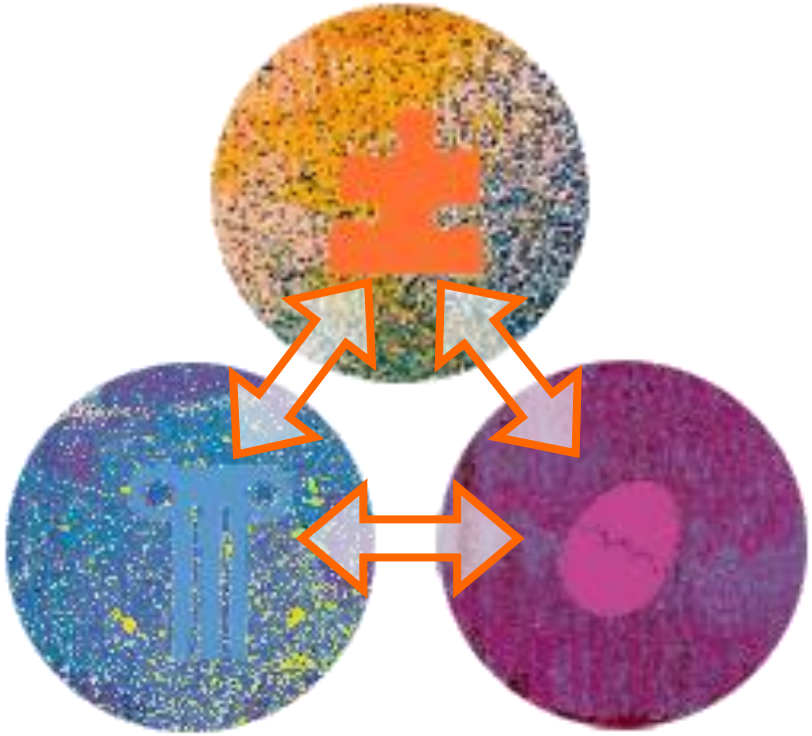
Dialouge with companies and the R & D sector

Combining means within strategic priorities

Regional focus

# Programme for Regional R&D and Innovation (VRI)

Joint activities between companies and R & D institutions –



Research projects

Business lead innovation projetcs

# Instruments under the VRI programme:

**Mobility initiatives** – projects that enable students, researchers and representatives of trade and industry to cross institutional boundaries
and gain experience of and participate in new environments.

**Competence brokering** – a scheme in which a qualified consultant (broker) helps companies to find suitable research expertise.

**Dialogue and broad participation** – a form of cooperation that promotes employee involvement in innovation efforts, with action-oriented researchers assisting in the process. This form of cooperation can be used in companies, networks and the region as a whole.

**Regional foresight** – a tailored, participantbased process to promote understanding of
future challenges. The process can be used to generate support for a regional agenda for R&D and innovation.

**Regional dialogue conference** – a meeting place
for regional players to learn about each other's expertise and roles and develop a common understanding of what they can do together.

**Pre-project funding** – funding designed to encourage companies to increase their R&D investment.

# How to fit in?

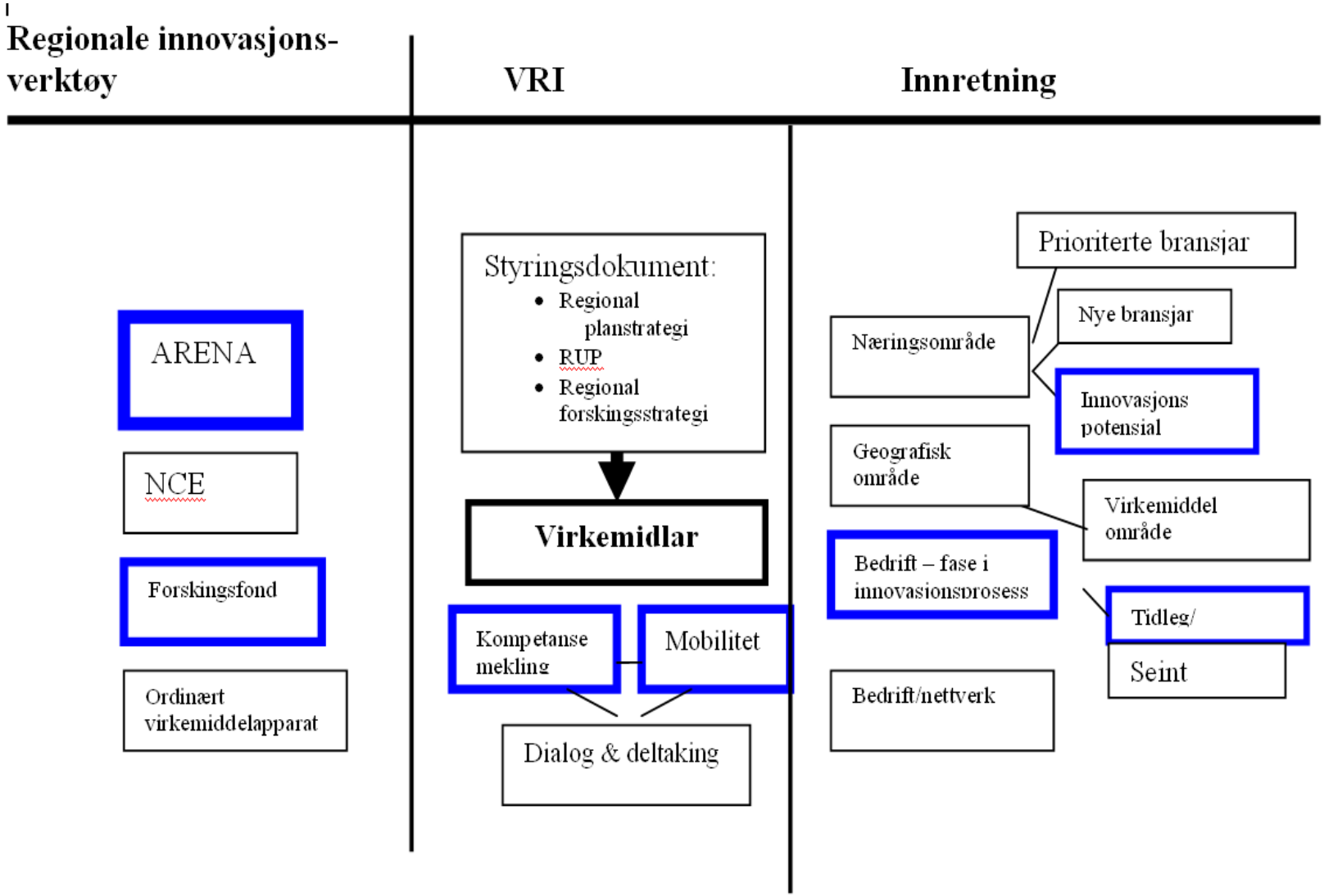
**VRI is THE regional programme to bridge the gap between businesses and the R&D community**

**Competence brokering is THE tool within the VRI programme to operate sufficient action to meet the ambitions**

# Achievements and challenges

- **For the new programme period (2011) VRI is taking a more distinct focus**
  - **Competence brokering as the main tool**
  - **Level of innovation more important than branch**

# VRI 2011 – a new approach



# New opportunities

## Regional research fund Vestlandet

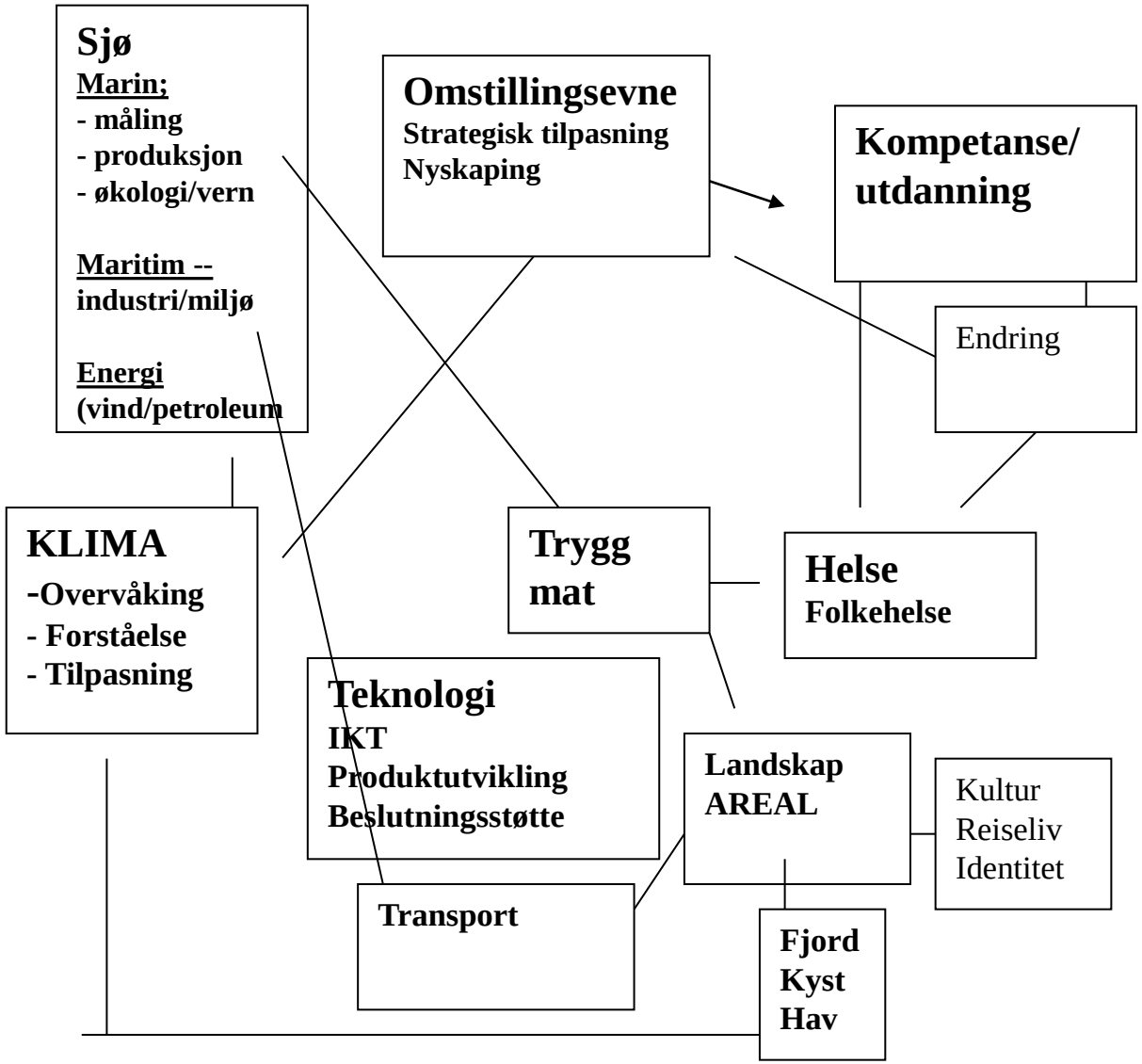
**(Rogaland, Hordaland, Sogn og Fjordane)**

From 2010 - approx 3,8 million EUROS yearly grant

# Regional research fund Vestlandet

- Targeted at private and or public sector
- Aim for a long term building of competence/infrastructure
- Increased use of R & D within the business community and public sector
- Promote co-operation between the business community and universities and the public sector
- Promote projects within and outside the West coast – but should be of value for the West coast areas
- Should add to the national research programmes - and all this within the framwork of REGIONAL DEVELOPMENT

# Viktige forskingstema i Hordaland




## Regional utvikling

**Næringsutvikling**

**Kompetanse**

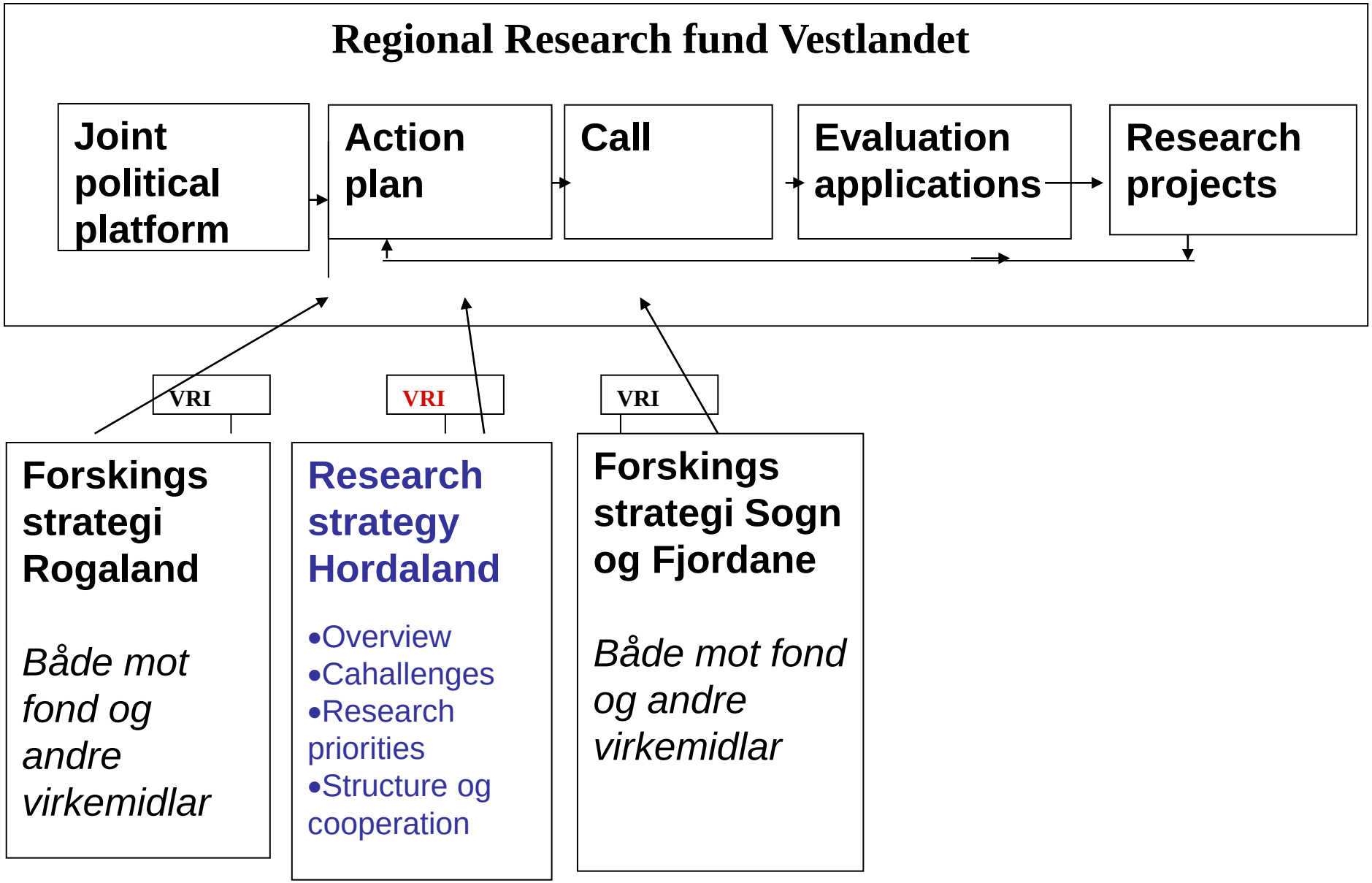
**Kultur**

**Transport, areal, miljø**

**Klima**

**Folkehelse**

VRI aim to stimulate and initiate activities that can lead to qualified research project applications from SME’s in Hordaland


Regional Research fund Vestlandet
Joint political platform
Action plan
Call
Evaluation applications
Research projects
VRI
VRI
VRI
Forskings strategi Rogaland
Både mot fond og andre virkemidlar
Research strategy Hordaland
•Overview
•Cahallenges
•Research priorities
•Structure og cooperation
Forskings strategi Sogn og Fjordane
Både mot fond og andre virkemidlar

# Competence brokering as part of VRI

- **What do we expect?**

Broker

SME

SME

R&D

Foto: Arkiv Fjord1

# Competence brokering - Achievements

- **Approx 100 companies have yearly been in touch with the Competence brokering scheme**
- **10 project launched each year (approx)**
- **Operational system established – methodology is known and developing**
- **Focus on learning/ transfer of knowledge – National (vest coast) and International (REBASING)**

# Competence brokering - expectations

- Competence brokering is still to be better known among the companies and the R&D community - action to be taken

- Keep register of innovation activities within SME's – and be updated on R&D achievements

- Be pro active towards companies
- Call, write - meet
- Take part in network activities

- Bring stronger identity for Competence brokering as part of a regional programme
- This is *competence brokering* – not just "clever person X from R&D institution Y" coming to help us….

# Competence brokering - becoming better

## VRI team

**Tone Helen Røkenes HiB**
**Alf Slinning, HiB**
**Stig Erik Jakobsen, Hib**
**Bjarne Hollund, Innovasjon Noreg i Hordaland**
**Atle Markussen, Norges Forskningsråd,**
**Aake Borrevik, Innovasjon Noreg/EEN**
**Marthe Hammer, Hordaland fylkeskommune**
**Jone Engelsvold, Hordaland fylkeskommune**

**Monthly meetings**

**Focus on SME's involved - coordination**

**Reports from the research project**

**Learning**

**Management issues**

Competence brokering

Mobility initiative

Research project

Project adm

# Concluding remarks

- Viable economic region – with misbalances
- Policies in place – the VRI programme included
- VRI programme under re-construction
  - New opportunities with Regional research fund
  - Stronger focus on competence brokering
  - Target at clusters and phase of innovation
  - Need for stronger identity/to be more visible
- Competence brokering
  - Expected to build bridges
  - Expected to be pro active
  - Should further develop methodology – learn from others
    - JUST LIKE WITHIN THE REBASING