

HOW TO STIMULATE INNOVATION IN REGIONS (OUTSIDE OF METROPOLITAN AREAS)

For

**INTERNATIONAL ASSOCIATION OF SCIENCE PARKS AND AREAS OF INNOVATION
NORTH AMERICAN DIVISION CONFERENCE**

Organised by St-Hyacinthe Technopole

By

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INNOV&Co

What is Innov&co?

- **Innov&co is both a consulting firm and a private think tank on localised innovation**
 - Ex. we produce quarterly research reports on relevant topics, which are made public through our website (see [here](#)).
- **Innov&co's team has supported more than 15 cities and territories, mostly outside of metropolitan areas in Quebec, to develop their structuring initiative for localised innovation during the past 4 years**
- **We combine the depth of academic knowledge with practical experience in public policy.**

Why would we stimulate innovation outside of metropolitan areas?

- Stimulate growth, economic diversification and a fair distribution of associated benefits
- Counter traditional extractive relationships between centers and so-called peripheries, and support autonomy of regional operators over their own development
- Promote socio-economic mobility and make opportunities accessible across all regions
- Ensure that the green energy transition is achieved and that associated benefits are shared in all economic sectors, including resource-oriented ones

Merci à nos partenaires

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What are the main assets of (non-metropolitan) regions in the innovation landscape?

- Tightly knitted communities, which supports social cohesion and mutual trust**
- Easier access to local decision-makers and leaders**
- Industrial niches and expertise areas in sectors that are difficult to displace as they are connected to local resources**

Where to find regional innovation in Quebec?

- **Innovation Zones (ZI)**

Designated and projected

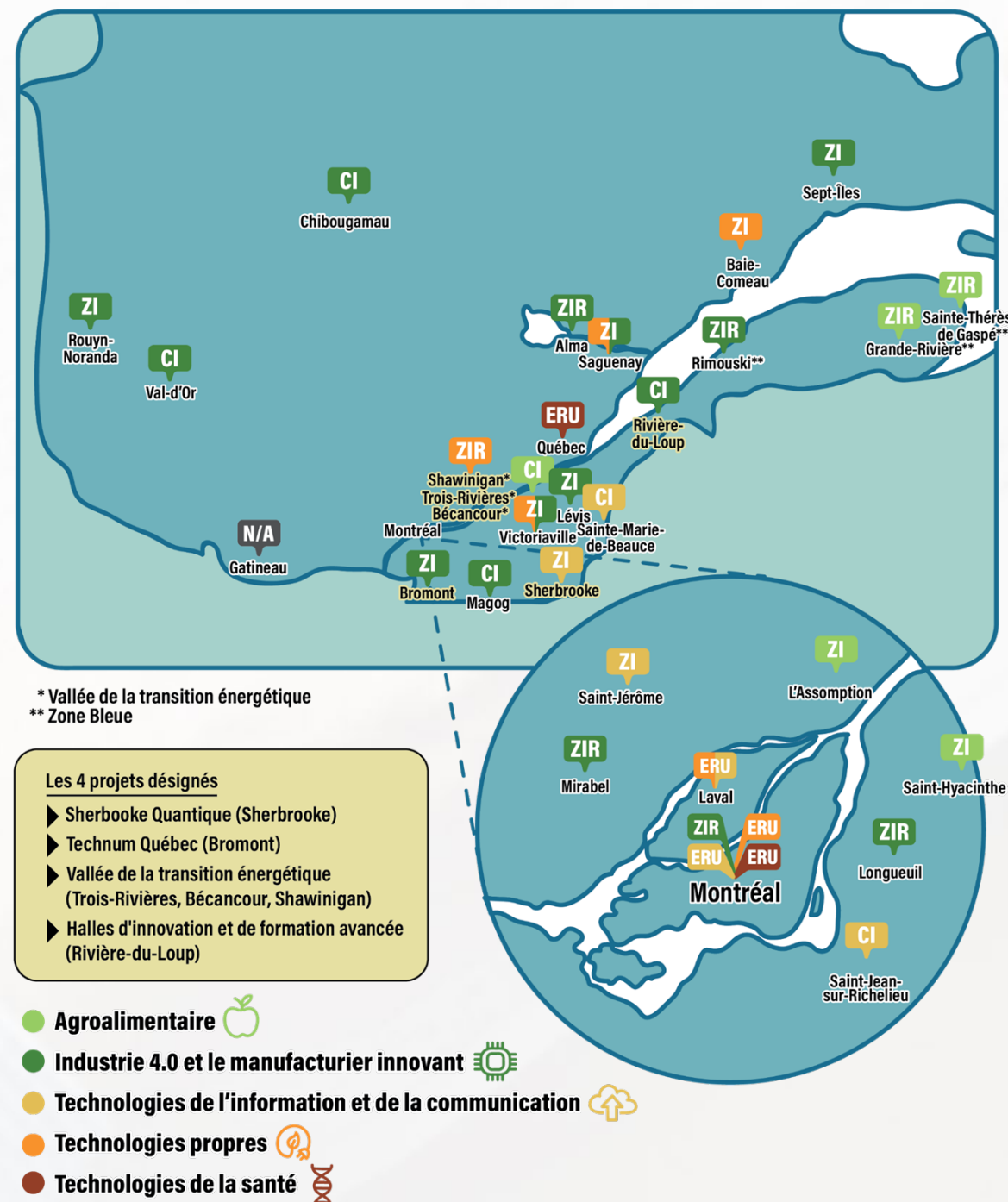
- **Innovation Centers (CI)**

Designated and projected

- **Institutions of higher education and research**

Universités du Québec, CCTT, etc.

Innov&co [interactive tool](#) to navigate this ecosystem

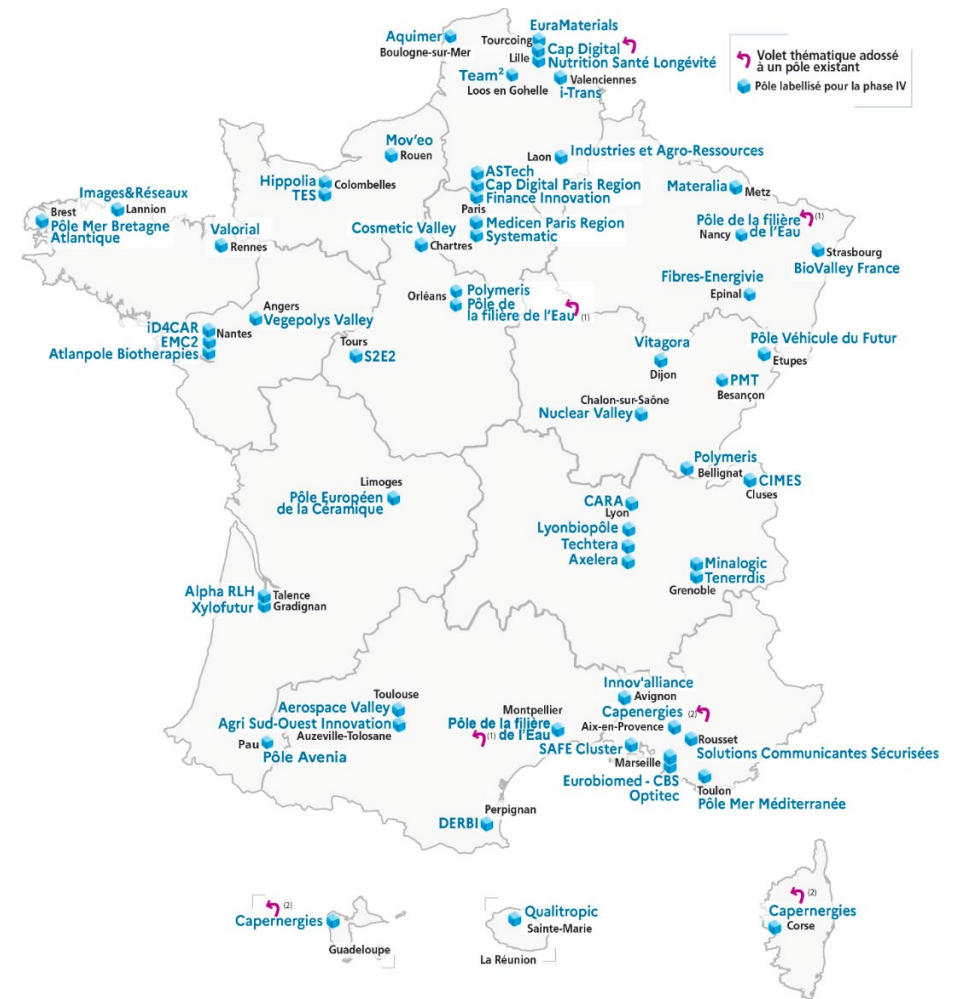


Similar initiative: French “Competitiveness Poles”

Active since 2005

Case studies:

- **CIMES** (Auvergne-Rhône-Alpes Nouvelle Aquitaine): Manufacturier, Performance de production et Ingénierie
- **Materialia** (Grand Est): Matériaux innovants, Transition environnementale et Transition numérique

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Essentials for success of regional innovation

The strategic vision

- A **vision** that unites local and regional stakeholders
- A vision that is **coherent** with the region's history and resources
- A challenge for all : Developing a **collaborative culture** among businesses and organizations
- Two books recommendations:
 - *Co-opetition*
 - *The Rainforest*

Essentials for success of regional innovation

The human network

- Integrate a wide and dense network of regional and extra-regional partners that can connect the local/regional ecosystem with
 - Expertise and knowledge
 - Capital
 - Clients (esp. large corporations)
 - Talents
 - Always a challenge
 - “Institutional resources” are key, i.e.
 - Teaching and research institutions
 - Large and mid-size corporations rooted in the area

Essentials for success of regional innovation Infrastructures to connect

- Infrastructures are essential to connect with the world
 - Telecommunications network
 - Transportation infrastructures for people and merchandises (airport, rail, roads)

Where are the greatest opportunities for innovation in regions today?

- **Renewable energies :**

- Our economies are already and will continue to undergo major industrial changes, that will necessitate massive quantities of new resources from mining, agriculture and forestry for example

- **Manufacturing :**

- Industrial startups are key to regional innovation
- Automation in manufacturing processes (esp. in first and second transformation)

- **Focus on *Low Hanging Fruits***

- See *The New Fish Wave* (2020), Thor Sigfusson - Founder and CEO of the *Iceland Ocean Cluster*

Thank you!

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