

# DANS ON

## Digital Agenda for the North Sea: Orientation towards New Innovation

**DANS**  
**ON**

Digital Agenda for the North Sea  
- Orientation towards New Innovation



The Interreg IVB  
North Sea Region  
Programme

*Investing in the future by working together  
for a sustainable and competitive region*



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# THE DANS ON PROJECT

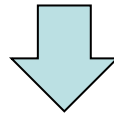
## Project Name:

Digital Agenda for the North Sea: Orientation towards New Innovation

## Aim:

Disseminate how the DANS Model stimulates innovation in the NSR by demonstrating how the DANS Model has been applied and implemented in practice

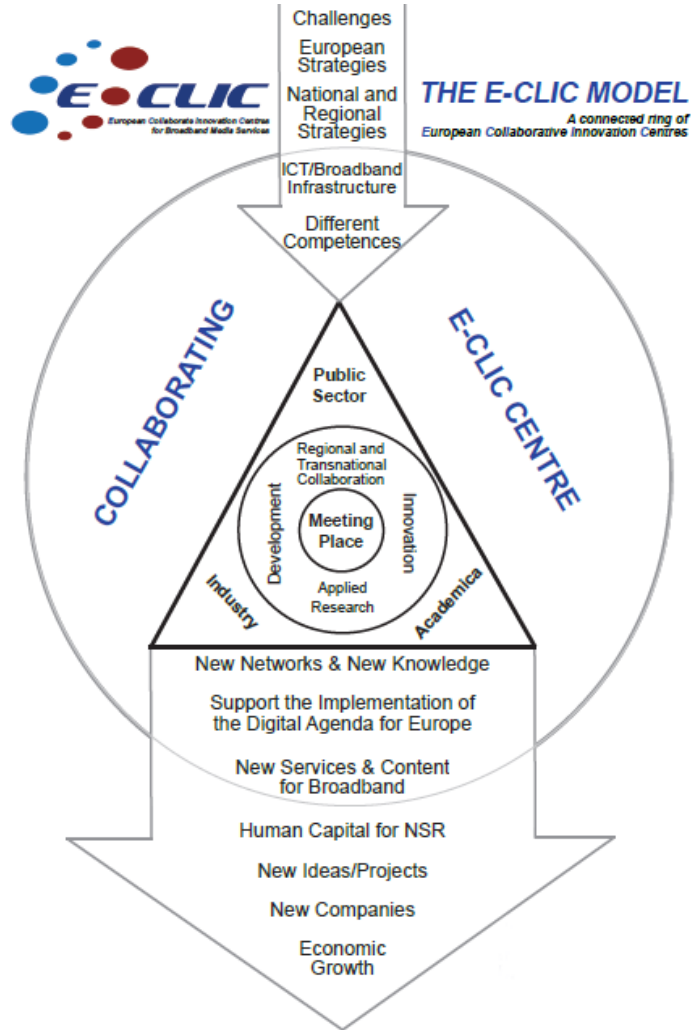
- communicate **why** it should be used
- demonstrate **how** it can be used



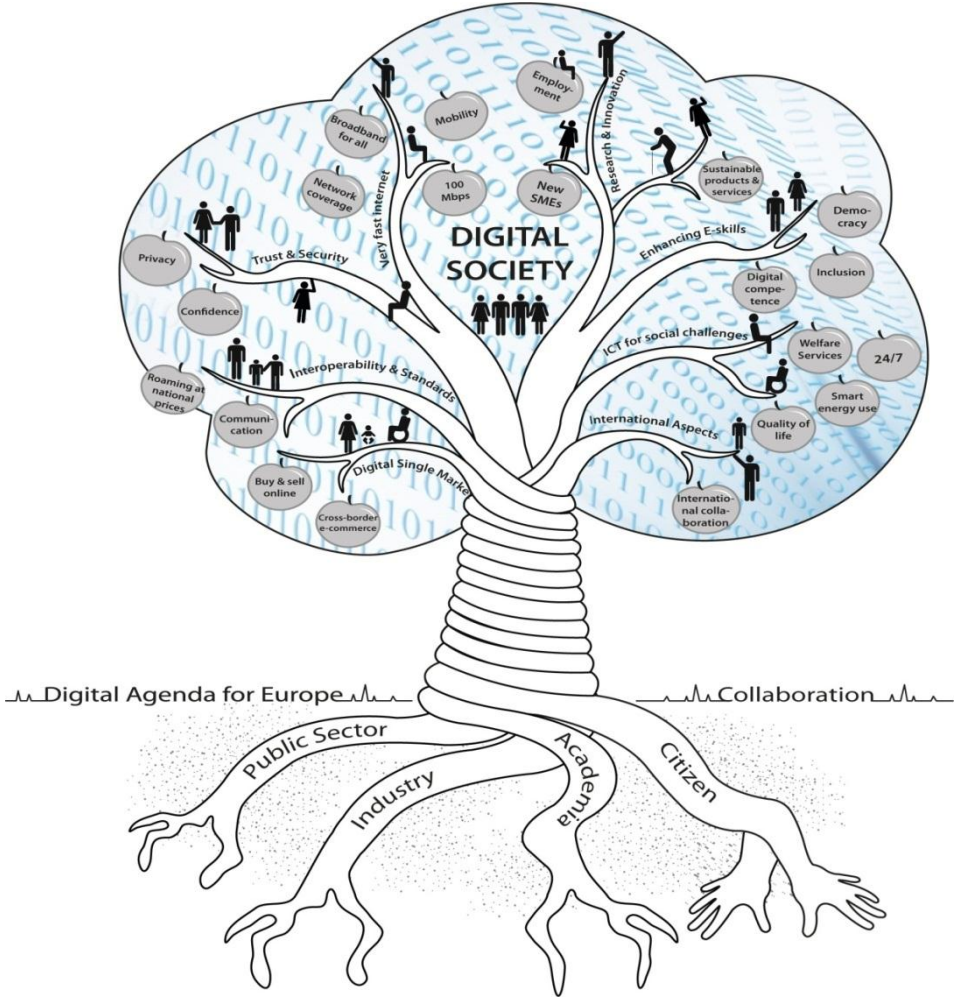
# Why A Quadruple Helix Model?

- Open innovation, user oriented and citizen oriented innovation - focus on citizen demands and needs
- ICT and citizen involvement as enablers to tackle social challenges
- Public and private sector: More customers than employees

# THE E-CLIC MODEL



# THE DANS MODEL



# Benefits Citizen

Citizen involvement in innovation enhances:

- Usability and Simplicity
- Democracy
- Cost-efficiency

# DANS ON - OBJECTIVES

## Communications

- 1) To wider communicate the DANS Model
- 2) Telling the stories of the DANS Model

## Transferability

- 1) Demonstrate how the DANS Model can be transferred to other regions in the North Sea Region
- 2) Give Policy Recommendations on how the DANS Model can be transferred to other EU Programmes



# DANS ON - PARTNERS

## Project Partners

Värmland County Administrative Board (SE) Lead beneficiary

Atene KOM - Agency of Technology and Networking (DE)

Hanze University (NL)

Groningen Internet Exchange (NL)

Hedmark County Council (NO)

Aberdeen City Council (UK)

## Advisory Board

Karlstad University (SE)

Swedish Agency for Economic and Regional Growth (SE)

Intercommunale Leiedal (BE)

AMK Innovative Networks (NL)

Aberdeenshire (UK)



## #DANSONPROJECT IN ONLINE STORIES

Follow the tweets, shares, instagram photos, flickr, etc in the social online world that all in some way are tagged with #dansonproject.

The screenshot displays a #tagboard for #dansonproject. It features a grid of social media posts from various sources including Twitter, Facebook, and Instagram. The posts include photos of meetings, presentations, and documents, along with text descriptions of events and projects. Key elements include:

- Twitter posts:** From @international\_varmland, @katarinanordmark, and Paul Nemes (@pnemes). One tweet mentions a presentation in Groningen about the Quadruple Helix projects.
- Facebook posts:** From International Värmland, mentioning a meeting in Groningen and lunch meetings with partners.
- Instagram posts:** From international\_varmland, showing photos of presentations and meetings.

# Role of the Partners

- One blogger from each partner organisation
- "Transferring" partners
- "Receiving" partners

# Advisory Board

- Assist in the communication of the project and the DANS Model.
- Use their existing networks – both regional and transnational
- Link the project's content to local/regional events or activities
- Connect the project and the DANS Model to regional strategies

# ”DANS ON” TOWARDS THE NEW PROGRAMME PERIOD

- Stimulating quadruple helix-thinking in innovation in organisations in the NSR
- Testing and demonstrating quadruple helix through transnational case studies and pilots

## Priority 1: Thinking Growth: Supporting growth in North Sea Region economies

### Thematic objective

1) Strengthening research, technological development and innovation

### Investment priorities

b) Promoting business investment in R&I, developing links and synergies between enterprises, research and development centres and the higher education sector, in particular promoting investment in product and service development, technology transfer, social innovation, eco-innovation, public service applications, demand stimulation, networking, clusters and open innovation through smart specialization, and supporting technological and applied research, pilot lines, early product validation actions, advanced manufacturing capabilities and first production, in particular in key enabling technologies and diffusion of general purpose technologies

### Specific objectives corresponding to the investment priority

- 1.1 Develop new or improved knowledge partnerships between businesses, knowledge institutions, public administrations and end users with a view to long-term cooperation (post project) on developing products and services
- 1.2 Enhance regional innovation support capacity to increase long-term innovation levels and support smart specialization strategies
- 1.3 Stimulate the public sector to generate innovation demand and innovative solutions for improving public service delivery

### Result indicators corresponding to the specific objective

- 1.1 Long-term product, service and process innovation partnerships resulting from transnational action
- 1.2 Perceived efficiency and effectiveness in regional innovation support measures as a result of transnational action
- 1.3 Adoption of innovative methods for improved public service delivery resulting from transnational action



# Baltic Sea Strategy

- PA Innovation – Exploiting the full potential of the region in research and innovation
- PA Internal Market – Removing hindrances to the internal market

# www.dans-on.eu



@IntVarmland



facebook.com/InternationalVarmland

**paul.nemes@lansstyrelsen.se**

Manager, International Secretariat, Värmland County Administrative Board



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