

EUROPEAN AWARD FOR INNOVATIVE REGIONS



REGIONE AUTONOMA
FRIULI VENEZIA GIULIA

EUROPEAN **AWARD** FOR
INNOVATIVE REGIONS
2006



At the beginning of the new millennium the European companies and citizens are facing two highly-demanding and epoch-making challenges: globalisation and transition from the industrial age to the knowledge age. I am convinced that Europe has the economic, social and cultural resources to play a leading role to tackle the new scenarios of the global

knowledge economy that are now emerging - full of risks and extraordinary opportunities, too.

European regions believe that they are able to carry out a strategic role in both these challenges, on one hand acting as agents within the enlargement process and on the other one encouraging a competitive recovery by putting the Lisbon Agenda into effect.

In order to gain a competitive advantage, Europe must innovate.

It must harness the creative potential that already exists within its borders and use it to ensure that it is leading the new developments in the world economy, rather than simply trying to keep pace with them.

This is not a small challenge, but I believe that Europe is ready to tackle it. Europe's creative and innovative potential lies in its people, its citizens. Machines, territories rich in natural resources and a geographical advantage can enhance the innovative process, but they cannot create it. Innovation is rooted in human potential.

If Europe's innovative and creative potential lies in its people, it also lies in its regions. In order to flourish, it requires networks, people-to-people contacts and a creative physical environment. Only leaders who understand the real needs of the people on the ground can create these conditions. Innovation has to come from the inside; it has to be locally motivated and modified according to local conditions. Because innovation is based on networks, it requires proximity; so, regional and local authorities can provide the right level of government to manage and foster innovation processes.

Riccardo Illy

THE AWARD GOAL

A regional authority and its institutions play a fundamental role in the socioeconomic development of the territory.

Each European Region can stimulate the growth and provide educational and training instruments to companies and organizations, according to the commitments of the Lisbon Agenda.

The European Innovation Award aims to give an award to the European Regional authorities actions and to their institutions, which have stimulated, fostered and implemented the innovation in their territory. These actions can be both initiatives of authority-controlled institutions, scientific or technological centres, educational activities (direct actions), and innovation-supporting instruments placed at companies' disposal, for instance relevant laws, financial schemes, training programmes (indirect actions).



REGION INNOVATION. DEFINITIONS

When we talk about region innovation, we suggest a form of change, that generates productive improvements and optimization of costs, growth of sales and enhanced performances.

Innovation can be defined as “the production, assimilation and taking full advantage of the novelties in the economic, technological and social realms”, and more precisely as “the changing and expansion of the range of products and services and markets associated with them; the creation of new business processes of supplying, production and distribution; the novel transformation of management, organization, working conditions and employees’ practices”.

The innovation results have to be measurable: it makes sense to talk about innovation only when its goals are reached, whether through improved costs and productivity, growth of sales, or other enhanced performances such as a better customer satisfaction and quality, reduced delays, and so on. Even immaterial innovation results can be measured.



WHO CAN PARTICIPATE?

Any European Region or Country, belonging or not to the European Union.

INNOVATION AWARD GOALS AND METHODOLOGY

The Innovation Award has several goals, the most important are:

- To identify the best practices, highlight them and promote them as perfect examples - best practices – for others.
- To demonstrate to the business world and the community that the Region can contribute to its economic welfare, not only by means of interventions and subsidies, but also by identifying and promoting the best practices, already existing in some European regional authorities and their institutions .
The participation in the award would also generate an automatic learning experience by means of an self-evaluation process: When a participant self-evaluates himself, assigning points to specific innovation aspects, he learns how to be innovative and where he needs to progress. The self-evaluation method is based on trust, responsibility, and sincerity.
The best practices of the innovative actions will be shared by the winners of the Innovation Award at the Award Ceremony.



THE AWARD AND THE CEREMONY

The award will be highly representative and with a symbolical value, so that it will produce a considerable return in terms of image for the winner Regions. The Award will be given during the InnovAction Fair at the FVG Region in February, 2007.

PHASE 1

WHAT: filling in the form.

HOW: giving information and data and doing a compulsory self-evaluation, with the self-assigned points.

WHO: the person indicated in the project (the person-in-charge).

PHASE 2

WHAT: to do a pre-selection, checking the applications admissibility and writing a list of the pre-selected participants, according to the self-evaluation results), that will be carefully examined by the Technical Committee.

HOW: : examination based on the requisites for admission and on the macro-requisites for innovation. The person-in-charge of the project and of the submitted document may receive a call or a request for information to clarify some elements in the submitted form.

HOW: Technical Committee.

PHASE 3

WHAT: to examine and grade the pre-selected projects, in order to check the real innovation level and to write up the final list, from which 10 winners will emerge.

HOW: following the same criteria and points, used in the auto-evaluation process.

WHO: Jury.

PHASE 4

WHAT: Innovation Award Ceremony.

HOW: prize-giving ceremony. Presentation of the most innovative actions, made by the award winners.

WHO: the award winners who are able to be present at the ceremony and learn the best innovation practices.

The participation in the Innovation Award is free of charge.
By sending the participation form, the participant accepts the carrying out of all the efforts to provide the required information.

All the collected information will be kept strictly confidential and will be used exclusively for the purposes of the present Award.

PARTICIPATION FORM DEADLINE: 31ST OF DECEMBER 2006.

The European Innovation Award notice and the participation form can be downloaded from the website: www.a-e-r.org

The filled-in digital form can be mailed to:

Francine Huhardeaux
f.huhardeaux@a-e-r.org
Tel. +33-3 88 22 74 49
Fax +33-3 88 75 67 19

GENERAL DATA AND CRITERIA FOR PRIZE AWARDING

The Jury's decision is definitive and cannot be appealed.

The criteria listed below will be used by the candidate in the auto-evaluation process and then by the Jury in its evaluation. During the self-evaluation process, the institution should assign points for each criterion.

In addition to the self-evaluation criteria, the filling in of some general data is required. In this way, evaluators can have a general idea of the organizational size and activities of the regional institution concerned.

The Jury will not evaluate the general information; it will use it as a context in the pre-selection process.

The general information and the self-evaluation criteria are listed below.

GENERAL INFORMATION ABOUT THE REGIONAL INSTITUTION AND THE PROJECT:

- Name
- Type of the institution
- Number of employees in 2006
- Address
- Telephone, fax, e-mail
- Project name
- Person in charge



EVALUATION CRITERIA

1. Innovative nature and quality of the proposal (originality and creativity)

What has made this project innovative and why?

What are the important novel elements of the project?

Did you gain or develop new knowledge, useful for the creation of new products, services or business processes?

EVALUATION: from 0 to 20

SELF-EVALUATION: points _____

2. Impact on results

What is the project's impact on institution's results? Take into account improved productivity and costs, more products and services offered.

Describe the contents.

What is the project's impact on internal aspects, such as activities management and organization within your institution?

Describe the contents.

EVALUATION: from 0 to 20

SELF-EVALUATION: points _____

3. Management of the institution's innovation

Does the institution have a business process or a management system devoted to innovation?

In the last years, did the institution make any benchmarking visit, to study the best innovation management practices, adopted by other organizations (belonging or not to the same field)?

EVALUATION: from 0 to 15

SELF-EVALUATION: points _____

4. Participation of outside actors in the innovative process.

Do the stakeholders, such as customers, suppliers, partners, communities, take part in the innovative process regularly?

Describe the systematic approaches adopted to guarantee this participation.

In the last years, how many agreements for the research and innovation activities did the institution conclude with public or private research centres, Universities and so on...?

Are there innovation-oriented active partner relations with other actors of your territory, country, or foreign countries?

Does the institution take part in projects of economic development, financed by the European Union?

Describe the contents of the agreements and relations.

EVALUATION: from 0 to 15

SELF-EVALUATION: points _____

5. Participation of employees in the innovative process.

Do the employees take an active part in the innovative process of the institution?

Describe the systematic approaches adopted to guarantee this participation.

EVALUATION: from 0 to 15

SELF-EVALUATION: points _____

6. Innovation diffusion.

Has the institution received any innovation awards from special bodies, associations or experts in the past? Has the institution been mentioned for its innovation in the press or other mass media (please attach photocopies or media transcripts)?

Does a social reporting exist in your institution?

EVALUATION: from 0 to 15

SELF-EVALUATION: points _____

THE AWARDING PROCEDURE AND CEREMONY

The winners' names will be communicated by a registered letter to them. The Innovation Award will be given during the InnovAction Fair on February 15-18, 2007 in the Friuli Venezia Giulia Region, when the best innovative actions and practices will be presented by the winners.

EVALUATION BODIES

JURY

Professor Isaac Getz, Idea Involvement Innovation Management at University of Paris (President) and other International members.

TECHNICAL COMMITTEE

Is composed by:

- Director of communication FVG Region;
- Deputy General Director of labour, education university and research;
- Deputy General Director of productive activities;
- Director of service promotion and internationalization;
- Director of University service and promotion.

SUPPORT OFFICE

It is composed by the staff of the FVG regional directions involved in the management of innovation awards.

Its task is to offer the necessary operational support, and in particular:

- To prepare the listing of all the subjects potentially interested in the initiative;
- To help the participants in the application process;
- To support the Technical Committee in the pre-selection process .



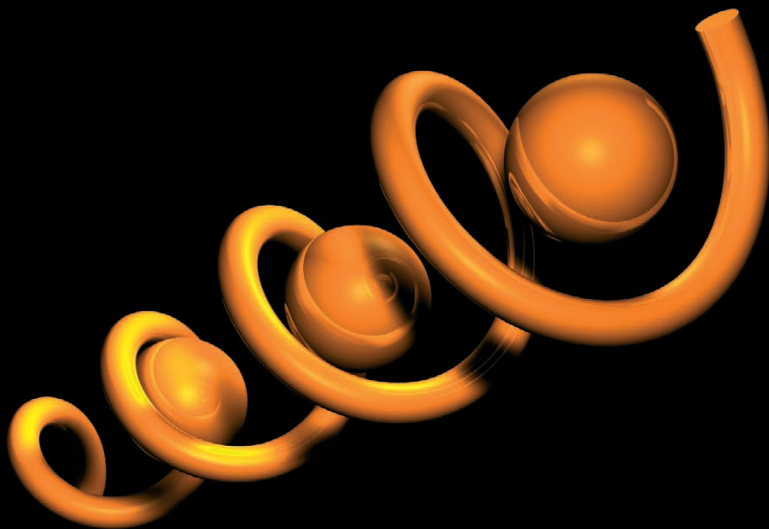
Udine Fiere
15 - 18 febbraio
2007 2^a edizione

Udine Fair
February 15 - 18
2007 2nd exhibition

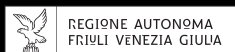
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