

SIRR

Interreg  
North Sea



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March 8th 2024

# SIRRving Up Collaboration: How It Plays Out in Practice?



Insights from the **January 2024** Report

**Paulina Nowak**  
UNIVERSITY WEST  
School of Business,  
Economics and IT

# Agenda

## Questions that needed to be answered:

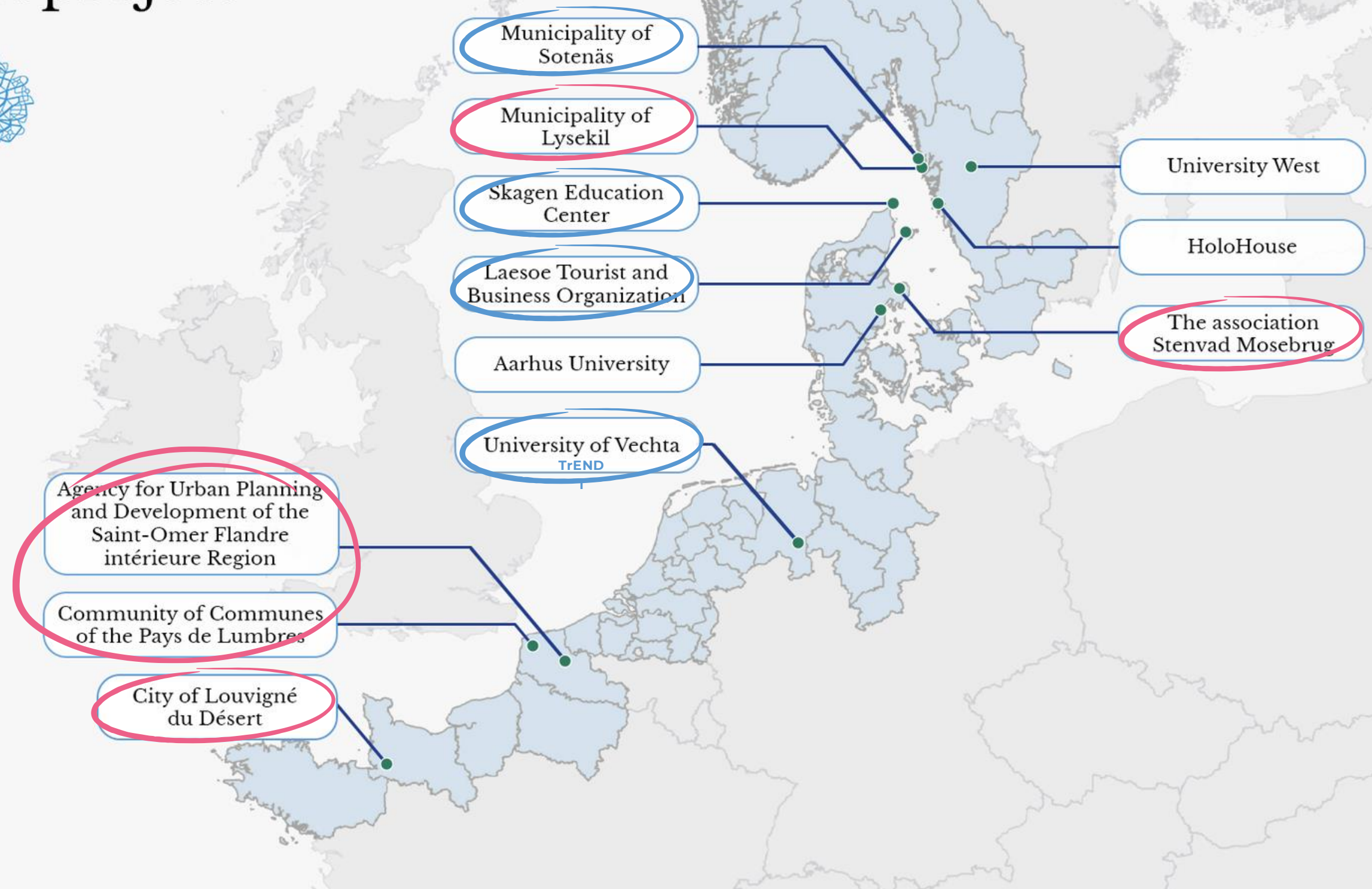
**Q1:** How do the hubs interpret the aims of the SIRR project?

**Q2:** What is the nature of collaboration among the hubs at the initial stage of the project?

**Q3:** How do the hubs engage in collaboration with the external actors (outside SIRR)?

**Q4:** How do the hubs understand and assess their roles and participation in the project?

# Partners of the SIRR project



## In the SIRR Project:

- 12 partners
- from 4 countries
- with overall 8 hubs
- and the budget in total reaching €5,659,453
- started in 2023 and lasting till 2027

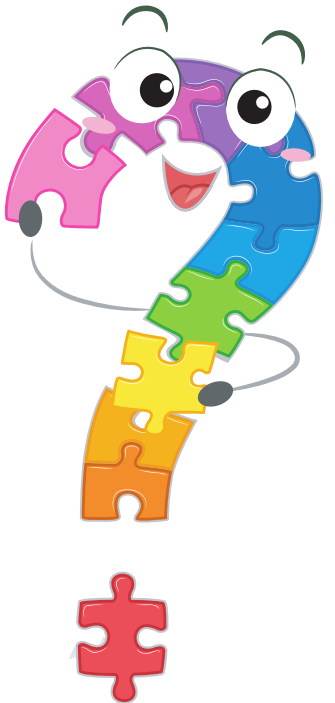
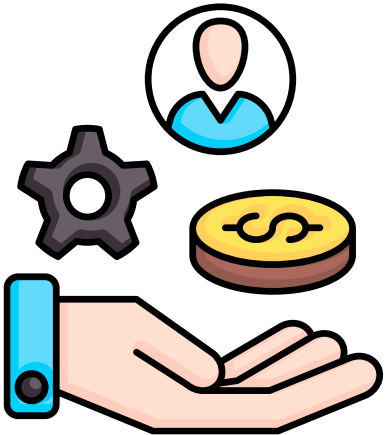
“Think and  
aim big!”



Stronger, more resilient and sustainable rural areas with higher capacity of local innovation, green and circular economy and knowledge partnerships. Local cohesion is stronger and acts as an alternative to urbanisation. Local hubs connect companies, associations and citizens to the innovation eco-system, social innovation, and green transition (Specific Objective 1.1 SIRR, 2023).



# Q1 How do the hubs understand the goals of SIRR?



# Internal collaboration

**Q2** What is the nature of collaboration among the hubs at the initial stage of the project?



## 1 Greater integration

- the trust among partners is yet to be built
- rarely does anyone take the initiative to contact other partners (excluding the WP 1 & WP2 leaders)
- the idea to create smaller networks inside SIRR and a Nordic Triangle



## 2 National level prevails

- language barriers were indicated
- national coordination meetings (Denmark)



## 3 The need to create a hub-specific activity document

- what are the hubs doing at the moment?
- what is the area of speciality, and what kind of solutions have they implemented?
- what inspires the partners?
- very little knowledge exchanged so far

# What kinds of user groups participate to what degree in innovation activities in and round the hub? [Overall results]

**MORE /  
STRONGLY  
INVOLVED**

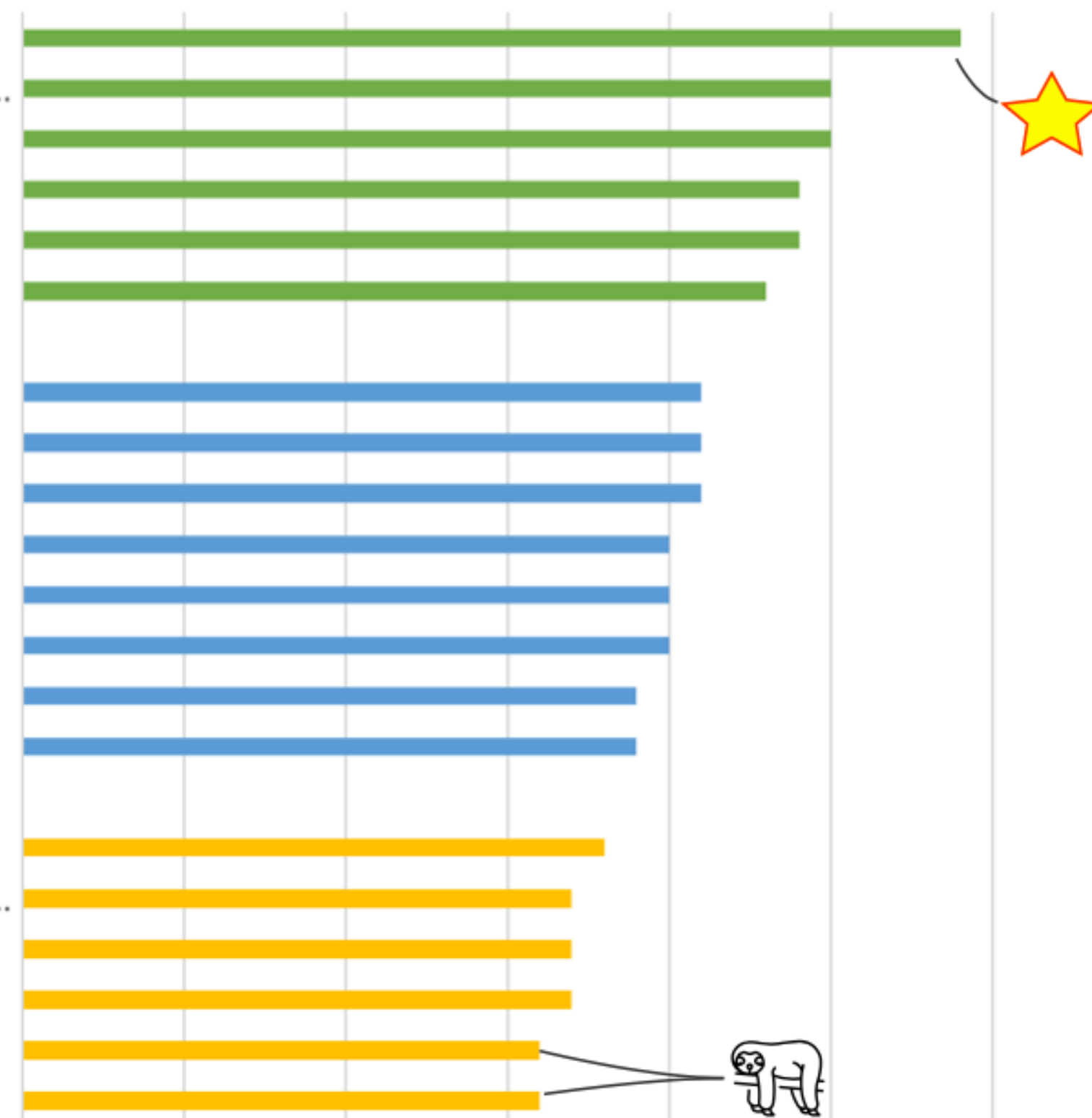
Local/regional authorities  
Micro, small and medium-sized enterprises (1 – 250...  
Entrepreneurs starting up  
Individual citizens without specific affiliation  
Public development agencies  
Community/civil society groups and associations

**SOMEWHAT  
INVOLVED**

Universities and research institutes  
Innovation service providers and consultants  
Elderly people  
Cultural and heritage groups and associations  
Adult education students  
School students  
Chambers of commerce or crafts  
University students

**LESS /  
HARDLY  
INVOLVED**

Sectoral/regional business associations  
Environmental and nature conservation groups and...  
ICT mobile workers (coworkers, digital nomads, etc.)  
Big enterprises and corporations (< 250 employees)  
Financial institutions  
ICT enthusiasts and other hobbyists/bricoleurs



# External collaboration



**Q3** How do the hubs engage in collaboration with the external actors (outside SIRR)?

## Experienced hubs

academia, science park, municipality, businesses

## Newcomer hubs

civil society, local businesses, municipality



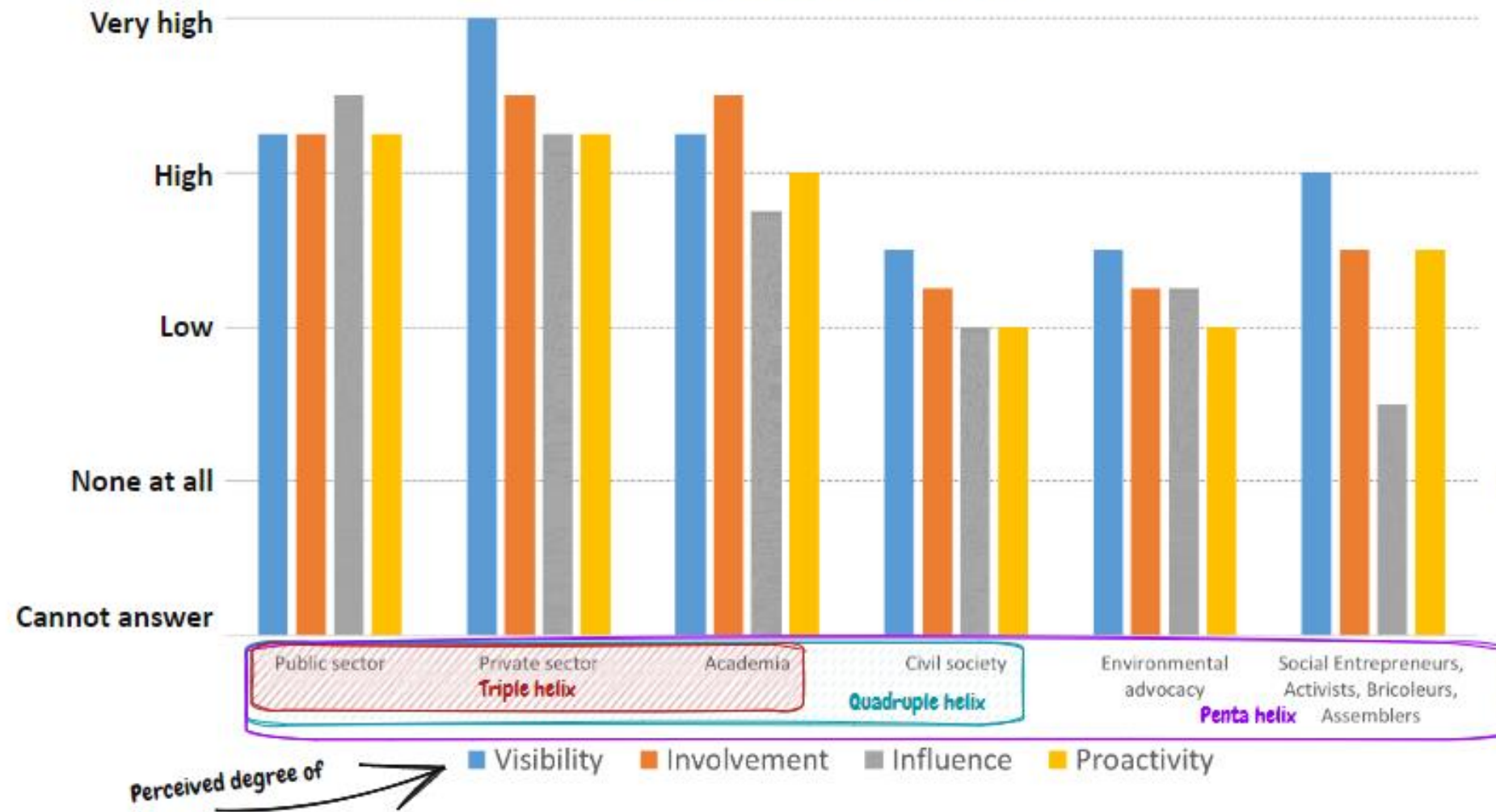
### Ideas on collaboration:

files sharing  
surveys  
community engagement initiatives  
open house  
workshops  
online platforms  
reports  
annual meetings  
...

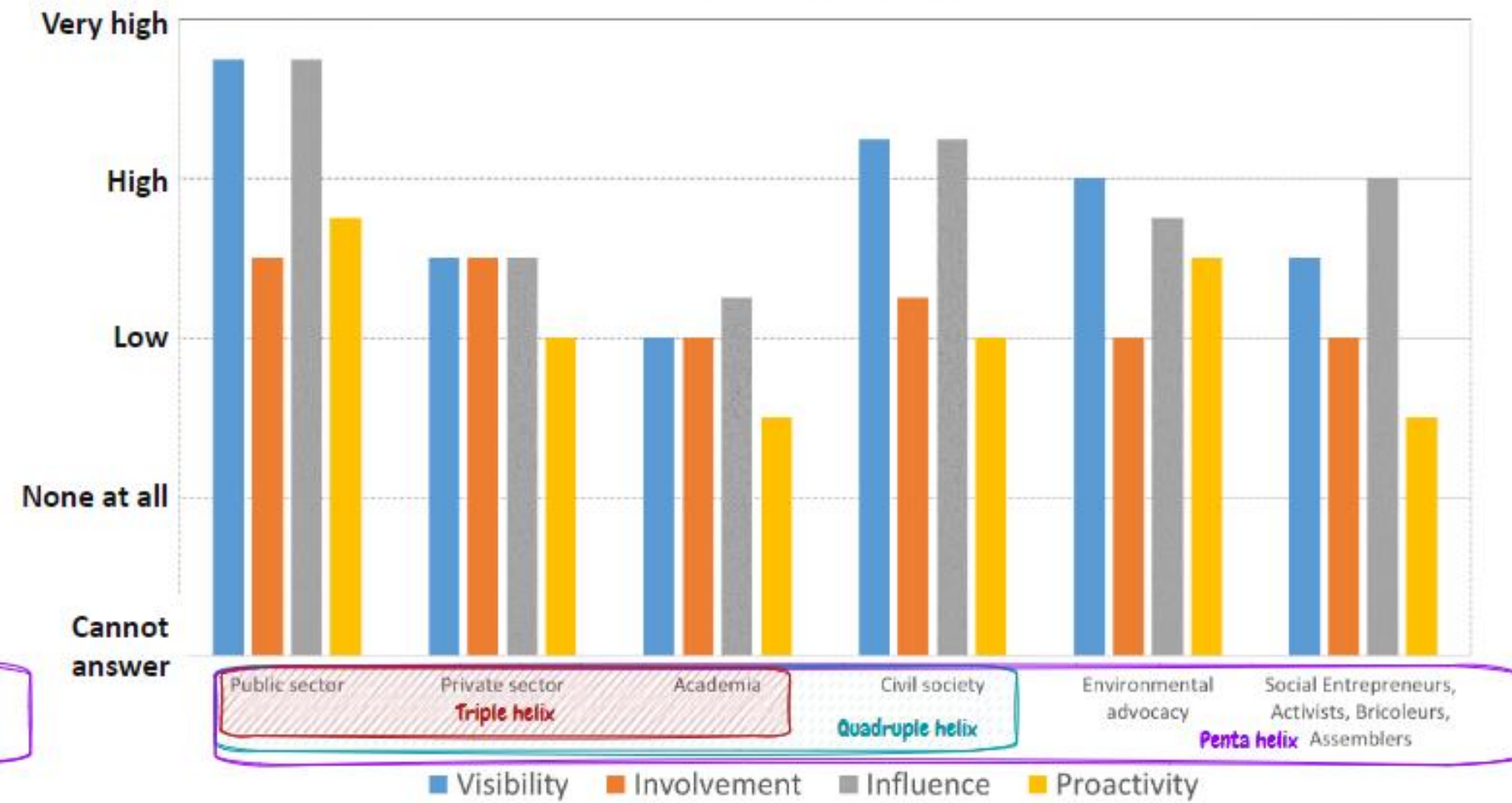


# External collaboration

EXPERIENCED HUBS IN SIRR



YOUNGER HUBS IN SIRR





Partner	Strengths	Challenges	Partner	Strengths	Challenges
Sotenäs Municipality.	<p>Providing different tools for start-up projects implementation.</p> <p>Experience in participating in EU projects.</p> <p>Strong academic support.</p> <p>Triple-Helix model implemented.</p>	<p>Lacking civil society.</p> <p>Excessive emphasis on individual-level collaboration with specific representatives of the organization rather than fostering a broader organizational engagement (personal business attachment).</p> <p>Issues with engaging young citizens.</p> <p>Housing problems.</p>	City of Louvigné du Désert (LDD).	<p>Social inclusive aspect (strong civil society component).</p> <p>Promoting culture, sport and social activities.</p> <p>Offering training in social entrepreneurship.</p> <p>Heritage components.</p>	<p>Lacking academic support.</p> <p>Issues with engaging young citizens</p>
Skagen Education Center (SUC).	<p>Expertise in management and financial administration of European projects.</p> <p>Supplying with network access.</p> <p>Providing help and support in making project concepts.</p> <p>Facilitating the search for project funding.</p> <p>Strongly supporting culture.</p>	<p>Engaging public authorities.</p> <p>Dropping the label "Skagen Education Center upskilling the unemployed" to "Skagen an innovative hub assisting local companies and organizations with their development plan".</p> <p>Housing problems.</p>	TrENDi.	<p>Providing different tools for start-up projects implementation.</p> <p>Experience in participating in EU projects.</p> <p>Strong academic support.</p> <p>Triple-Helix model implemented.</p>	<p>Lacking civil society.</p> <p>Difficulties with involving SMEs.</p> <p>Housing problems.</p> <p>Hardly noticeable tourism.</p>
Community of Communes of the Pays de Lumbres (CCPL).	<p>Involving civil society.</p> <p>Cultural and recreational component.</p>	<p>Territorial planning.</p> <p>Issues with national law.</p> <p>Implementing ecological transitions.</p> <p>Approaching young people.</p> <p>Lacking academic support.</p> <p>Environmental challenges (e.g. floods).</p>	Læsø Touristand Business Association (LTE).	<p>Strong civil society component.</p> <p>Strong connection with the municipality.</p> <p>Working towards a Quadruple Helix model.</p> <p>Good collaboration with SMEs.</p> <p>Providing help to start-ups.</p> <p>Branding and marketing.</p>	<p>Limited workforce.</p> <p>Environmental challenges (e.g. dependent on weather, location of the island makes it more isolated).</p> <p>Housing problems.</p>
Agency for Urban Planning and Development of the Saint-Omer Flandre intérieure Region (AUD).	<p>Consulting role between public authorities and civil society.</p> <p>Integrity with CCPL.</p> <p>Good at approaching stakeholders.</p>	<p>Issues with national law.</p> <p>Lacking academic support.</p> <p>Not too much experience with working with economic actors.</p>	Lysekil Municipality.	<p>Strong academic and science center support.</p> <p>Good at working with associations and business centres.</p> <p>Having old industries which currently going through transformation.</p> <p>Many connections to the Triple and even Quadruple Helix model.</p>	<p>Housing problems.</p> <p>Issues with engaging young citizens.</p>
			The Association Stenvad Mosebrug.	<p>Strong cooperation with the municipality.</p> <p>Working with volunteers.</p>	<p>Housing problems.</p> <p>Citizens still identify the hub with its previous role (museum, old factory).</p> <p>Issues with engaging young citizens.</p> <p>Limited resources.</p>

# Individual perception of the hubs

**Q4** How do the hubs understand and assess their roles and participation in the project?



## HUB as:

promotor of  
the green  
transition

place where  
problems will be  
solved and  
innovative  
initiatives  
implemented

an example of  
innovative  
change

think tank

facilitator

a place where  
people feel more  
inclusive

consultation  
place

marketplace  
where ideas  
can meet

a place that  
raises local  
awareness

network  
expander



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# Recommendations





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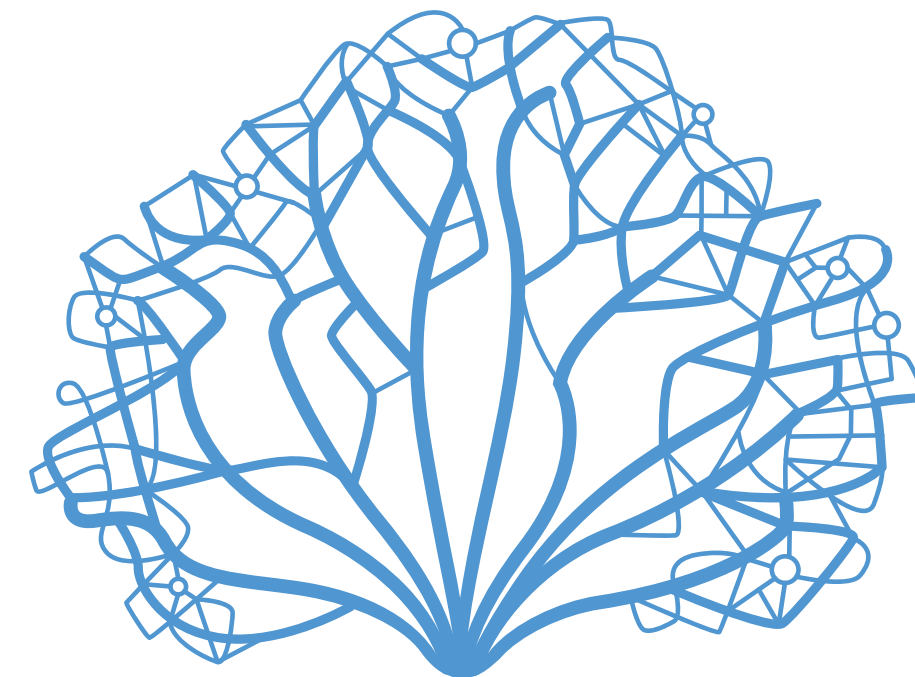
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# Thank you for your attention!

Questions/ Discussion



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# References

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Adam Hernández A.	2023	1st. Survey of the hubs in SIRR (“inner circle”)
Adam Hernández A.	2023	Presentation: “Multi-Helix Hubs (MHH). How do (too) many cooks improve the broth?”, Vechta Conference
Nowak P.	2024	Report: “Empowering Rural Resilience: Unleashing Innovation for Sustainable Futures An Analysis of Collaboration and Knowledge Transfer in The SIRR Project”
-	2023	Interviews with the hubs' representatives
-	2022	SIRR/#1, Project Activity Report