



Observatory PASCAL

Place Management, Social Capital and Learning Regions

PASCAL Universities Regional Engagement Project (PURE)

ACTION PLAN

BUSKERUD, NORWAY

August 2009 to December 2010

Introduction

The PURE project will contribute to solve some of the main challenges for the region of Buskerud. The partners have their own strategies addressing the same challenges, opportunities and solutions. This includes emphasis on the three prioritized areas: tourism, health and industry. As we are writing this, we have not yet set dates for all the actions. Thus this action plan will be a plan under constant construction.

Outline of Partnership Activities – Overview

In Buskerud, many projects aim to solve the main challenges of the county. One can mention at least four important focus areas where the County administration, University College (HIBU) work together. These areas are:

- Regional strategy on R&D and innovation.
- Strategic plan for tourism and leisure.
- Strategy- and action plan regarding creative industries.
- Partnership for climate and energy in Buskerud.

In Buskerud, there is an ongoing process aimed at establishing a comprehensive regional strategy on R&D and innovation. The aim is that such a strategy will constitute a mutual platform for concerted efforts with regards to stimulating increased R&D and innovation in Buskerud. This work will be finalised within 2009. The process is co-ordinated by the Buskerud County, and comprises a wide scope of participants from both public sector and the business sector, HiBu, R&D organisations, innovation agents, among others. One core activity has been a regional foresight-study, which has achieved a substantial mobilisation of participants representing the said sectors and bodies.

In 2010 we will finish a big strategic work which involves a lot of partners in Buskerud. We are making a regional strategic plan for tourism and leisure. HIBU is one of the partners, Buskerud County Council another. Business and organisations also participate in this work. The plan will have an action-plan with projects, and this work starts during spring 2010.

The work in Innovative Mountain tourism will continue with HIBU as a partner, and several partnership projects on tourism planned for 2010.

In our Strategy- and action plan regarding creative industries in Buskerud the main focus is on stimulating economic growth and sustainability in this sector. In order to achieve this we will seek to cooperate with HiBu. In particular we will address the challenge of developing targeted courses in areas such as economy, marketing/sales, ICT etc for the sector of creative industry.

Partnership for climate and energy in Buskerud is in at its pre-project period. The main goal of the project is to reduce climate gas emissions and to reduce energy consumption. These objectives are to be achieved with innovation and competence within this field. Partners represent public and private sector, higher educational institutions (HIBU) and R&D institutions. Pre project is already started and will be completed in 2009. Main project will start in 2010 and will continue till 2012.



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Actions

The project started up late 2008. In April 2009 Buskerud had a visit from the CDG which resulted in a report.

August 2009

- **August 26th – 27th**

Inter-regional research project.

Conference: Inter-regional research project titled: *Different modes of innovation and the challenge of stimulating university – industry cooperation. Analysis of STI and DUI based regional industries in the Norwegian regions: Agder, Vestfold, Buskerud and Innlandet*. Venue for conference is Horten, and the main topics on the agenda are discussions on industrial clusters: characteristics and borders, survey and interview guide for research project. Two researchers from Buskerud University College participate, and the project is partly financed by Buskerud County and partly by the National research council¹.

September 2009

- **September 3rd**

Health and lighting conference for industry within health related technology. Participants: industrial actors, the regional hospital and Buskerud University college researchers. Aim is interaction for innovation.

- **September 10th - 11th**

Work-shop and steering committee meeting with researcher, project managers and county officials. On the agenda: Progress on the county's plan for research and development and orientation on the introduction of Regional Research funds (partly a decentralization of the National Research Council).

- **September 17th**

One day course/workshop on Innovation. Co-opted by the regions of Buskerud and Vestfold and the Colleges in Buskerud and Vestfold (day 1 of 2).

October 2009

Regional coordinating group meeting.

Ultimo October:

Inter-regional research project.

Survey will be submitted to industrial actors in Kongsberg.

November 2009

Ultimo November:

Inter-regional research project.

Interviews will be conducted within the industrial cluster in Kongsberg. See above for research focus.



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December 2009

- **December 9th**

Inter-regional research project.

Meeting with the four regions. Discussion of preliminary results.

January 2010

- **January 27th-30th**

2nd visit by the CDG.

Regional coordinating group, Buskerud:

- Amarjit Singh.
- Ingunn Sandaker.
- Hilde Balliere.
- Etty Nilsen.

¹ Research questions:

- 1) What type of innovation mode dominates each of the regional industries under study?
- 2) What characterises university – industry cooperation in each of the regional industries?
- 3) To what extent is the existing university – industry cooperation adapted to the dominating innovation mode in the selected regional industries?
- 4) How can policy instruments be (better) adapted to the different modes of innovation in the regional industries?