

NAVIGATING THE FUTURE OF REGIONAL DEVELOPMENT

Driving the change and enabling green and digital transitions for sustainable regional development

26 - 29 February

Utrecht - The Netherlands

in collaboration with:



*2nd EURADA-OECD Winter School for Regional Development
Agencies, in collaboration with ROM Nederland*

Navigating the future of regional development

***Driving the change and enabling green and digital
transitions for sustainable regional development***

26-29 February 2024 | Utrecht, The Netherlands

Winter School outline

The theme of the 2024 Winter School is Strategic Foresight and Interaction. The Winter School lasts 3 days and provides local regional development experts, development agency staff, national and regional policy makers, with knowledge of practices, experiences, trends and challenges in regional development and innovation. This objective will be achieved thanks to discussions between the participants and regional development experts, analysts from the OECD, regional or local development agencies, European institutions as well as thanks to site visits.

Winter School 2024 objectives

The Winter School seeks to:

- Establish fruitful links between interregional actors active in regional innovation;
- Provide an introduction to the innovation ecosystem of the East Netherlands and the Utrecht region;
- Provide an insight into the Dutch regional development agencies, which act as a gateway for cooperation with the entire innovation ecosystem in the Netherlands;
- Enlighten the public with practical examples of how to implement policies for regional innovation;
- Promote networking and knowledge exchange on relevant case studies and good practices from in regional development from the East Netherlands, OECD, European Commission-Joint Research Centre and other invited stakeholders;
- Raise awareness of strategic foresight among territorial and economic development actors and introduce methodological methods and tools to

anticipate potential future challenges and opportunities in regional development.

Background

In 2023, EURADA organised the first edition of the Winter School in close cooperation with the OECD Trento Centre for Local Development. This year, the two organisations are supported by the Region of East Netherlands and the Region of Utrecht, both proud Dutch EURADA members.

2024 Focus

The focus of the 2024 Winter School will be on the **role of regions and regional development agencies in addressing socio-economic challenges and megatrends**. This will be done by concentrating on **foresight** and **interaction**.

Methodology

During the Winter School participants will be able to take part in **interactive sessions** on the topics of **Strategic Foresight, Strategic Autonomy, Green and Digital Transition**. Taking into account the missions and core activities of RDAs, namely innovation support, investment and internationalisation, as well as the specificities of different innovation ecosystems, the participants will explore the future opportunities and challenges that lie ahead for RDAs

Fee, logistics and costs

There is a participation fee for the Winter School. The organisers will cover transport, lunches, and dinner during the Winter School, whereas travel to Utrecht and accommodation costs will be borne by the participants.

- **EURADA Members:** €350
- Non-EURADA members: €450
- Non-EURADA members but participants of online workshops: €350

Via the following [link](#), you can find **suggested accommodation** options in the Utrecht area. (**accommodation is not included in the fee**)

Participants profile & application

The programme of the Winter School targets **officers working for national and regional Development Agencies** and or students or other professionals interested and active in socio economic development. **Participants should be strongly committed to local development, innovation and/or development and implementation of EU R&I and/or Cohesion policy.**

If your organisation is not a member of EURADA please consult the modalities of participation with the organisers.

Candidates need to submit duly compiled [application via this form](#) online **by 21 January 2024**.

Candidates can propose a **topic for a pitch** on a theme of the Winter School.

Notification of selected participants by 4 February 2024. Priority will be given to members of the EURADA. If the number of applications exceeds the number of available places, the participants will be selected on the basis of professional attainment and work experience.

Working language

All sessions will be conducted in English.

Dates of the Winter School

The residential Winter School will take place from 26 to 29 February 2024 in Utrecht, Netherlands, and will include a study visit to the East Netherlands.

Organisers

EURADA – The European Association of Development Agencies

The European Association of Development Agencies (EURADA), founded in 1992, gathers professionals working on economic development across Europe. EURADA represents development agencies before the European Union institutions. The association facilitates the cooperation among regional economic development practitioners. They can network, plan common EU projects, cooperate, advocate, and participate at European level. EURADA serves as international well-established facility to connect development agencies with each other, with Europe, and with the opportunities Europe has to offer. www.eurada.org

OECD Trento Centre for Local Development

The OECD Trento Centre for Local Development is an integral part of the OECD (Organisation for Economic Cooperation and Development) and its Centre for Entrepreneurship, SMEs, Regions and Cities (CFE). The OECD, whose mission is to promote better policies for better lives, facilitates a dialog among governments by comparing policy experiences, seeking answers to common problems, identifying good practices and working to co-ordinate domestic and international policies. The Trento Centre uses a holistic “from data to practice” approach to policies for sustainable development to offer local policy analysis, advice and capacity building

activities for improved policy implementation for people, firms and places. www.trento.oecd.org

ROM Utrecht Region

The ROM Utrecht Region lies in the heart of The Netherlands and is since this year Europe's most competitive region (RCI). As a regional development agency, ROM Utrecht focuses on Valorisation, RD&A, development of ecosystems, tech investments and internationalization activities (trade and acquisition of companies). This RDA is a very young member of the RDA family and since last year also a proud member of EURADA. In two years' time, Rom Utrecht did 18 equity investments and brought 46 companies to the region. The Utrecht Region is a region with a high level of education, work and entrepreneurship and quality of life and has defined the ecosystems Life Science, media & gaming and smart sustainability. It is an ambition to connect entrepreneurship stronger with other ecosystems in EU and find a way also in European programs such as Interreg and Horizon and the regional innovation valley opportunities. www.romutrechtregion.nl/

Oost NL – Regional Development Agency East Netherlands

East NL is the regional development agency of East Netherlands. Commissioned by the provinces of Gelderland and Overijssel and the Ministry of Economic Affairs and Climate, they strengthen the regional economy. East NL let entrepreneurs who contribute to social solutions innovate, invest and internationalise sustainably. Besides these financial resources, Oost NL also makes its knowledge, expertise and network available. East NL is active in the top sectors Food, Energy, Health, Tech and Circular Economy. www.oostnl.nl/nl

ROM Netherlands

Every year, the Dutch regional development agencies (RDAs) contribute to thousands of new jobs and investments worth billions of euros in regional economies. By boosting innovation, investments and internationalisation, RDAs are regional drivers of ingenuity and competitiveness. But what exactly is an RDA?

Regional development agencies were originally established at the initiative of the then Ministry of Economic Affairs and Climate to address economic underdevelopment in specific regions. The focus of RDAs has since shifted to strengthening regional economies in general. We help entrepreneurs with innovation, investments and internationalisation so that they can accelerate the growth of their companies. We thereby promote sustainable growth of regional economies and help create jobs. RDAs also support entrepreneurs in times of economic uncertainty, such as the one we are now facing as a result of the corona crisis.

We are committed to making an impact in various areas, not least health, sustainability, nutrition and digitalisation, both with and for innovative SMEs.

AGENDA of the Winter School

Strategic Foresight and Interaction: The role of Regional Development Agencies using innovation for tackling societal challenges around the corner.

Monday 26 February: Arrival in Utrecht

17:00	Arrival in Utrecht - Welcome aperitif
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Tuesday 27 February: Day 1 – Strategic Foresight for regional development

08:30	Registration and Welcome coffee
09:00	WELCOME & INTRODUCTION Location: University of Utrecht, Incubator Building <ul style="list-style-type: none">❖ Arjan van den Born – Director ROM Utrecht Region on behalf of ROM Netherland❖ Marcel Kleijn – ROM NL❖ Bogdan Chelariu – President of EURADA❖ Katerina Ciampi Stancova – Policy Analyst, OECD Trento Centre for Local Development
09:40	Introduction of Participants
10:00	NETWORKING COFFEE BREAK
10:20	Session 1: CULTIVATING FORWARD-THINKING AND FUTURE LITERACY IN REGIONAL DEVELOPMENT AGENCIES 3 rd session of the Strategic Foresight workshop <ul style="list-style-type: none">• Katerina Ciampi Stancova – Policy Analyst, OECD Trento Centre for Local Development <p>Recently, foresight has come into the spotlight for international organisations and governments to navigate and prepare for possible future paths. However, there has been limited application of foresight in the local context, mostly because local actors have only partial knowledge of foresight methods and are focused on day-to-day operations. Undoubtedly, development agencies could benefit greatly from the use of foresight tools, as their competencies go beyond the mere aspects of programme implementation.</p> <ul style="list-style-type: none">❖ Ice-breaker exercise❖ Lessons learnt from two online workshops

	<ul style="list-style-type: none"> ❖ Overview of foresight methods and tools for regional development ❖ Scenarios and alternative futures ❖ Foresight exercise: reflection on specific 2045 scenarios.
13:00	LUNCHBREAK
13:45	Side-visit Science Park Utrecht (optional)
14:00	<p>Session 2: IMPACT INVESTING</p> <ul style="list-style-type: none"> • Michiel Scheffer – Former regional minister now head of European Innovation Council • Siska van Houdt, – Head of Capital Limburg Regional Development Agency (LIOF) <ul style="list-style-type: none"> ❖ Keen to interact with RDA's ❖ Elaborate on woman entrepreneurship, diversity equity and inclusion, SER charter Diversity
15:30	COFFEE BREAK
16:00 – 17:30	<p>Session 3: CONFRONTATION WITH RDA POLICIES</p> <p>Role of national ministries - RDA as instrument of national innovation policies</p> <ul style="list-style-type: none"> • Lucien Vijverberg – Dutch Ministry of Economic Affairs and Climate <ul style="list-style-type: none"> ❖ Learnings for RDA's <ul style="list-style-type: none"> • Theo Föllings and SPRI (Christina) ❖ ESMEE: indicators of innovation ecosystems <ul style="list-style-type: none"> • Erik Stam – University of Utrecht ❖ Impact for SMEs <ul style="list-style-type: none"> • Possibly from I3/interreg projects, SME from other region preferred • [insert best practice entrepreneur] <p>Context: How regional development agencies work in a regional context on regional innovation What kind of instruments do RDA's have to put in services to customers? New way of looking to innovation support; workshop (EDIH; part of innovation valleys). Role of RDA's in innovation confirmed by results of lobby efforts that enable RDA's to be leadpartner of such an I3 project</p> <p>ESMEE Presentation Findings and workshop ESMEE project, Enabling Societal Missions through Entrepreneurial Ecosystems. A scientific analysis of the mechanisms of ecosystem development, and how sustainable entrepreneurship</p>

	contributes to societal missions, as well scientifically validated diagnosis and evaluation of ecosystem development co-designed and co-created with Regional Development Agencies – University of Utrecht
19:00	DINNER

Wednesday 28 February: Day 2 – The future of Regional Development Agencies

8:30	Travel Utrecht – East Netherlands
10:00	Study visit <ul style="list-style-type: none"> ❖ Arnhems Buiten ❖ Company visit Arnhem ❖ Start-up pitch of Arnhems Buiten
12:30	LUNCHBREAK
14:00	Workshop: What is the desired future role of RDA in order to have impact on the societal challenges <ul style="list-style-type: none"> • Wendy de Jong – Director Oost NL <p>Thematic sessions</p> <ul style="list-style-type: none"> ❖ Innovation Support <ul style="list-style-type: none"> • Role of RDA's in building regional innovation valleys ❖ Investment <ul style="list-style-type: none"> • Sarah-Lee Ketner – Venture capital strategies • Jochen van Karneke – European Investment Bank • Usecase: Invest in Finland ❖ Internationalisation <ul style="list-style-type: none"> • Christa Pieffers – programme manager Enterprise Europe Network
16:00	COFFEE BREAK
16:15	Pitching Session
17:30	Travel to Wageningen
18:00	DINNER
20:30	After dinner travel East Netherlands – Utrecht

Thursday 29 February: Day 3 – 2023 European Policy in practice in the region

9:00	2023 European policy in practice in the region Opening on the 3 thematic priorities and the role of regions and RDA's to tackle these: <ul style="list-style-type: none">- Strategic Autonomy – Fons de Zeeuw – Business Unit Manager International Oost NL- Green Deal – TBC- Digital Transition – Ger van den Kerkhof – Manager DIGITALIS
11:00	COFFEE BREAK
11:15	Closing remarks Simon Boogaard Strategist – ROM Utrecht region Karolien de Bruine EU Liason Oost NL Roberta Dall'Olio – EURADA Director
12:00	NETWORKING LUNCH
13:30	Study visit: Utrecht Science Park, incubator REGMED XB (optional)
15:00	Travel back to regions