Collaborative Clusters for Innovation

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Introduction

• Who are we?
  – New Public/Private Body created April 2006
• What’s our motivation?
  – Championing SMEs to win new business
• Collaboration Culture
  – Win/Win or no deal
  – Linked to relevant international partners
• International Markets
  – Challenges and Opportunities
So What Do VENs Do?

- Businesses are **pre-qualified** to work together in a highly flexible collaborative culture
- Business use a **common IT** infrastructure
- Businesses are **configured to the exact needs** of end customers or markets
- Business develop excellence in commercial planning, rules, legal systems, governance and most importantly:
  - **Share success in an open and equitable manner**
What we are not...

- A guarantee or underwriter of success

- A business competence developer
  - (conflict of interest with accreditation status)
  - However, we can introduce to developers
350+ SME
Corporate users

819 Registered
Individual Users

March 2006

Regional Focus as a condition of funding
Problem: VEN recognises that International acceptance is paramount for regional success

Supported by Yorkshire Forward and part funded by the European Union
VEN - Which comes first?

- Community Development?
- Opportunity generation?

- From our experience – **both**
  - Regional Agencies lead development of clusters with Innovation competence.
  - Business use ‘Trusted Community’ partners to exploit VEN Methods and Competence for profitable bid conversion.
Where do Opportunities come from?

- Members – bringing opportunities which they could not normally pursue
- Commercial Brokers may use this service
- Procurers and others may come direct as they become more aware of the benefits
- Some opportunities may be instigated by VEN from time to time
Healthcare Example

VEN builds successful alliances to develop new business with leading organisations
Regional Health and Cluster Wealth

- Healthcare
- National Health Service
- Sustainability – a point of view
  - Pressure on the NHS operational units to cut costs and meet performance targets.
  - But......
  - Total healthcare system view point....
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POVERTY

Unemployment

Food & Fuel Poverty
Poor Housing & Transportation
Social Isolation
Relative Powerlessness
Poor Access to Recreation/ Social Facilities

Inadequate Benefits

Low Pay

Physical Health Effects
- Low birth weights
- Infant deaths
- Poor Growth in children
- Respiratory diseases
- Heart disease
- Accidents

Psychological Health Effects
- Stress
- Anxiety
- Depression
- Low Self-esteem

Behavioural Changes
- Smoking
- Drug abuse
- Low exercise levels
- Poor diets
Regional Health and Cluster Wealth

1. Winning NHS Hearts and Minds
2. Supporting the Development of NHS Buyers (Professional community)
3. Incorporating social considerations (VEN principles) into the Core Purposes of NHS Contracts
4. Rolling out Healthcare VEN in parallel Buyer developments.
   - **Goal Increase Cluster Wealth reduce Healthcare costs**
VEN – Lessons learnt

- Regional Agencies and Business cannot act alone
- Linkage is essential between regional strategies and Business (esp. SME) competence development.
- SME business need significant support to adapt.
- RDA need to support each other – else isolated islands exist.
- RDA **MUST** have **Transition** Strategies in place
- **Competitiveness with the ability to adapt** – **Hence Innovate** – **Cluster Life Cycles**
Finally – A request...........

- VEN is interested in informal links other RDAs and Industry groups.
  - Share experiences
  - Mutual Support
  - VEN has significant experience in specific clusters such as Healthcare, ICT and Aerospace.
  - Define a common vocabulary

- VEN recognises that International adoption of Innovative VEN communities is essential.

- VEN is looking for potential partners.

- There still much to be accomplished!
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Thank-you for your time and attention