TRETORGET

for innovation and budding in the forest industry

Changing the view?

Presentation by:

Ola Rostad
Operative manager Tretorget Corp
Project manager for TrePiloten

ARENA PROGRAMMET

Norges forskningsråd

SIVA

INNOVASJON NORGE

The project proposes to:

Initiate processes that can establish business clusters as a means to contribute to increased innovation and the creation of value in the forest based industries.

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From……



Challenges from the preliminary survey:

- Little regional dynamics and low innovative activity
- A weakly developed culture for co-operative work and limited experience in utilizing the potential for etablishing clusters of businesses in this industry.
- Local competition is experienced as being weak
- The companies share low ambitions in terms of growth
- Relatively small investments in R & D
- Relatively few resouces are being spent on developing skills and qualifications
- Limited contact between the industry and R & D / educational institutions
- Very few among the businesses have international ambitions

To



Collaboration with Sweden 1:

The Interreg IIIA project:

"Ved tregrensen"



- Establish R & D projects with enterprises from both Sweden and Norway.

TUAB and *Tretorget*

Targets:



- Increased profit for the wood-processing industry in central Scandinavia
- A strengthened recruitment for the forest based industries
- Sustainable growth in society achieved by increased utilization of renewable resources

Collaboration with Sweden 2:

VS2010 Innlandet / Cerut:

Scandinavian benchmarking of (6) systems for innovation

- *The Paper Province*, pulp-and paper technology/industry.
- *Graphic Valley,* graphic production and packaging.
- *The Packaging Arena.*
- *The TotAl group*, the light metal (aluminium) *(Arena).*
- *Bluelight*, information security *(Arena).*
- *Tretorget I Trepiloten (Arena).*

Other activities:

- ”Operatørnettverket” (a network of centres of innovation in 7 municipalities) with our own ”minister of foreign affairs”.
  - One target: international project for exhanging experiences/knowledge between such networks.
- *Euro Info Centre*: Inform about activities like speed dating for the forest sector in Warnemünde in April

....more activities:

- Visiting the ***Woodschool*** in Scotland.
- Involved in the Interreg IIIA project: ***KNIS*** (Qualifications-focused business development in central Scandinavia)
- And the Interreg IIIA project: ***Norwegian/Swedish educational offer*** in vocational training within the area of wood/timber
- Students at ***MIM***: *Master of Innovation Management*

Experiences & Challenges:

- Few businesses have ambitions in exports
- There is a (strong) desire to learn from others

Future efforts:

- In the area of exports:
  - Involve “Innovasjon Norge” where we find an existing or emerging interest in exports
- Support initiatives taken by CIE and others
- Open up for-and encourage students to carry out tasks /write assignments for businesses (possibility studies)

In the area of exchanging knowledge/competence:

- Arrange study visits and encourage more people to join trips arranged
- Maintain our participation within projects/operations (Scandinavian benchmarking, Norwegian/Swedish vocational training, *MIM, KNIS*).
- Raise the funds to maintain our initiative in the *Interreg IIIA* for R & D projects
- Make active use of other possibilities appearing

Concluding reflections:

- The businesses does not distinguish between the activities run by the Arena project ”Trepiloten” and Tretorget.
- Are we (the project) entitled to have ambitions (for instance regarding increased exports) on behalf of other businesses?
- 3T
  - Things Take Time.
  - An Arena project is finished within the short period of 3 years.


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So: Changing the view or changing in view?





The individual objectives /targets of the project for 2003-2006:

1. Increase the turnover's share spent on the FoU.
2. Increase the turnover's share spent on efforts to initiate and raise the level of competency.
3. Increase the number of export-ambitious companies/businesses
4. Increase the number of companies successfull in developing and commercializing new products
5. Implement an observation programme with a minimum of 5 participating companies/enterprises.
6. Increase the number of companies participating in meetings, conferences or projects
7. Develop an attractive, open and sustainable common supplier of products targeted to the forest based businesses in the region