

Foresight as a competitive strategy in regional economic development

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Managing Director
RTC North Ltd

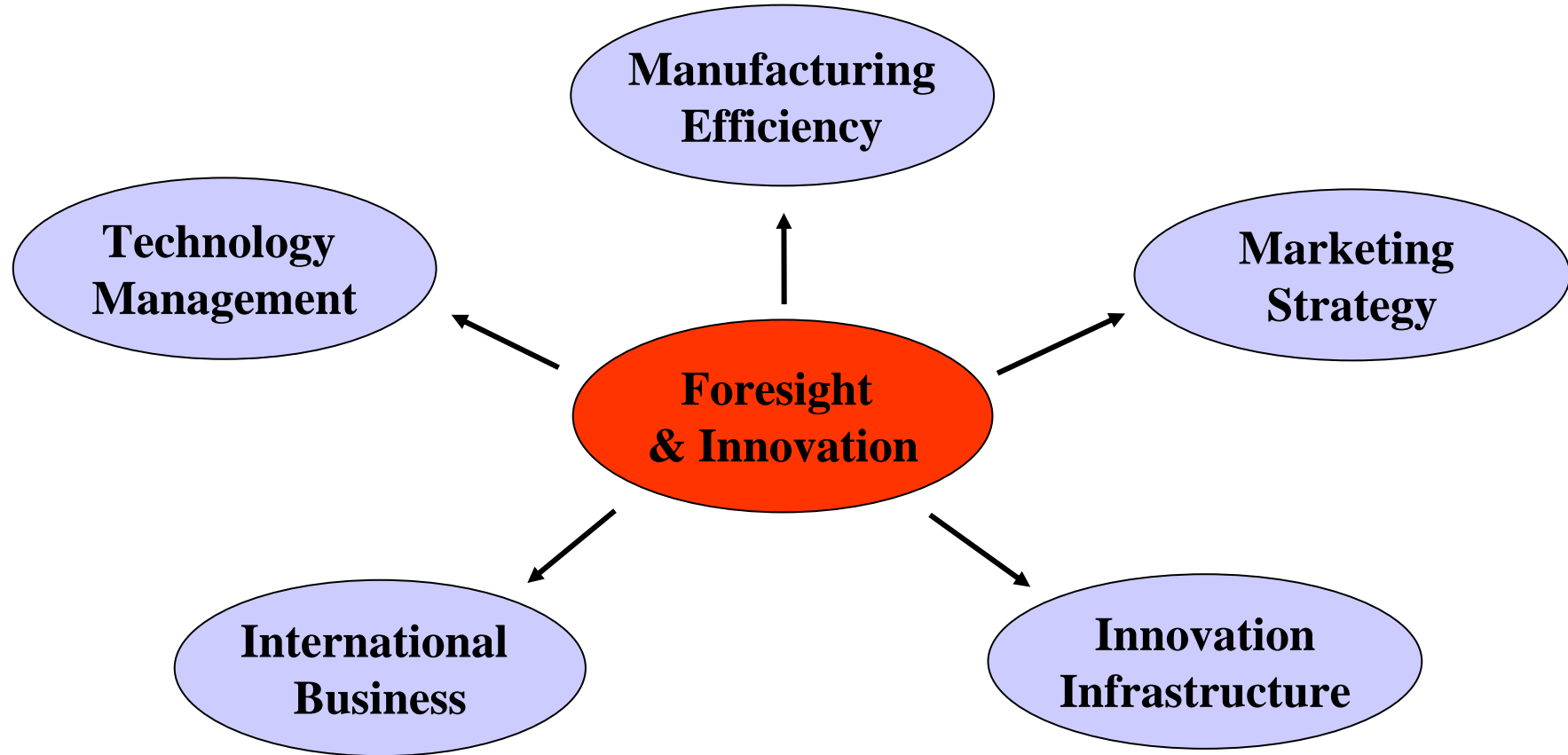
- Independent company since 1989
- Operating across North of England
- Board of 70% industry, 30% R&D
- 60 professional staff in 5 teams
- 15 years experience in technology transfer to industry
- Credibility in the S&T community
- Leading role within international networks (TII, TTF, IRC, UN)



Sunderland **0191- 5164400**
Liverpool **0151- 6328888**
Sedgefield **01740-625250**

<http://www.rtcnorth.co.uk>

Six business areas



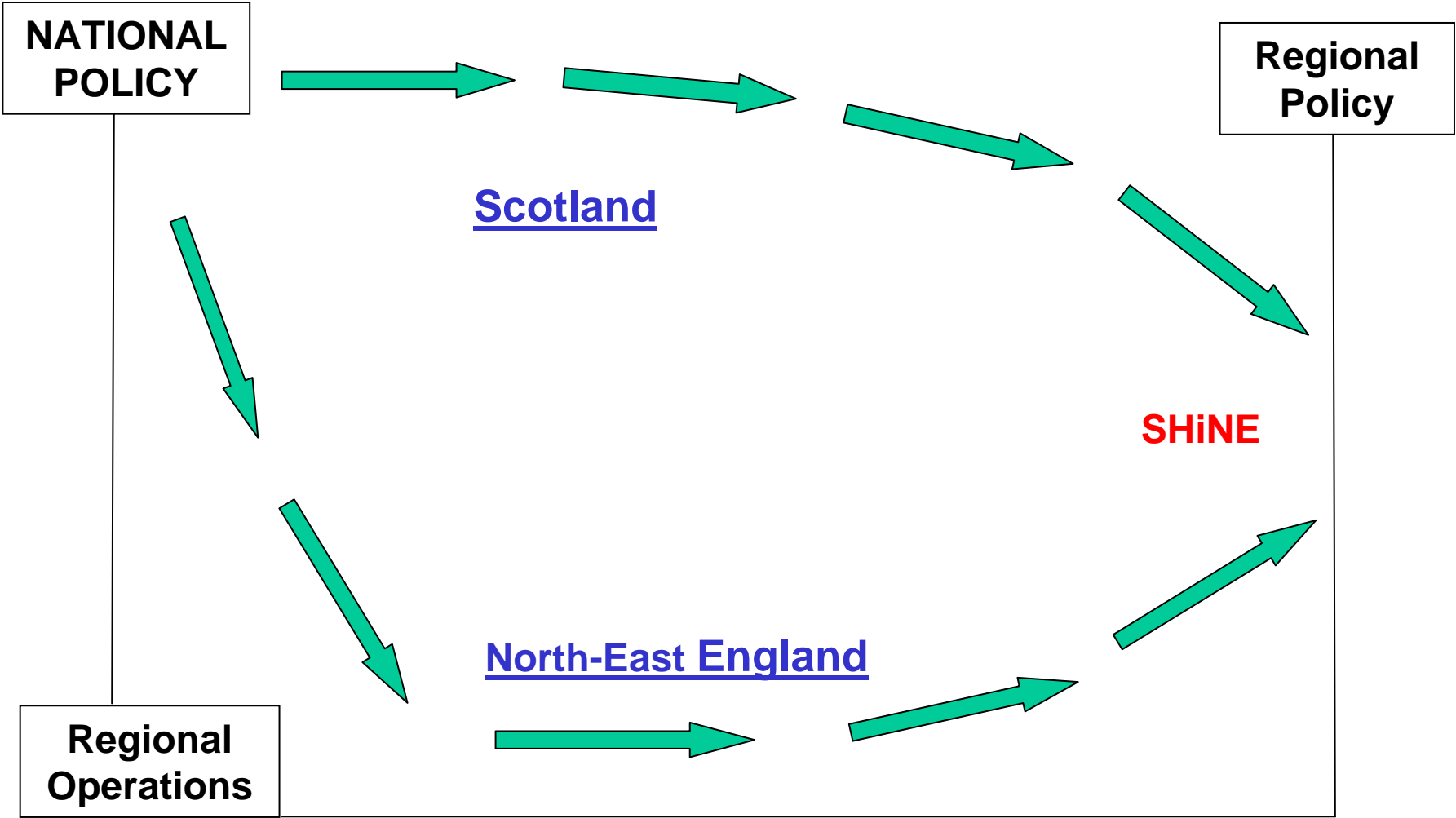
Over 50 Professional Staff + Central support functions

UK National Programme

Aim :- To identify opportunities in markets and technologies which will enhance the nations prosperity and quality of life.

Phase 1: Science Push	16 Expert Panels Delphi Survey Recommendations	1993 >
Phase 2: Society Themes	Aging Population Crime Prevention Manufacturing 2020	1997 >
Phase 3: Prioritisation	Disruptive Technologies Education and Skills Sustainable Development	2001 >

National Roll-out



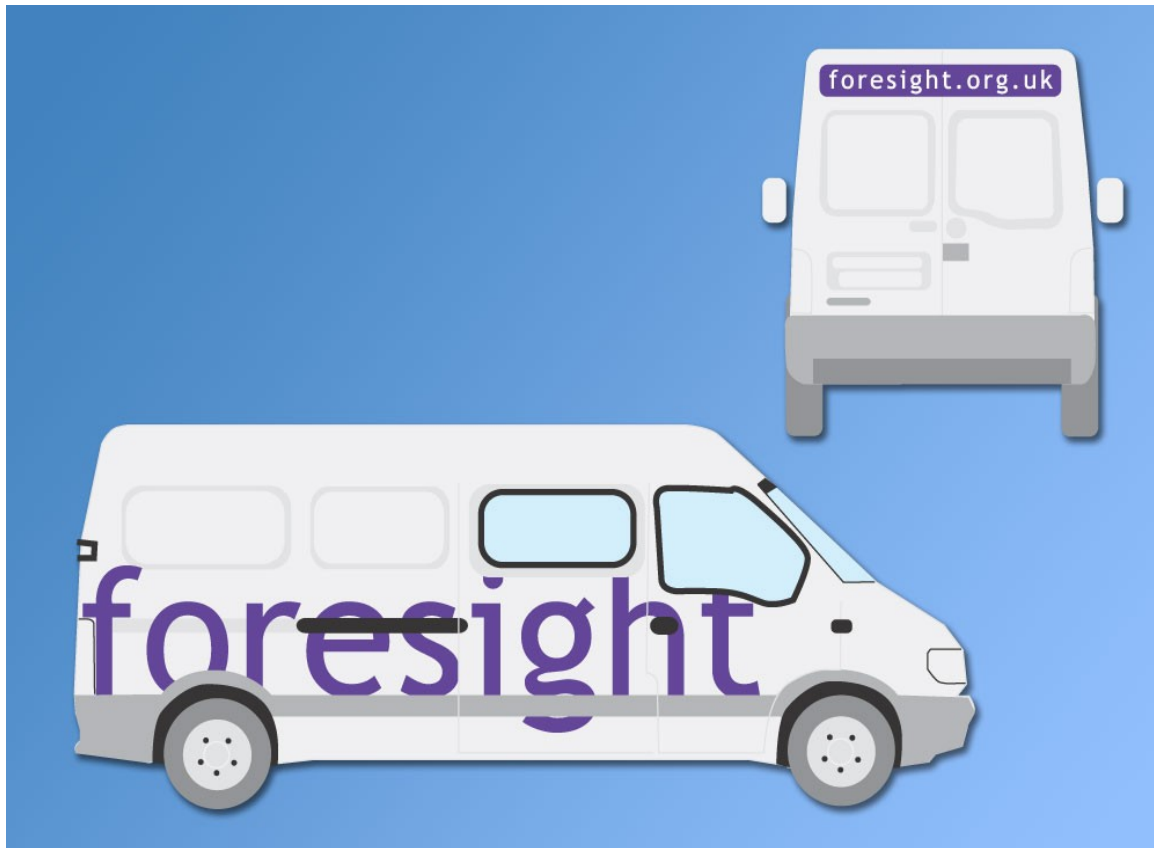
Foresight



FNE has been operating since 1996 and is widely regarded as one of the best developed examples of regional foresight in Europe. The current programme has five strands :

- 1. The flagship programme**
- 2. Research and intelligence**
- 3. Foresight for policy makers & planners (SHiNE)**
- 4. Foresight for industry & commerce**
- 5. Foresight for education & individuals**

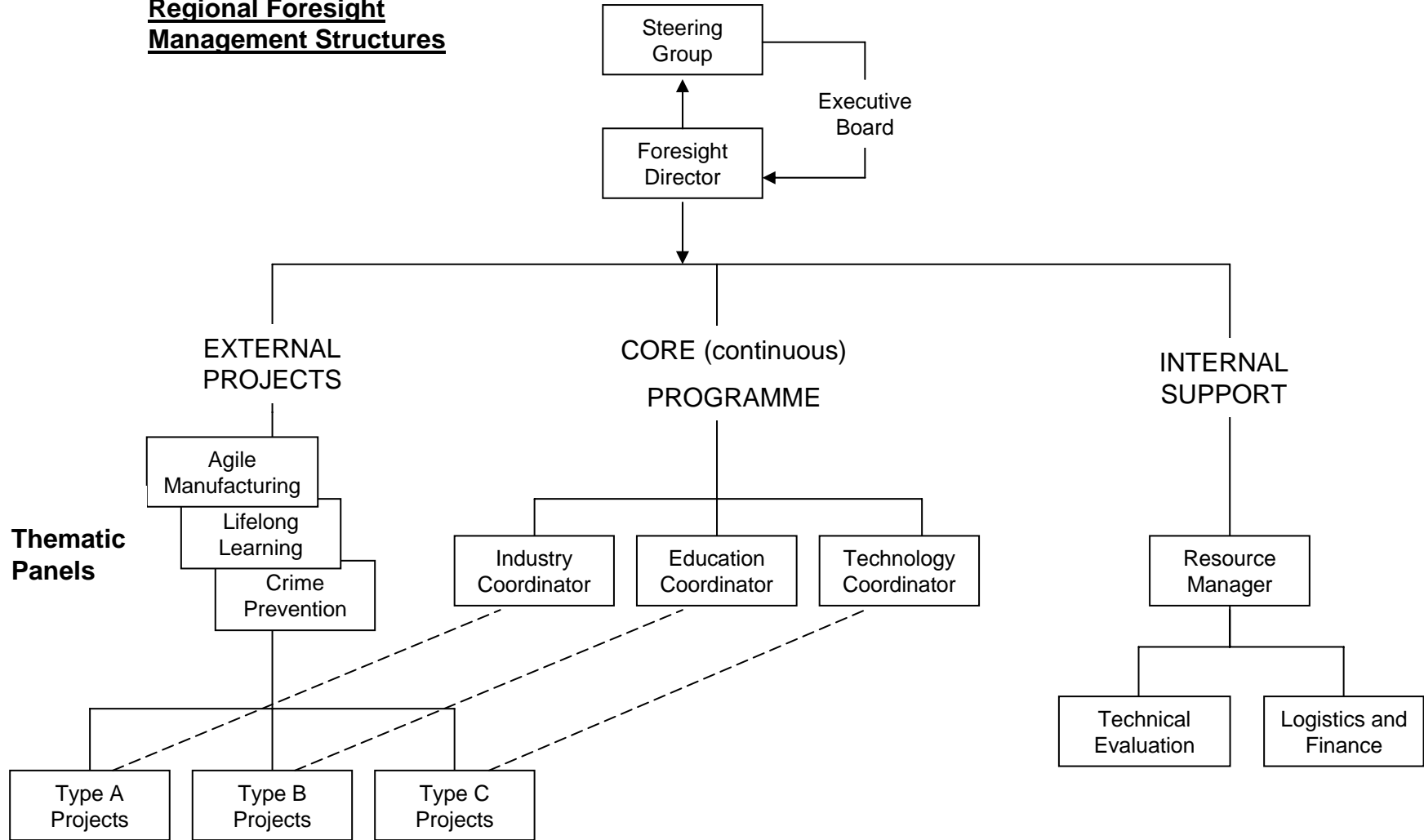
MOBILE TRAINING & DEMONSTRATION FACILITY



Advantages

- Flexible delivery
- Relatively low cost
- Customer friendly
- Effective marketing
- Serves rural areas
- Wireless technology
- Internet by satellite

Regional Foresight Management Structures



Industrial Foresight Methods

1. **Single company:** Offsite workshops with several decision makers from the same company focusing on topics such as long term USPs, product futures, marketing strategy.
1. **Multi-company:** Full day seminars involving circa 10 people from 3 companies and allowing SMEs to compare experience and successful practices.
2. **Sector mapping:** Creation of a sector template in which all regional elements are given a value now and in the future. Completed maps are then compared with global competition, now and in the future.
3. **Cluster scenarios:** Analysis of long term business prospects of cluster members using 'cross impact' matrix techniques. Strengths and weaknesses in current business plans are scored against future assumptions.

The Universal Template



Resources
(labour, materials,
finance)

Key Management Skills

Upgrading
structures / capability
(skills, research,
innovation)

Inputs

Key Processes

Outputs

the drivers

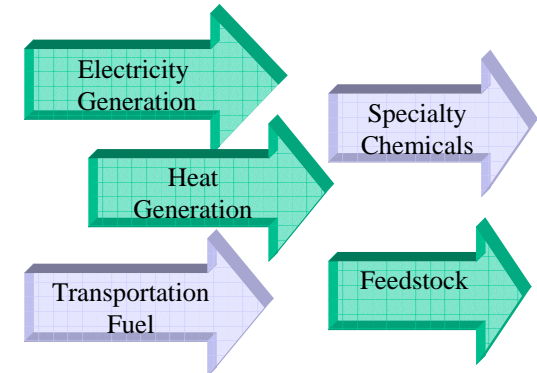
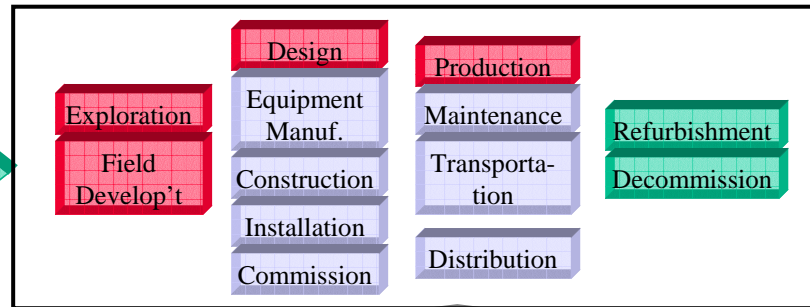
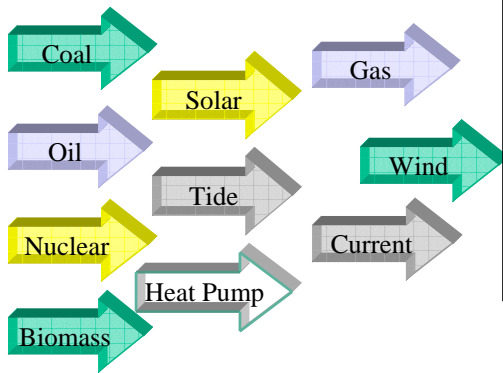
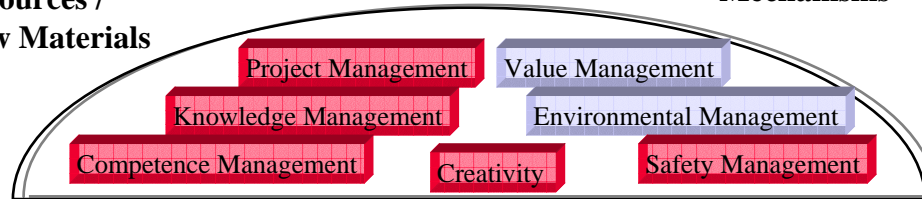
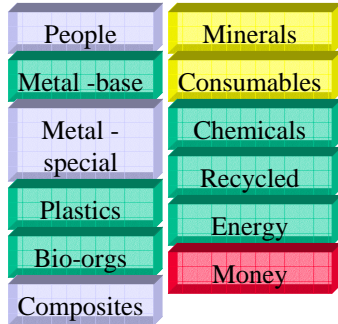
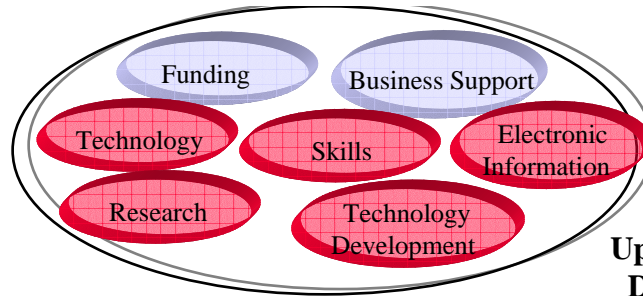
Technologies

the results

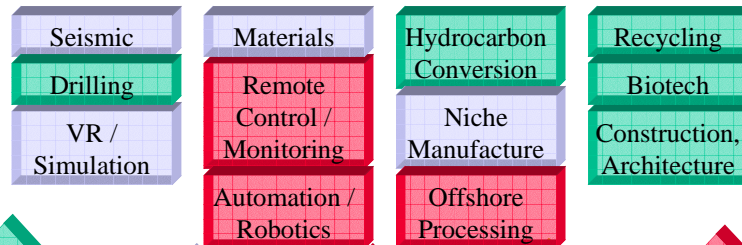
Infrastructure

Services

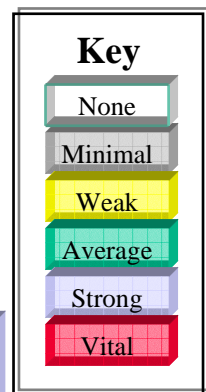
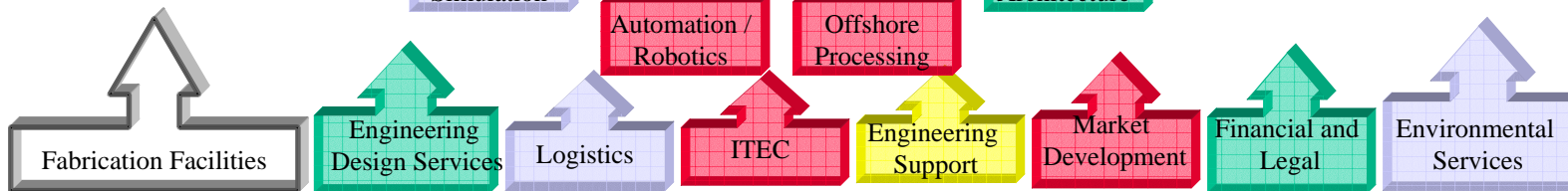
OIL & GAS GLOBAL 2010



Technologies



Infrastructure and Services



future matters

NDI: Defence Cluster



Current Business Plan

<u>Scenario</u> <u>Assumptions</u>	Strengths				Weaknesses				TOT.
	S1	S2	S3	S4	W1	W2	W3	W4	
1. Smart materials	+1								
2. Information costs	-1								
3. MOD Procurement	+1								
4. USA dependence	+2								
5. Marine revival	0								
6. Vocational skills	-2								
7. Safety issues 24/7	+1								
8. Other conditions	0								
TOTALS =	+2								

future matters

Foresight for Defence - preliminary results

1. **Actions to increase capability** - 12 areas of development priority
2. **Actions to capitalise on strengths** - 04 areas of greatest opportunity
3. **Actions to minimise threats** - 02 areas of future weakness
4. **No specific action required** - 44 areas of lower priority

Next Steps

1. *Dissemination of results / response to questionnaires*
2. *Endorsement of futures group by wider membership*
3. *Definition and implementation of long term action plan*

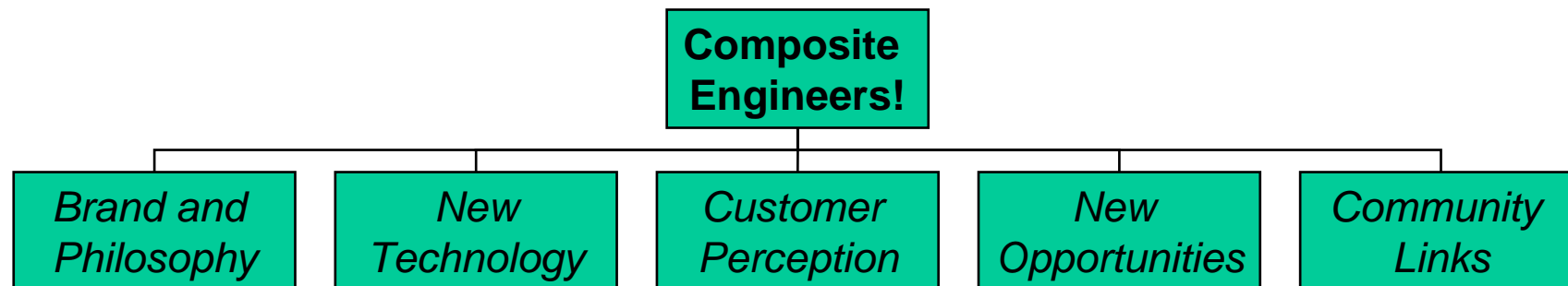
E&F Fibreglass Products

The Company had an identity crisis.
Described itself as the ‘maker of a product’
rather than in terms of its core skills.



E&F Composites

Internal foresight exercise focuses on its position in future world
markets and creates a vision for all the following.



SME Case Study (Video)

SHiNEforesight >



Educational Foresight Methods



Innovation Priorities

- Creative product design
- Enterprise competition
- Projects with Industry

In 2005:

- ❑ Over 1900 children from 108 schools took part in Foresight
- ❑ 165 teachers received innovation training.
- ❑ 82 companies and 5 universities helped.

1. “Young Foresight”

A national ‘roll-out’ project to help young people appreciate new and emerging technologies:

- Design & technology curriculum
- Aimed at students in their options year
- Young Foresight teachers pack
- BBC TV programmes
- Multimedia materials and website

2. Students Innovation Challenge

Theme for 2000 - Fashion

“Develop and illustrate ideas for new products which link the world of high fashion with future technologies.”

(700 children took part)

Theme for 2001- Transport

“Develop ideas that could be adopted to help towards creating an innovative future transport system in the year 2020.”

(1000 children took part)

Theme for 2002 - Crime

“Develop a range of communication accessories, using artificial intelligence and aimed at the teenage market, that would be difficult to steal.”

(1500 children took part)

The Challenge

“Technology and fashion”



//BODYNET
Schools Innovation Challenge Gateway

Bodynet International is a partnership between a major IT communications company and a leading designer of high street fashion. Your brief is to develop a product for sale at high-street outlets throughout the EU and America that will be able to communicate with the wearer and any personal electronic device.

Team Members	Joanna Nelson, Jennifer McHugh, Michelle Feeney
Class/ Year	Year 10
School Name	St. Thomas More School (0191 449011)
Address, telephone and fax/e-mail	CROFTDALE ROAD, GLAYDON TOWN NE21 4BB

Sunglasses with speaker and microphone for communication (works as a mobile phone)

PLEASE DRAW/ DESIGN AND DESCRIBE YOUR PRODUCT IN THE SPACE BELOW.

Bridge of nose

Padded, bulldog clip effect piece so that no legs are needed

Dark piece clips on during bright or sunny weather

Clips hold legs in place when not in use

hinge to allow legs to fold

speak into the microphone at the end of the leg

wiring goes through the frames and into the nose piece where the electronics are contained

when unclipped the earpiece folds backwards into ear

Please submit to Caroline Theobald at RTC NORTH 1 Hylton Park, Wessington Way, Sunderland, Tyne & Wear SR5 3HD. Tel. 0976 414 643 Fax: 0191 516 4401 e-mail: sp@rtcnorth.co.uk. CLOSING DATE FOR ENTRIES: FRIDAY 17TH MARCH 2000.

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Schools Innovation Challenge Gateway

Bodynet International is a partnership between a major IT communications company and a leading designer of high street fashion. Your brief is to develop a product for sale at high-street outlets throughout the EU and America that will be able to communicate with the wearer and any personal electronic device.

Team Members	Lisa Kelly, Cobba Begum, Rachel Hitchens, Stephanie Watson
Class/ Year	Year 9
School Name	10 Washington comp
Address, telephone and fax/e-mail	Tel: 0191 4160000 Fax: 0191 219 3898

Name of "trains"

PLEASE DRAW/ DESIGN AND DESCRIBE YOUR PRODUCT IN THE SPACE BELOW.

Name of "trains"

Circuit

sole is for comfort and extra padding for the radio.

volume turn it.

Speaker

Tuning button. (you have to press it)

on/off button (you press it)

We have designed a pair of "trains" which has a built in radio. It will have a speaker on the outside of both shoes, the circuit will be inside the side of the trainer, which is the producer of sound.

You will have a tab for your ear which will be hidden behind your ear lobe. It will attract radio waves from the radio in the "trainer" once the tab has attracted the radio waves, sound will be produced. You will then hear the sound and music.

To change the radio station you have to press the tuning button. When you press it it will go through the tuning /radio station choices. of radio stations.

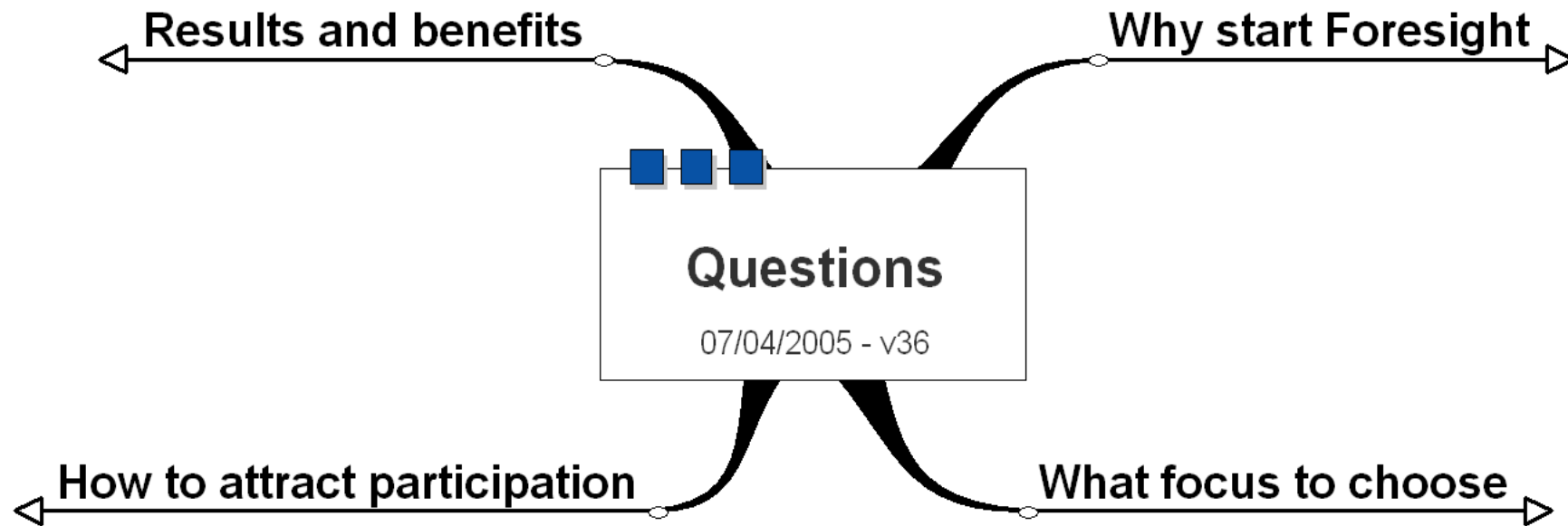
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Young foresight – team building

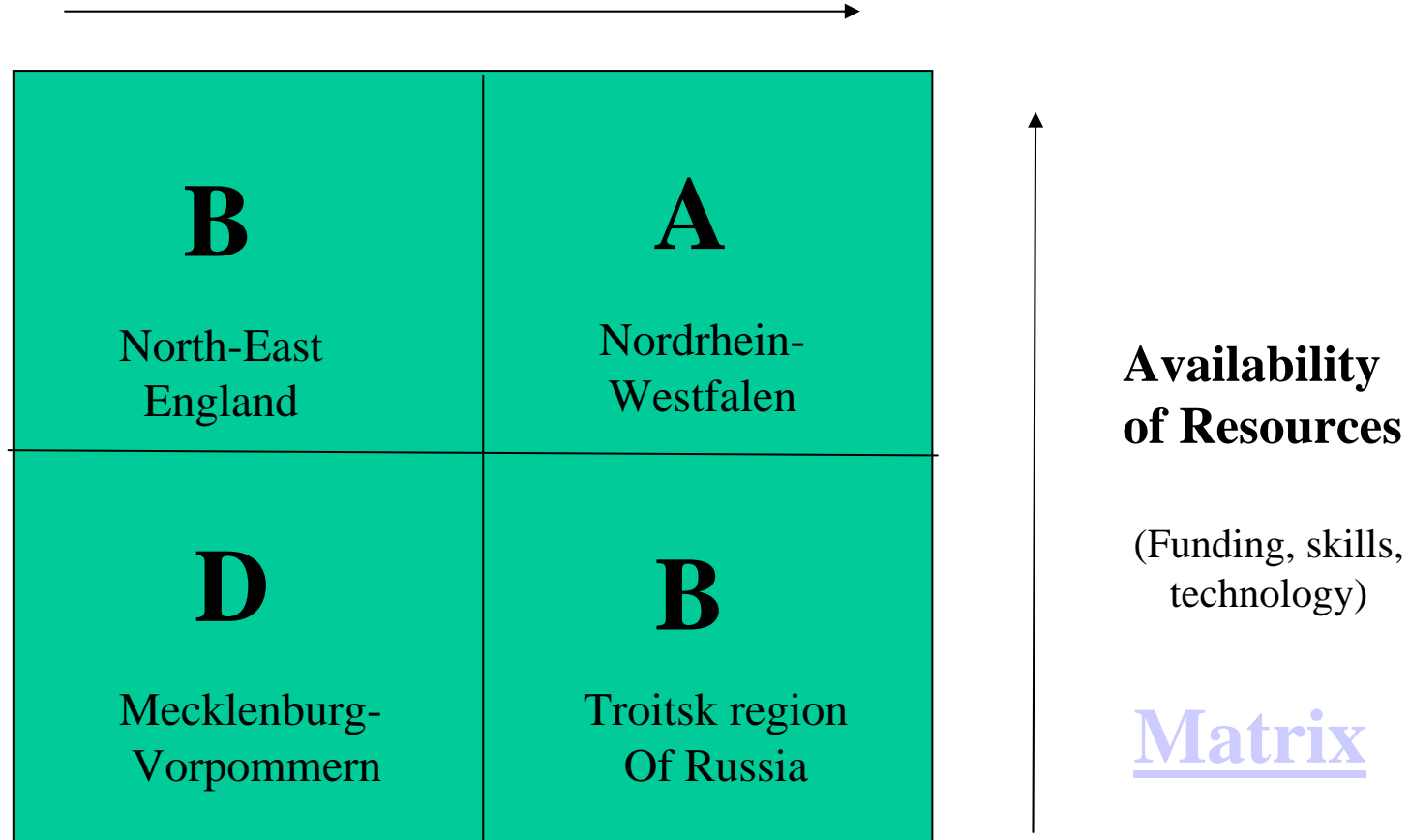
SHiNEforesight



Areas for Discussion

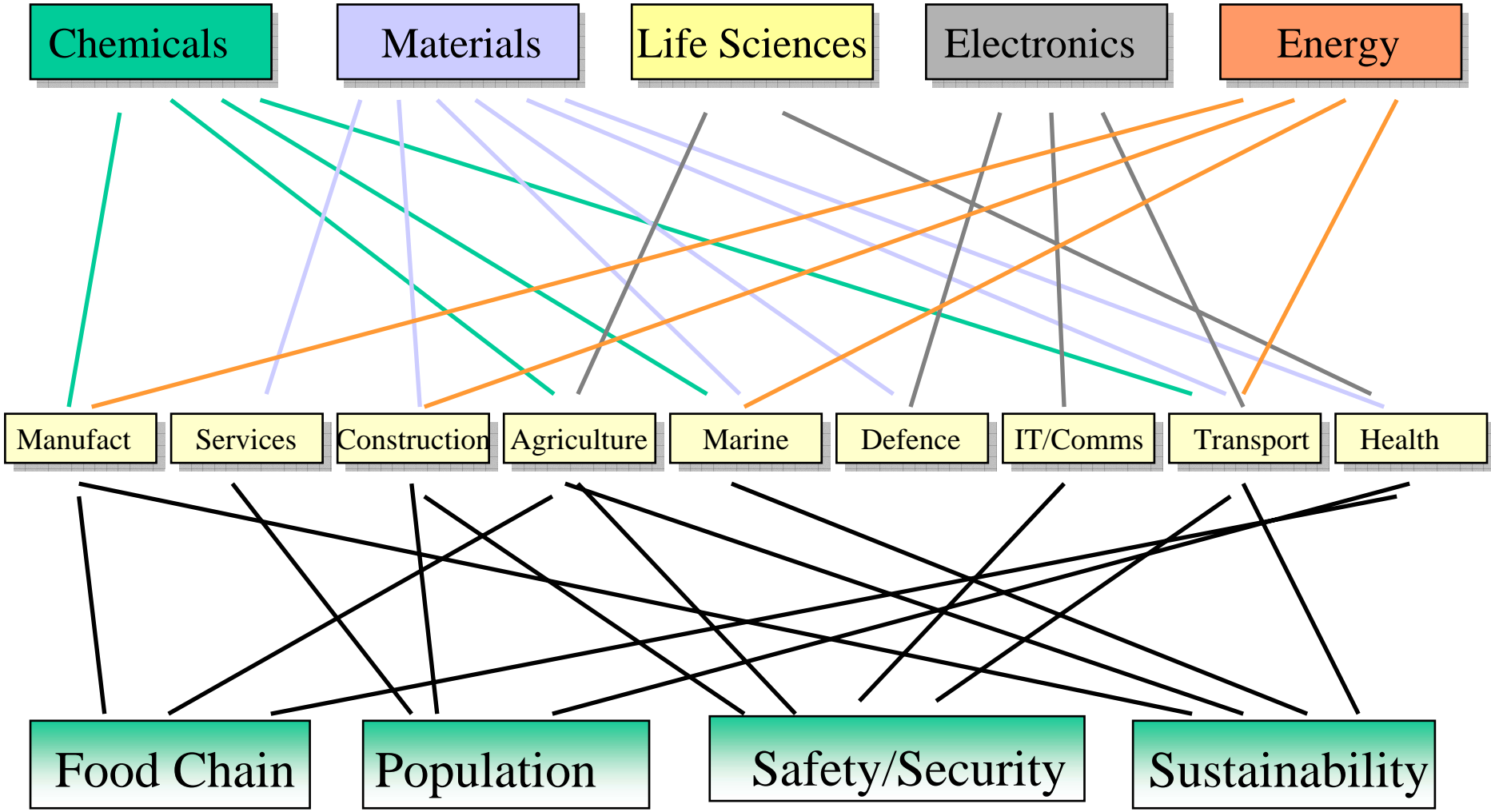


Size and Complexity of the region



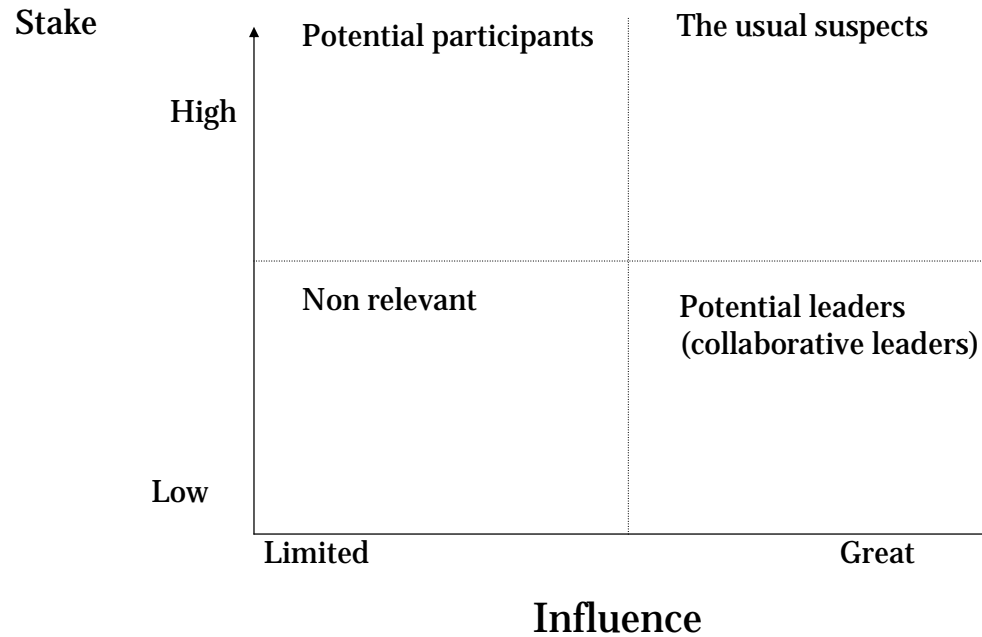
- Zone A:** Large region / good resources
- Zone B:** Large region / poor resources
- Zone C:** Small region / good resources
- Zone D:** Small region / poor resources

- Dispersed delivery aimed at competitive clusters
- Exploratory projects addressing a few specific issues
- Single point delivery to multiple target groups
- Strategic approach in one thematic area (eg. Medical)



Step 4: How can we secure Commitment?

Stakeholder Map



Source: Adapted from Chrislip D.D Collaborative Leadership: The Fieldbook

THANK YOU FOR LISTENING!!!

SHiNEforesight >

Its ok



but

WHAT IF ?

