



Coventry
University
Enterprises Limited

Dr Clive Winters

Assistant Director

Coventry University Enterprises Ltd

Introduction

Foresight West Midlands

Beyond Foresight

Conclusions

Agenda

Coventry University Enterprises Ltd (CUE Ltd) was established in 1989 as a wholly owned company of Coventry University

Employing 140 staff and with an annual turnover of €15m the company is one of the largest university enterprise organisations in the UK and Europe.

Business Support programme activities include, pre-incubation and incubation support, innovation support, technology transfer and international business collaboration.

Physical Infrastructure owned and managed by CUE Ltd includes an award winning technology park and conference centre

Introduction

Foresight West Midlands

Beyond Foresight

Conclusions

Agenda

“Systematic, participatory, future intelligence gathering and vision building process aimed at present day decisions and mobilising joint actions”

FOREN Network, 2001

“Thinking, debating and shaping the future”

DG Research

“Regional Foresight is the implementation of anticipation, participation, networking, vision and action at a reduced territorial scale.”

FOREN Network, 2001

Science and Technology - Technology Development and Market Need

Social – Human Development

Regional Vision – Regional Development

Economic Development – Enterprise Clusters, SME Networks, Industry Association

Regional Innovation Strategy - published in June 1999, enhancing Innovation Culture, spreading best practice and improving regional Innovation capability

Regional Economic Strategy – Supporting the development of a diverse and Dynamic Business base by planning for the future through scenario planning and supporting the development of the regions economic clusters

Partnership project developed between Regional Development Agency and Coventry University with part funding from ERDF.

Approved in September 1999 with first phase concluded in December 2001. Second phase approved in Summer 2002 and concluded in December 2005

“To create a mechanism to implement the work of the National Foresight Programme in the West Midlands region and provide a new structure to Benefit the industrial and business communities of the region”

Supporting the development of the region's economic clusters

Supporting Innovation in SME's and SME Networks

***Publicising the importance of foresight through seminars and workshops
And developing relevant tools for practical application by SME's***

Establishing strong regional links with universities, business support agencies, business groups and trade associations

Engagement – Access, Relevance, Outputs

SME Engagement – Profitability, Case Studies, Cost, Business Life-Cycle

Positioning Regional Foresight

strengths

S

weaknesses

W

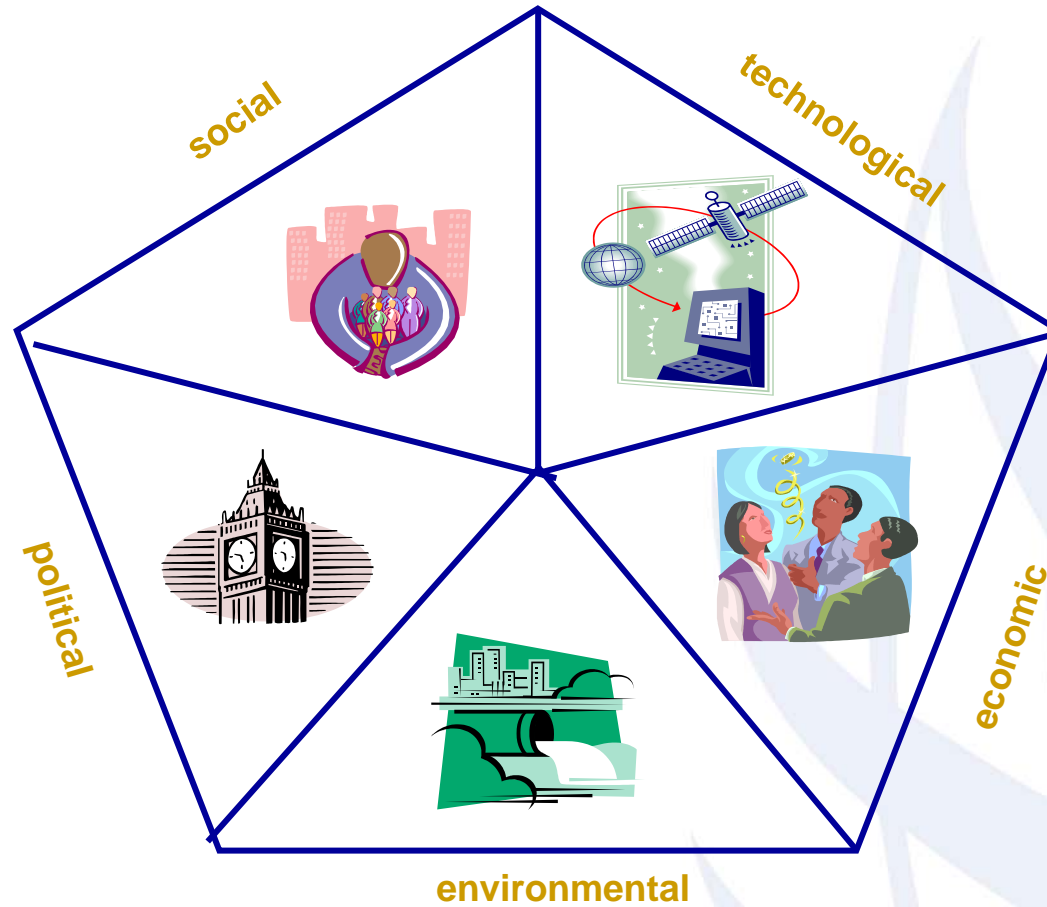
opportunities

O

T

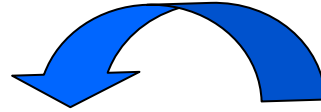
threats

SWOT – the internal environment

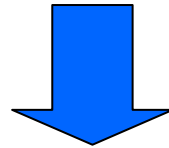


STEEP – the external environment

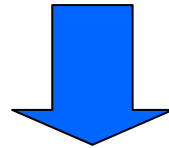
3 Phase Approach



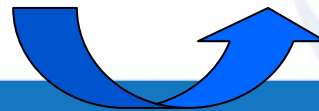
Identification of long term trends and drivers for regional cluster groups



Themed Workshops for key cluster groups



Development of SME networks to take advantage of acquired knowledge



A Foresight Model for Economic Development in Regions

Introduction

Foresight West Midlands

Beyond Foresight

Conclusions

Agenda

Limited Recognition of Foresight as a tool for business development

Involvement in UK DTI Future Focus leading to the development of the West Midlands, Creativity Lab

Need for Innovation and Creativity in the Foresight process, seen as an Academic approach

Beyond Foresight

Video Scenarios in addition to text based reports

Use of facilitation software for idea generation by business and public Sector organisations

Action planning and identification of “real deliverables” as part of the Foresight and Scenario Development process

Greater Emphasis on Regional Scenarios and Shared Scenarios at a European Level

Enhancing Scenario Development processes for regional economic development

Development of Regional and European-Level Scenario's

Video production of future scenario's for RTD

Development of a Mentoring and Knowledge Transfer Programme

REFORM – Regions of Knowledge

Introduction

Foresight West Midlands

Beyond Foresight

Conclusions

Agenda



If you have any questions, please feel free to contact me:

Clive Winters
Assistant Director
Coventry University Enterprises Ltd

Email: c.winters@coventry.ac.uk



Coventry
University
Enterprises Limited

