Clusters with Industry & Business Development for Impact
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An introduction to the Top Sector Horticulture & Starting Materials

Impact of Science Conference
Leiden, June 22, 2022
Michiel Roelse
The Top Sector for Horticulture & Starting Materials
### In figures

#### Horticulture & Starting Materials complex – Statistics Netherlands/LEI 2019

<table>
<thead>
<tr>
<th>Key figures</th>
<th>Production value chain, Horticulture &amp; Starting Materials</th>
<th>Added value</th>
<th>Number of companies (primary horticulture*)</th>
<th>Workforce (annual work units)</th>
<th>Export value NL</th>
<th>R&amp;D expenditure in NL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Size (in € billion)</strong></td>
<td>27.9</td>
<td>21.1</td>
<td>23.7K</td>
<td>254K</td>
<td>24.5</td>
<td>0.76</td>
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<tr>
<td><strong>Share of the Netherlands (%)</strong></td>
<td>2.7</td>
<td>2.7</td>
<td>1.6</td>
<td>3.4</td>
<td>4.7</td>
<td>4.9</td>
</tr>
</tbody>
</table>

* Top Sector Monitor, Statistics Netherlands
Who, what, how

- Executive policy making body for the primary production sector in the Netherlands
- Liaison to broad network of companies (LEs & SMEs), research performers and governmental institutions in the sector in the Netherlands
- Non-dilutive funding of RDI-projects & PPPs in the sector
- Focus on societal challenges & solutions through customized impact 2025 program
- Dedicated explorer and accelerator of (inter-) national cross overs between PM-sector and adjacent fields (FHE-continuum)
Annual call for research projects, in which companies, industry associations, NGOs and public organisations join forces with recognised research organisations.

The programme for the encouragement of innovation among SMEs (MIT) encourages innovation among small and medium-sized enterprises across regional borders. Instruments: research vouchers and collaborative projects in the field of feasibility and R&D.

Various international schemes for SMEs in the Netherlands

SMP supports SMEs from the horticulture and agri-food sector in the start-up of innovative, international partnerships in which the formation of a consortium is a key aspect.

The Dutch Research Council is the Dutch financier for the scientific community and is charged with promoting scientific research in the Netherlands.
Priority Themes

Research and Innovation Agenda
Agriculture Water Food
(Development of knowledge)

GROENPACT
(Education)

DUTCH HORTICULTURE
(International)

IMPACT 2025
(Knowledge sharing)
The goal of the Top Sector Horticulture and Starting Materials is to be the world leader in successful solutions for global societal challenges in the areas of food, the environment in which we live, climate, energy and sustainability. Cooperation between entrepreneurs, research and educational institutions and government is of paramount importance in achieving this goal.

The Research and Innovation Agenda of the Top Sector Horticulture & Starting Materials outlines what the business community, government and knowledge and research institutions will be working on in the coming years.
IMPACT 2025

Through the IMPACT 2025 programme, the Top Sector for Horticulture & Starting Materials aims to collect ideas and involve new parties in order to translate both new and existing research into concrete applications in practice: from challenges and meet-ups to start-up support and the Innovation Prize awarded by the Top sector for Horticulture & Starting Materials.
Thank you for your attention!
How can science, policy and the business sector collaboratively address social challenges? &

How to become a responsible entrepreneur for impact and develop research-based business practices?
Impact stories

Separation between work and free time. New way of thinking about distances between people.

Travelling was brought to social sectors for whom it had been forbidden unless they needed to migrate. The idea of “vacations” was borne.

The first passenger line, the Liverpool-Manchester, was inaugurated.

Distances reduced: the London-Edinburgh trip, once lasting twelve days, reduced to 6 hours.
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R&I projects

- IDEA MARKET
- BUSINESS MODEL
- ROUTE TO MARKET

PRODUCT IDEATION
- IDEA
  - CONTEXT
  - CONCEPT
  - TEAM

DEVELOPMENT
- OBJECTIVES
  - PLAN
  - RISKS
  - IPR

EXPLOITATION
- MARKET
  - BUSINESS MODEL
  - ROUTE TO MARKET
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Interdisciplinary scientific entrepreneurship

**Discovery Learning Skills Ontology:**

**Innovation for Impact**

- Asking questions
- Analysing problems
- Conceptualising problems
- Communicating results of research
- Embracing diversity
- Seeking and processing information
- Working across boundaries
- Sharing own work with others
- Working within legal and ethical constraints
- Working in team
- Understanding innovation
- Growth mindset and initiative
- Creative thinking
- Opportunities alertness
- Understanding possible impact of own research
- Prototyping
- Complex problem solving
- Knowledge transfer management
- Data-driven decision making
- Managing people
- Managing finance
- Managing projects
- Encouraging co-creation

**Impact**

- Mobilising funding
- User focus
- Leadership
- Networking and building alliances
- Getting buy-in and negotiating
- Communicating ideas to different audiences
- Engaging stakeholders
Clusters with Industry & Business Development for Impact

“We need to create an ecosystem that also has planned aspects allowing for serendipity, and we need to allow for import from multiple directions (top-down & bottom-up) and fields”