



Nordland: An approach to co-creating regional planning strategy

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On behalf of the SeeRRI project



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement n° 824588.

Regional planning: A wicked problem



Wicked problem:

- Complex: *Multi-causal & interdependent*
- No clear solutions: *Attempts to address wicked problems often lead to unforeseen consequences*
- The planner has “no right to be wrong”: *No public tolerance for failed experiment*



Possible strategies:

- Authoritative strategies: *Few stakeholders who have authority will define and solve the problem*
- Competitive strategies: *Search for power and influence via competition*
- **Collaborative strategies:** *Co-creation by many stakeholders and citizens, the most effective method*



Mission:

Developing a responsible regional strategy together with a portfolio of cooperation partners from both private and public sectors

Rittel, H. W., & Webber, M. M. (1973). Dilemmas in a general theory of planning. *Policy sciences*, 4(2), 155-169.

Roberts, N. (2000). Wicked problems and network approaches to resolution. *International public management review*, 1(1), 1-19.



The case of Nordland

Mission

Developing a responsible regional planning strategy together with quadruple helix stakeholders

Pilot action in SeeRRI project: How to bring together the key actors from business, academia, and society into the early stage of regional planning to jointly solve the regional challenge?

Why is it difficult?

- Different perspectives, understandings and interests
- Economic growth vs. environmental sustainability
- Co-creation is an evolving art

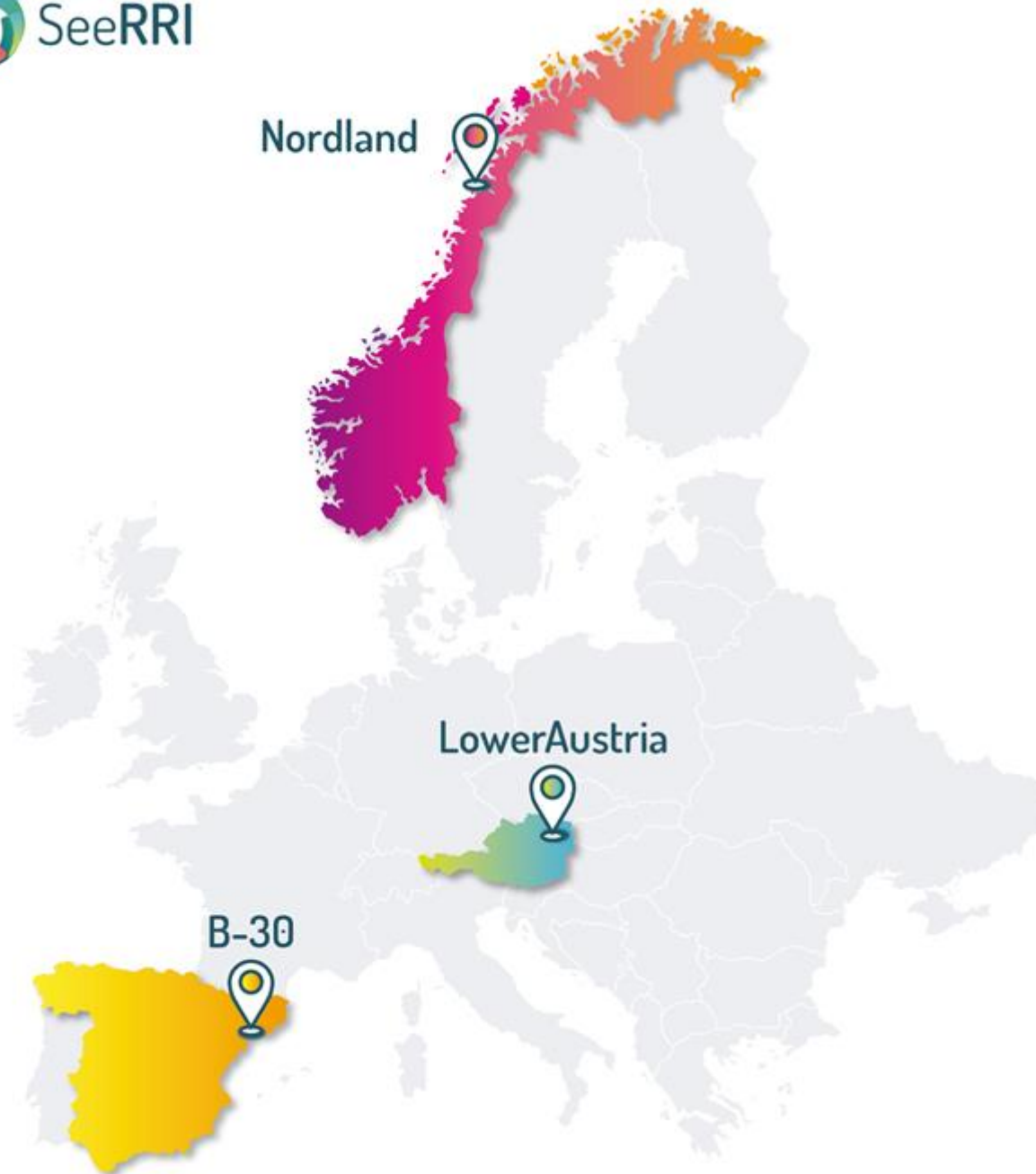
SeeRRI brings together 12 partners and 3 territories in Europe to build:

Responsible organizations (in 12 partners)

A framework for responsible regional development policy (in 3 territories)

This is our approach for building self-sustaining R&I ecosystems





Building Self-Sustaining Research and Innovation Ecosystems in Europe through **Responsible Research and Innovation**



Call identifier

H2020-SwafS-14-2018.



Timeframe

January 2019 – June 2021



Funding amount

2,031,612.50 €



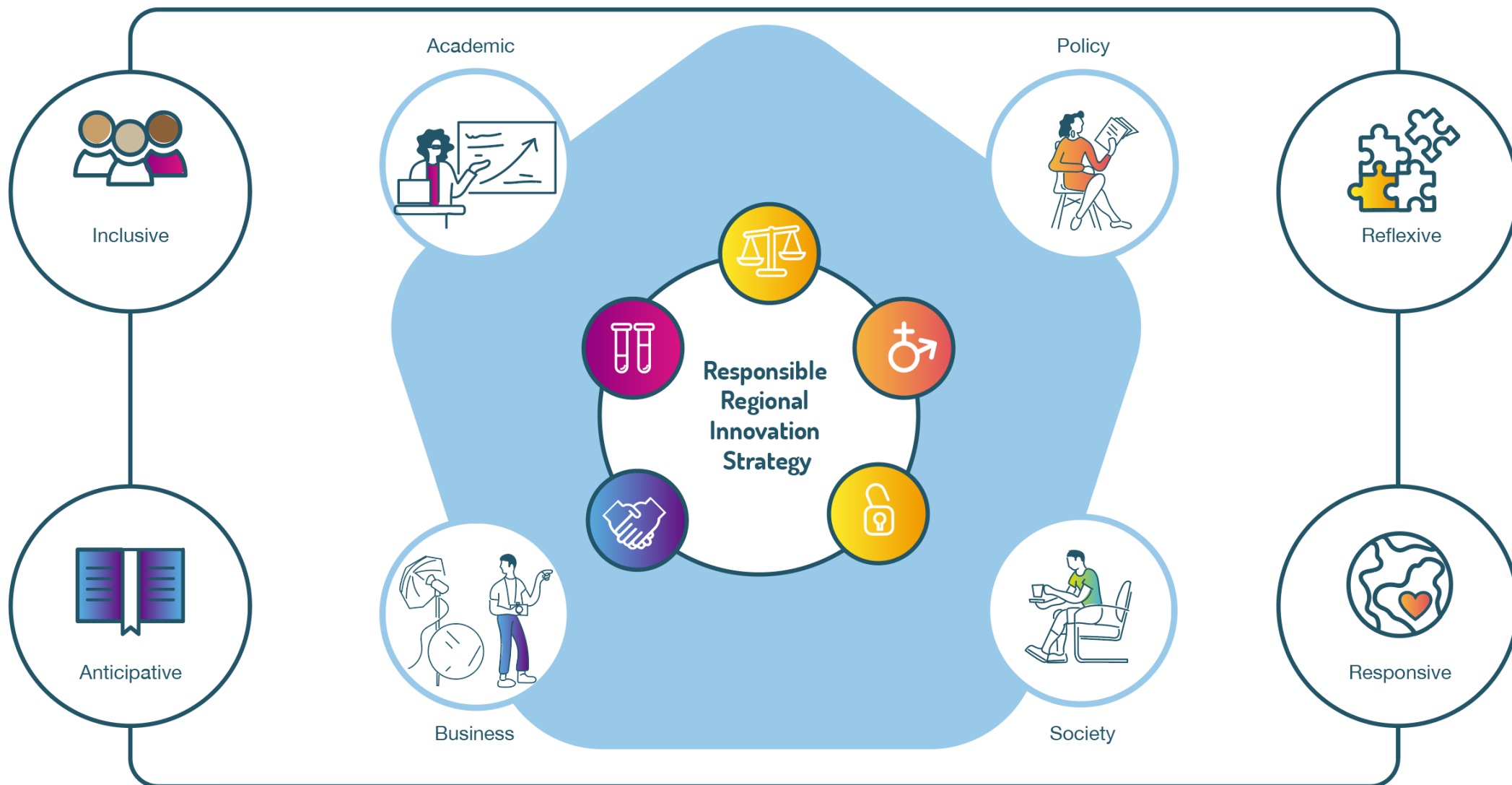
Coordinator

Nordland Research Institute (NRI)



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Responsible Research and Innovation (RRI) is about including all actors in the planning process, following 4 principles



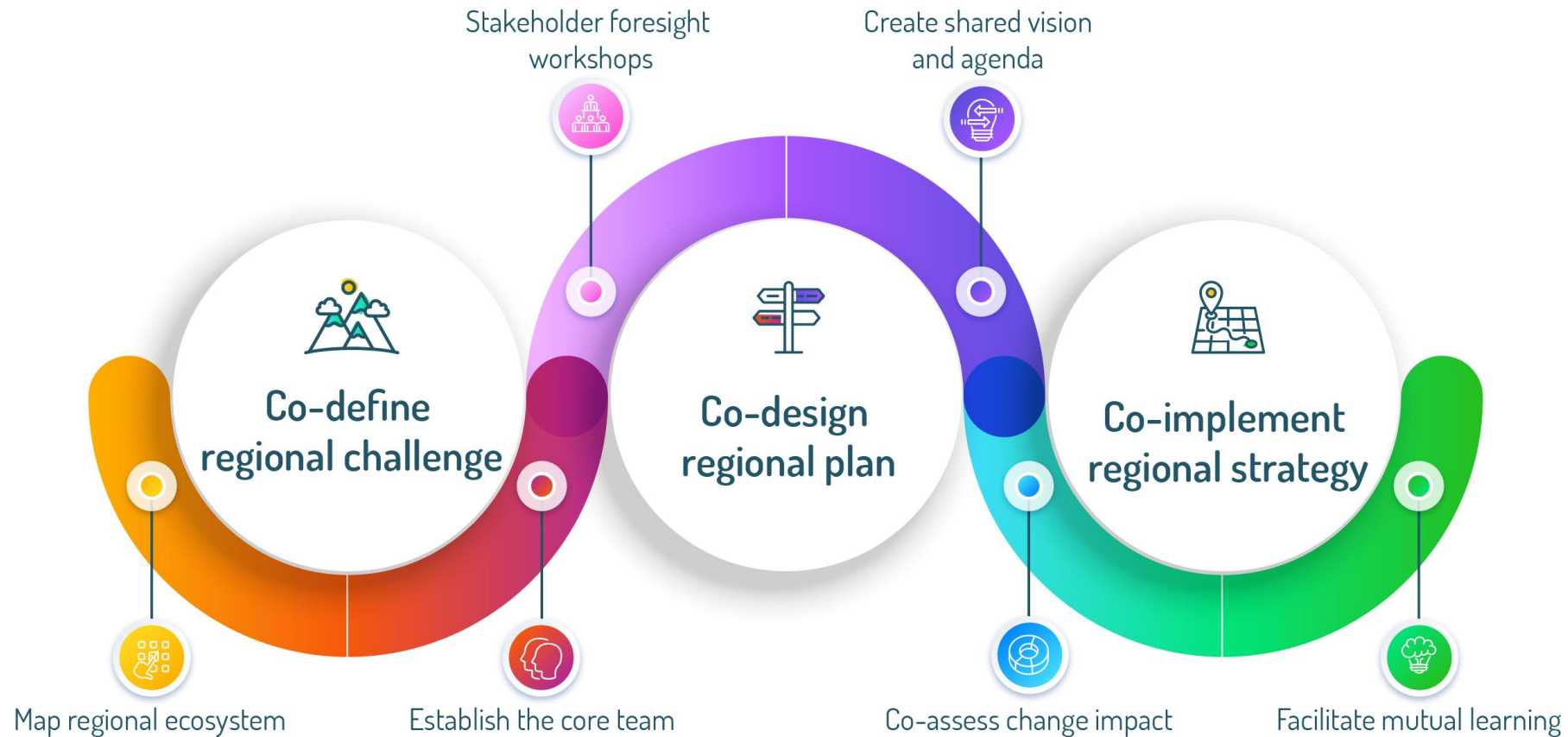
Co-creating regional planning: **SeeRRI process**

- ❑ Challenge: **Responsible Coastal management**
- ❑ Foresight method - designed and organized by:
 - AIT Austrian Institute of Technology (AIT)
 - Nordland County Council (Nordland Fylkeskommune)
 - NHO Nordland
 - Nordland Research Institute (Nordlandsforskning)
- ❑ Workshops conducted by: AIT
- ❑ SeeRRI process model: 3 stages



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SeeRRI process for Responsible Regional Planning



Results in Nordland

* Responsible coastal management

- List of key stakeholders
- SeeRRI-Nordland team

* Spatial Planning in Nordland

- 2 webinars, 3 workshops
- Transfer to regional strategy

* Policy-mix (on-going now)

- Co-evaluation and monitoring
- Trans-contextual learning (Lower Austria, Catalonia, Nordland)

Nordland in 2045



15 key influencing factors were short-listed for Nordland:

- Active citizens
- Demographic development
- World heritage protection
- Production concepts
- Technology
- Business models
- Market access
- Tourism
- Highly educated citizens
- New species
- Biodiversity
- Pollution
- Wind power
- Ecosystem protection
- Other regulations

Megatrends and **SDGs** were addressed in the scenario building process

Nordland scenarios in 2045

- ❑ **Thematic focus:** “Responsible Coastal Management”
- ❑ Based on the possible future shapes of the **15 key factors, megatrends and SDGs**, 4 alternative scenarios were developed:
 - **Scenario 1:** “Loss of control”
 - **Scenario 2:** “Thriving, open economy”
 - **Scenario 3:** “Closed, self-sufficient ecosystem”
 - **Scenario 4:** “Diversity and sustainability”



WORKSHOP 3



2045



Nordland in 2045 – Scenario 1

“Loss of control”

Key features:

- Geopolitical instability; trade wars
- Declining exports, economy, and population
- Loss of local control over resources



Nordland in 2045 – Scenario 2

“Thriving, open economy”

Key features:

- Nordland is one of the top export regions in the world
- The region is famous for blue/green industry
- Economic and population growth are strong, but vulnerable to the international conditions.



Nordland in 2045 – Scenario 3

“Closed, self-sufficient ecosystem”

Key features:

- Self-sufficiency and independence
- Environmental sustainability
- No growth



Nordland in 2045 – Scenario 4

“Diversity and sustainability”

Key features:

- Innovation focuses on the circular economy, new species, and local resources
- Limited economic growth



Responsible Regional Innovation Strategy



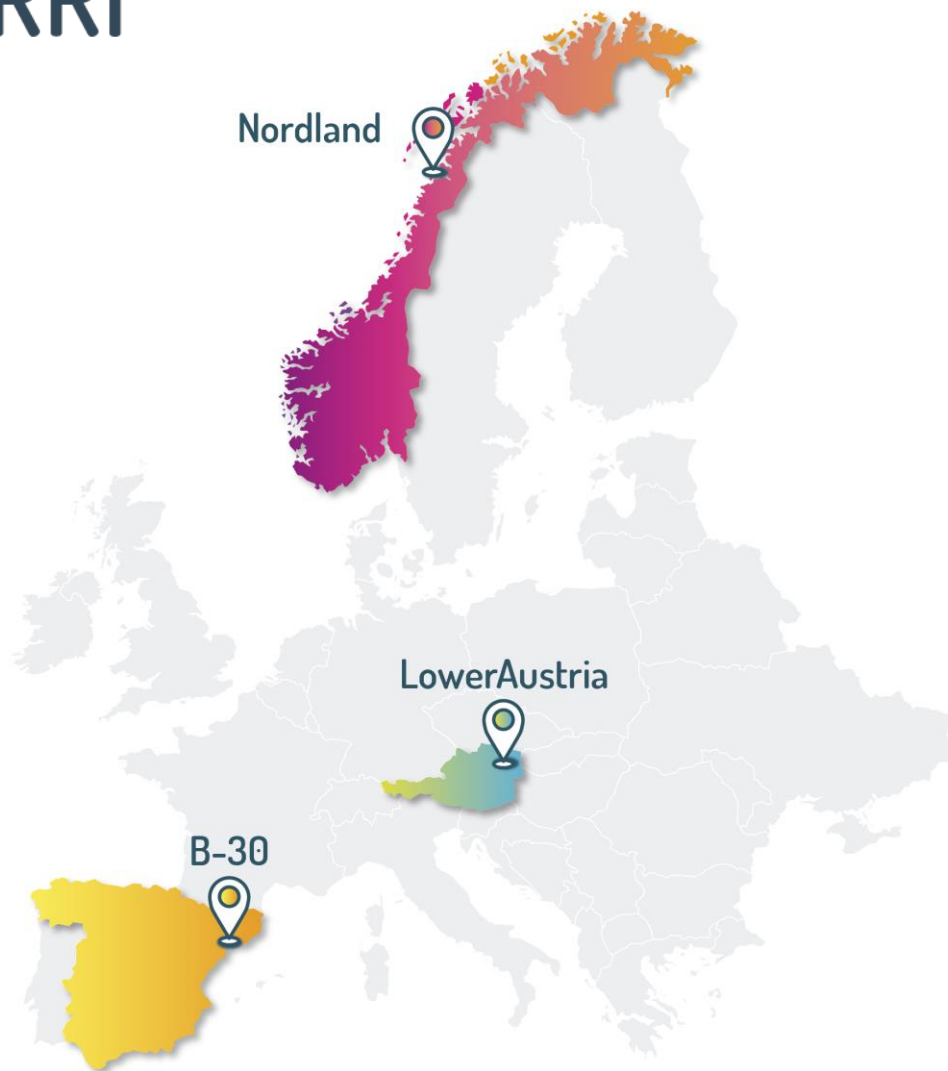
Devil's dilemma: No matter what we choose, there will be consequences. Therefore, it is **not about choosing just the best option** for the future but rather dealing with all of the possible outcomes **to develop a strategy that will stand the test of all scenarios**. This can only be done through **co-creation**



Smart Specialisation Strategy towards SDGs: Requires new planning of co-creation process which needs to be designed carefully. The key actors (academia, industry, society, government) should be involved in the **early planning process**



Nordland – SeeRRI illustrates the first result of co-creation which forms a regional actor network and knowledge platform. **Recipe** = Compelling mission + Right stakeholders + Creative process + Leveraging



More information about Nordland
e-platform can be found at:

<https://seerri.eu/nordland-e-platform/>

**Thank you
for your attention!**

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