

A NEW TRIPLE HELIX APPROACH FOR REGIONAL INNOVATION POLICY?

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FROM TECHNOLOGICAL TO CULTURAL, SOCIAL AND SOCIETAL INNOVATIONS

1. Technological innovation

- from post-war to post-Fordist global competition

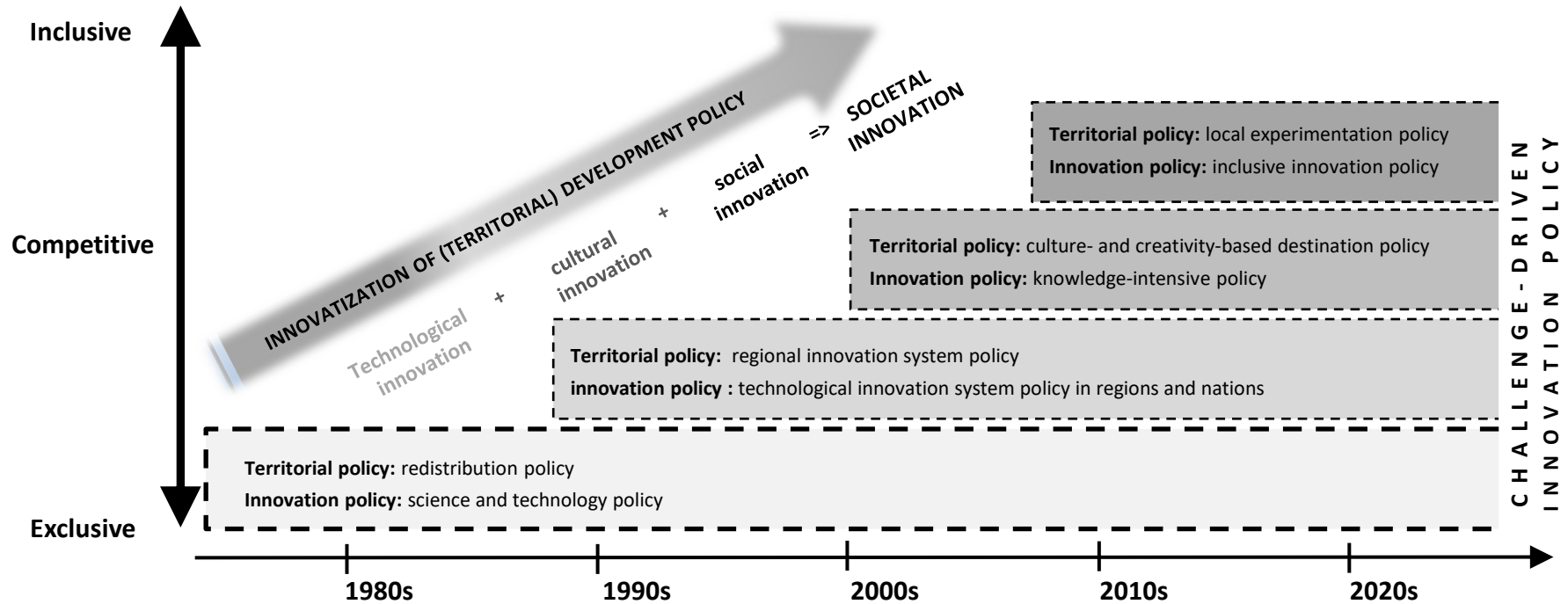
2. Cultural innovation

- from product(ion) to knowledge and creativity

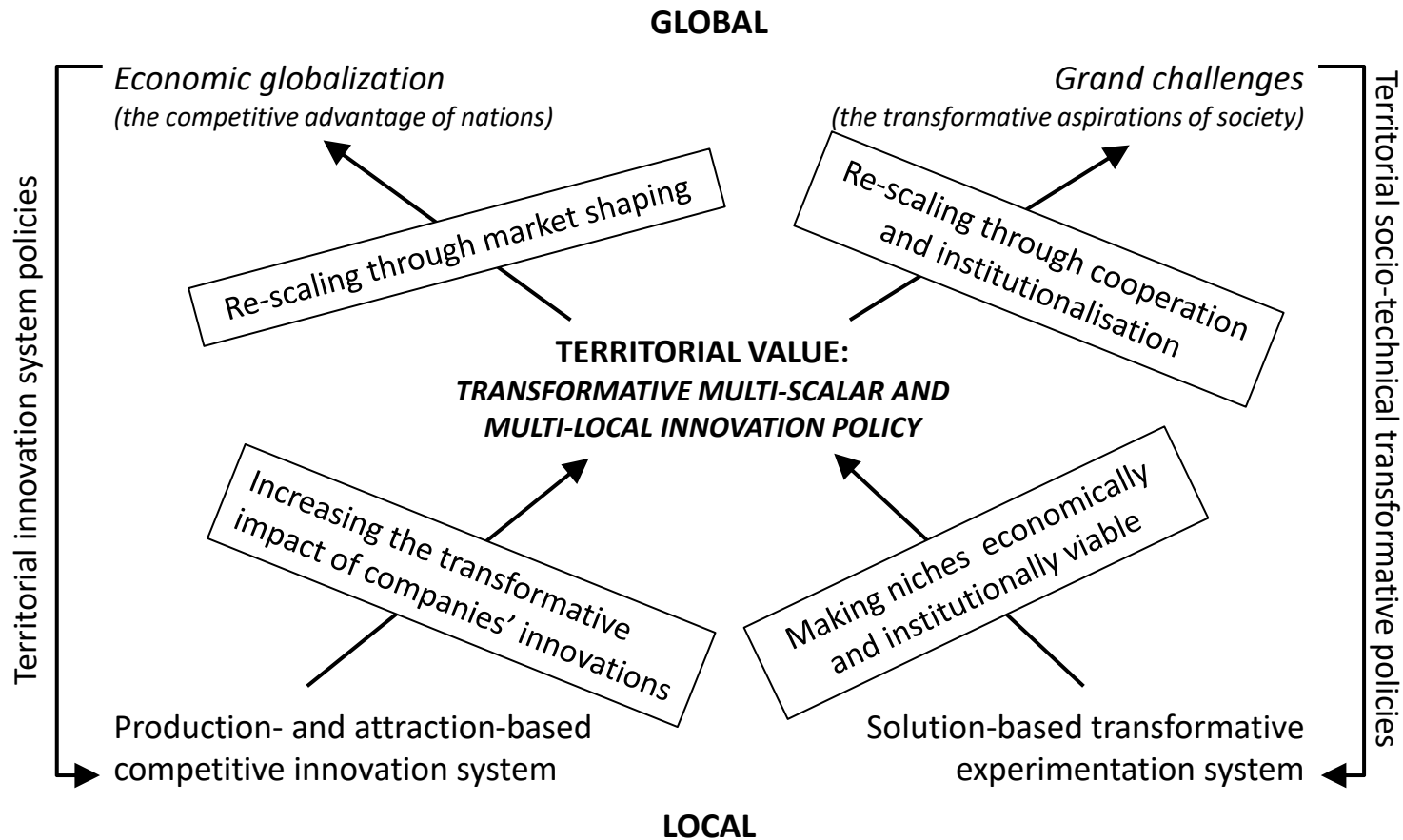
3. Social and societal innovation

- from competitive to transformative innovation policy

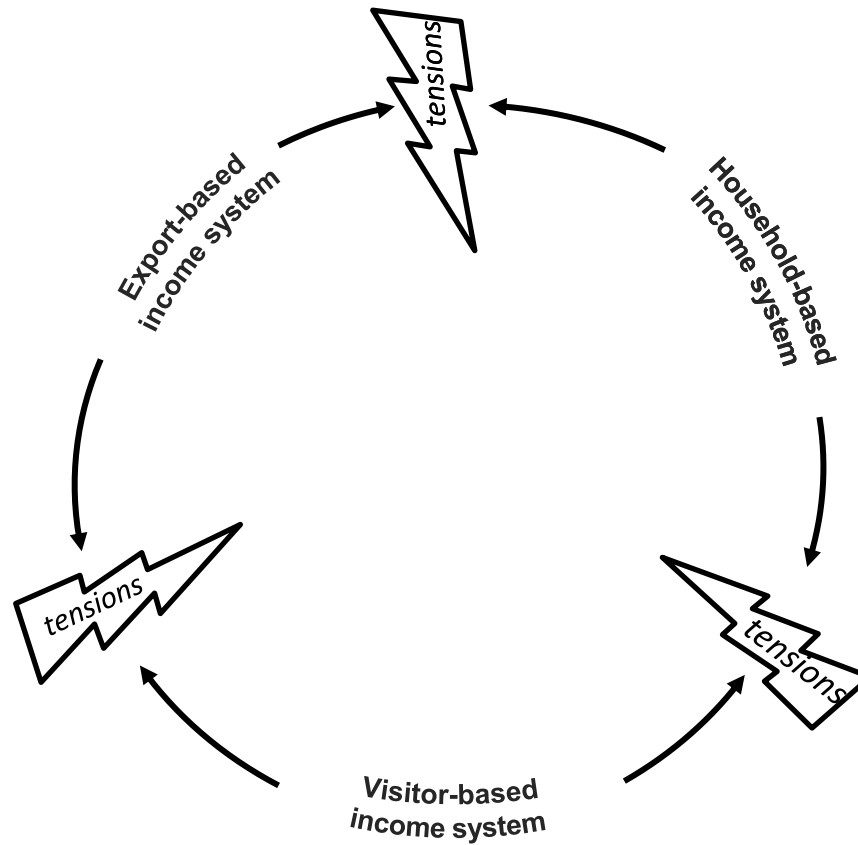
THE 'INNOVATIZATION' OF TERRITORIAL POLICY



Two approaches in tension



Territorial value through enlarged anchoring milieus

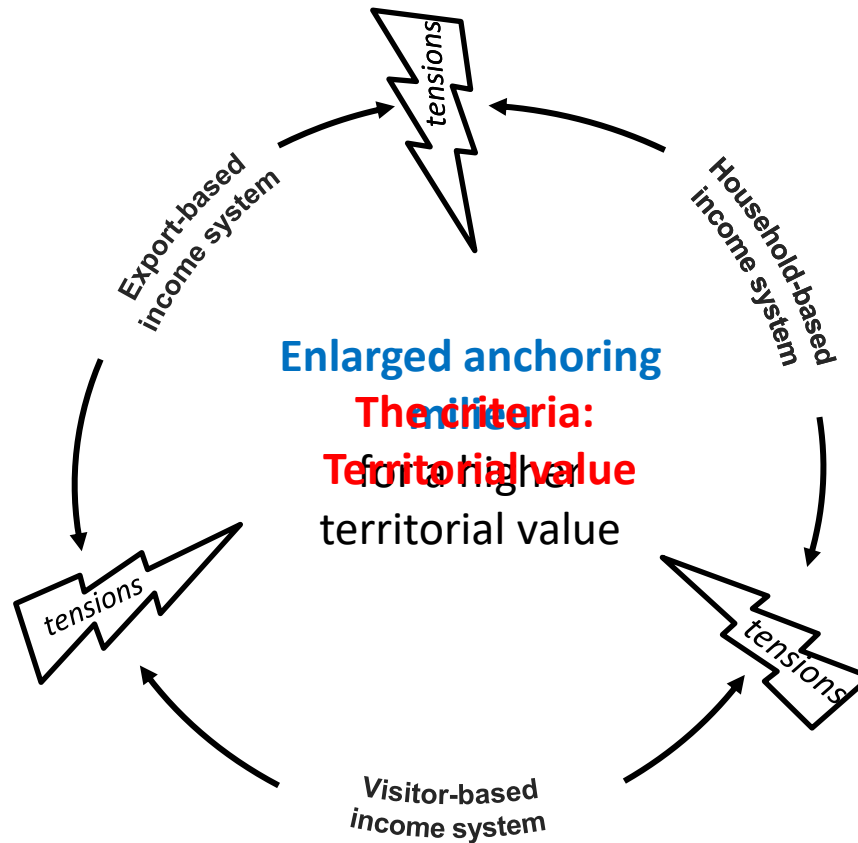


An example of a multicontributive project

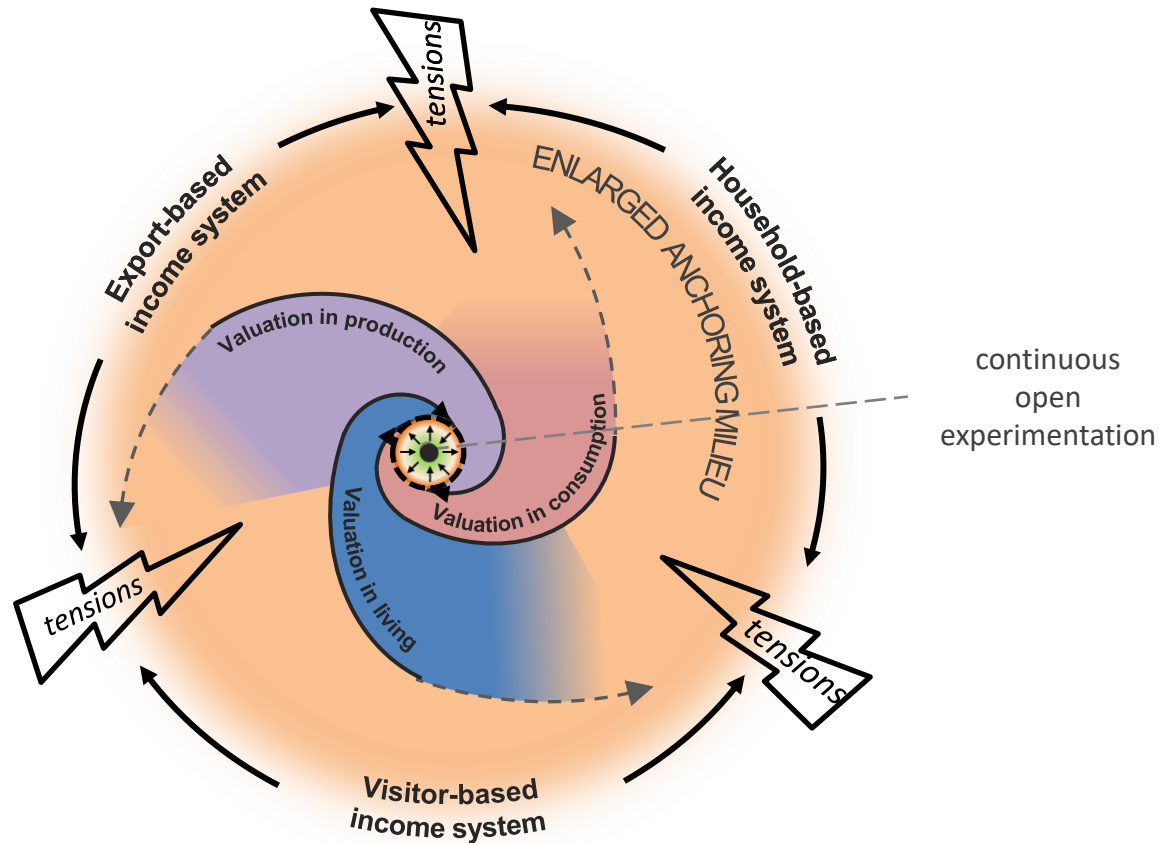
The museum, workshop, tea-room, boutique... of the chocolate maker «Camille Bloch»



Territorial value through enlarged anchoring milieus



Territorial value through enlarged anchoring milieus



Conclusion: multi-local and multi-scalar policy mix

Co-innovation

Entrepreneurship

Sensemaking

Institutionalizing

➔ Towards an increased role of SHS

