

OPPORTUNITIES IN INNOVATION IN LATVIA

Professor Baiba Rivza
Latvia University of Agriculture



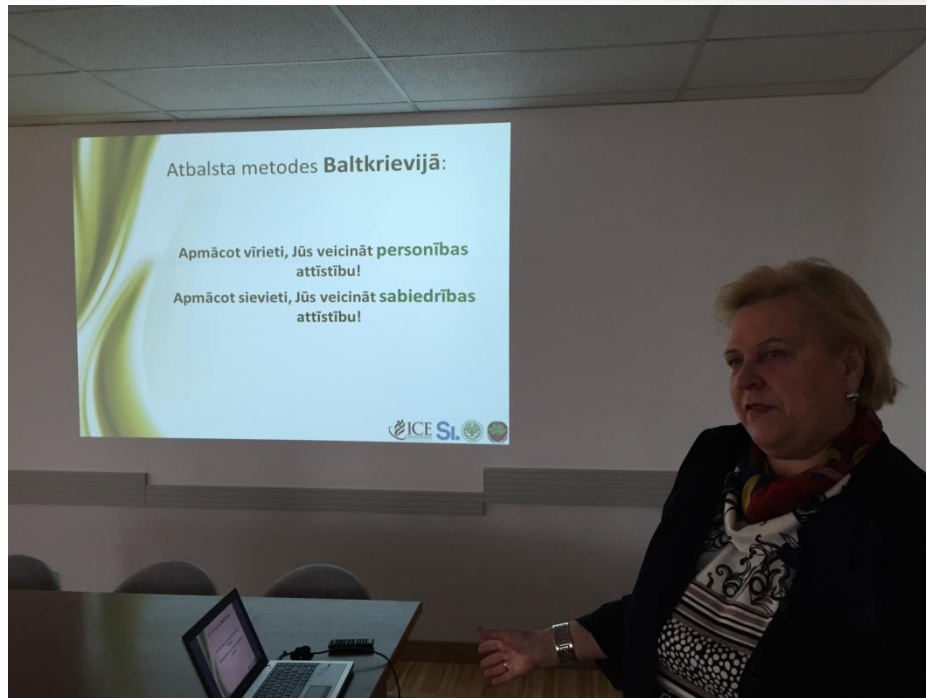
Support of Innovative Business as a Contemporary Challenge in a Regional Context

Ministry of Agriculture of Latvia,
Riga, Latvia, 18 March, 2015

10.00-10.45	Meeting with Representative of the Latvian National Centre for Culture About the Intangible Cultural Heritage Law
10.45-11.00	Discussion
11.00-11.45	The Evaluation of Innovation Support in the Context of the ICE Project <i>Baiba Rivza, President of LAAFS</i>
11.45-12.00	Discussion with the President and Board Members of Latvian Association of Rural Women and Representatives of the Ministry of Agriculture. Fulfilling the questionnaires <i>Discussion leaders</i> Maiga Kruzmetra, Latvia University of Agriculture, <i>Latvian Rural Women Association</i>
12.00-13.00	Lunch

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“The Baltic Dynamics Conference”
Kaunas, 27 – 28th May, 2015

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"Women in Innovation and Entrepreneurship – resource for sustainable economy of Nordic and Baltic countries"

Tallin, Estonia, 24-25 April, 2015

Baiba Rivza “Nordic-Baltic cooperation – from group microcredit to innovation, creativity and equality (ICE)”

The conference was attended Nordic countries, England, the Baltic countries, Tajikistan and Russia (St. Petersburg) representatives with reports.

Definition/ conception of the term “innovation”

Innovation is “the implementation in a **product** or **service** of **new ideas**, **developments** and **technologies** of a scientific, technical, social or cultural field or other fields”.

Law on Scientific Activity (2005)

Basic structure of innovative system in Latvia

PARLIAMENT

Education, Culture and Science Committee;
Economic, Agricultural, Environmental and Regional Policy Committee

CABINET OF MINISTERS

Consultants

Other social partners

NATIONAL DEVELOPMENT COUNCIL

CROSS-SECTORAL COORDINATION CENTER

Ministry of Agriculture,
Ministry of Culture,
Ministry of
Environmental
Protection and Regional
Development etc., line
ministries

Ministry of
Economics

Ministry of
education and
science

Latvian
Academy of
Sciences

Latvian
Academy of
Agricultural and
Forestry
Sciences

Enterprises

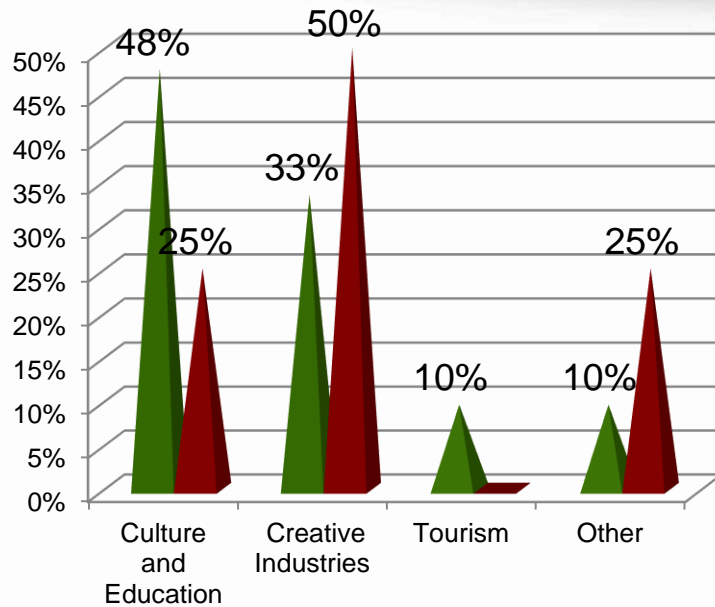
Research institutes

Higher Education institutes

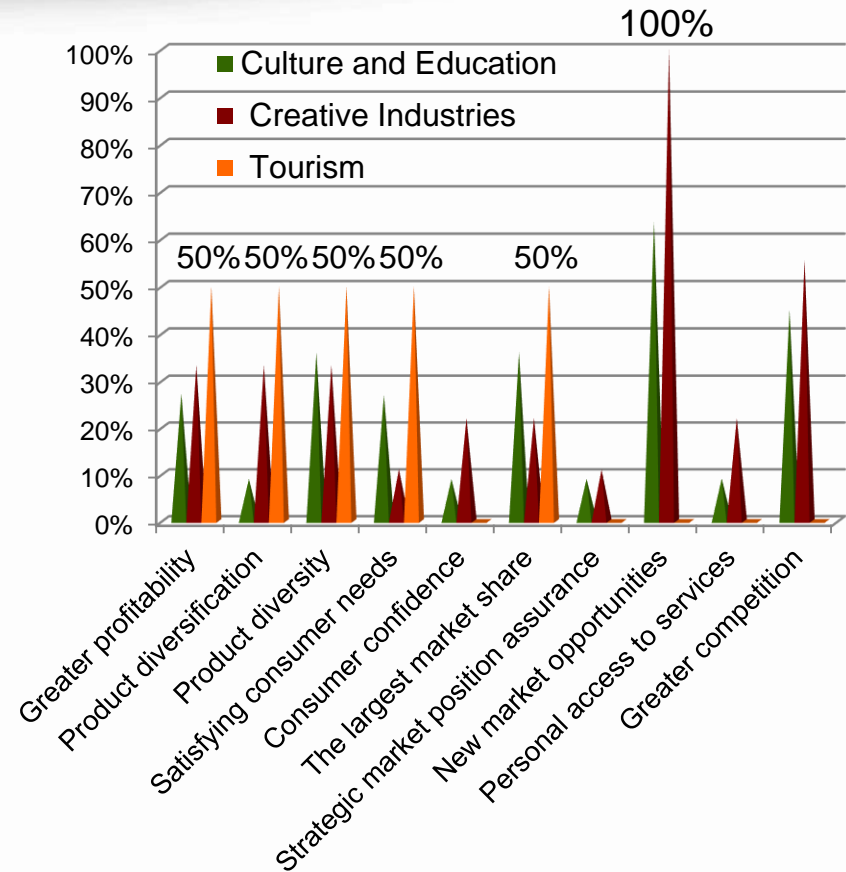
Employed in R&D

What do you think is innovation?

What are the most important benefits from it if you are innovative?

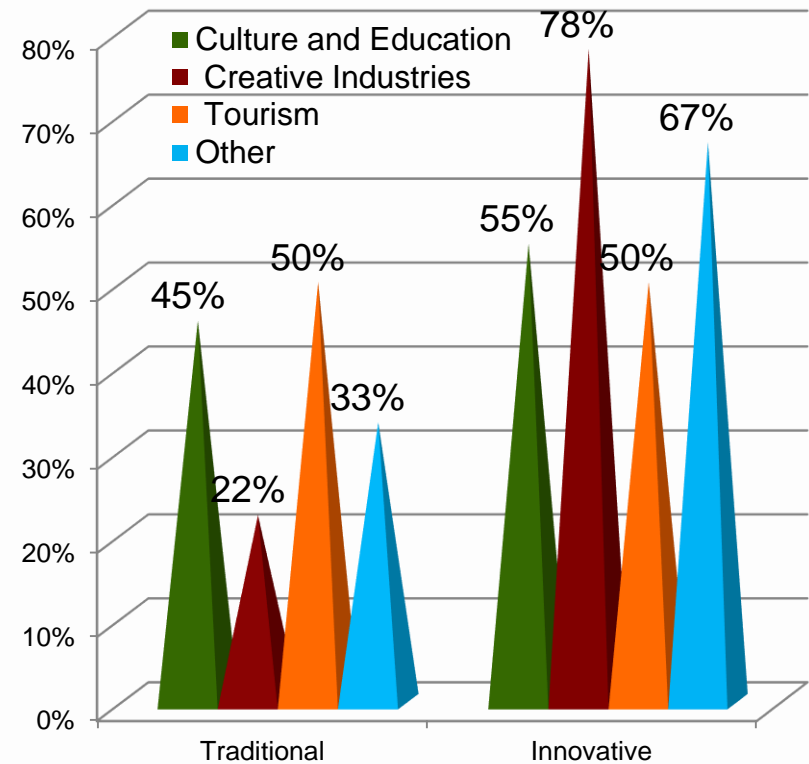
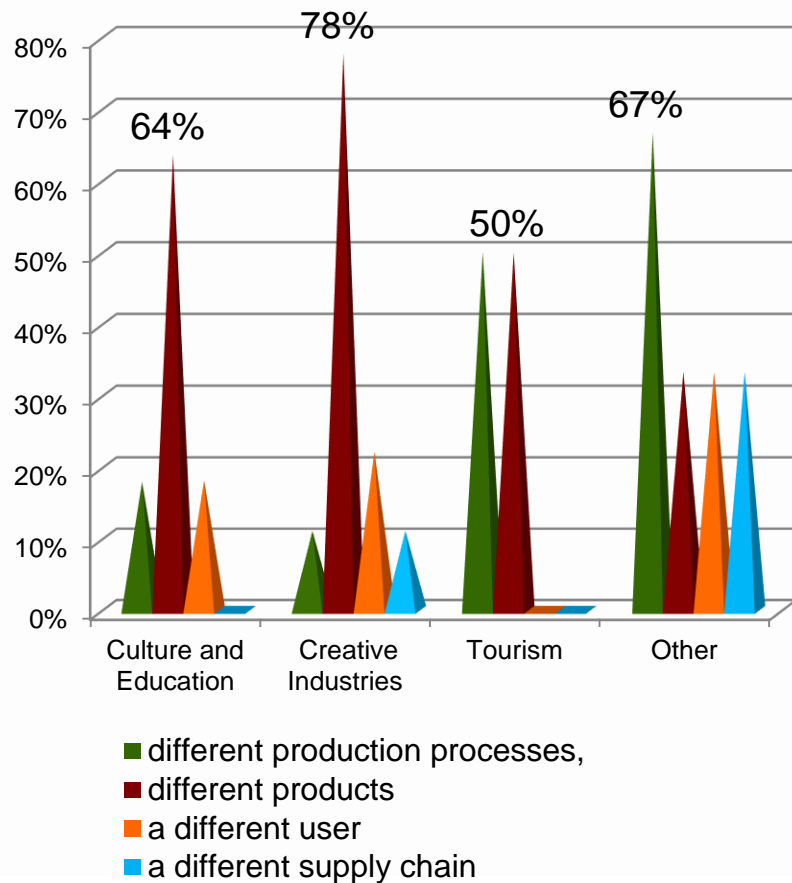


- New or significantly improved solutions in practice: process, product, marketing and the company's work organization
- Openness and flexibility to allow for adaptation to the new circumstances in a changing world



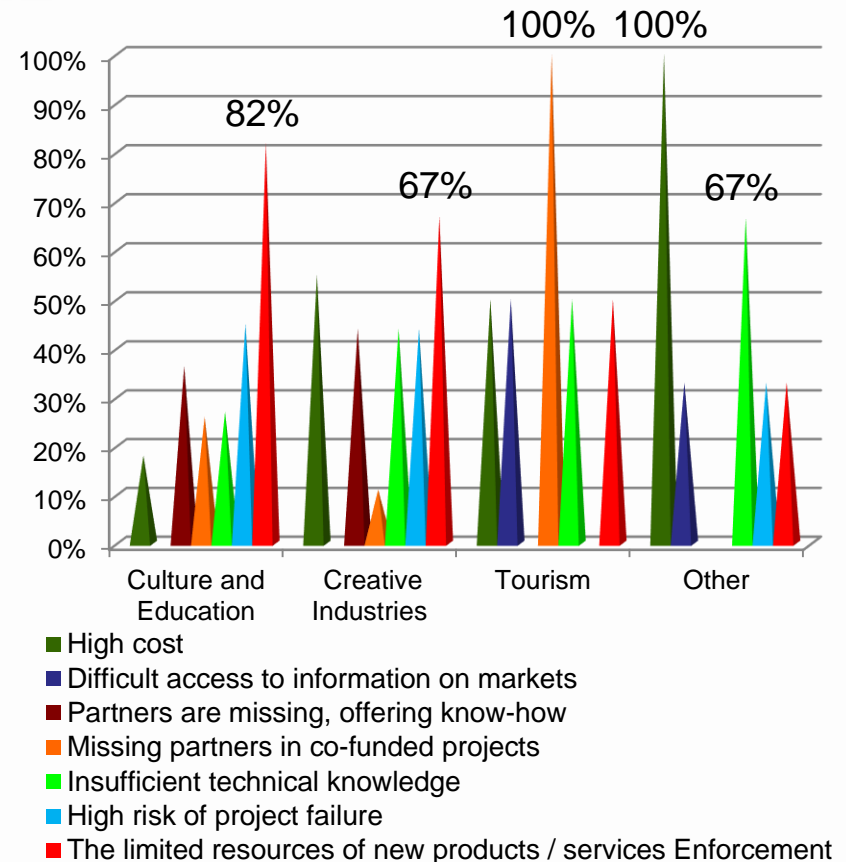
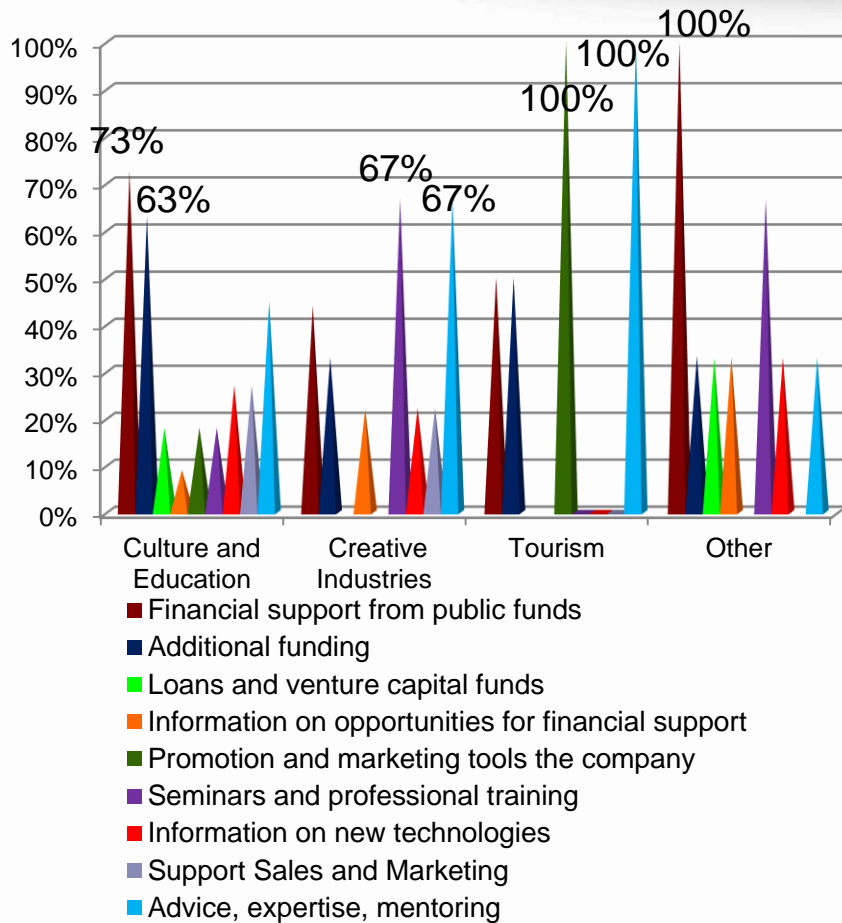
What is the biggest difference of tourism, cultural and creative industries in innovation perspective?

How do you assess your companies / organizations from the point of view that it is making improvements with the goal of improving its innovativeness?



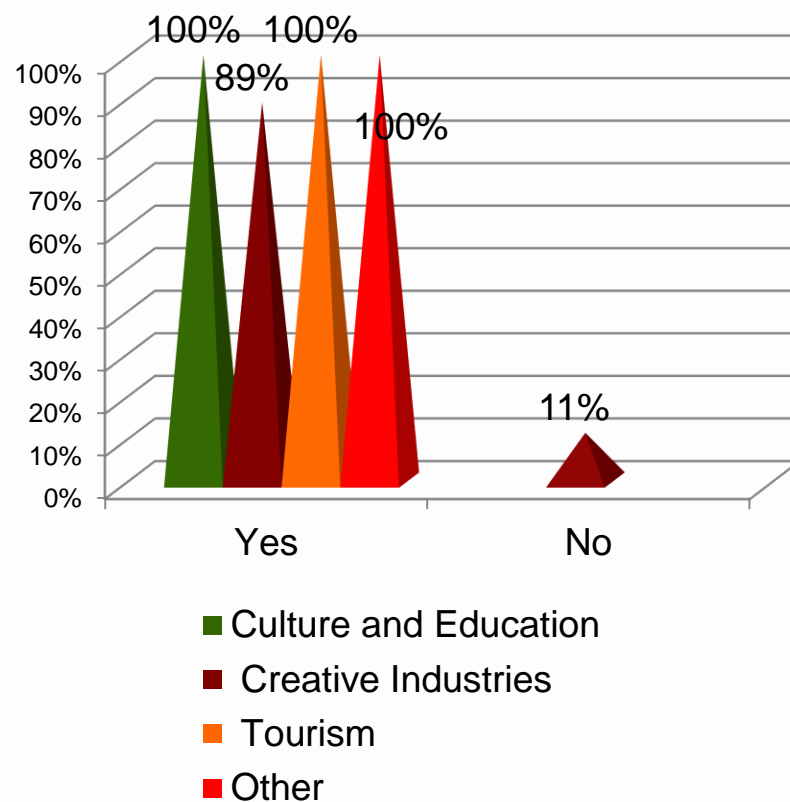
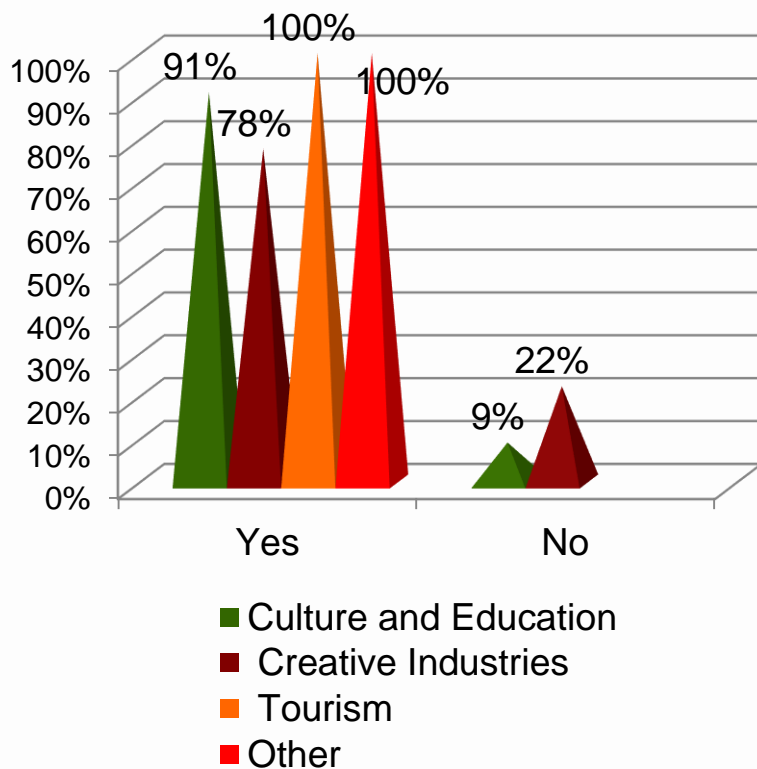
What type of direct support is need for your business?

Which of the factors in most in hindering innovation the company?



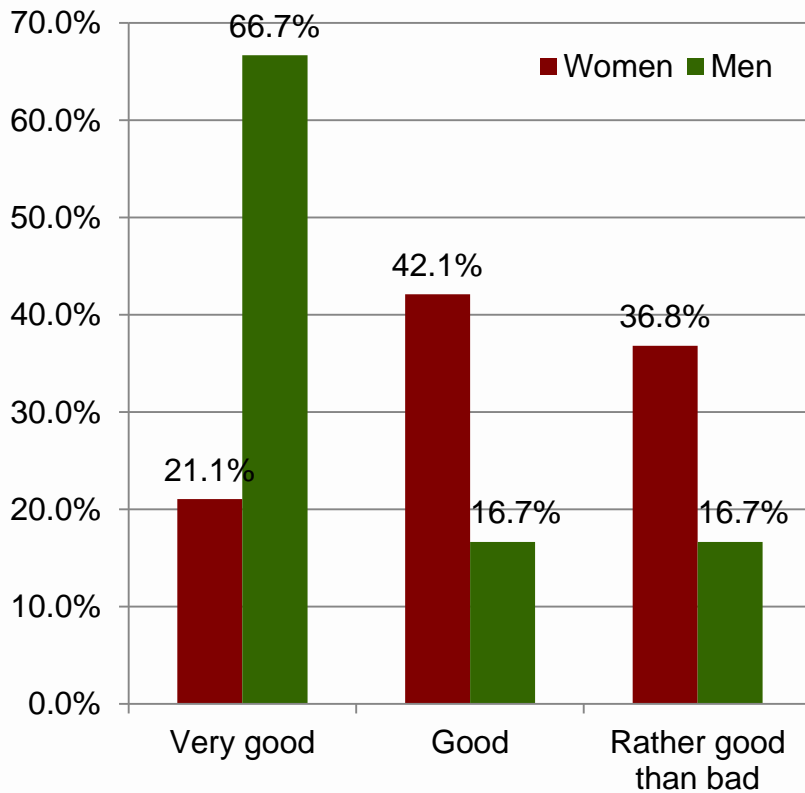
Have you heard about the opportunity to interact with researchers/scientists?

Do you think that cooperation between business and science and R & D commercialization, it is important to innovate?

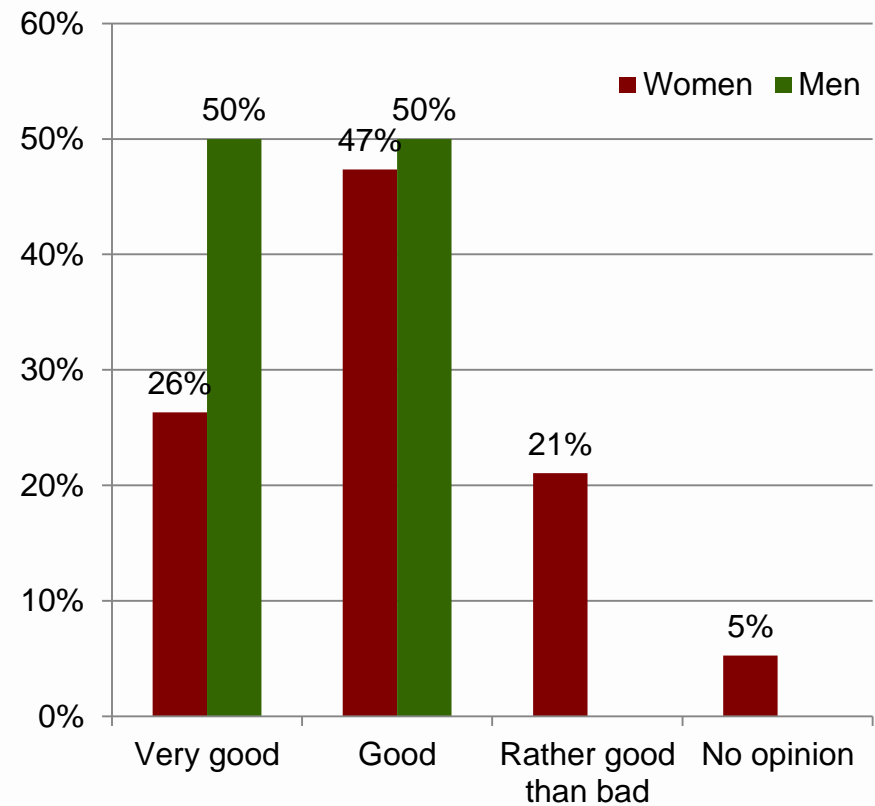


Non-financial support

Business incubators



Technology transfer centers



Technology and Knowledge Transfer Office (TEPEK)



Structural unit of the **Latvia University of Agriculture**. **The goal** of TEPEK – promote the cooperation of researchers and businesses; the protection of the intellectual property and commercialization of the research results of the Latvia University of Agriculture; explore the existing research competence and develop the necessary research competence at the university.

Main activities:

- consultation of researchers and entrepreneurs;
- Participation in exhibitions, brokerage events;
- organization of seminars, conferences, meetings, discussions;
- protection of Intellectual property;
- cooperation with business incubators;
- cooperation with industry, Jelgava City Council, Jelgava District Council, Zemgale Planning Region, Zemgale Region Human Resource and Competences Development Centre, EEN Latvia;
- database maintenance (<http://www.inovacijas.llu.lv/>).

Ltd. “Lat Eko Food”

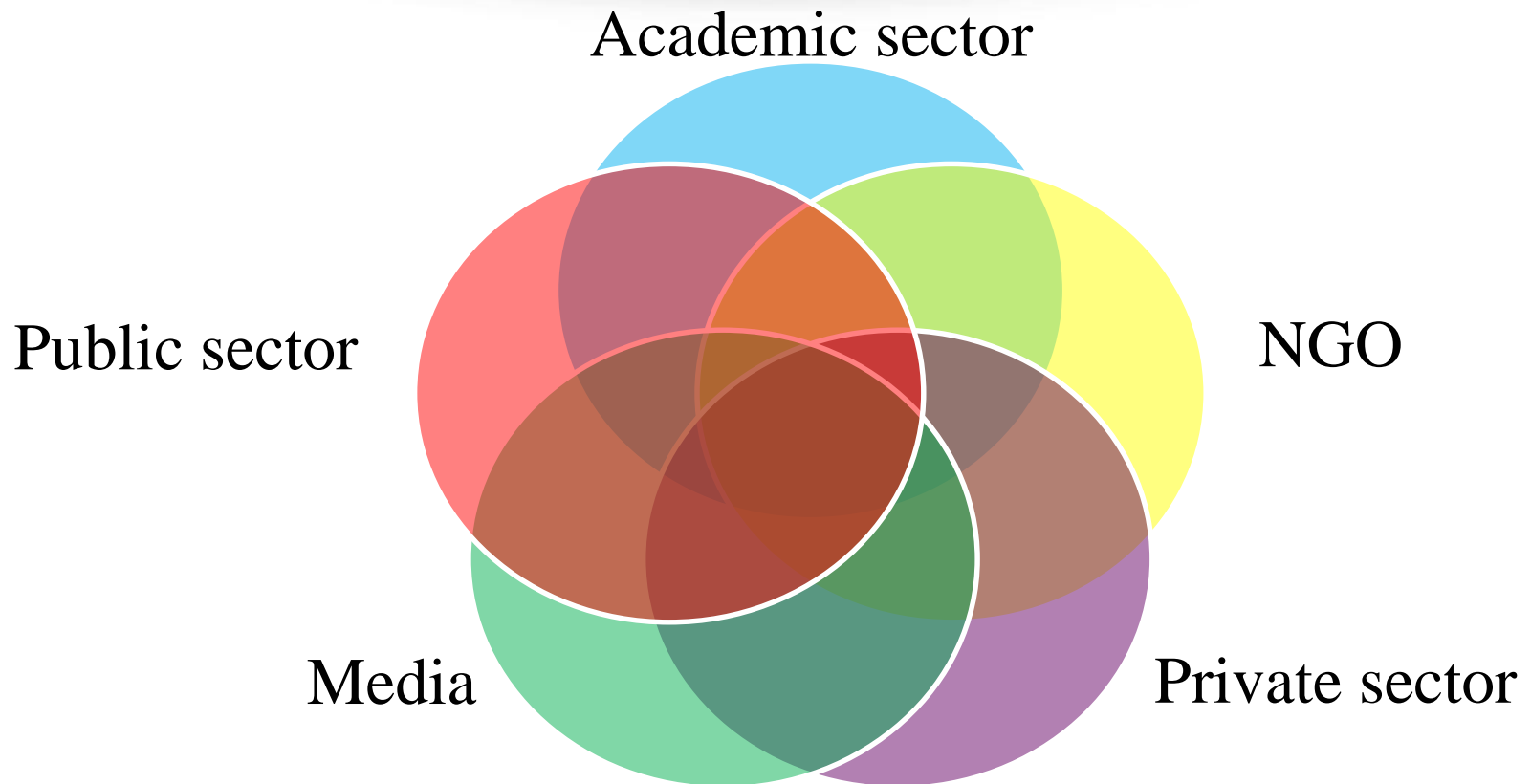
<http://www.latekofood.lv/>

High quality, healthy organic baby food (fruit and vegetable purees “*Rūdofls*”) for infants 6 months and older. Recipes and technologies have been developed in cooperation with local institutes of Fruit-Growing and the Latvia Agricultural University.



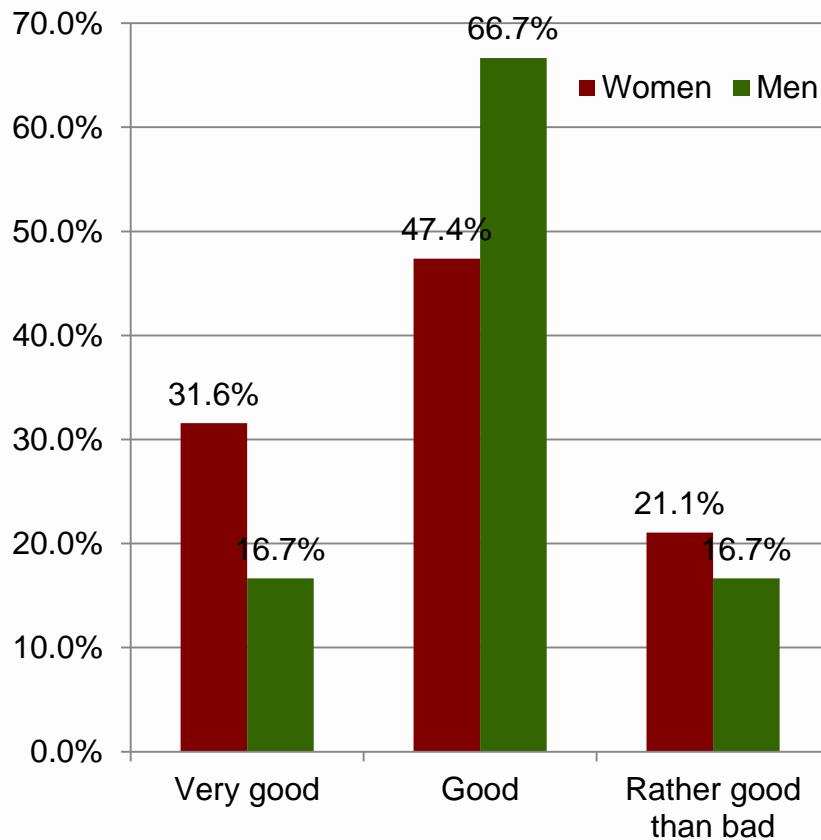
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Quintuple Helix model

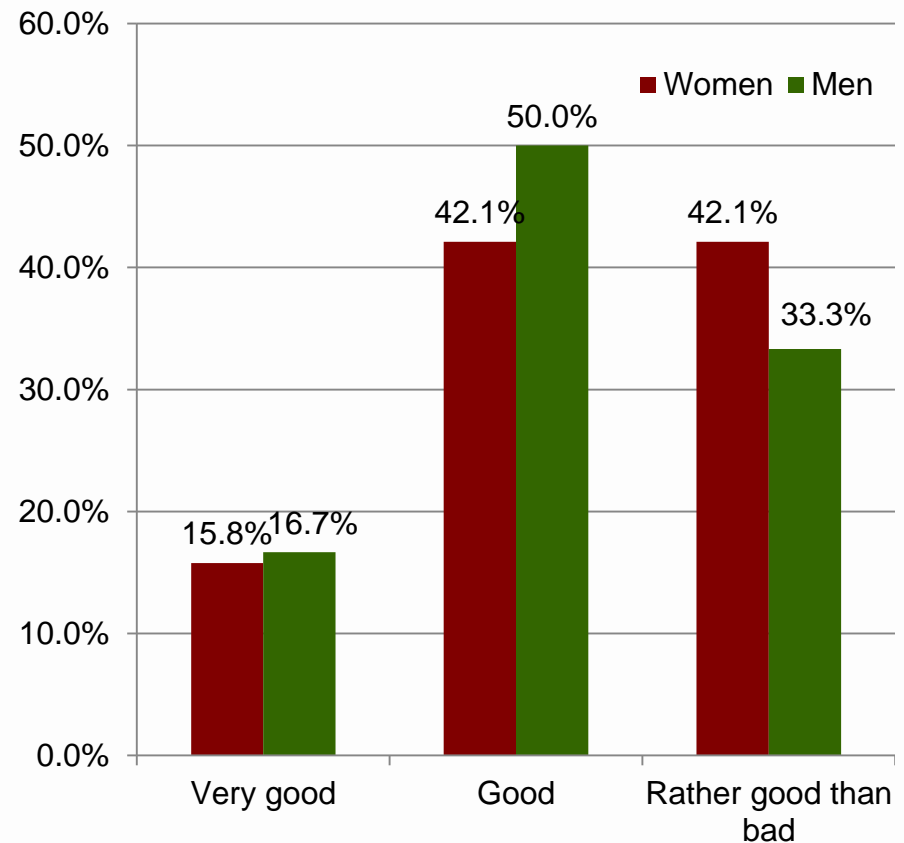


Non-financial support

Latvian Rural consultation center

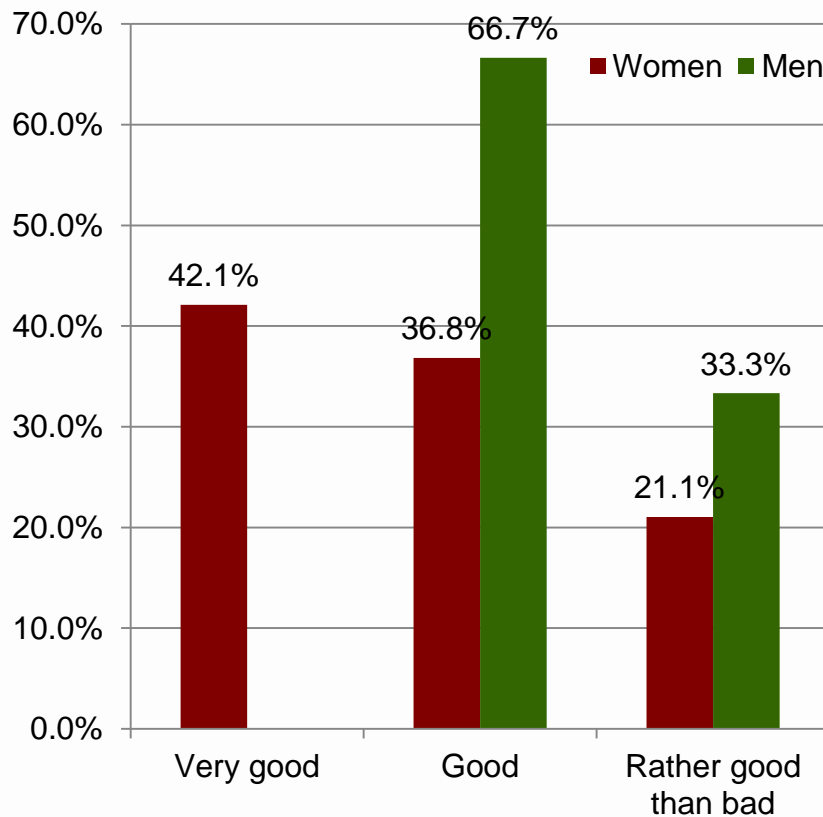


Cup of Ideas

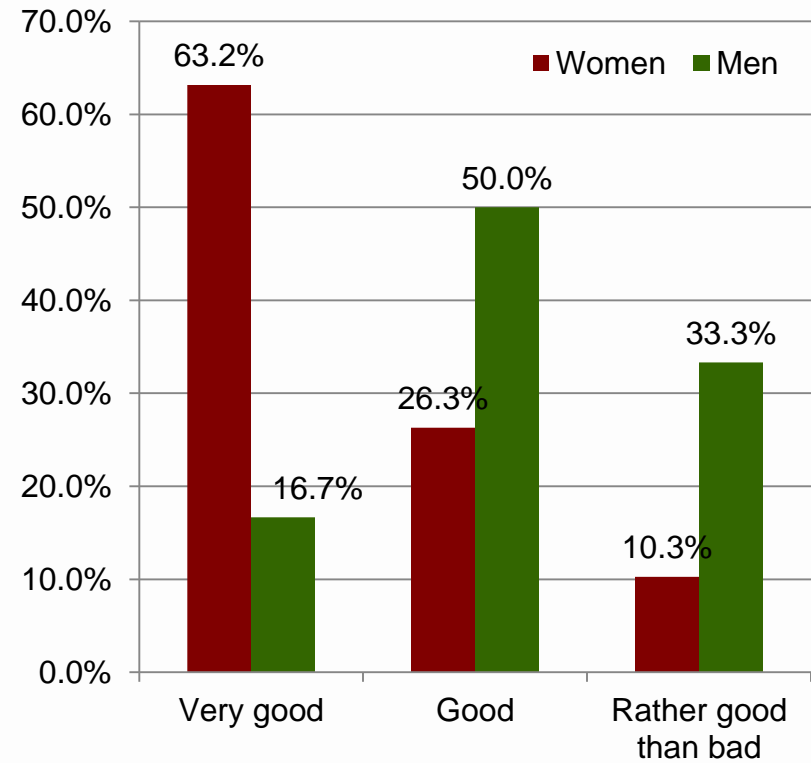


Non-financial support

Mentoring program

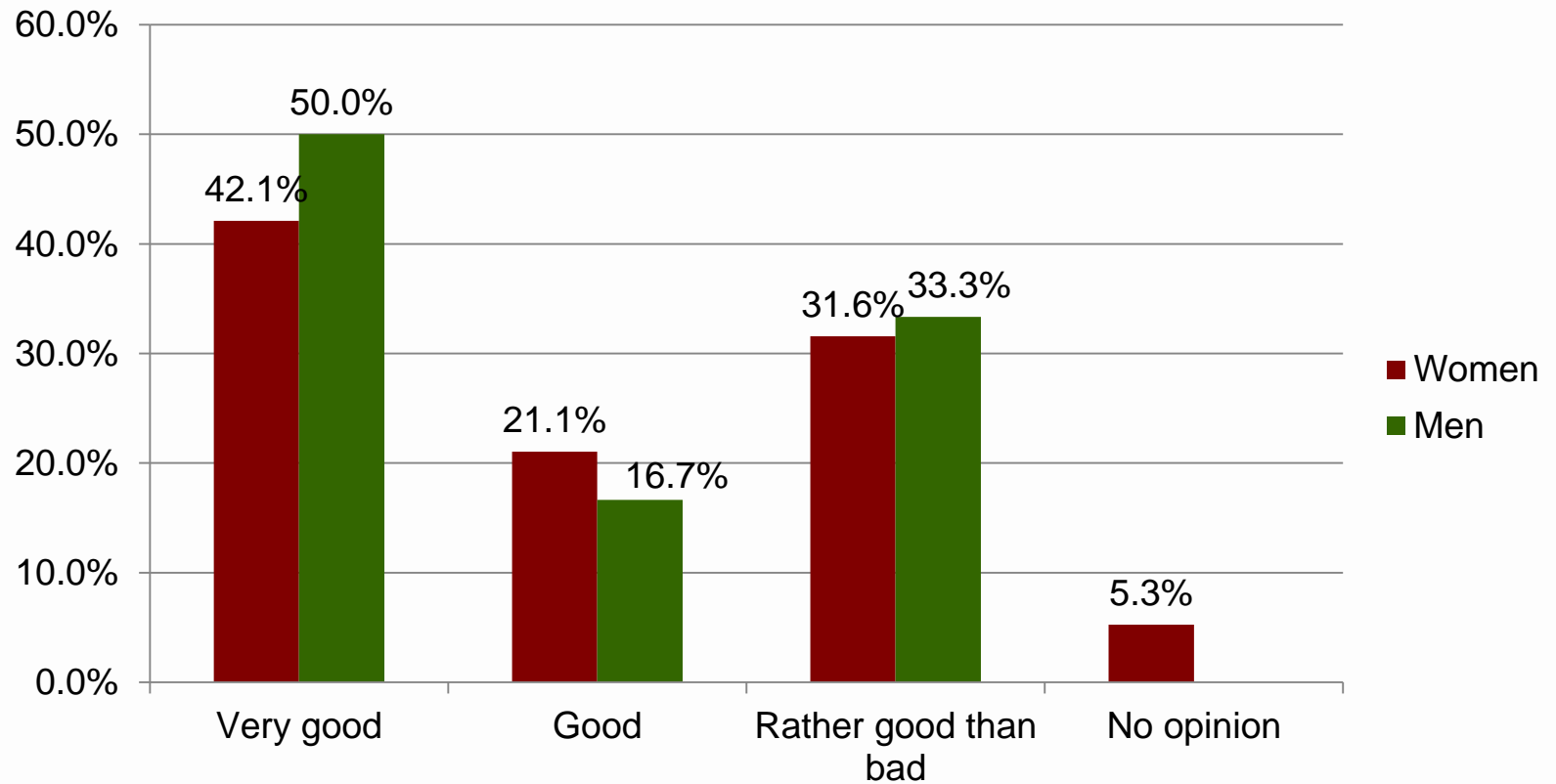


Women's NGOs and networks



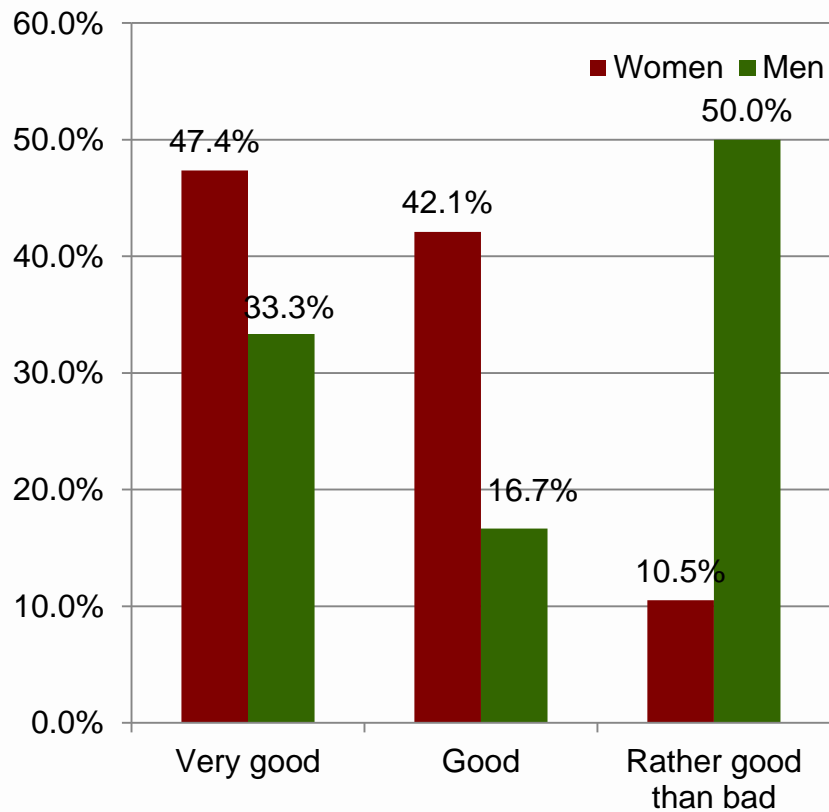
Non-financial support

E commerce website

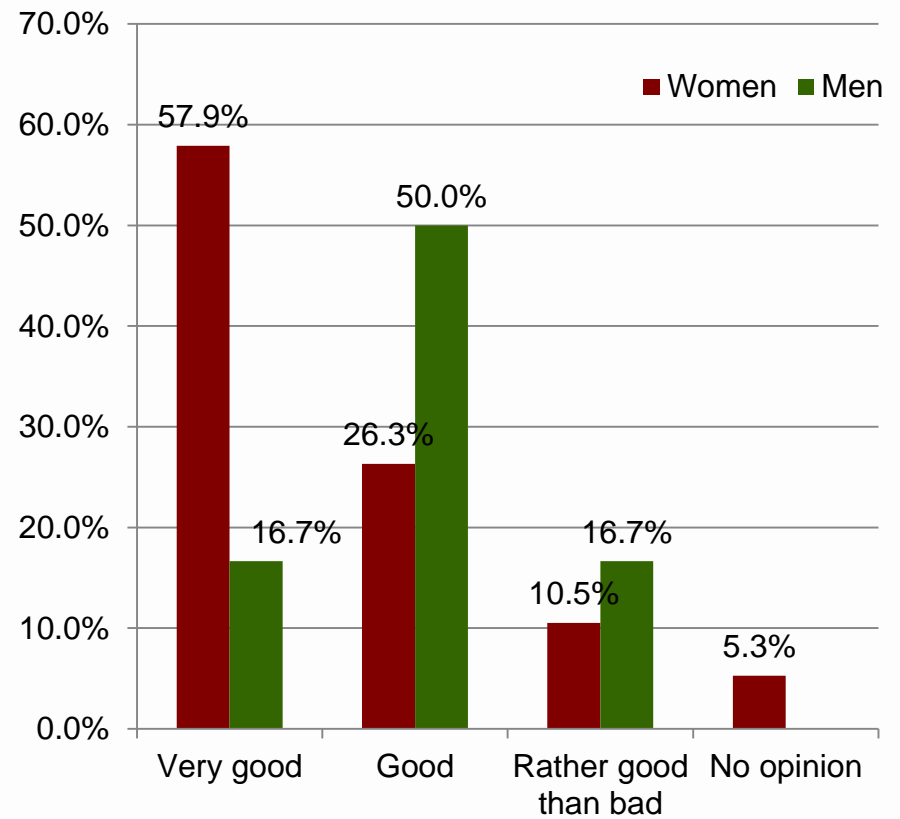


Financial support

Group micro-credits



Pupils companies

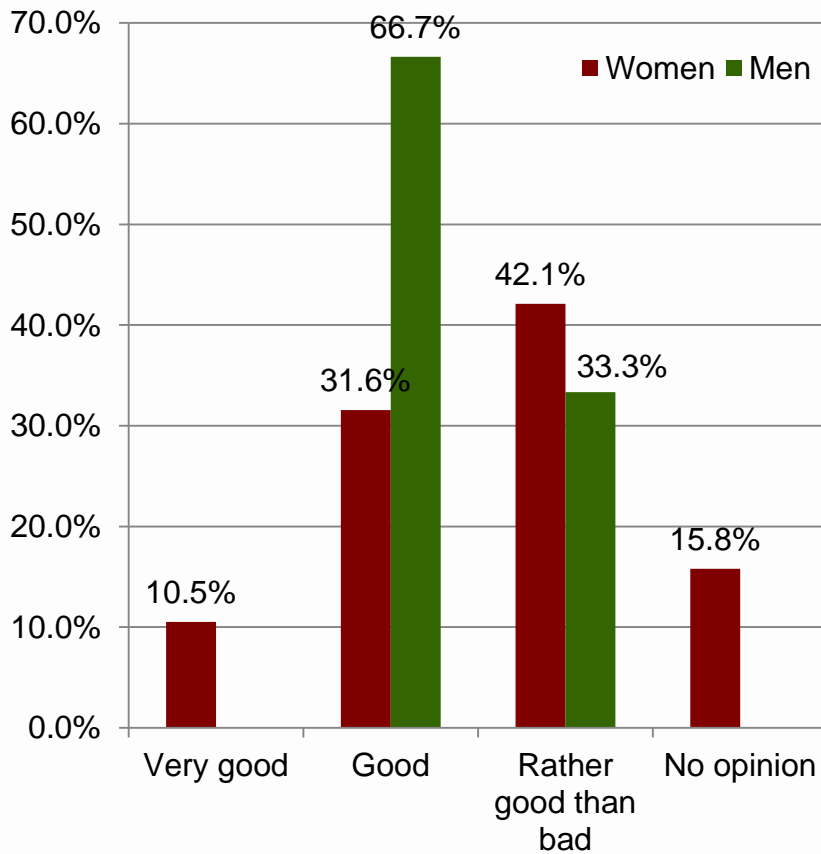


Financial support

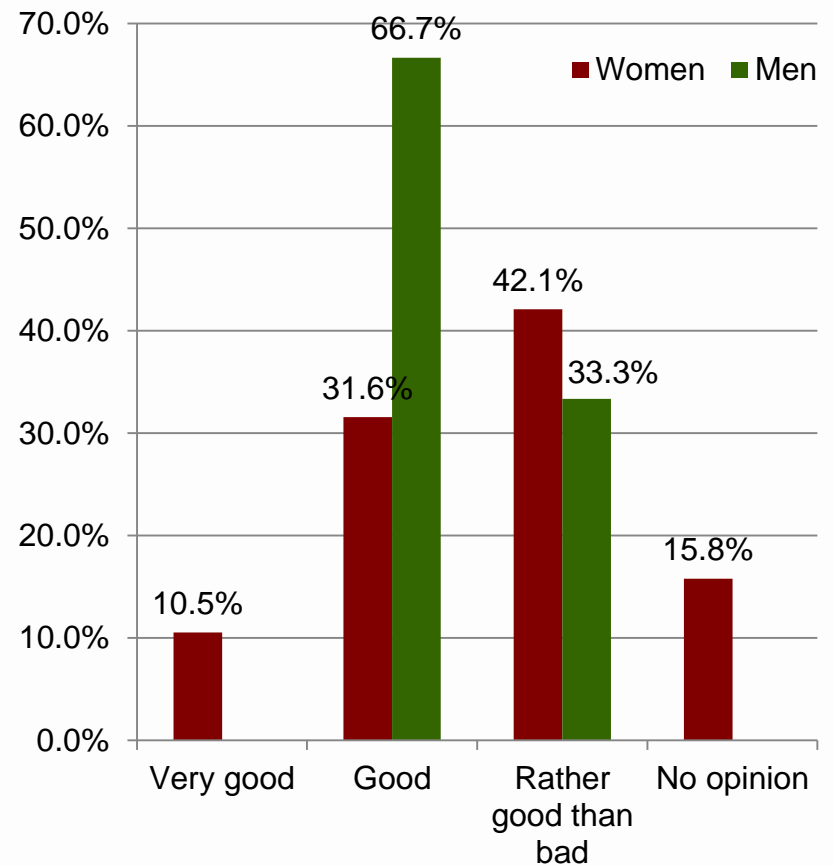


Financial support

Risk capital

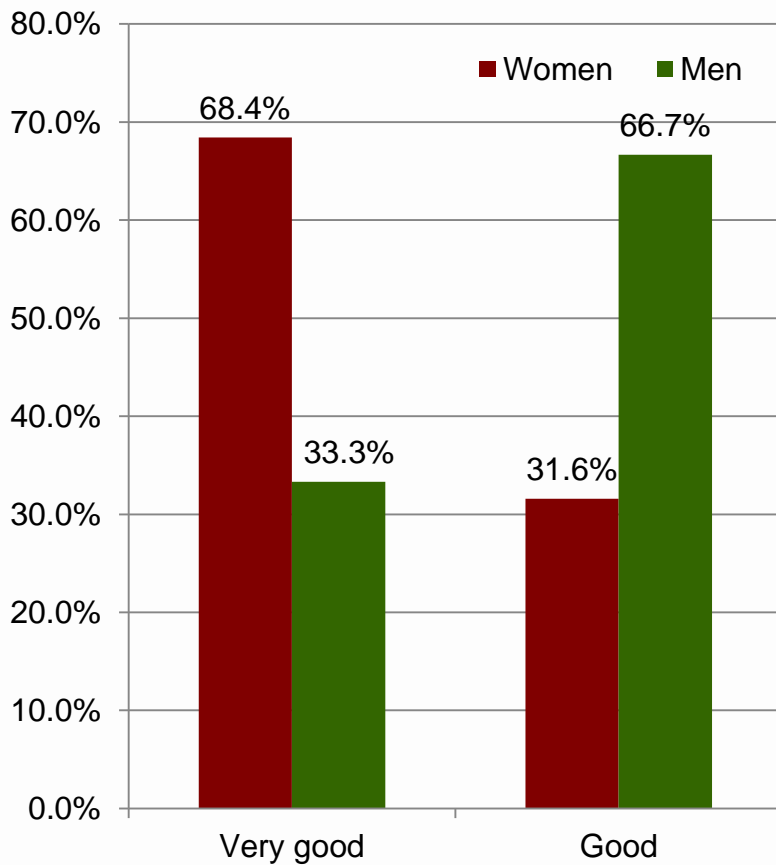


“Altum” support program

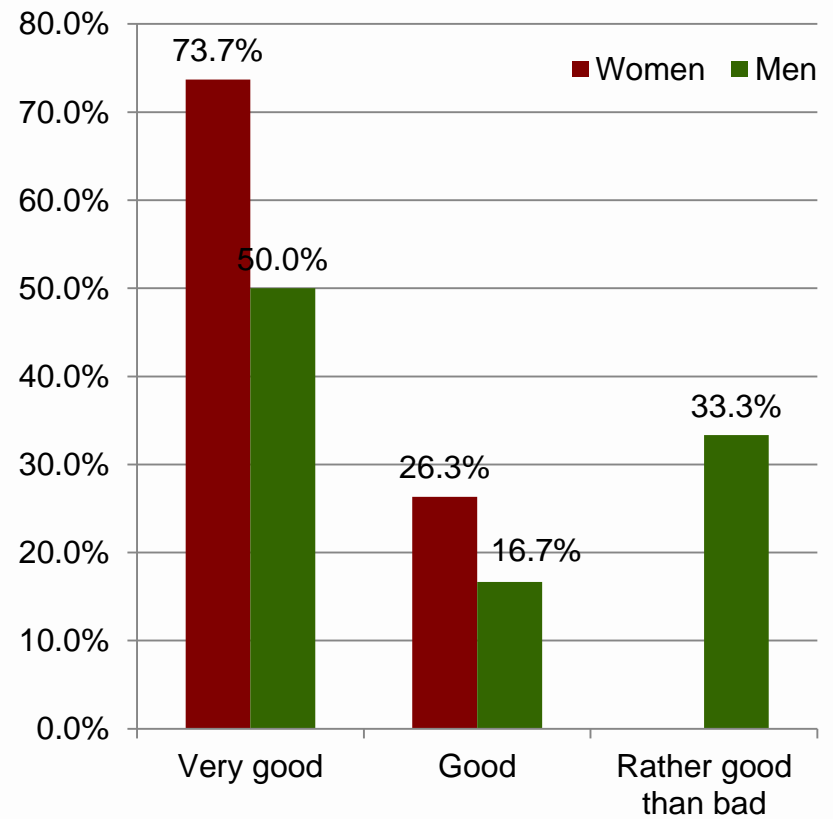


Financial support

Green markets

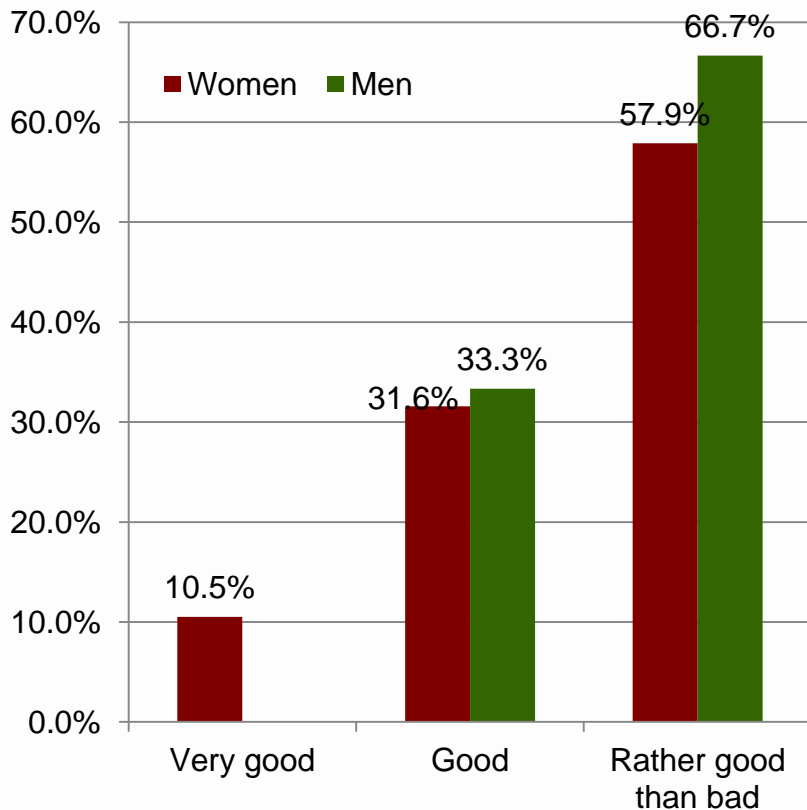


Summer School

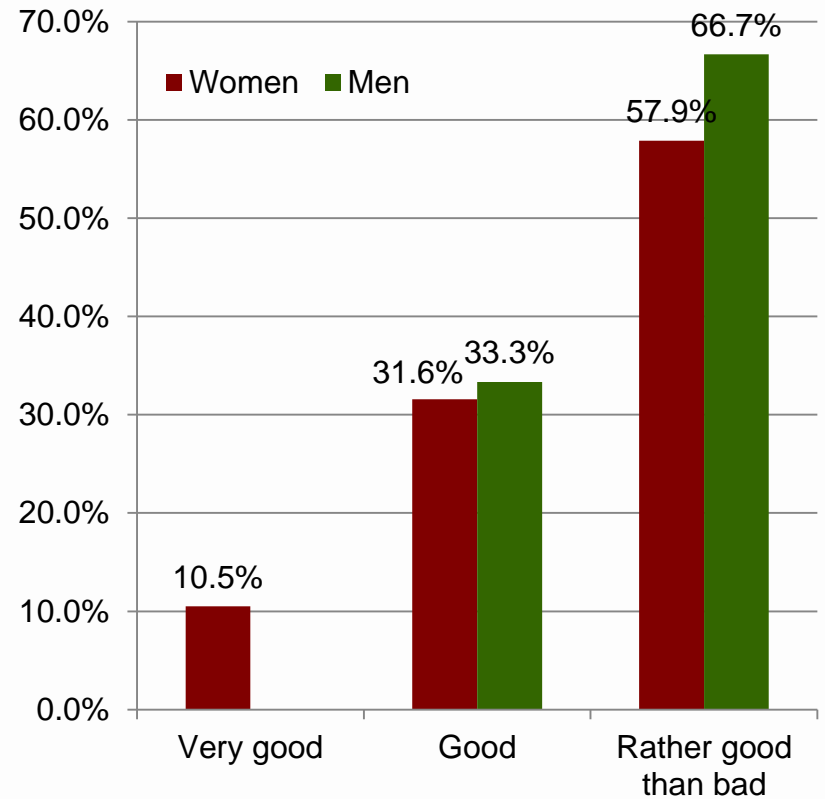


Financial support

Innovative systems Support Agency

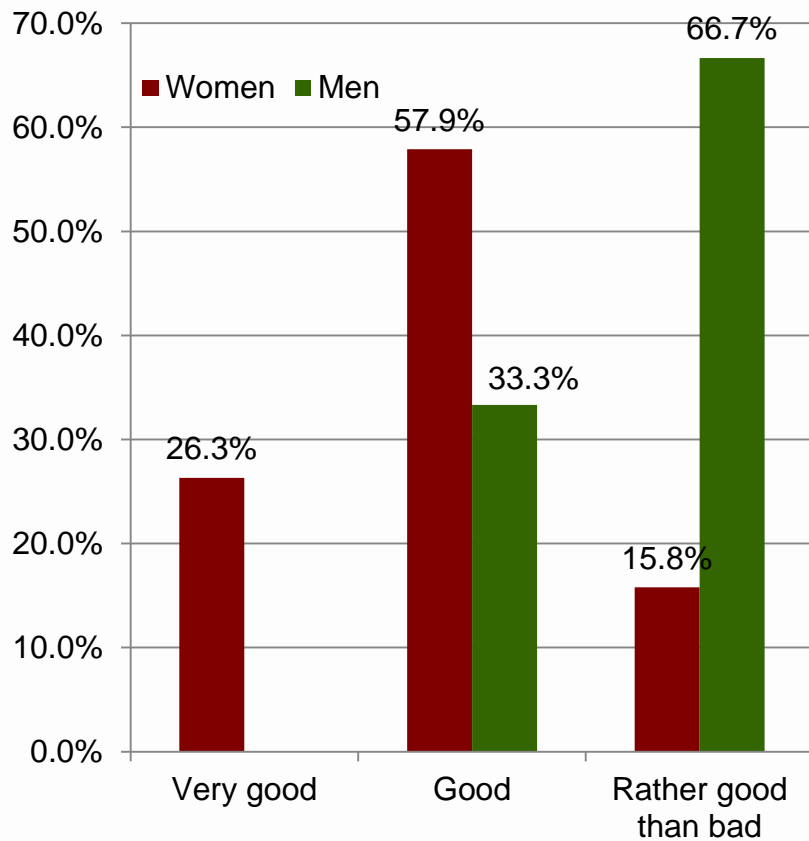


The competition for the most successful women in business

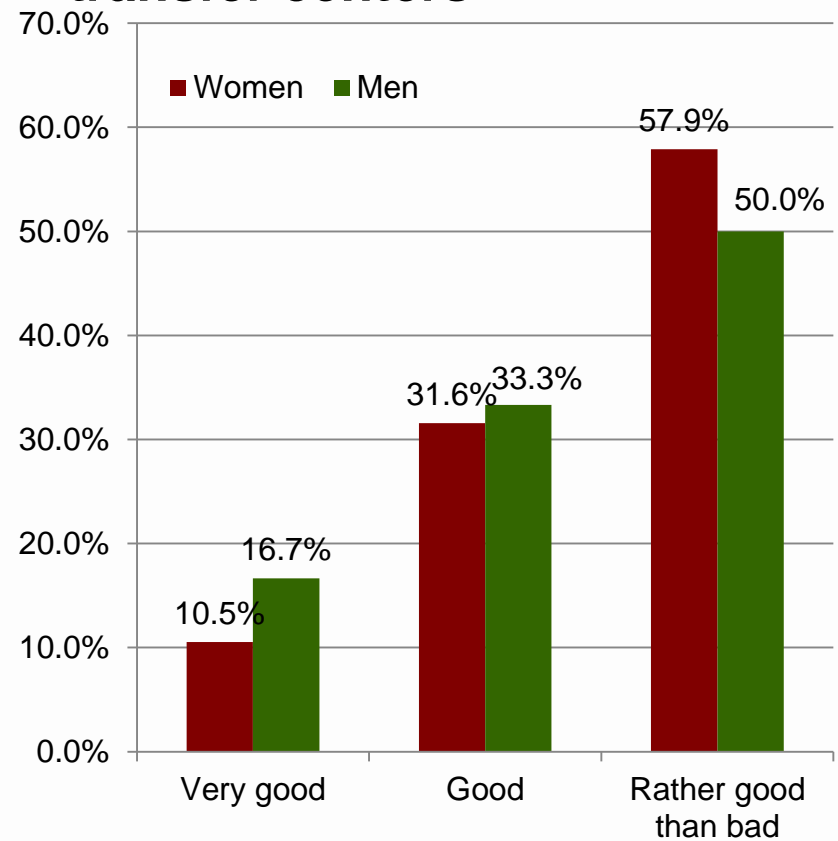


Financial support

Exhibitions

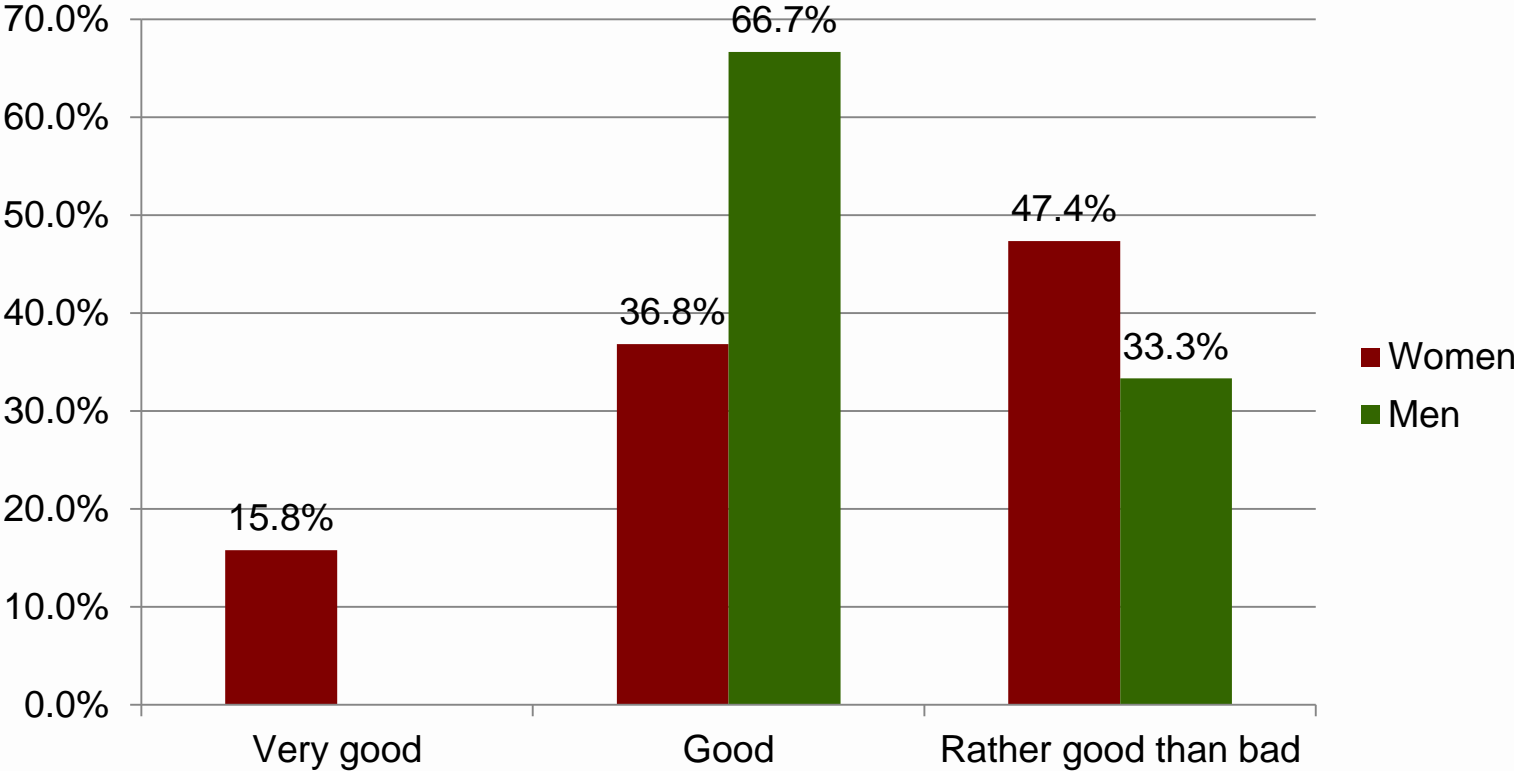


Science innovation technology transfer centers

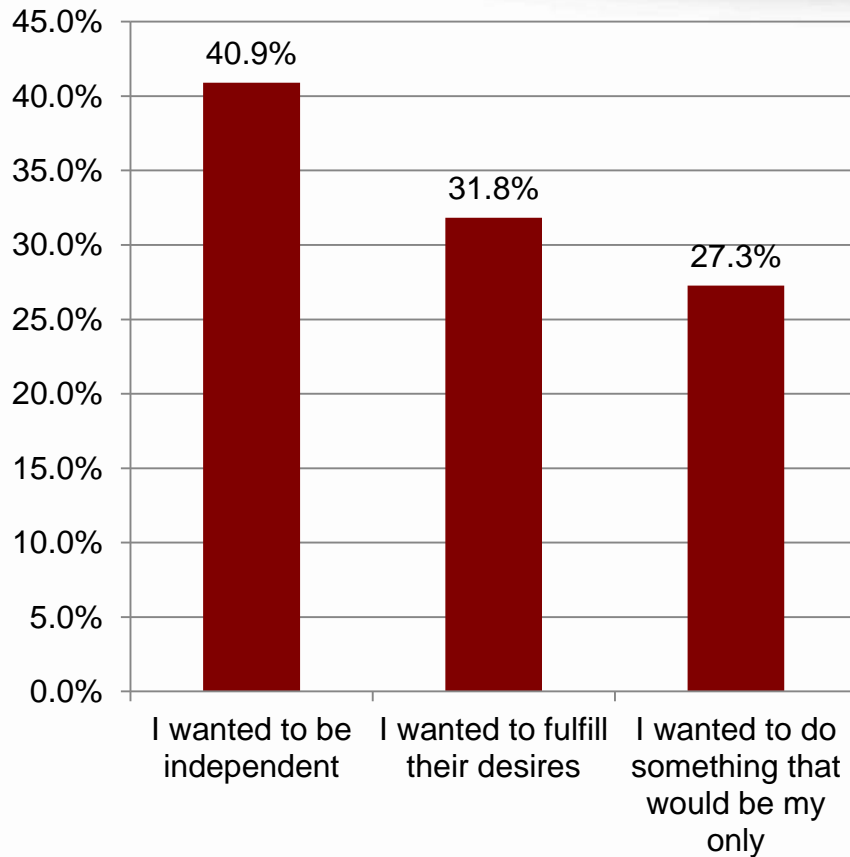


Financial support

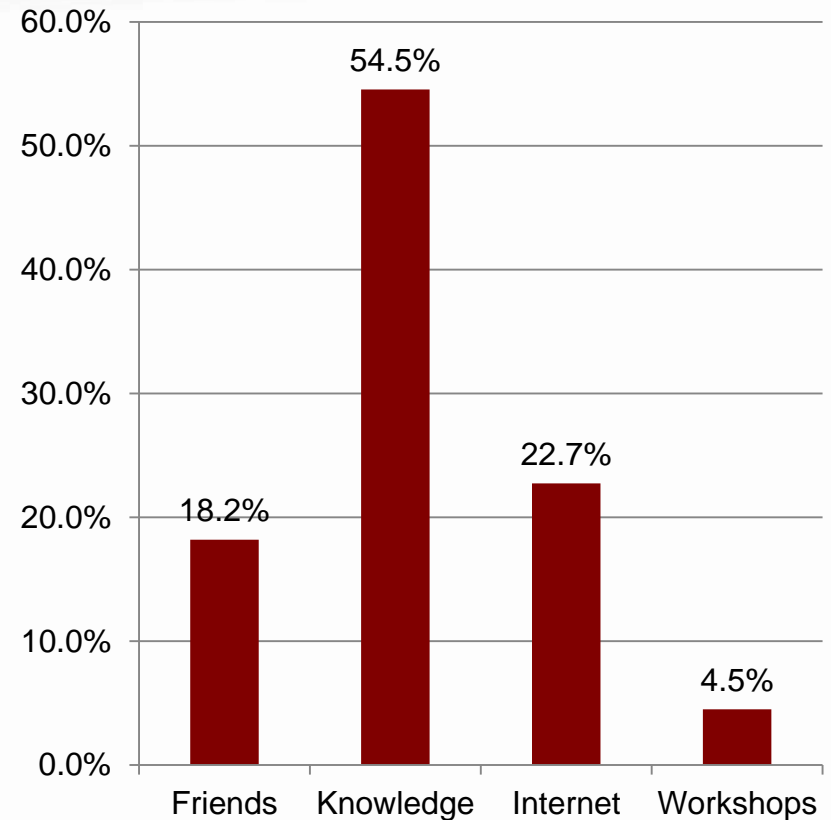
Creative industries platform



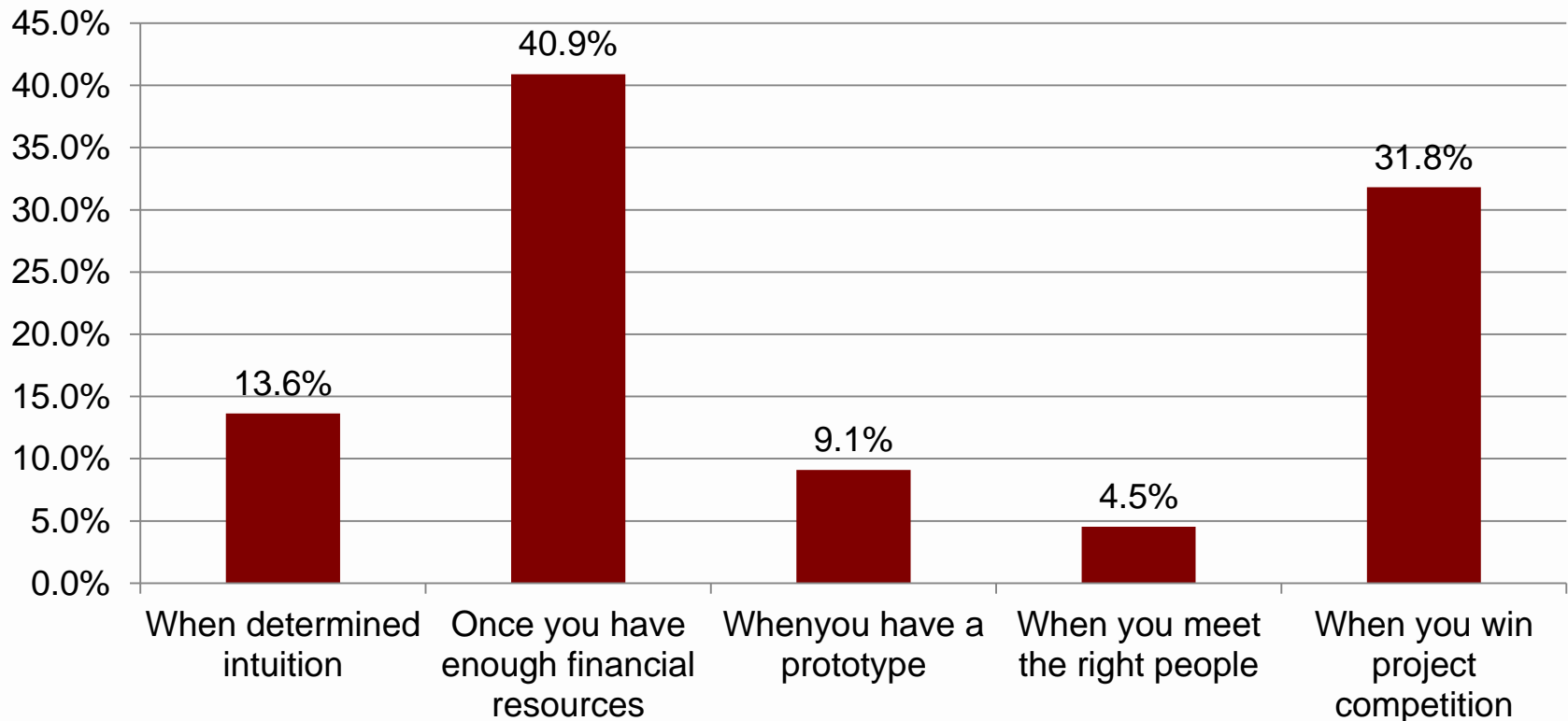
Why you started your own business?



What inspired you to start a creative process?



When is the right time to convert your idea to market product or service?



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When is the right time to convert your idea to market product or service? %

How did you divide your time before starting a business?%						How did you divide your time when you started your own business? %					
Labor needs		Household		Relaxation, free time		Labor needs		Household		Relaxation, free time	
Time deal	Resp.	Time deal	Resp.	Time deal	Resp.	Time deal	Resp.	Time deal	Resp.	Time deal	Resp.
30,0	4,5	10,0	13,6	5,0	27,3	40,0	4,5	10,0	9,1	10,0	13,6
35,0	9,1	15,0	27,3	10,0	40,9	50,0	45,5	20,0	54,5	15,0	4,5
40,0	18,2	20,0	4,5	15,0	4,5	55,0	4,5	25,0	13,6	20,0	40,9
45,0	4,5	25,0	9,1	20,0	9,1	60,0	36,6	30,0	18,2	25,0	9,1
50,0	13,6	30,0	4,5	25,0	9,1	80,0	9,1	35,0	4,5	30,0	27,3
60,0	9,1	35,0	9,1	30,0	9,1					40,0	4,5
70,0	4,5	40,0	9,1								
80,0	36,4	50,0	18,2								
		60,0	4,5								

Conclusions

- The surveys give an opportunity to identify the problematic. The results of the surveys show that women entrepreneurs want more information about the support, they want to improve their knowledge.
- In practice, currently the most significant form of the support is women's NGO and networks. With the support of these institutions are provided such forms of support as microcredits, mentoring, summer schools, courses, training etc.
- Future task: we need to popularize such support forms as crowdfunding, e-commerce.

SUCCESS STORIES !



Iveta Meiere



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THANK YOU!

