



Innovation Transfer

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Innovation Transfer - From available solutions to solutions in use

Innovation transfer refers to adapting validated outputs so they can be integrated into real public sector use, including daily operations, decision-making and service delivery.

Rather than simple dissemination, projects must ensure solutions are tested, adjusted to legal, administrative and territorial contexts, and embedded within institutional frameworks.

Innovation transfer is about moving a validated solution into real public-sector use. This requires more than:

- Sharing information
- Publishing results
- Organising events
- Raising awareness



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It requires:



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Dissemination is not transfer

Dissemination

"Here is a solution. You can learn about it."



Transfer

"We will adapt and test the solution with you."

Uptake

"The solution becomes part of how you work."



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Who is the end user?

A strong innovation transfer project starts with the end user.

Potential end users include:

- Public authorities
- Municipalities
- Regional authorities
- Tourism organisations
- Port authorities
- Environmental agencies
- Planning bodies

The project should answer:

- Who will use the solution after the project?
- What will change in their day-to-day practice?



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Removing barriers to adoption

Solutions may need to be adapted because of:

Legal barriers : Different legislation and regulatory frameworks.

Administrative barriers: Different institutional structures and procedures.

Technical barriers: Different systems, platforms or data requirements.

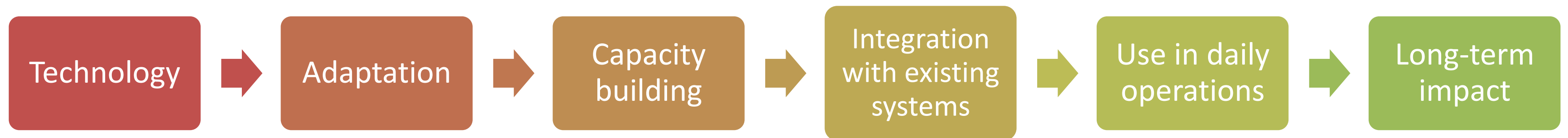
Organisational barriers: Different capacities, skills and workflows.

Innovation transfer means addressing these barriers - not ignoring them.



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From technology to institutional adoption



The Programme is interested in the entire pathway.

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Examples of innovation transfer

Climate adaptation

A validated coastal risk tool → integrated into municipal planning.

Tourism

A visitor management system → used in destination management.

Blue economy

A digital port platform → integrated into operational processes.

Governance

A digital governance tool → adopted by public authorities.



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In a nutshell: Make innovation usable

A successful transfer project should demonstrate:

- Who adopts the solution
- How it is adapted
- How it is tested
- How users are supported
- How it becomes embedded
- How its use continues after the project

The objective is not to transfer a product. It is to transfer a solution into practice.





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