

## HIE takes part in EU Commercialisation Project

Last week, five of the nine partners in a transnational Interreg IVB project called D2D gathered at Coul House Hotel for a meeting with HIE. The project? Commercialisation for ideas generated by Interreg IVB projects.

Diane Duncan, Jeff Foot, Neil Gerard and John MacKenzie were all there. Each made a short presentation to describe their own perspective on commercialisation and how it is pursued in HIE. This included the development of social enterprises for community involvement.

The project partners, from countries including Belgium, Germany, Denmark and the Netherlands, all offered their ideas for commercial exploitation, which the HIE team considered for adoption within the HIE region.

The Scottish partner in the project is International Resources and Recycling Institute. Director, Nick Lyth, said: "there are ideas in the project which are perfect for HIE. IRRI's work will bring these ideas to the HIE region for exploitation on behalf of the whole project."

The two-day meeting ended with a trip round the Centre for Health Science, and a visit to see Glasgow School of Art's product design facility at Horizon Scotland in Forres. The Lead Partner, Anne de Vries of the Province of Friesland, ended by inviting HIE to attend further partner meetings with IRRI over the next 18 months.