

2023 Thailand –France Year of Innovation Label application

In the eyes of the world, Thailand and France have a lot in common. Both countries benefit from a rich history and culture, stunning landscapes and world-wide renowned gastronomy.

But France and Thailand are much more than that.

From space to health, from culture to environment, France and Thailand remain constantly driven by a deep desire to reinvent themselves. As such, our two countries have both developed a large network of world-class business, scientists and researchers in cutting-edge fields.

As both countries have much to learn from each other's experience, Thailand and France have decided to join forces for the « 2023 Thailand –France Year of Innovation » (YOI).

The concept of « innovation » goes far beyond any scientific, or technological revolutions.

« Innovation » echoes our common ambition to constantly improve what already exists in order to better respond to current and future challenges.

The « 2023 Thailand –France Year of Innovation » will showcase and promote, throughout the year, the vibrant cooperation between our two countries in innovative and forward-looking sectors.

The « 2023 Thailand –France Year of Innovation » will strengthen the connections between the researchers, companies, start-ups, but also all the new players in different scientific, environmental and technological fields.

Scientists, students, government institutions, research centers, high-tech businesses and start-ups, let's all connect in the « 2023 Thailand –France Year of Innovation », to ensure the creation of innovative synergies between Thailand and France and boost our attractiveness !

Join us for the « 2023 Thailand –France Year of Innovation » !

➤ **Presentation and goals of the Year of Innovation (YOI)**

Changing representations through innovative and enhanced cooperation

France and Thailand still perceive each other too exclusively through the narrow prism of tourism, gastronomy and luxury. This representation, while not unfounded, does not do justice to the many French companies that aspire to develop innovative solutions in Thailand in multiple sectors, nor to the technological potential that Thailand seeks to develop as part of its economic recovery. The Year of Innovation 2023 (YOI) is a joint initiative born of this unrecognised dynamic that it aims to promote.

In order to update and strengthen bilateral cooperation in the field of innovation, YOI is based on a resolutely proactive approach articulated around three objectives:

- i) to stimulate exchanges between the two ecosystems in the field of innovation,
- ii) to ensure the synergies between key-actors by contributing to the development of the research enterprise-startup continuum,
- iii) to promote the attractiveness of our two countries as innovative ecosystems.

Launching and federating joint initiatives around key sectors

While this project can be supported by a series of events (economic, cultural, scientific, etc.) to be organised or labelled by 2023, it is not just a one-off mobilisation operation. YOI must provide the opportunity to promote a long-term shared vision around key priorities, in favour of a responsible and inclusive innovation model.

From a methodological point of view, YOI encourages an approach based on partnership, local initiatives and shared interests and objective

➤ **Priority areas of cooperation**

Based on the priorities of our companies, our existing cooperation in science and research, and sectoral objectives, four priority areas are targeted: 1. health, well-being and healthy food; 2. air and space; 3. environment; 4. cultural and creative industries. The aim is to promote the latest advances, technologies and innovative solutions in each of the targeted sectors, through events bringing together both experts and companies.

1. Health, well-being and healthy food ;

- Health : Life cycle analysis, ageing populations, virology and gene therapy could offer rich angles of approach.
- Agri-food sector
- Cosmetics including the promotion of innovation in cosmetic ingredients and training on the latest science and trends in the sector.

2. *Air and space*

Aeronautics, space technologies, remote sensing, systems and calibrations in geoinformatics and their possible application to the defense sector.

3. *Environment and energy*

Renewable energies, civil uses of nuclear energy, environment (especially air quality and micro-sensors), biotechnologies, biodiversity, climate and sustainable cities, in keeping with the Thai concept of Bio-Circular-Green (BCG) Economy.

4. *Les industries culturelles et créatives*

A focus will be placed on the radical transformation of practices following the health crisis, the digital transition, the new cultural offers and new technological solutions.

Innovation also concerns the audiovisual sectors (animation, digital culture, video games, innovative music, new medias, ...)

Other fields could be included in the YOI framework :

- Sustainable tourism
- Archeology and anthropology
- The role of women in innovation
- Political policies in the scientific and technological sectors

➤ **Our methodology**

The Year of Innovation France-Thailand must allow to take a step forward in terms of working methods, Franco-Thai cooperation and the renewal of the image of France as a country of innovation. As such, this exercise should be replaced within a short, medium and longer term framework.

1. *The YOI encourages an approach based on partnership, local initiatives and shared interests and objectives.*

In order to reach these goals, our approach must meet distinct but complementary requirements:

- **A transversal preparation** promoting networking between French and Thai people from the institutional, academic and industrial sectors, and encouraging the emergence of new collaborations.
- Encouraging an adoption of practices : It is necessary to involve the Thai authorities and a number of local actors concerned with innovation (universities, research centers, companies).

2. *The implementation of concrete tools to strengthen the synergies between the actors and to capture the potential of this cooperation.*

The implementation of concrete tools (signature of structuring agreements, creation of a council of influence...) are essential to strengthen the synergies between the actors and to capture the potential of this cooperation.

3. *Promoting responsible and inclusive innovation*

This approach should be consistent with the priority of the Thailand regarding Bio-Circular-Green Economic Model. The final goal is to demonstrate that Thailand and France have a common interest in promoting together a model of innovation combining the scientific excellence of their engineers, the creativity of their designers, and the responsible and inclusive approach of their entrepreneurs.

4. *Renewing our communication*

A communication strategy should be defined especially for the print media, so that the French innovation ecosystem would be highlighted rather than cultural, tourist or gastronomic articles. Innovative communication (videos, social networks) will help achieve better visibility among younger generations.

5. *Preparing the future*

The Year of Innovation France-Thailand should not be a one-time mobilization. It must lead us to focus on long-term priorities for both sides, on which it will be a question of consolidating and amplifying what has already been engaged, or of initiating the implementation of new devices, with the following objectives

- Strengthen exchanges between startups and tech ecosystems;
- Develop scientific cooperation, in particular by setting up a platform for strategic management ring in science and technology;
- Structuring innovation circles, aimed at a targeted audience to generate partnerships;

➤ **Conditions for obtaining the label**

The "Year of Innovation" label campaign is now open. The applications for the label will be examined by the YOI organizing committee. For the selection of the projects, special attention will be paid to the following aspects divided into three categories:

1. The projet must be innovative

Definition of innovation :

Deriving from the Latin "innovare" (to renew, to transform), innovation, the OECD defines innovation as "the implementation of a new or significantly improved product (good or service) or process, a new marketing method or a new organizational method in business practices, workplace organization or external relations" (OECD, 2005). The French dictionnary Larousse choses or a simpler definition: "the introduction, in the production and/or sales process of a product, of a new equipment or process".

In this perspective, the projects should be able to involve various fields (artistic, scientific, cultural, etc.) and the networks concerned (operators and institutions, associations, higher education) that meet these definitions and particularly the following criteria :

- **Creativity and originality** (introducing something new, improved, unknown) ;
- **The added value** (bring a comparative advantage, a benefit, be competitive) ;

- **The renewal of practices** (transforming the existing by responding to identified needs or shortcomings).
2. The projet must create or renewing a franco-thai partnership.

The Year of Innovation aims to federate practices between the two countries, to open and develop Franco-Thai cooperation. In this perspective, the criteria expected for the projects to be labeled are the following:

- **Cooperation** (relying on local partners, mobilizing and putting in synergy the companies, actors or associations of both countries, highlighting the richness and the diversity of the bilateral cooperation but also its dynamism and its innovation
- **Socialisation** (meeting an identified demand from consumers or the Franco-Thai authorities, being easily appropriated by the intended target) ;
- **Opening on long-term cooperation tracks** (presenting an action plan beyond 2023, anchoring this approach by creating a link with the existing French and Thai structures; exerting its influence beyond a specific and local event

3. The project must be relevant to the bilateral and international institutional agenda

The projects will have to be in phase with the priorities granted by the Franco-Thai authorities in the above-mentioned sectors with a particular attention to the respect of the logic of green and bio-circular growth (BCG) which guides the Thai political agenda.

In order to do so, the aspects to be taken into account are :

- The promotion and impact on key climatic, technical, scientific or cultural issues (identifying the sectors concerned among the above-mentioned priority sectors, defining the objectives targeted in relation to the priorities of the two countries);
- The capacity to gather and involve the actors (identifying the target audience; presenting a communication campaign plan)
- Inclusive innovation, particularly in its social and environmental components, supporting a sustainable, reasoned and balanced development (accessibility for people with disabilities, equality, diversity).

Finally, the projet should respond to broader criterias :

- **Clarity and coherence of the project;**
- **The feasibility;**
- **A communication plan as clear and broad as possible.**

➤ **How to submit your application**

In order to get the label YOI for your events or projet, project leaders (companies, whatever their size, associations, public institutions, NGOs, communities, etc.) are invited to complete the following application. Companies are strongly encouraged to participate by including their "corporate" communication approach in an innovative dynamic in order to make their products, services or achievements better known in Thailand.

Deadline for applications: 5 weeks before the date of the event.

Please fill in all the fields below.

LABEL APPLICATION	
PROJECT NAME :	
APPLICANT	
Type of corporation	
Name of corporation	
Address	
Phone number	
Mail	
Website	
Contact name	
Address	
Phone number	
Mail	

Project presentation

Type

CEREMONY / EVENT

EXPOSITION

Travelling exhibition

Fine arts Photography Archives

Other (*details*)

AUDIOVISUAL AND MULTIMEDIA CREATION

Documentary

Fiction

Animation

Radio show

TV show

Music

Web site

Web app

Web-documentary

PERFORMANCE

Concert

Dance

Public reading

Theater

Movie projection

Sound and Light show

Scientific event

Symposium

Conference

Study day

PUBLICATION

	<input type="checkbox"/> TOURISM
	<input type="checkbox"/> EDUCATIONAL PROJECT
	<input type="checkbox"/> OTHER (DETAILS)
Date(s)	
Location (s) :	
Targeted audience	
Summary / synopsis of the project (to be published on the YOI webpage)	

<p>Projet goals</p>	
<p>Response to the Criteria 1 : an innovative project</p>	
<p>Response to the Criteria 2 : A franco-thai partnersip</p>	
<p>Response to the Criteria 3 : 1. to the bilateral and international institutional agenda</p>	
<p>Provisional implementation schedule</p>	
<p>Partner 1 (and / or co-organizer)</p>	
<p>Partner 2</p>	

Partner 3	
Communication plan details	

Documents to be attached to the file

- 1° A copy of the act or the official document (for example the organization chart) justifying the existence of the structure;
- 2° All attachments that support the evaluation.