Abstract
This article explores some of the conditions in which innovation is generated in a local environment, and discusses scenarios for collaboration between academic institutions and businesses to generate innovative projects. First, we explore issues of innovation and innovation dynamics based on the literature, then describe the methodology and analyze the information collected, drawing conclusions and presenting a proposal to optimize collaboration between higher-education institutions and businesses. The main finding relates to the importance of connecting the innovation agendas of the productive sector and academia, with the aim of generating a pattern of systemic innovation that translates into regional competitive advantage.

Keywords
Innovation, innovative environment, university-industry linkage.