



Ministry of Science  
and Higher Education  
Republic of Poland

 **Interreg**  
Baltic Sea Region

 **EUSBSR**  
EU STRATEGY  
FOR THE BALTIC  
SEA REGION  
POLICY AREA 'INNOVATION'



# **EUSBSR** EU STRATEGY FOR THE BALTIC SEA REGION

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Innovation and Smart Specialisation  
SEMINAR BASED ON THE EU STRATEGY FOR THE BALTIC SEA  
REGION

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<http://www.pa-innovation.eu/>

## The process behind the strategy guide (1)

- The Action Plan for the EU Strategy for the Baltic Sea Region (EUSBSR) from 2009 underwent a revision in 2015.
- In the revision, additional policy areas were included in the policy area of 'Innovation' (PA-INNO); policy area 'small and medium-sized enterprises (SME)', partly policy area 'Internal market' and horizontal action 'Promo'.
- Following this, it was necessary to operationalize the action plan for EUSBSR for policy area innovation to provide policymakers and innovation actors with guidance and inspiration.
- It was therefore decided to develop a Strategy Guide for policy area innovation (PA-INNO).

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## The process behind the strategy guide (1)

- **The process of developing the Strategy Guide took place in three tracks:**
- Research and Innovation - led by the Swedish Innovation authority, VINNOVA. This track carried out a questionnaire on need of transnational innovation collaboration in the Baltic Sea Region.
- Cluster Policy and SME development - led by Danish Agency for Science, Technology and Innovation (DASTI). This track resulted in the working paper “Clustering and SME-Development”.
- ICT and digital growth – led by Baltic Development Forum (BDF) and Estonia’s Ministry of Economic Affairs and Communications . This track resulted in the working paper “Transnational Digital Collaboration in the Baltic Sea Region” as well as an annex on national profiles on digital policy for the BSR states.

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## The process behind the strategy guide (3)



### INNOVATION DRIVERS WITH AREAS FOR COLLABORATION

Market-driven

Knowledge-driven

Challenge-driven

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## Drivers of Innovation – explanation (1)

- **Market:** Market-driven innovation is driven primarily by the need of business in existing industries to maintain their competitiveness by being innovative. BRS co-operation among firms and industries can help to build critical mass through the joining of forces.
- **Knowledge:** Complex knowledge-driven innovation that relies on scientific knowledge is of key interest to policy area innovation in the BSR given the potential for macro-regional co-operation among academic institutions and research institutes.
- **Challenges:** The starting point for co-operating on challenge-driven innovation in the BSR must be shared challenges, i.e. challenges that are both specific and common to the BSR.
  - Examples are; eutrophication and nutrient pollution of the Baltic Sea
  - Such challenges cannot be tackled by a single actor but must be addressed in co-operation

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## Drivers of Innovation – explanation (2)

### Multifunctional kitchens for elderly people

**Design**

**Market knowledge**

**Material design**

**Production efficiency + logistics**

**Knowledge of user abilities**

**Kitchen appliances/IT solutions**



- IDC West Sweden Skövde, SE
- The Art Academy of Latvia, Riga, LV
- Business Cooperation of Southern Lithuania, Alytus, LT
- The Faculty of Wood Technology-University of Life Science Poznan, PL
- Culminatium Innovation, Espoo, FI
- The Development Center UMT, Herning, DK

**BSR STARS**  
Innovation in the Baltic Sea Region

HOME BSR STARS STARDUST PROJECTS & CALLS NEWS EVENTS REPORTS ABOUT US

**Active for Life**  
Active for Life creates and provides innovative, globally competitive and effective transnational service models and business concepts to maintain or improve the quality of life of the ageing population.

**Latest News**

- The New Danish Cluster Landscape**  
March 16, 2014
- Portrait series – BSR Food**  
March 11, 2014
- Organic Potatoes – The Recipe for Success**  
Located in Ungurpis, in northern Latvia, is Europe's smallest factory for... Read more

**Upcoming events**

- Workshop on transnational collaboration in the Baltic Sea region, North Sea region and the Northern Periphery**  
March 25, 2014 @ 09:30
- Workshop "How to Successfully Develop and Implement your ES3 Priorities"**  
April 1, 2014 @ 10:00
- ICN Summit – Creating Smarter Solutions**  
May 20, 2014 @ 10:00



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# Policy Area Innovation in EUSBSR

The role of policy area innovation is to foster innovation by:

1. Enable shared learning,
2. Create and strengthen networks across the BSR,
3. Align resources and regulations,
4. Facilitate the joining up of forces in common programmes and investments.



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# Cross-cutting themes, Innovation enablers and strategic policy instruments (1)

- Themes, enablers and instruments in focus to spur innovation:

## CROSS-CUTTING THEMES & INNOVATION ENABLERS

Digitalisation

SME Internationalisation

Talent Management and Entrepreneurship

## STRATEGIC POLICY INSTRUMENTS OF PA-INNO PRIORITY

Smart Specialisation  
Strategies

Test beds and innovation  
infrastructure

Clustering and other innovation  
support structures

→ Activities  
with output

- Common for themes, enablers and instruments are that they are best utilized without administrative boarder limitations.



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# Cross-cutting themes, Innovation enablers and strategic policy instruments (2)

## **Theme: Digitalisation**

- i. “promoting innovation in the ICT sector and support for digital start-ups”,
- ii. “increase the uptake of ICT in SMEs” and
- iii. “increasing digital trust and cybersecurity, propelling the uptake of digital solutions in SMEs”

## **Theme: Talent Management and Entrepreneurship**

- i. “talent exchange between different hubs”
- ii. “further developing the ability to foster talent”
- iii. “sharing experiences of support measure relating to innovative entrepreneurship in the BSR”
- iv. “activities to increase talent density”

## **Theme: SME internationalization**

- i. *“Developing the Enterprise Europe Network to work with and contribute to clusters”.*
- ii. *“Helping to “package system solutions” from clusters and linking these to other markets in the region”*



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# Cross-cutting themes, Innovation enablers and strategic policy instruments (3)

## **Theme: Smart specialization strategies**

*i. "Exploring the potential for a Smart specialisation Vanguard initiative in the BSR".*

## **Theme: Test Beds and Innovation Infrastructure**

*i. "promoting public procurement in new innovative measures in order to create new and open test beds"*

## **Theme: Clustering and other Innovation Support Structures**

*i. "linking cluster processes to smart specialization strategies" and  
ii. "creating incentives for cross-cluster collaboration on innovation"*

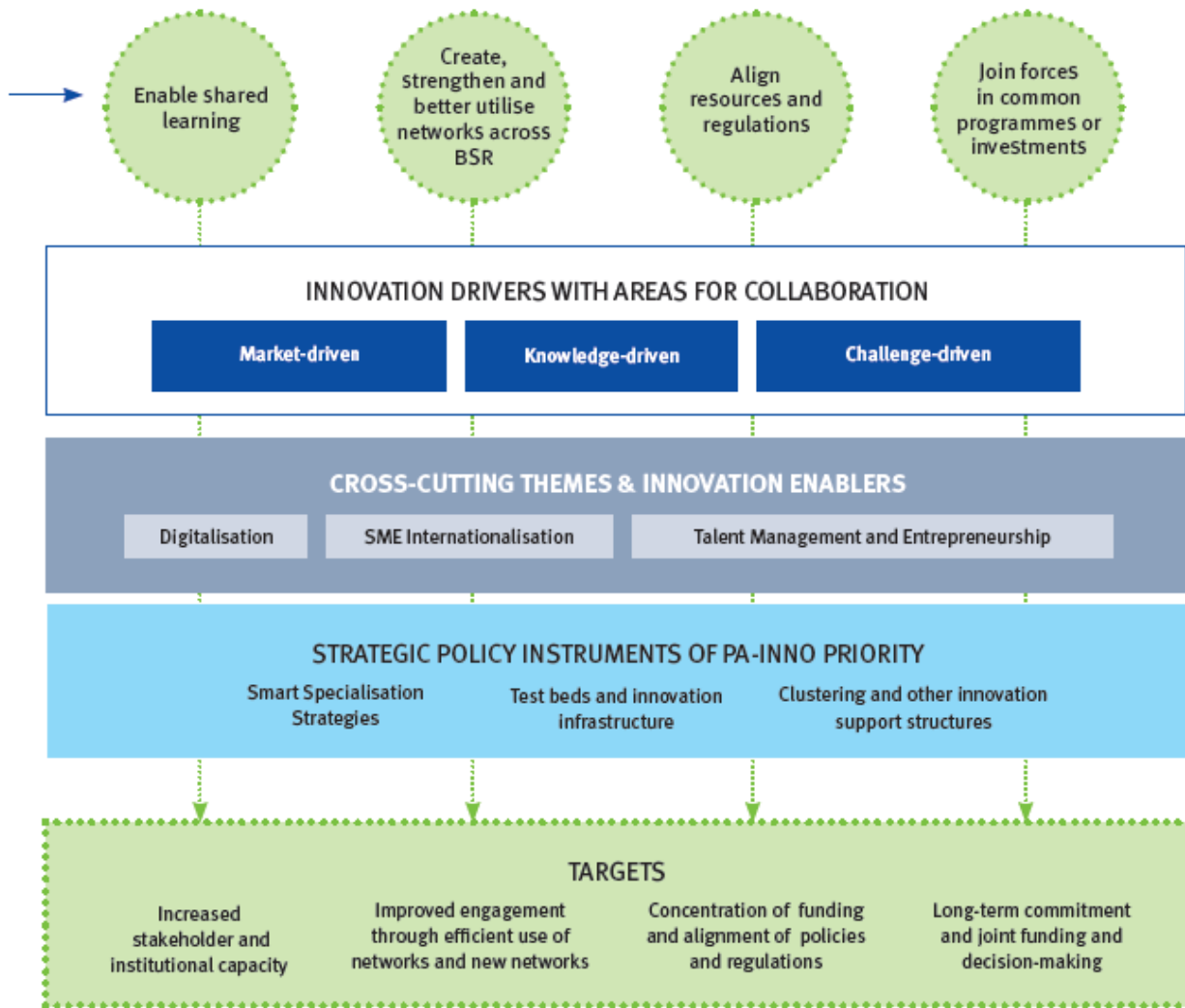


## Role/Results/Baseline/Target+deadline/Data

PA INNO Role (Objective/sub-objective)	Result (Indicator)	Baseline	Target/ deadline	Data sources
Enable shared learnings	Strengthened stakeholder or institutional capacity as a result of PA INNO activities	Survey to PA INNO stakeholders 2016 (TBD)	1. 75% of survey respondents reporting positive feedback to PA INNO and its flagship's activities by 2020	Survey to national and regional policymakers, intermediaries, companies and research actors in 8 countries) <sup>5</sup> TBD
Strengthen and create networks	Increased engagement of actors/actor groups in PA INNO activities	Total volume of engagement of different actor groups in flagship activities as of fall 2016 <sup>6</sup> -100 national policymakers -100 regional policymaker -2000 companies, of which at least 80% SMEs -100 research actors -100 cluster organisations or other innovation intermediaries	2. At least 10% growth in engagement (of each actor group) in PA INNO flagship activities by 2020 <sup>7</sup>	Reports from flagship leaders Spring 2018 and 2020
	Creation of new networks/platforms or RDI projects	Two existing transnational innovation platforms are PA INNO flagships in the areas of health care products and services (ScanBalt) and sustainable use of marine resources (Submariner)	3. At least 2 new <sup>8</sup> transnational collaboration platforms within PA INNO Scope	Mid-term and final assessment reports from PA INNO coordinators
Align resources and regulation	Volume of funding from regional or national innovation programmes/ budgets allocated to transnational projects <sup>9</sup>	Allocations during 2016 (to date) to be reported in baseline assessment fall 2016	4. Total volume of 10 MEUR from regional or national innovation programmes/ budgets allocated to transnational projects during period 2016-2020	Reports from flagship leaders and PA INNO Steering Committee members
Join forces in common programmes or investments	Development and implementation of joint investments or programmes		5. One or more models for joint investments or joint programmes	Mid-term and final assessment reports from PA INNO coordinators



The roles of  
PA-INNO



Focus of PA-INNO

Activities  
with output

Targeted results

Desired change

**CHANGE**

A globally competitive position within  
Research and Innovation for the Baltic Sea Region

# ERDF MA network in EUSBSR

Formed 19th of May 2016 in Warsaw

- ✓ The MA network explores the opportunity of transnational collaboration funded by the regional and national ERDF programmes.
- ✓ Cooperation activities that contribute towards the EU Strategy for the Baltic Sea Region

Activating Common Provision Regulation Art. 70,

The ambition: *Increase the geographical flexibility of ERDF funds, in order to better contribute to the implementation of the EU Strategy for the BSR.*

Initial focus:

Policy Area :

PA-Innovation

Innovation policy applied: Regional Smart Specialisation Strategies

Topic for pilot:

Clean-tech

# EUSBSR and ERDF in Sweden

- ✓ Activities outside the programme area (Art. 70)
- ✓ Activities financed within a project's existing budget, by one programme
- ✓ Transnational Component
- ✓ An already ongoing project is given the opportunity to apply for additional funding for cooperation activities in the macro-region. An add-on, the Transnational Component, is applied for separately in order to give extra flexibility in terms of time and thematic focus of the co-operation activity.
- ✓ Macroregionally Integrated Project
- ✓ From project start, transnational co-operation is included as an integrated part of the project. Partners from other member states in the BSR are identified from the beginning, and intend to apply for funding (in the respective ERDF programme) to take part in the project.



# Question; how to cooperate?

1. No Lead Partner Principle
  - Probably separate decisions for each partner
  
1. Need of a coordinator for coordination of activities
  - Driving the collaboration forward
  - Ensuring that all activities are being interlinked and carried out according to plan
  - Be responsible for internal communication with project stakeholders
  
3. The coordinator can be assigned to do joint project reports
  - Be responsible for joint external communication of project activities
  
4. All partners can contribute to cover cost for project coordinator, and Art.70 in Common Provision Regulation can ensure eligibility.

Not all regions taking part at the Regional Stakeholder meeting will be able to activate art.70, politically impossible.

All regions view transnational collaboration important for S3 implementation



# Strategic Policy Instrument – Baltic Leadership/Executive Programme on Smart Specialization

Multi-level coordination is especially expected to relate to:

- ✓ Development of smart specialization strategies 2.0: provide a transnational outlook, describe and identify type of regions, partners and activities appropriate for collaboration for all focus areas
- ✓ Align available funding instruments, ensure flexible use of funds from all levels to support transnational collaboration
- ✓ Create a local and regional commitment to task ahead, at all political levels as well as S-3 Strategists/Experts and innovation support actors.

The scope of training:

- ✓ *How to develop regional S-3 Strategies for transnational implementation?*
- ✓ *How to implement S-3 Strategies internationally?*
- ✓ *How to create local and regional political engagement and commitment for S-3 Strategy development and implementation with transnational activities?*







# Quite few current activities

- ✓ In the pipeline: A new pilot focusing on Digitalisation
- ✓ Seed money project funded by Swedish Institute
- ✓
- ✓ Alignment of Funding Models in the Baltic Sea Region (AFM-BSR)
- ✓ Focusing on a match-making platform, region to region S3 collaboration.
- ✓ Seed money project approved 2017 by Interreg-BSR
- ✓
- ✓ Smart Blue Regions, an Interreg-BSR project looking into the option of making use of the MA-network
- ✓ Workshop conducted (2017)
- ✓





# Other possible topics for collaboration

## A. Seed Money Calls

- To help initiating Smart Regional collaborations

## B. Flagship collaboration

- Regional interest to facilitate different flagship themes
- Possible flagship process around S3

## C. Aligning to coordinated calls

- Cultural & creative industries internationalisation through model of coordinated calls (i.e. Innovation Express)
  - ✓ Platform for SMEs to collaborate transnationally to spur innovation in regional selected S3 themes

## D. Facilitation, match-making and coordination

- Leadership to coordinate actions, match actors, facilitate identification of collaboration themes and support
  - In case of S3, important to be a regional leadership to succeed with definition of collaboration themes
  - Possible continuation of Alignment of Funding models?





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# Stronger Together

Strengthening Global Position through Business  
and Innovation Collaboration in the BSR





# EUSBSR EU STRATEGY FOR THE BALTIC SEA REGION

[www.balticsea-region-strategy.eu](http://www.balticsea-region-strategy.eu)

**Thank you for your attention!**

For download of the Strategy Guide go to: <http://norden.diva-portal.org/smash/get/diva2:957324/FULLTEXT01.pdf>

For more information go to: <http://www.pa-innovation.eu/>