





Part-financed by the European Union (European Regional Development Fund)

SUOMEN ITÄMERI-INSTITUUTTI
THE BALTIC INSTITUTE OF FINLAND

BSR InnoReg

Fourth Transnational Training Module

Rostock, 22–23 March 2011

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BSR InnoReg – key information

- Financing: EU Baltic Sea Region Programme 2007–2013
- Duration: 2009–2011
- Partners: 18 partners: national, regional, local authorities and business development organisations from Finland, Estonia, Latvia, Lithuania, Poland, and Germany
- Lead Partner: The Baltic Institute of Finland



■ EU Member States
■ non-EU States

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Strategic transnational approach to innovation promotion

- Agreement on important issues among the BSR InnoReg regions
 - **Baltic Innovation Policy Memorandum**
 - Recommendations on efficient innovation support, practices and cooperation in the BSR
- Baltic Innovation Policy Seminar in Brussels 16 June 2011



Developing innovation support tools and practices

- Innovation support tools and practices have been developed and tested by partners.
- Results have been compiled into a handbook that will be available later this spring.
 - *Innovation voucher model*
 - *User-driven innovation – Living Labs*
 - *Start-up support – Business development and risk assessment tool*
 - *Involving students in innovation processes*

Competence building for business development organisations (1/2)

- BDOs' key competences in the future
 - strategic thinking
 - informational competences
 - project management
 - networking skills/HR skills
 - partnership competence
 - international competence

"The winner in this reality show is well-informed, ready for changes and ready to provide services for tomorrow's demand."

Competence building for business development organisations (2/2)

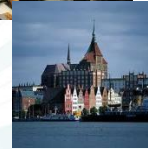
- Cooperation possibilities
 - Fostering the attractiveness of the region
 - Strengthening existing branches by value-added chains and complementary businesses
 - Forums for BDOs – continuous discussion, learning platform, common projects, coordination
 - Efficient use of ICT and IT-tools
 - Knowledge development
 - International issues
 - Investment forums
 - Development of infrastructure
 - Innovation management, search for technology partners
 - Innovation culture



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Transnational Training Modules

- TTM Seinäjoki (21–23 October 2009):
Preconditions for Successful Innovation Processes
- Tartu (29–31 March 2010):
Creativity, Innovation & Management
- Riga (15–17 September 2010):
Financing and Support for Start-up Companies
- Rostock (22–23 March 2011):
Innovation Support Tools and Networking



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