



SUOMEN ITÄMERI-INSTITUUTTI  
THE BALTIC INSTITUTE OF FINLAND

## BSR InnoReg Strengthening Innovation Governance in Baltic Non-metropolitan Regions through Transnational Cooperation

First transnational training module  
22-23 October in Seinäjoki

[www.baltic.org/bsrinnoreg](http://www.baltic.org/bsrinnoreg)



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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, Germany
- Lead Partner: The Baltic Institute of Finland



■ EU Member States  
■ non-EU States

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## BSR InnoReg partners

- 18 partners from following regions:
  1. Tampere Region (Finland)
  2. South Ostrobothnia Region (Finland)
  3. Tartu (Estonia)
  4. Riga (Latvia)
  5. Kaunas (Lithuania)
  6. Panevezys (Lithuania)
  7. Podlaskie Region (Poland)
  8. Brandenburg (Germany)
  9. Mecklenburg-Vorpommern (Germany)



## BSR InnoReg – Focus

- Enhances strategic know-how and international networks of business development organisations operating outside metropolitan areas
- Brings together decision-makers of the involved 10 partner regions to discuss future economic challenges and agree on an Innovation Policy Memorandum

## BSR InnoReg – economic framework

- Baltic Sea region includes some of the most innovative economies in the world as well as regions catching up to the European average
- But we share similar long-term challenges:
  - Change from manufacturing industry to service-oriented economy
  - Globalisation leading to increased competition of investments, knowledge and innovation
  - Accelerating technological development
  - Ageing population

## BSR InnoReg – economic framework

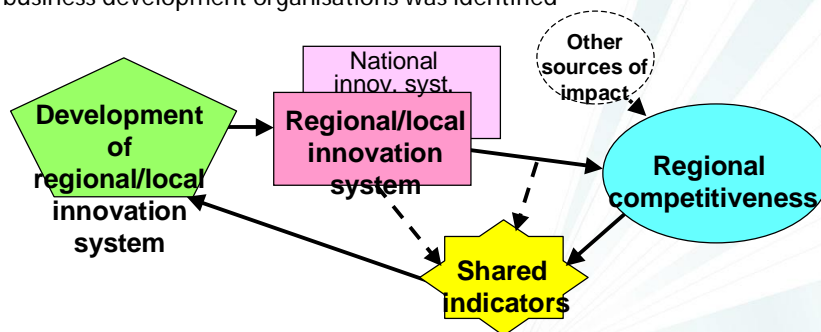
- Regions must establish efficient innovation support structures and services to increase their innovation capacity in the long term
- Differences between the Baltic Sea region countries provide opportunities for complementary cooperation that can bring great benefit to all sides
- Long-term shared development perspective is needed so that regions in the BSR are able to take advantage of the new economic opportunities

## BSR InnoReg - policy framework

- The EU Strategy for the Baltic Sea Region (2009)
  - Four main objectives:
    1. Environment
    2. Prosperity
    3. Accessible and attractive
    4. Safe and secure
  - Priority actions under prosperity:
    - Establish a common innovation strategy for the region
    - Develop a Baltic Sea cluster programme

## BSR InnoReg - background

- The previous "VBN InnoReg" project analysed the dynamics of regional innovation systems
- A common need to concentrate on improving the competences of business development organisations was identified



## Project activities

### Competence building for business development organisations

- Development processes in the partner regions:
  - Analyses on future challenges and identification of competence needs
  - Local workshops and transnational training for business development organizations to support their strategic development
  - Identification of innovation cooperation potential in the BSR

## Project activities

### Developing innovation support tools and practices

- Innovation support tools and practices for local use will be developed jointly and tested under the following action fields:
  1. Innovative enterprises, networking and technology transfer
  2. Financing instruments and start-up support
  3. Creative culture development
- Experiences will be collected to a handbook on innovation support tools and practices

## Project activities

### Strategic Transnational Approach to Innovation Promotion

- Creation and dissemination of “Innovation Policy Memorandum” for decision-makers including:
  - policy background
  - economic framework and long-term challenges
  - summary of identified strengths and competence needs
  - recommendations on efficient innovation support policies and practices
  - recommendations on innovation cooperation in the BSR

## Transnational training modules

- 1) Seinäjoki (autumn 2009): open innovation, user-driven innovation
  - 2) Tartu (spring 2010): creativity and entrepreneurship promotion
  - 3) Riga (autumn 2010): financing and start-up support
  - 4) Rostock (spring 2011): global networking
- Other related themes for the TTM's will be selected based on the BDOs' needs that are identified during the project



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