


SUOMEN ITÄMERI-INSTITUUTTI
THE BALTIC INSTITUTE OF FINLAND

BSR InnoReg

Third transnational training module
15 September 2010, Riga

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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 – Focus

- 1) Enhance strategic know-how and readiness of business development organisations to prepare for the future global challenges
- 2) Develop and test new innovation promotion tools and practices
- 3) Raise awareness of decision-makers on rational use of resources in supporting innovations to improve the competitiveness of the Baltic Sea region as a whole



Activities (1) – Competence building for business development organisations

- Development processes in the partner regions:
 - Local/regional workshops and transnational training for business development organizations to support their strategic development
 - Analyses on challenges and competence needs in relation to the changing operational environment
 - Identification of regional cooperation themes
 - Identification of innovation cooperation potential in the BSR

à à à Output: Development plans for the involved business development organisations

BDOs' challenges - examples

- Production moved or moving to China and other low cost countries
- Global economic situation / Economic situation of the municipalities
- Migration of skilled labour
- Dependency on project-based funding: long-term strategic development is difficult due to several short-term projects that are not connected to each other
- Funding tools not flexible enough
- Role of state
- Customers' needs not clear
- Unrealistic expectations of the owners/decision-makers
- Foresight is challenging due to unstable environment

BDOs' competence needs - examples

General competence needs:

- Networking skills
- Role as a catalyst/development skills
- Ability to use foresight information efficiently

BDOs and regional cooperation themes - examples

- Marketing and making the region attractive for tourists, investors and skilled labour
- Logistics planning
- International activities
- Foresight activities

Activities (2) – Developing innovation support tools and practices

- Innovation support tools and practices are developed and tested under the following action fields:
 1. Innovative enterprises and user-driven innovation
 2. Financing instruments and start-up support
 3. Creative culture development
- Experiences will be collected to a handbook

Developing innovation support tools and practices

Handbook themes

- *Innovation voucher model*
- *User-driven innovation – Living Labs*
- *Start-up support – Business development and risk assessment tool*
- *Involving students in innovation processes*

Activities (3) – Strategic transnational approach to innovation promotion

- Creation and dissemination of “Innovation Policy Memorandum” for decision-makers including:
 - Effect of global mega-trends to regional business environment
 - BDOs' profile and role in supporting regional innovation
 - EU policy framework
 - Recommendations on efficient innovation support, practices and cooperation in the BSR



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Transnational Training Modules

- 1) Seinäjoki (21-23 Oct. 2009): Open innovation, user-driven innovation
- 2) Tartu (29-31 March 2010): Creativity, innovation & management
- 3) Riga (15 Sept. 2010): Financing and support for start-up companies
- 4) Rostock (March 2011): Innovation support tools & networking

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More information:

New project contacts in the Baltic Institute of Finland

- Project Manager Johanna Vannes
(johanna.vannes@tampere.fi)
- Project Coordinator Pasi Sammallahti
(pasi.sammallahti@tampere.fi)

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