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**GoSmart BSR**

# GoSmart BSR Experiences

Interregional Cooperation workshop, Lagging Regions

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Bialystok University of Technology

Madrid, 25 February 2020

# # Partnership and project rationale / challenges

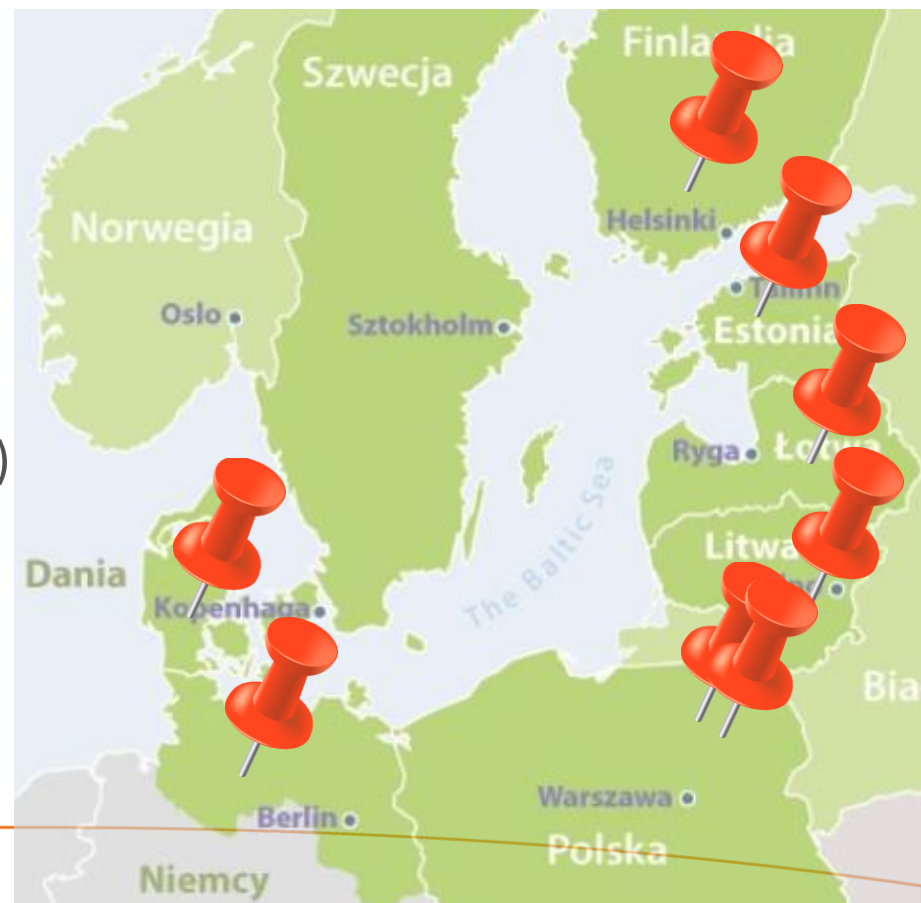


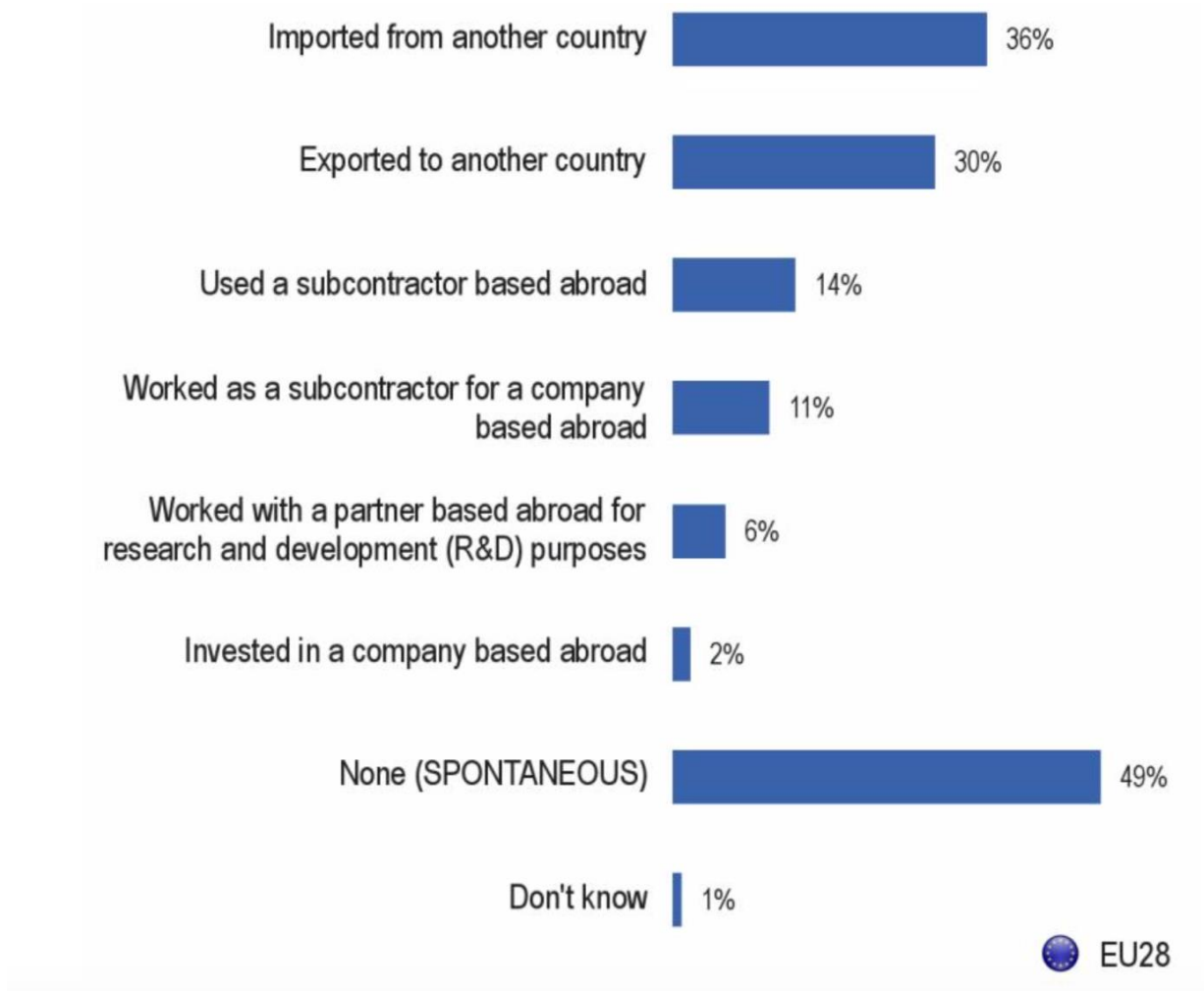
## Partnership & financing **GoSmart BSR**

- # Source of project financing: Interreg Baltic Sea Region
- # Budget: 1,76 mln euro
- # Amount of funding: 1,38 mln euro
- # Implementation period: 3 years, October 2017 - September 2020; Extension currently in the proceedings
- # Partnership: 7 regions / countries around the Baltic Sea
- # Final beneficiaries: SMEs, RIS holders

# Partnership GoSmart BSR

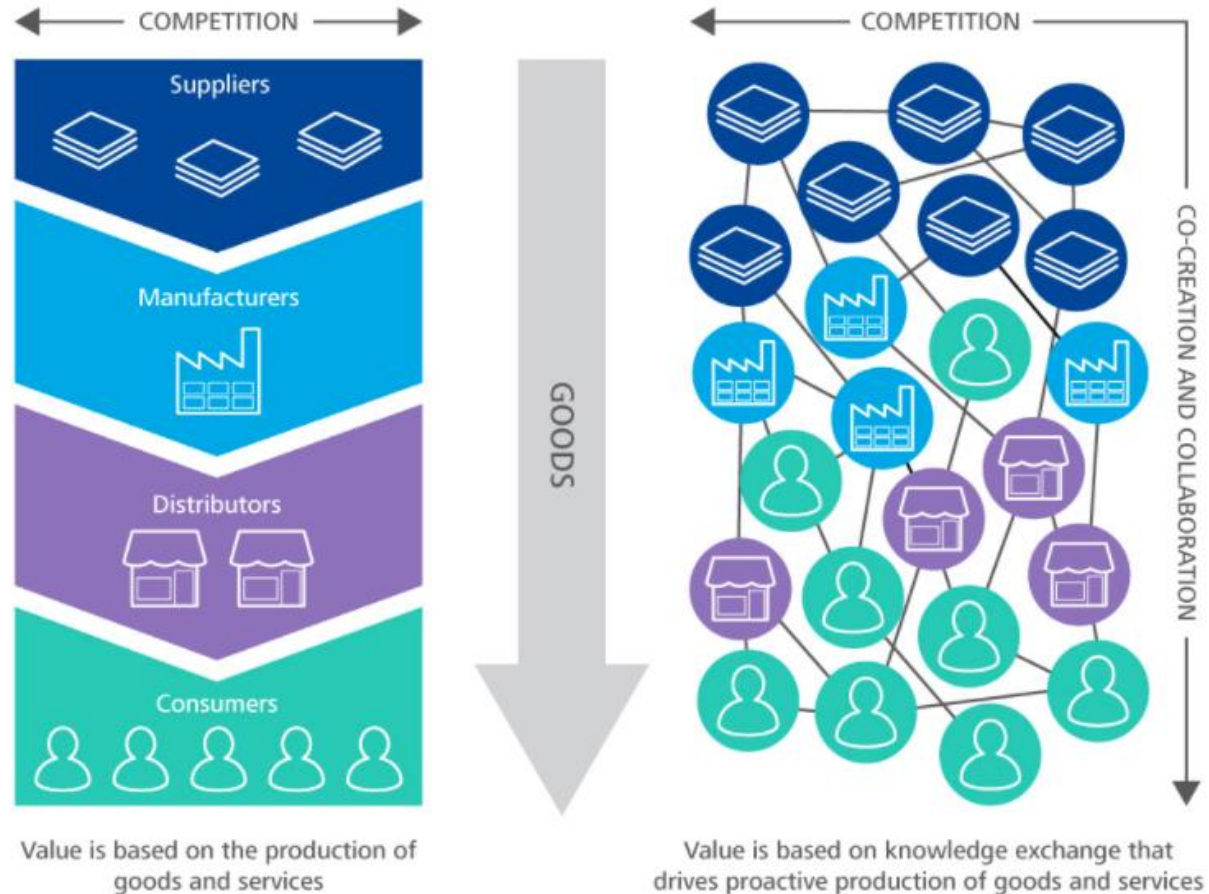
- # Project leader: Bialystok University of Technology (Poland)
- # Podlaska Regional Development Found (Poland)
- # Vidzeme Planning Region (Latvia)
- # Valga Municipality Government (Estonia)
- # Lithuanian Innovation Centre (Lithuania)
- # Kouvola Innovation (Finland)
- # Hamburg Institute of International Economics (Germany)
- # Business Aabenraa (Denmark)





‘In the last three years, has your company done any of the following inside the EU?’

# Today's business environment



Supply chain / Value web  
[Kelly, Marchese, 2015]



## Global world and regional specializations...



Corporations locate selected operations in different countries to achieve specific benefits

## GoSmart BSR aims


To develop a **transnational** approach to S3 and introduce a system of fostering SMEs innovation-based internationalization

In particular:

**#1** To develop methodology for identification and implementation of Transnational Smart Specializations

**#2** To establish, test and roll out functioning and sustainable Transnational Innovation Brokerage System (TIBS) in support of innovating SMEs groups across regions/countries

**#3** To initiate Smart Strategies at micro level, so that business sector improves knowledge and competences in managing innovations and innovation-bases internationalizations





## # Benefits and outcomes



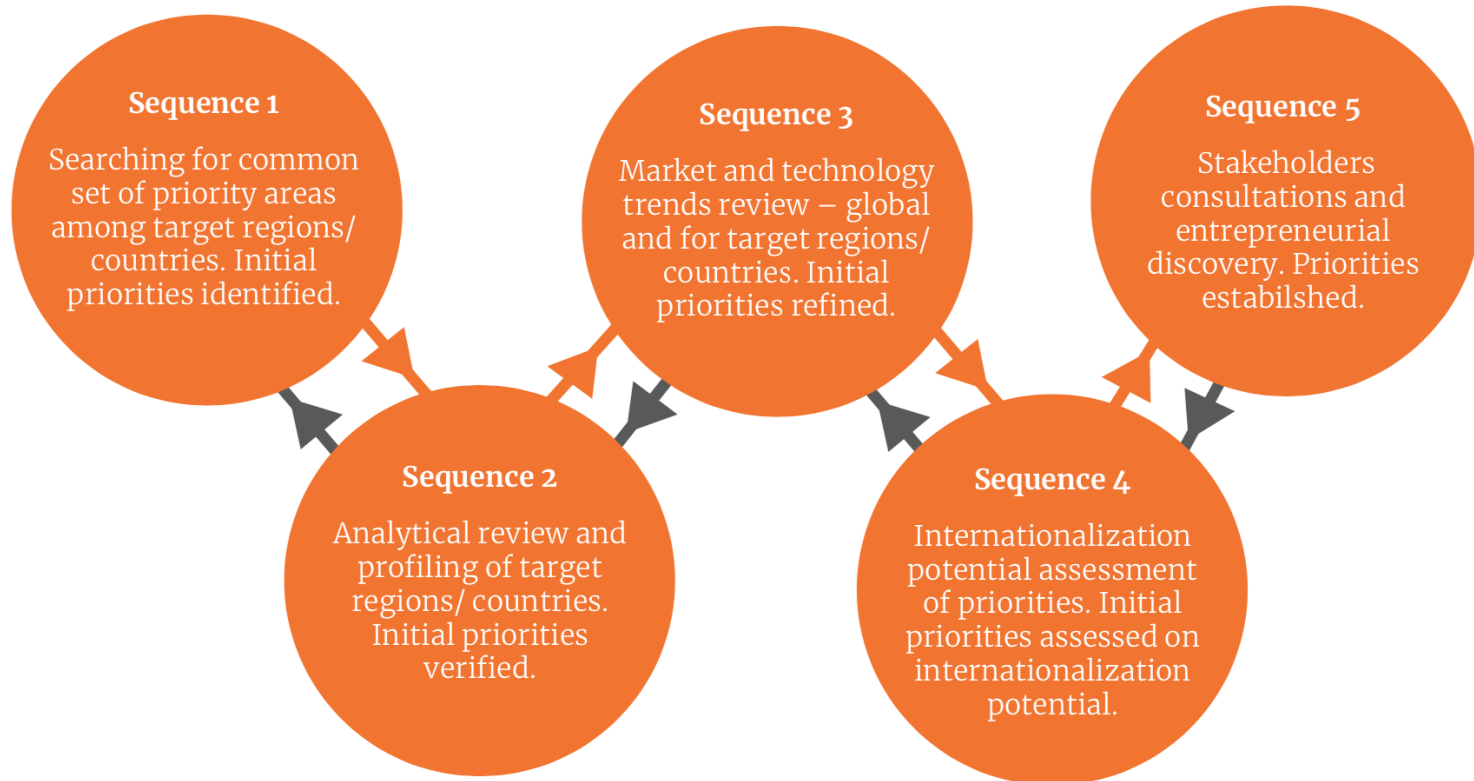
## S3 methodology vs Trans-S3 methodology



Trans-S3 methodology is based on S3 concept

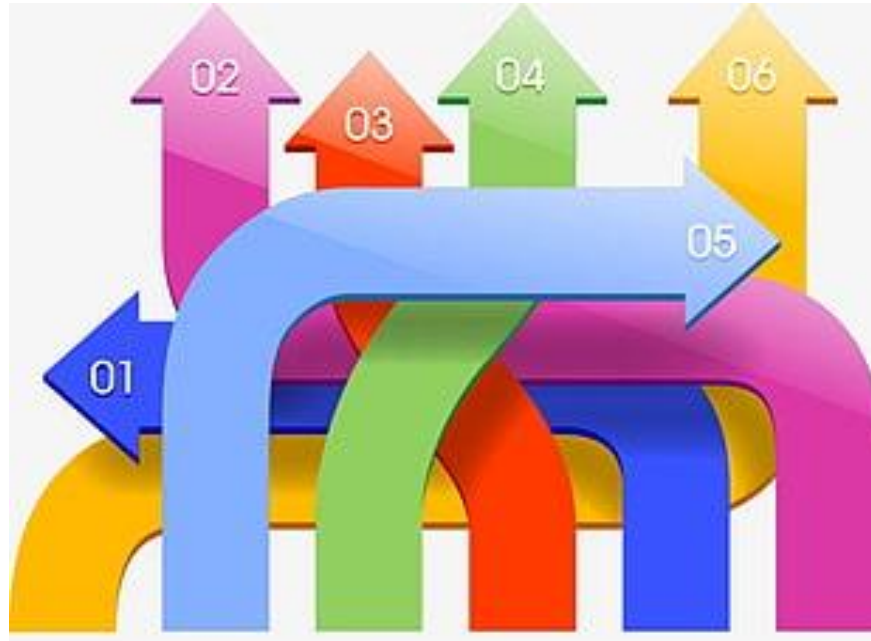
# Trans-S3 methodology

## PROCESS FLOW



## FEEDBACK

## Trans-S3 methodology



**Trans-S3 output:** Common smart specialisation priority areas among target regions/countries

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## Trans-S3 enables and makes TIBS more effective

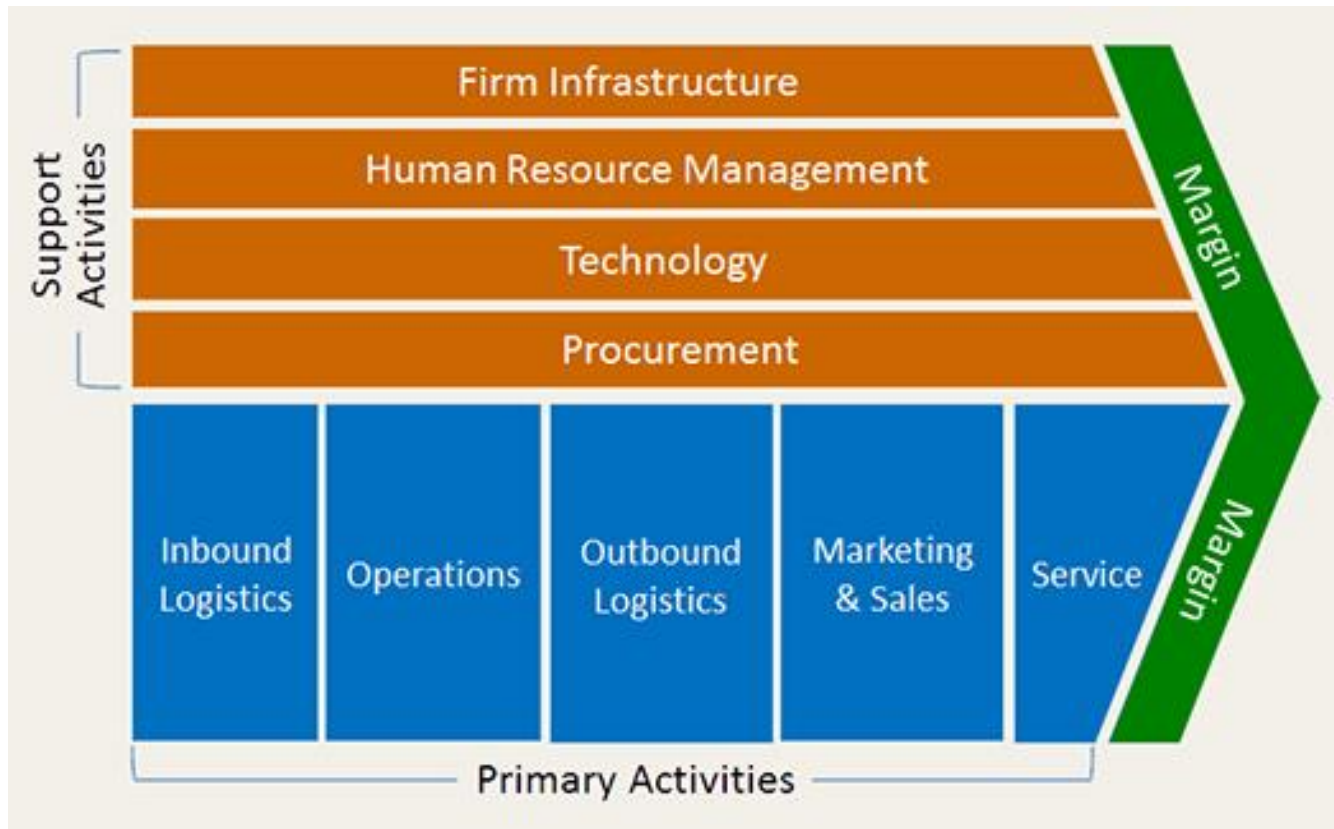


**TIBS:** a system that effectively supports the internationalization and innovation of SMEs in all components of the company's value chain



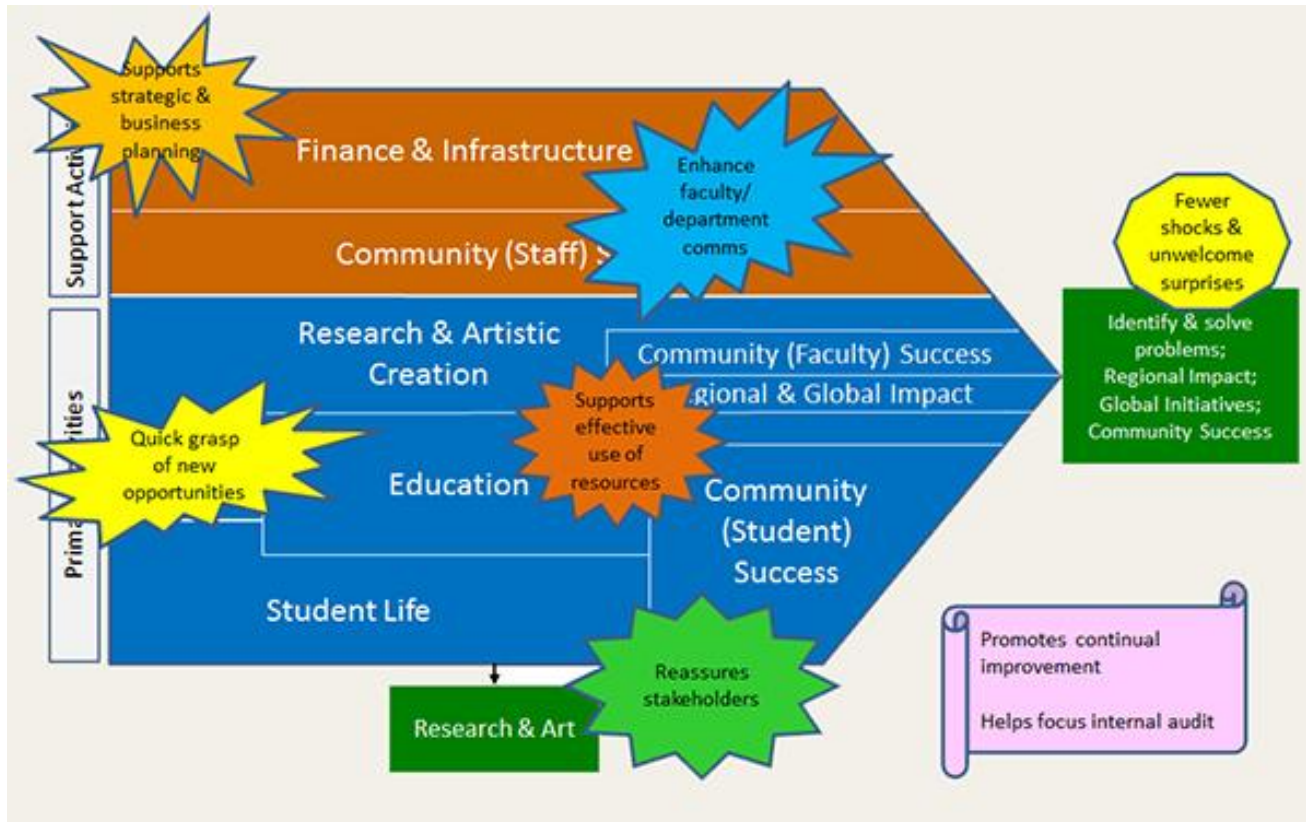
# Value Chain Model

Porter, 1991



**TIBS focuses on company's VC**

# Value Chain analysis – how TIBS deals with SMEs





[frugalfloish.blogspot.com](http://frugalfloish.blogspot.com)

“A firm combines its own knowledge from its own experiences (first-hand knowledge) with partners’ knowledge (second-hand knowledge), it will have the necessary conditions to internationalize”.

## GoSmart BSR in one picture



To take advantage of the opportunities offered by combined innovation and internationalization

## # Lessons learnt and recommendations




## Some of my humble thoughts (1)

**#1** Partnership: not everything what is yellow and shining is a gold – a partner from a developed country, a partner from an underdeveloped country

**#2** Define your interests and business, recognise the interests and business of your partners

**#3** Partnership: invest your time and money to find appropriate partners during project preparation phase (however, be sure you will be surprised a lot)

**#4** If you are going to be dealing with SMEs you will need someone who is experienced in that or **wants to be good** at work with companies





## Some of my humble thoughts (2)

**#5** Aims/methods: be extremely realistic and reliable, think twice whether what you aiming to do is doable and if **whether is valuable to someone**, present it clearly

**#6** Implementation phase: really strive for your aims and methodology, discuss

**#7** It is usually mandatory in such projects to be very close with your regional/country/local **development policy holders**, and this is necessary indeed, if you like to make real changes and offer something permanent for your stakeholders

**#8** Just talking about internationalization certainly contributed to strategies by regional businesses, we have done more, this is not only a marketing strategy, this is actually an important development step

## Summary: drivers and constraints to cooperation

# Partners' aims compliance and completion at organizational level

# People who are enthusiastic and proactive

# Realistic and consistent project design

# Real contribution to an indicated sphere – to do something important and valuable to someone

# Belief in what you do in your project



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**Thank you for your attention!**

**GoSmart BSR**