



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

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### PA INNOVATION:

– PA Innovation – Exploiting the full potential of the region in research, innovation and SME, utilising the Digital Single Market as a source for attracting talents and investments  
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Contributing in building an ecosystem for innovation and entrepreneurship by 2020 in the Baltic Sea region

Stimulate national R&I milieus , clusters and sme networks to transnational cooperation

In cooperation with EUs S3 plattform mobilise strong actors to take leadership in smart specialisation and capacity building EU projects

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Cooperate with EU managing authorities for increased project quality.

Coordinator ( Interface) between policy - EU level and flagshipprojects

## PA INNO responsibilities 2015



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## Merged list of 10 most common priority areas

Sustainable innovation	61
ICT, creative media and Digital Agenda	57
Health and Wellness	46
Energy, Sustainable energy & renewables	35
Tourism, restaurants & recreation	33
KETs -Advanced manufacturing systems	31
Agro-food	27
KETs - Advanced materials	23
Transporting & storage	21
Service innovation	19



Data merged from three dimensions - (number of priorities not regions or MS)

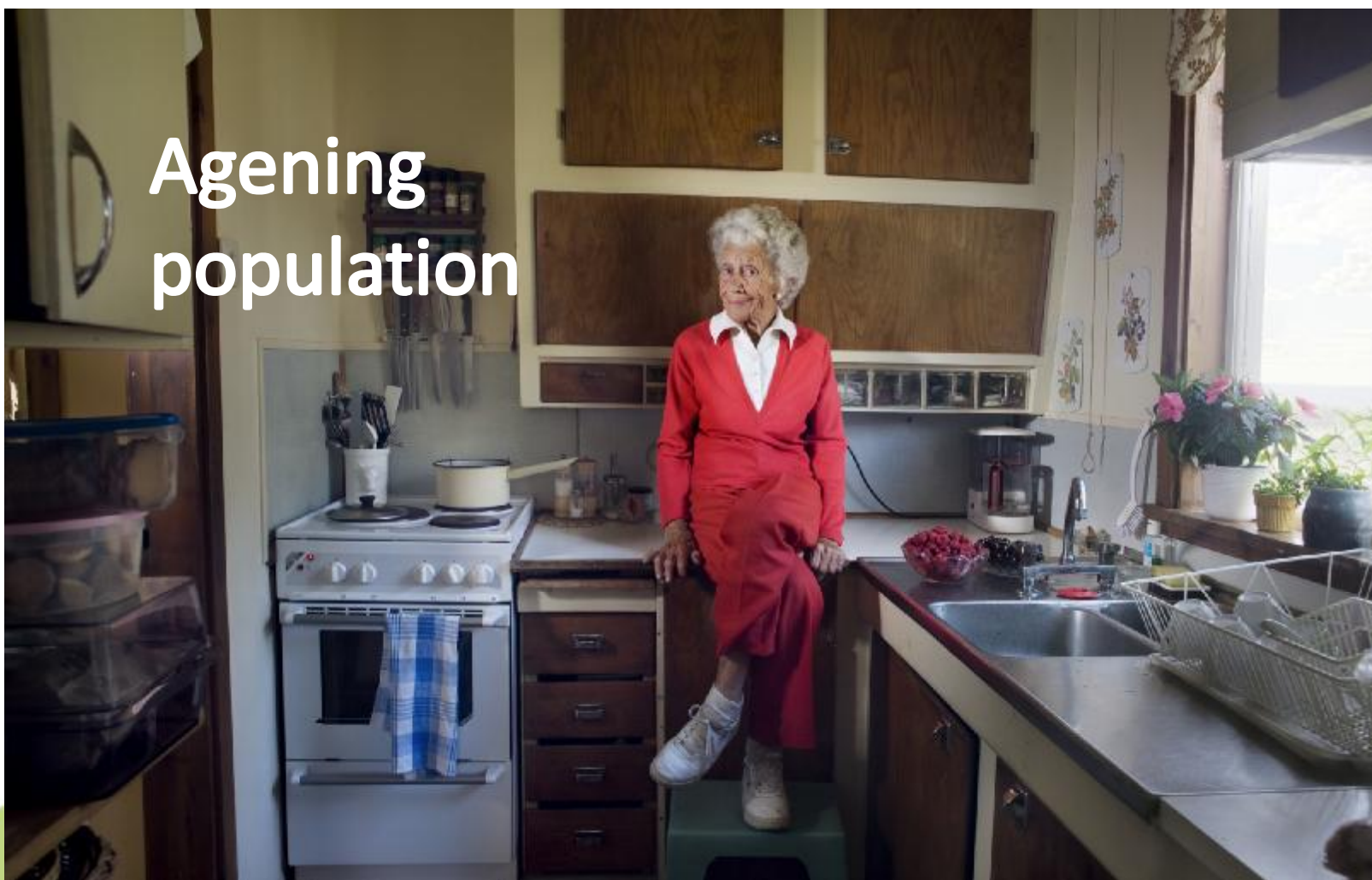



## Smart specialization

= smart combination of competencies  
in the region




# Ageing population





Creating globally leading  
innovation hubs

- using excellencies from  
neighbouring countries



# Multifunctional kitchen for elderly people

Competencies within the partnership

Design

Market knowledge

Material design

Production efficiency + logistics

Knowledge of user abilities

Kitchen appliances/IT solutions



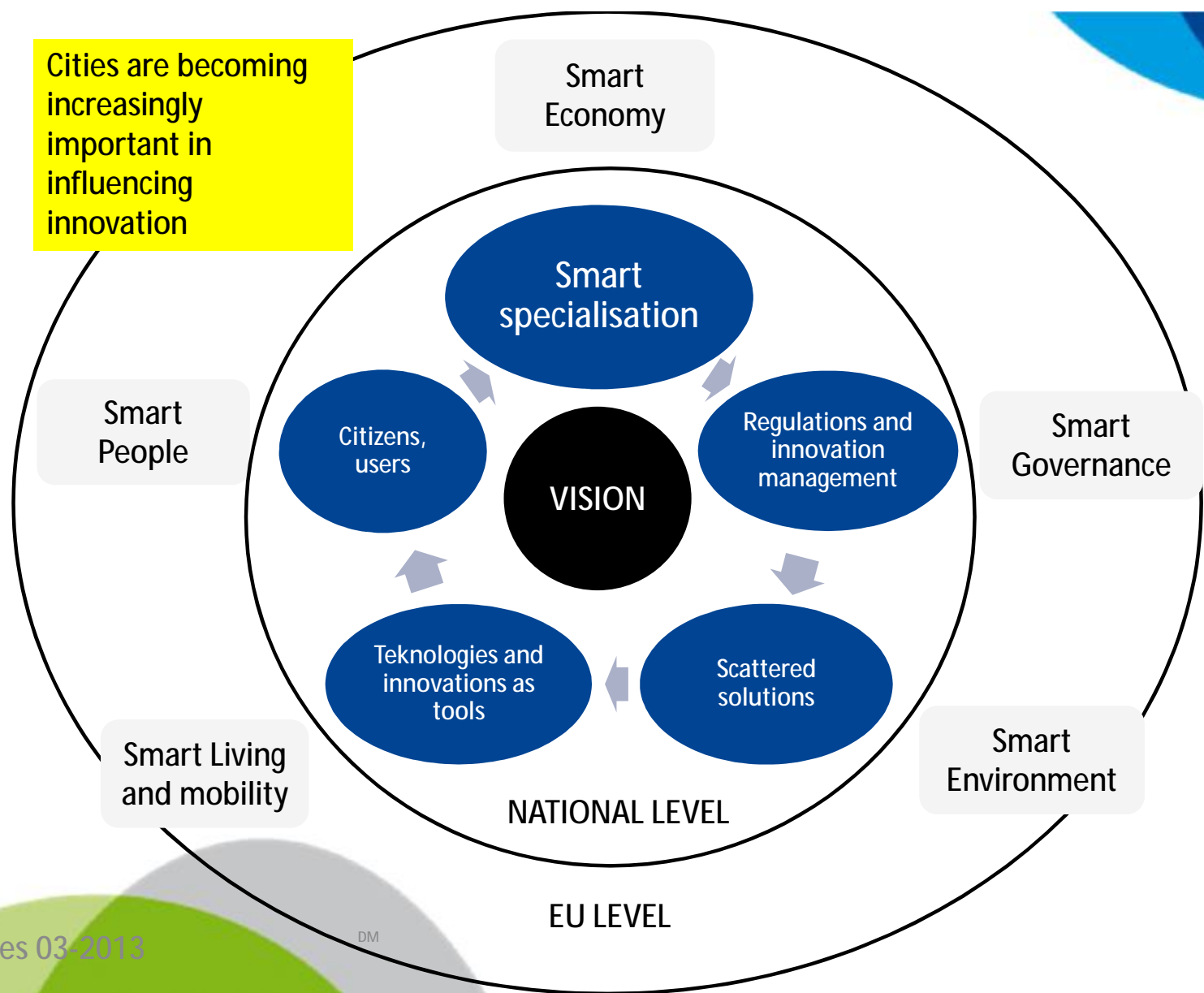


## What is smart specialisation?

- The original smart specialisation concept assumes that context matters for the potential technological evolution of innovation systems.
- ERA – different countries and regions would tend to specialise in different knowledge-related sectors depending on their capabilities





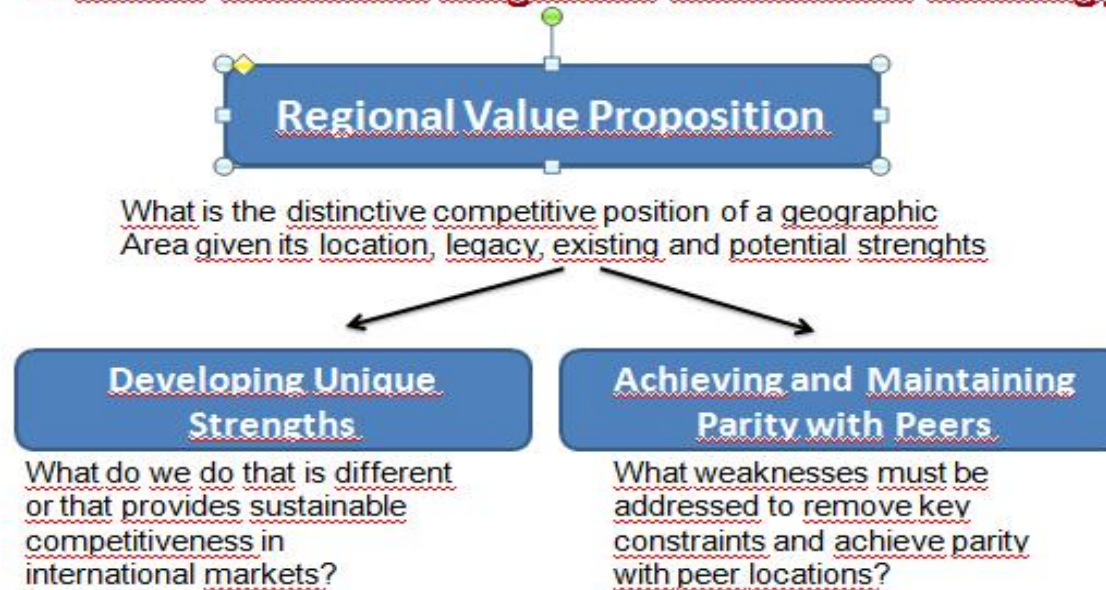


Source: Tekes 03-2013

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# How to improve regional economic strategy?

## A Move Towards Regional Economic Strategy



Source: Scott Stern, MIT 2012

## What is a Regional Economic Strategy?

### Objective

- What does the region want to accomplish? Cannot simply be "economic growth", but instead identify particular goals and motivations that can guide public and private sector choices and investments

### Regional Capabilities

- What are the current capabilities of the regional economy? Innovative or entrepreneurial capacities?
- What are the distinctive and unique strengths of the economy?
- What are our key clusters?
- What is missing? What needs to be built? By the public? By the private sector?

### Scope

- What are the regional priority areas?
- Stages of the value chain and the level of economic development
- Cluster and Stakeholder Focus
- Not "picking winners"

### Regional Positioning

- What are the distinctive contributions of the region that will allow firms within that region to establish and sustain competitiveness in international markets?
- How can we establish a dynamic regional identity premised on innovation-based entrepreneurship?

Source: Scott Stern, MIT 2012

## HOW Smart specialisation within PA INNO

- BSR Stars flagship - StarDust project 2010 – 2013
- Developed the Interreg BSR program 2014-2020 ( 1.2 smart specialisation)
- Started a joint mobilisation program with focus on regions in BSR with



- Joint transnational workshops ( 2014 – 2015)
  - Malmö, Riga, Vilnius and Jurmala