



BSR STARS

Innovation in the Baltic Sea Region

Transnational Innovation Cooperation in the Baltic Sea Region - lessons learned and remaining questions

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Smart specialization (à la BSR)

= smart combination of specialized competencies in the (macro) region



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Mobile Vikings



MarChain



Comfort in Living



Clean Water



Active for Life



Pilot projects in StarDust



Comfort in Living

Competencies within the partnership

Design

Market knowledge

Material design

Production efficiency + logistics

Knowledge of user abilities

**Kitchen appliances/IT
solutions**



What are the key lessons learned from our experience with transnational innovation collaboration?

Stronger Together

Strengthening Global Position through Business
and Innovation Collaboration in the BSR

At the outset, need:

- Clear strategic idea and value proposition
- Capable leadership – of each partner and the partnership
- Commitment from home organisation and regional/national government (a stable policy frame)

When underway, remember:

- Cluster organisations can be used to mobilise and accelerate international activities
- Offer activities of value to the cluster actors (FOTAS)
- Keep a balance between developing strategy and **doing things** together
- Be open/prepared for change (partnerships are dynamic; financial instruments typically are not)

What questions/challenges are we still struggling with?

- Which funding mechanisms are most relevant/efficient for transnational innovation activities?
 - For transnational cooperation projects (involving companies and research organisations, and cluster organisations/other intermediaries)
 - For developing innovation capacity and learning across such projects and developing the programme frame
- How do we measure success? What are relevant targets for transnational innovation activities?
 - Related to business/commercial or research aims
 - Related to aims of strengthened collaboration/cohesion