



EUSBSR EU STRATEGY FOR THE BALTIC SEA REGION



SUOMEN ITÄMERI-INSTITUUTTI
THE BALTIC INSTITUTE OF FINLAND

Interreg Baltic Sea Region Programme 2021-2027: Kommenttipuheenvuoro (IBSR ja EUSBSR)

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EU Strategy for the Baltic Sea Region

Interreg
Baltic Sea Region



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First macro-regional strategy

Agreement between **eight EU Member States** and the European Commission to strengthen cooperation in the Baltic Sea region

- ✓ **Objectives:** save the sea, connect the region and increase prosperity
- ✓ **Action plan:** most important actions for implementation
- ✓ **Policy areas:** actions thematically organised in 14 policy areas

<https://balticsea-region-strategy.eu/>



EUSBSR Policy Area Innovation: New Action Plan 2021-

Added value:

Policy Area Innovation (PA INNO)

- promotes a globally competitive position within innovation for sustainable economic growth in the BSR, and provides a strong platform for an enhanced macroregional collaborative ecosystem for innovation, research, SMEs and digitalization.
- enables shared learning through knowledge-transfer activities
- creates and strengthens networks across the Baltic Sea region
- aligns resources and regulations e.g. through co-ordination of funding sources
- facilitates the joining up of forces in common programs and investments and in the development of solutions for common challenges; and
- enhances BSR's profile, visibility and attractiveness as a partner of choice for international innovation cooperation within and beyond the BSR.

EUSBSR Policy Area Innovation: Coordinators

PA INNO is managed and coordinated in close cooperation of the three PACs:

The Baltic Institute of Finland – main coordinator

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EUSBSR Policy Area Innovation: Steering Group

- PA INNO SG consists of representatives of the national or regional governments of EUSBSR Member States. SG members come from key ministries or authorities in the relevant field.
- In PA INNO SG, representatives of non-EU neighbouring countries are invited as members (Norway, Iceland)
- PA INNO has prioritised Smart Specialisation to secure that innovation measures are designed to better meet the local and subregional level need of actions. Therefore, also subregional/local level is represented in the SG (one subregional/local level SG member)
- A representative of the European Commission's Directorate-General for Regional and Urban Policy (DG Regio) participates in SG meetings as a strategic advisor.

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Interreg Baltic Sea Region 2021-2027 and EUSBSR Policy Areas



**Priority 1
'Innovative
societies'**



1.1 Resilient economies
and communities

**EUSBSR policy area
Innovation**



1.2 Responsive public
services

**EUSBSR policy areas
Innovation, Health,
Spatial Planning**



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Priority 2
Water-smart
societies



2.1 Sustainable waters

EUSBSR policy areas
Nutri, Hazards,
Bioeconomy, Spatial
Planning, Ship,
Innovation



2.2 Blue economy

EUSBSR policy areas
Nutri, Hazards,
Bioeconomy, Spatial
Planning, Ship,
Innovation



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Priority 3
Climate-neutral
societies



3.1 Circular economy

EUSBSR policy areas
Innovation, Energy



3.2 Energy transition

3.3 Smart green mobility

EUSBSR policy areas
Innovation, Energy,
Transport



EUSBSR Policy Area Innovation: IBSR relevant actions/topics in 2021-2027

Action 1: Challenge-driven innovation

Macroregional challenge-driven innovation policies and actions **aiming at fostering disruptive, breakthrough and market-shaping innovations to respond to the 21st century social, environmental, and economic grand challenges in the BSR.**

Potential topics

- Sector/S3 priority-specific S3/4 initiatives (e.g. on blue growth, circular economy/industrial symbiosis, health, industry 4.0, smart cities, low carbon energy) having the potential to solve BSR challenges, to generate new business, and to encourage the development of BSR value chains
- Promotion of stronger BSR value/supply chains that would be able to respond to future undesired external disruptions
- Methods and tools for the facilitation of the systemic change needed for green transition and sustainable and inclusive growth, and transformation of business models
- Initiatives on public procurement for innovation (challenge-based procurement)

Action 2: Digital innovation and transformation

Digital transformation is a societal change in BSR.

Potential topics

- Real-Time Economy; Development of common standards for interoperable public and private solutions (e.g. on smart green mobility and harmonising of mobility systems)
- Joint development and implementation of Digital Innovation Hubs (DIHs) (e.g. to promote data-driven solutions and business models for sustainable industry)
- Digital, data-driven solutions for sustainable business and growth in BSR (promoting the twin transition in BSR, e.g. digital transformation of bio and circular economy in BSR)

EUSBSR Policy Area Innovation: IBSR relevant actions/topics in 2021-2027

Action 3: Co-creative innovation

Ecosystems and platforms are emerging as key frameworks for economic and innovation activity also in BSR. **Transnational platforms and change agents are needed to connect Baltic Sea region innovation ecosystems** and having access to public, research and business groups, to engage them in the collaborative process of co-creation to bridge the existing knowledge, skills and market access gaps for SMEs.

Potential topics

Co-creation as a horizontal theme / overarching approach to all EUSBSR PA INNO actions, it can be applied in any topic/project

- **To scale up the use of co-creation among BSR SMEs** through improving their capabilities and absorptive capacities to efficiently turn market demand driven ideas into innovations
- **To connect innovation ecosystems across BSR** through developing and piloting systematic models and practices to engage BSR SMEs, researchers, test facilities and end users in co-creation activities
- **To facilitate the understanding and change of mindset among policy-makers** and SMEs to scale up practical co-creation activities in BSR and
- **To promote transnational cooperation and SMEs access to RDI infra**, and transnational exchange and joint development between Innovation Infrastructure Organisations and incubators.

EUSBSR Policy Area Innovation: general advice for IBSR applicants

What should applicants consider when developing their applications?

- study EUSBSR actional plan and projects 2014-2020 (27 in PA INNO) -> develop something new, innovative, not same as before; we need to proceed to the next level of BSR cooperation, one step further (more strategic, from connecting phase and actions (matchmaking, mapping etc) to demonstration and commercialisation and scaling up)
- ensure Pan-Baltic impact (through partnership quality, geographic coverage, scaling-up plans, sustainability)
- twin transition is a key! (EU green deal and digital compass)
- connect BSR innovation ecosystems (co-creation and engaging the business sector, civil society - end-users, citizens)

How can PACs help applicants in developing their proposals? How will PACs help project partners in implementing projects? How can applicants get in contact with PACs?

Support from PACs (during application process and implementation), including:

- a tailored summary/info sheet to be published in late January on PA INNO website (maybe also on IBSR website)
- opportunity for an additional online support/Q&A session for interested applicants
- for approved projects: policy dialogue/exchange/coordination support (incl. with our SG), dissemination, communication and joint events and potential cross-MRS exchange during implementation.



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EU STRATEGY FOR THE BALTIC SEA REGION

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