



EUROPEAN  
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GO SMART  
INNOVATE ACROSS BORDERS



# Innovation policy and practice developments planned for 2021

EU Industry Week

Setting a new direction towards smart and collaborative innovation  
in the Baltic Sea Region

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Smart specialisation (S3) as new approach to **innovation**,  
industry transformation, and regional development

*In 2021, the GoSmart&Excel BSR Interreg project  
will further significantly enhance the S3  
policy and practice.*

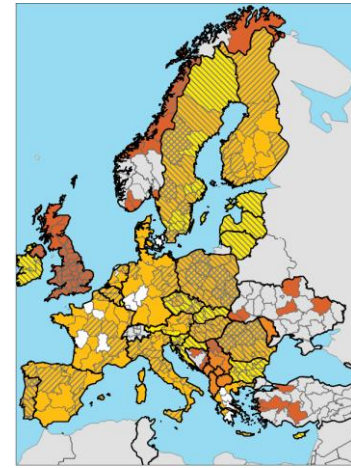


# Smart specialisation (S3) as new approach to innovation, industry transformation, and regional development



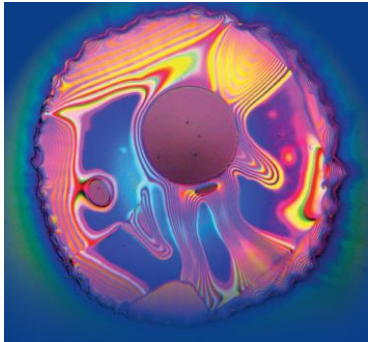
## S3 constitutes a solid policy framework...

- Powerful combination of:
  - Scientific, technological and economic specialisation in the development of comparative advantage and in driving economic growth
  - Policy intelligence for identifying domains of present or future comparative advantage
  - Governance approach with the key role of regions, private stakeholders and entrepreneurs in translating S3 into economic and social benefits
- Hundreds of Regional and National S3s in the EU and beyond
- Effective support to major public policy objectives - SMEs collaboration, economic growth (GDP per capita), employment, government effectiveness



top-down (macro/mezzo)

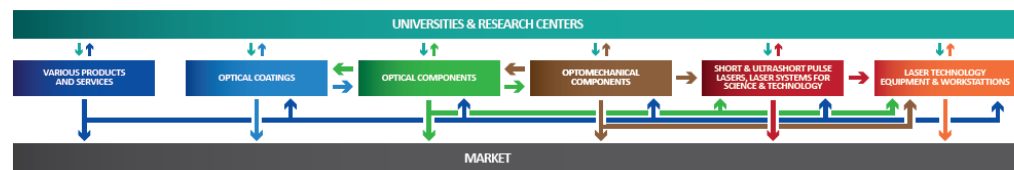
# Smart specialisation (S3) as new approach to innovation, industry transformation, and regional development



S3 is a (socio-) economic reality...

- A robust, specialised cluster of companies, research institutes and other organisations

Example



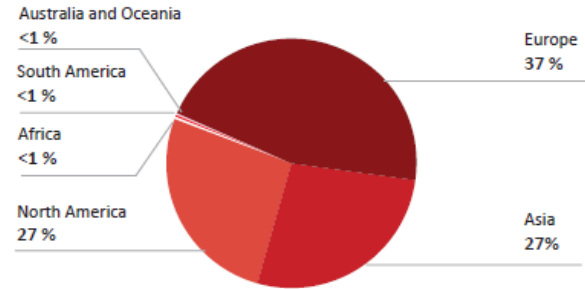
Smart specialisation (S3) as new approach to innovation, industry transformation, and regional development

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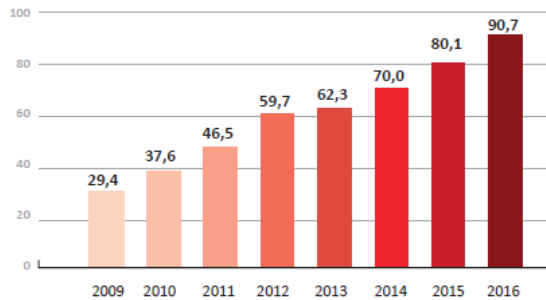
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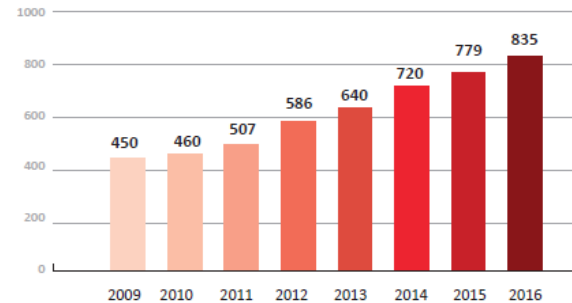
Export distribution by continent (%)



Growth in laser industry sales (million EUR)



Job growth

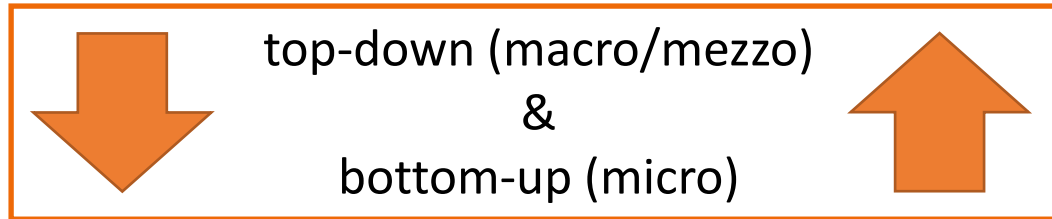


has been working both ways



## Developing policy framework

- Methodology for Transnational Smart Specialisation Strategy (Trans-S3)
- Trans-S3 for GoSmart BSR Partner Regions



## Supporting (socio-)economic reality

- Transnational Innovation Brokerage System (TIBS) –

assisting innovation and internationalisation by the most challenged but also potentially highly innovation-inclined actors, that is SMEs



# GoSmart&Excel BSR

in 2021

will take S3  
to 'higher  
grounds'

&

expand and  
work towards  
excellence in  
TIBS services  
provision



## Developing policy framework

- Improved Methodology for Transnational Smart Specialisation Strategy (Trans-S3)
- Trans-S3 for the **whole Baltic Sea Region**



## Supporting (socio-)economic reality

- Transnational Innovation Brokerage System - **expansion and digitalisation**

**in 2021**

**will take S3  
to 'higher  
grounds'**

**&**

**expand and  
work towards  
excellence in  
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provision**

## **Expected results:**

- More project partners (8 -> 10)
- New Trans-S3 for BSR
- Improved Trans-S3 methodology
- More TIBS service points (7 -> 17)
- TIBS using IT-tool for service delivery
- New innovation projects by SMEs (Joint Transnational Smart Strategies, JTSS): 10-15



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*EU Recovery and Resilience Building:*

**Green Digital Inclusive**

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*Trans-S3 for GoSmart BSR Partner Regions (core domains):*

- Innovative technologies, processes, and products of **agro/food- and forestry/wood** industry, including **healthy, safe and functional food and beverages**
- **Information and communications technology** infrastructure, cloud computing solutions and services, information interoperability, ICT in industry and services, science and development, software development and programming
  - **Digitalisation**: cybersecurity and gamification, digital applications
- **Innovative transport and logistics**, including secure, smart transport and logistics systems, including last-mile logistic, material handling engineering, etc.

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*Trans-S3 for the whole BSR (core domains):*

**To Be Defined**

*Thank you*

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