

Innovation and Prosperity in the Baltic Sea Region – New tools for transnational collaboration

May 7th 2009

Copenhagen, Denmark

Radisson SAS Falconer, Falkoner Allé 9

Background and Rationale:

The financial crisis has urged governments to strengthen focus on innovation and its importance for economic growth and competitiveness, an area that was already prioritised because of the impacts of globalisation. On a national level, governments develop innovation strategies and systems of governance to implement these strategies. However, concrete activities to strengthen innovation are no longer limited by national borders and can be difficult to handle effectively from a national perspective only. ***Just like the innovation process itself, innovation policy is internationalising, providing opportunities for countries to act together and find new approaches to achieve joint goals.***

Within the Baltic Sea Region (BSR), ten countries have joined forces in order to pursue the implementation of trans-national innovation programmes (focused on cluster development). The BSR InnoNet project (2006-09), has had the objective of designing concrete activities and frameworks that facilitate transnational linkages between various types of innovation environments or cluster initiatives. The longer-term aim of these types of transnational activities is to strengthen the international competitive position and prosperity for the Baltic Sea Region as a whole.

In 2009, the BSR InnoNet project will conclude, yet the outcomes will live on within the broader and longer-term framework of the EU's BSR Strategy – a first-of-its-kind macro region strategy within the EU. The methods, proposals, and structures for cooperation that have been initiated in the BSR InnoNet will be further developed into an integral part of a flagship programme of the EU strategy for the Baltic Sea Region, aimed at fulfilling the objective of making the region a prosperous place.

In other countries throughout Europe, clusters are viewed as an effective tool to spur innovation. Over the past years, policymakers working with clusters as an instrument of innovation policy have joined forces to learn from each other – as members of the European Cluster Alliance. One of the future priorities of the European Cluster Alliance is the internationalisation of clusters – understanding how to support transnational collaboration within Europe, as well as with innovation hubs outside of Europe. The ways of implementing transnational collaboration for innovation in the BSR can serve as an example for other macro regions and transnational innovation networks.

Conference Objectives:

Given this background, the conference has two overall objectives:

- To present new national and EU-level tools for innovation and prosperity in the Baltic Sea Region
- To highlight methods and outcomes of the BSR InnoNet as a successful case example of trans-national collaboration

The Nordic Council of Ministers (NCM) is responsible for hosting this conference, as part of the BSR InnoNet activities. The conference will be held in conjunction with a half-day meeting of the European Cluster Alliance on May 8th.

Programme

9:00-10:00 **Registration and Breakfast**

Responding to Current Challenges in Achieving Prosperity – policymakers' perspectives

- 10:00 **Opening Addresses**
 Halldór Ásgrímsson, Secretary General of the Nordic Council of Ministers
 Lene Espersen, Deputy Prime Minister, Minister for Economic and Business Affairs,
 Denmark
- 10:30 **Shared Challenges and New Approaches – Macro Regions**
 José Palma Andrés, Director, DG Regio
 Maria Åsenius, State Secretary, Ministry of EU Affairs, Sweden
- 11:00 **National Perspectives – the importance of working together**
 Grazyna Henclewska (TBC), Undersecretary of State, Ministry of Economy, Poland
 Kaspars Gerhards (TBC), Minister of Economy, Latvia
- 11:30 **Facilitated Q&A**
- 12:00 **Lunch**

Working in an Interlinked Economy – Keynote Address

- 13:00 **The New Economic Geography and the role of macro-regions – perspectives on
 the Baltic Sea Region**
 Kenichi Ohmae
- 13:45 **Moderated Q&A**



For a period of twenty-three years, Dr. Ohmae was a partner in McKinsey & Company, Inc., the international management consulting firm, and co-founded its strategic management practice. His special area of expertise is formulating creative strategies and developing the organizational concepts to implement them both for private and public sectors. Some of Japan's most famous and internationally successful companies continue to seek his help in shaping their competitive strategies. Likewise, his counsel is also much in demand among Asian, European and North American-based multinational and governmental institutions. He has also played a vital role in assisting Asian Governments to develop future oriented-regional strategies. Dr. Ohmae has published over 170 books (including *The Borderless World* and *The Next Global Stage*), and has contributed numerous articles to major publications (e.g., *Wall Street Journal*, *Harvard Business Review*, *Foreign Affairs*, *New York Times*). Currently, Dr. Ohmae holds numerous academic and business posts, and resides in Tokyo.

New Tools for Transnational Collaboration

- 14:00 **Transnational Cluster Linkages and Learning – results and tools from the BSR
 InnoNet and the future framework of the EU's BSR Strategy**
 Reinhard Büscher, Head of Unit, DG Enterprise and Industry
 Gunn Ovesen, CEO, Innovation Norway and Chair of the BSR InnoNet Steering
 Committee
 Lena Gustafsson, Acting Director General and Sven-Gunnar Edlund, Director of
 Innovation Actors Division, VINNOVA
- 15:00 **Coffee Break**

15:15

Parallel Break-out Sessions

<p>Breakout Session #1: Transnational Cluster Collaboration – Examples from the European Cluster Alliance</p> <p><i>Over the past three years, four INNO-Net projects have focused on developing transnational innovation programmes supporting clusters. This session will present some of the resulting tools from these four projects.</i></p> <p>Moderator: TBD</p> <p>Infrastructure for transnational cluster linkages (TBC) Lynn Taylor, CLUNET</p> <p>Tools for SME Networking and Mobility Michel Ganootte, INNET</p> <p>Policy Framework and Implementation of Transnational Cluster Collaboration Partners from CEE-Net</p> <p>Tool for fact-based cluster policy – results from pilot on life science clusters in the BSR Andreas Graversen, BSR InnoNet</p>
<p>Breakout Session #2: Global Perspectives on Current and Future Cluster Policy Frameworks</p> <p><i>Many countries and international organizations have developed their approach for supporting clusters – and international linkages between them. This session will present a number of perspectives on cluster policy in a global context.</i></p> <p>Moderator: Reinhard Büscher, Head of Unit, DG Enterprise and Industry</p> <p>Better Support to International Cluster Cooperation – some preliminary thoughts from the ECPG Tea Petrin, Chairman of the European Cluster Policy Group (ECPG)</p> <p>Regional Clusters of Innovation – International Lessons from the American Experience Dr. Bill Kittredge, Director, National Programs and Performance Evaluation, Economic Development Administration, USA</p> <p>Policy Frameworks for Clusters and Business Networks Giovanna Ceglie, Unit Chief, Clusters and Business Linkages, Private Sector Development, UNIDO</p> <p>Other examples TBD: Japan, Russia</p>
<p>Breakout Session #3: Transnational Cooperation in Macro Regions – an EU inter-service session</p> <p><i>The EU Strategy for the Baltic Sea Region is a first-of-its-kind macro region strategy in Europe. The development and coming implementation of this strategy has required new perspectives on platforms for cooperation, new ways of working with member states, and new methods of coordinating between policy areas and leveraging support instruments. This session will present the European Commission's visions for transnational collaboration within macro regions, and how this has worked within the context of the EU's BSR Strategy.</i></p> <p>Moderator: TBD</p> <p>Macro Regions – a new platform for transnational cooperation? Representative from Academia TBD</p> <p>Development and Implementation of Macro-Region Strategies – perspectives from the European Commission Colin Wolfe, Head of Unit, DG Regio</p> <p>Development and Implementation of Macro-Region Strategies – perspectives from a stakeholder Stephan Mächler, President, Baltic Chambers of Commerce Association</p>

Breakout Session #4: *Linking Research and Innovation Hubs Globally*

The European Cluster Memorandum calls for increased specialization – and for countries to build on existing national strongholds. Countries in Europe and elsewhere have initiated new methods for linking their research and innovation strongholds with comparable hubs globally. This session will present a number of examples of how this has been done.

Moderator: TBD

Finding and Linking Innovation Environments Globally – the case of the Fin Nodes programme

Antti Valle, Director of Innovation Environments Unit, Ministry of Employment and the Economy

Joint innovation representation in new markets – Nordic innovation representation in Asia

Kristian Birk, Head of Division, Department for Growth and Welfare, Nordic Council of Ministers

Other examples TBD: Swiss Knowledge Networks Programme, New Zealand Global Expert Programme, Japanese Regional Industry Tie-up Programme

Breakout Session #5: *Behind the Scenes of the BSR InnoNet Transnational Cluster Initiative Pilots*

The two pilot programmes on transnational cluster cooperation and capacity building activities (supporting the four pilots in ICT, Sustainable Energy, Functional Food and Wood Design) have produced valuable lessons on what works and what imposes difficulties. The session will elaborate on core results and recommendations for future transnational cluster collaborations.

Objectives and milestones of the BSR InnoNet pilot programmes

Pouline Terpager, WP6, Nordic Council of Ministers and Helene Vogelmann, WP3, VINNOVA

Pilot programme on Innovation and Clusters and Reports from Bio-energy and ICT pilots

Bogumil Hausman and Karin Nygård Skalman, VINNOVA

Pilot programme on Capacity Building

Eivind Petershagen and Trine Steen, Innovation Norway

A critical perspective - challenges to be tackled in a future BSR programme

Arne Ericsson, TBC

Towards a BSR Strategy and trans-national BSR Programme

Ulf Savbäck, Ministry of Enterprise, Energy and Communications and Sven-Gunnar Edlund, VINNOVA

Film on "Why clusters matter and how service innovation can be addressed in innovative clusters?"

DG Enterprise, VINNOVA and Region Skåne

16:45 **Coffee Break**

Closing Session

17:00 **Panel Discussion - *How innovation strategies and methods for implementation may change in the future***

Tea Petrin, Chairman of the European Cluster Policy Group;
Finn Lauritzen, Director, Danish Enterprise and Construction Authority;
Gerd Meier zu Köcker, Director, VDI/VDE-IT, Germany; and
Andris Ozols, Director, Latvian Investment and Development Agency

17:45 **Summary Remarks: Applying new tools – considerations for the future**

Kenichi Ohmae

- 18:00 **End of Day**
- 19:00 **Conference Reception**
Mielcke & Hurtigkarl, Frederiksberg Runddel 1

Conference participants who are members of the European Cluster Alliance are invited to participate in the Second General Assembly of the European Cluster Alliance (ECA) on May 8th.

Second General Assembly of the European Cluster Alliance

***Fostering international cluster cooperation as a way to improve the level of excellence
and openness of clusters in the EU***

- 9:00 **Opening Address**
Reinhard Büscher, Head of Unit, DG Enterprise and Industry
- 9:15 **Latest developments and achievements from the Four INNO-Net projects**
- BSR-Network, by Jens-Erik Lund
 - CEE-Network, by Iris Reingruber
 - CLUNET, by Lynne Taylor
 - INNET, by Michel Ganoote
- 10:15 **Presentation of the CEE-Network Report on “Existing policy measures to support international cluster cooperation across EU countries and internationally”, developed as part of the European Cluster Alliance work**
Iris Reingruber, TMG, Austria
- Q&A**
- 10:45 **Coffee Break**
- 11:00 **Presentation of the strategic paper: *Towards more and better international cluster collaboration***
Nikos Pantalos, DG Enterprise and Industry
- Q&A**
- 11:30 **Facilitated Discussion on Key Questions**
- How can relevant foreign partners be identified – building upon and better valorizing and connecting on-going national initiatives?
 - How can international strategy development (and trust-building) processes be better facilitated at EU level?
 - What financial instruments can be used and streamlined to better support international operational activities?
- 12:00 **Reporting Back**
- 12:15 **Wrapping-up and Next Steps for the ECA**
- 12:30 **Lunch**