

“How to get Smart Specialisation Strategies closer to business?”

6-7 March 2019, Berlin (Germany)

Emplnno Final Conference

Documentation

The Final Conference of the Interreg Baltic Sea Region project Emplnno was kicked off on 6th March 2019 at the Adlershof Technology Park, located in South East Berlin.

The event was officially opened by welcoming words from Christian Weiß, the Managing Director of Rostock Business and Lead Partner of

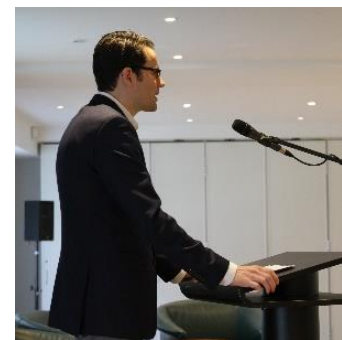


Christian Weiß

Emplnno. Referring to three years of successful cooperation, transnational knowledge exchange and specific success stories of project partners, Mister Weiß exemplified the positive impact of Emplnno on getting regional smart specialisation strategies closer to business. By supporting both strategy owners and innovation intermediaries in each of the 12 partner regions to work with the RIS3 approach, Emplnno contributed to the development and use of expertise, capacities and networks to further boost innovation and growth in the BSR.

Thereafter, adding to the first presentation, Henrik Paape, representing the Ministry of Economics, Labour and Health from Mecklenburg-Vorpommern, underlined the importance of Emplnno for streamlining RIS3-

related processes in the partner regions and bringing stakeholders from different operational levels into close cooperation. In light of the



Henrik Paape

growing importance of smart specialisation strategies in the next programming period, he called for a stronger cooperation and learning from each other’s strategic processes.

The opening session was followed by the first key note speaker of the day – Dr. Ales Gnamus from the Smart Specialisation Platform of the European Commission. Under the title “S3



Dr. Ales Gnamus

Implementation from the EU Perspective – Expectations and Challenges”, Dr. Gnamus again recalled the concept of smart specialisation and the

activities of the S3 platform.

He highlighted the Smart Specialisation Platforms and related partnerships such as agri-food and industrial modernisation as an

exemplary tool to strengthen the outward perspective of a RIS3 and exploit complementarities between European regions. Dr. Gnamus then presented results of an S3 implementation survey among implementing regions. Inter alia he cited the most challenging aspects of the S3 Design process as well as results and impacts of the RIS3 implementation. He concluded with elaborating on the obstacles in monitoring processes – a topic for which a part of the Emplnno partnership also developed an extension stage project application in the BSR Programme. For a more detailed insight, have a look at his presentation.

The following panel discussion created an opportunity for project partners to present results, impressions and recommendations from the project while giving the audience a chance to ask questions and to engage with some of the project partners. The moderator of this session, Dr. Lars Schieber from REM Consult, was joined on stage by Thomas Jensen from the South Denmark European Office, Rafał Modrzewski from the Marshal's Office of Kujawsko-Pomorskie Region, Jūratė Danėnienė from Kaunas Science and Technology Park and Dorota Skwarek from the Marshal Office of Lubelskie Voivodeship.



Panel Discussion with Jūratė Danėnienė, Dorota Skwarek, Thomas Jensen and Rafał Modrzewski (left to right)

As a first starting point for the panel discussion, Thomas Jensen introduced the SDEO's

Organisational Coaching Tool (OCT) to increase knowledge and organisational capacities within the partners' organisations to work with the RIS3 approach. Thereby, he referred to the complexity of the S3-approach and the initial lack of experience of strategy implementers to work with it. Accordingly, Emplnno encouraged each project partner to develop an organisational tool to support the internal translation of the S3 approach into valuable instruments to qualify its own staff members to work with it. A catalogue of OCTs can be downloaded from the Emplnno-website: www.empinno.eu/documents

Beside OCTs, the panellists shared their experiences of the transnational exchange of RIS3-related knowledge fostered by the project. For example, Emplnno implemented opportunities at different events to present and discuss RIS3s of all project regions or conducted diverse activities focusing on the exchange of regional innovation policy instruments developed by Emplnno-partners. A best practice of regional innovation policy instruments can be downloaded at: <http://www.empinno.eu/documents>



Reaction from Rafał Modrzewski to questions from the audience

As a third contribution the panellists presented good practices of synergy and empowerment tools for companies, universities and other actors active in different priority areas to

implement innovative and competitive ideas within the Emplnno partner regions. For example, Jūratė Danėnienė from Kaunas Science and Technology Park introduced the R&D transfer workshop series “Breakfast of Innovators” implemented in Kaunas to initiate and support more cooperation and knowledge exchange between academic actors and entrepreneurs active in ICT. Rafał Modrzewski who chaired the working group food and presented insights into how he and other partners with regional strengths in the priority food cooperated, e.g. with joint matchmaking and transnational delegation trips. Six Synergy and Empowerment concepts in the areas of ICT, Energy, Maritime Industries, Food, Advanced Materials and Health + Life Science + Biotech can be downloaded at: <http://www.empinno.eu/documents>

Finally, based upon the project learnings, in each region Dorota Skwarek from the Marshal Office of Lubelskie Voivodeship gave insights into the projects’ recommendations to strategy owners on how to improve the smart specialisation strategy in their region (called “feedback paper”).

This was followed by an engaging activity, namely the Tweedback tool, presenting the audience with several questions, which had to be answered in a multiple-choice manner online with the help of a mobile device. Answers were then collected and analysed live by the system and reproduced as different graphs or images on the screen. Furthermore, an interactive chat room gave participants the chance to freely answer chosen questions on e.g. the satisfaction level regarding the implementation of their RIS3 or on ideas on how to mobilise SMEs to make use of funding for Research and Innovation opportunities.

The subsequent lunch was followed by a networking session, dividing the audience into four groups. Lead by Jūratė Danėnienė, parts of the attendants were able to tackle questions around the field of ICT, whereas Ingrid Hunt was responsible for leading a networking session around Health, Life Science and Biotech.



Workshop on ICT, led by Jūratė Danėnienė

The former session focused mainly on communication barriers, discussing the complexity of ICT vocabulary which is often hard to understand from an outside perspective. Facilitator Jūratė Danėnienė therefore stressed the need for intermediaries to act as traducers, so to say, applying adequate terminology, hence enabling non-experts to better understand S3. More precisely, this translates, for example, into different pitching terminology tailored to the individual understanding of the audience at hand. Developing these kinds of soft skills, eventually leading to higher value-adding outcomes, could be achieved e.g. by providing adequate workshops or mentoring of some sort. Ingrid Hunt, from the Tartu Science Park, also discussed questions and challenges with her participants, concluding in suggestions for solutions and Good Practices from the programme.

Furthermore, gathered in the main room, Maciej Krużewski, CEO of the Kujawsko-

Pomorska Innovation Agency facilitated discussions within the field of food focusing on barriers and solutions to overcome ineffective cooperation between science and business.



Workshop Energy, led by Marko Lehtimäki

Within the last remaining networking session Marko Lehtimäki from Prizztech Ltd discussed with participants methods that can be used to find solutions to innovatively industrial problems and challenges such as the concentration of skills and growth of R & D companies or the increasing international competition.

Esa Kokkonen, the director of The Baltic Institute of Finland, responsible for the coordination of the Policy Area Innovation of the EUSBSR, presented in his keynote the role of Smart Specialisation in the Baltic Sea Region and Policy Area Innovation. He therefore



Esa Kokkonen

pointed towards the potential for research and innovation for sustainable economic growth in the BSR, by looking at the local background, its potential, as well as challenges, setting out best practices and recommendations. For more details please have a look at the presentation slides at:

<http://www.empinno.eu/events/empinno-realised-its-final-conference>



Dr. Peter Eulenhöfer

The last key note speaker of the day was Dr. Peter Eulenhöfer, the Division Manager of Labour, Energy, Start-ups & Internationalisation of Brandenburg Invest Ltd (WFBB). In his speech, Dr. Eulenhöfer presented the success story of Berlin and Brandenburg through their common RIS3 and their good practices of implementation, based on four key phases, combining joint strategies, project cooperation and cross-cluster innovation and sustainability. His very clear and digestible presentation gave



a nice outlook onto the feasibility and success of S3 in real life projects. His presentation can be downloaded at: <http://www.empinno.eu/events/empinno-realised-its-final-conference>



The first day of the Emplnno conference was subsequently wrapped up by moderator Sina Landorff, handing off a brief moment to the network session facilitators, in order to present a quick insight into what had been done during the parallel meetings. It then released all participants into an exquisite dinner at the Ratskeller Köpenick, creating yet another opportunity for informal networking.

The second and already final day of the conference was kicked off pondering the question of how to build a better tomorrow with S3. Therefore, two parallel open interactive sessions created a dynamic framework for participants to collaborate.



Open interactive session A



Open interactive session B

Group A, facilitated by Aase Højlund Nielsen from Design to Innovate and Vaido Mikheim from the Tartu Science Park, focused on the business side of S3, whereas group B, led by Peter Larsson from the Region Östergötland and Joanna Uniłowska from the Lubelskie Voivodship dug deeper into governance challenges concerning S3. Sessions were designed rather dynamic, moving around furniture, creating space for multiple questions and even sub-group formations according to specialised interests. Short insights during the wrap-up of the conference showed though, that more questions emerged than were able

to be solved, reaffirming the necessity and fruitfulness of projects such as Emplnno.

Next to the afore mentioned voices from the project partners, the conference closing handed off yet again the microphone to Dr. Ales Gnamus, who gave an outlook into the future of S3 in Europe, tapping into EU cohesion policies and necessary conditions for successful implementations: “Towards Smart Specialisation 2.0 in the Multiannual Financial Framework 2021-2027”. It became clear that the mechanism of “Interregional innovation investments” could be a way how to sustain the cooperation induced by Emplnno in the six priorities and work together also in the future. You can find his presentation <http://www.empinno.eu/events/empinno-realised-its-final-conference>.

With a nice, short send-off, Christian Weiß thanked all project partners for a successful cooperation and all participants for their numerous attendance, looking forward to future cooperation, possibly within the Emplnno extension stage and beyond.



Closing words by lead partner Rostock Business

subsequently, giving insights into its historic growth, traditionally centred around aviation, but nowadays moving more towards renewable energy technologies, particle acceleration, innovation and its leading function as a start-up incubator.

This, for the time being, marked the tentative end of Emplnno, which is now entering its closing phase, but will hopefully also serve as the beginning for further long-lasting cooperation on Smart Specialisation Strategies within the Baltic Sea Region.



Tour through the Adlershof Technologie Park

For technology interested participants, an optional tour through the premises of the Adlershof Technologie Park was organised