

LUBELSKIE REGIONAL ACTION PLAN

Part I – General information

Project: European Life Science Ecosystems

Partner organisation: Lubelskie Voivodeship

Other partner organisations involved (if relevant): Centre-Val de Loire Regional Council

Country: Poland

NUTS2 region: Lubelskie

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Part II – Policy context

The Action Plan aims to impact:

- X Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- Other regional development policy instrument

Name of the policy instrument addressed:

Lubelskie Regional Operational Programme: Priority Axis 1 Research & Innovation and Axis 3 Competitiveness of enterprises

Further details on the policy context and the way the action plan should contribute to improve the policy instruments:

Lubelskie Regional Operational Programme (LROP) Priority Axis 1 and Axis 3 is dedicated to implementation of RIS LV 2020 and its specific objectives, which are as follows: developing territorial capital, strengthening R&I system based on quadruple helix cooperation, incorporating the region into global innovation chain, developing effective innovation and competitiveness support instruments and stimulating dynamic advantages of the location.

Two priorities of RIS LV 2020 are especially important for good understanding of AP's policy context: Pr 1. Increasing the ability of business entities to create and absorb knowledge and to implement innovations, particularly in regional areas of smart specialisation,

Pr2. Increasing the ability of science and research sector to create and commercialise knowledge in regional areas of smart specialisation.

These priorities are key factors of choosing and designing actions for implementation under ELISE project.

The activities included in the AP are dedicated to these two priorities, although they directly relate to the tools contained in LROP:

- R&D mobility program is aimed at increasing the ability of science and research sector to create and

commercialise knowledge and refers to Axis 1 Research & Innovation as a strategic focus on internationalization of research and innovation projects

- NLAB - Acceleration Bridge is aimed at increasing the ability of business entities to create and absorb knowledge and refers to Axis 3 Competitiveness of entrepreneurship especially to Action 3.6 Economic marketing as a way to improve quality of entrepreneurship support.

Lubelskie thanks to implementation these two activities wants to strengthen the existing clusters by turning them into ecosystem. Internationalization of scientific research and acceleration program supporting technology companies are critical factors of the expected change, because it can improve public policy in the field of knowledge transfer and networking. Internationalization of research and innovation projects in Lubelskie AP represents a strategic focus on scientific networking and helps to make a better use of funding for research and innovation, strengthens R&I system, incorporates the region into global innovation chain. On the other hand NLAB - Acceleration Bridge is a real change in implementation of Action 3.6 Economic marketing Axis 3 Competitiveness of entrepreneurship LROP. This program establishes a new way of supporting technology companies in implementation of R&D results and improves public policy in the field of knowledge transfer.

These two actions are the answer to the needs defined in the ELISE application form as increasing added value in bioeconomy and in medicine and health, enabling effective cooperation platforms for representatives of the quadruple helix and enhancing better RIS LV 2020 implementation. These actions allow also to achieve improvements in the policy instrument concerning implementation of projects and policy management. Both R&D mobility program and NLAB Acceleration Bridge are pilot programmes aimed at testing new instruments, evaluating their effectiveness and preparing procedures for implementation of the most effective solutions.

Part III – Details of the actions envisaged

ACTION 1

TITLE OF ACTION: NLAB Acceleration program

1. Relevance to the project

NLAB Acceleration Bridge — program focused on knowledge transfer and internationalisation of businesses was created in connection with ELISE GP SPARK. This program is a new way of internationalisation based on results of R&D project/supporting technology companies in implementation of R&D results using Business Model Canvas, the model for which results of research and business model together are very important. On the other hand NLAB is a response to the identified weaknesses of the Lubelskie life science ecosystem: low degree of networking and cooperation between science and economy, lack of appropriately trained and motivated personnel resulting in inadequate and poorly adapted offers compared to needs of the entrepreneurs, and passivity and ineffectiveness in transfer of knowledge. The NLAB Acceleration Bridge is a real change in activities related to economic marketing implemented as a system project by Department of Economy and Entrepreneurship Supporting Marshal Office of Lubelskie Voivodeship within the framework of LROP Axis 3 Competitiveness of enterprises. This Department is responsible for innovation, business support and the implementation of the ELISE project. The Department's task was to construct such an acceleration instrument, which could improve the activities in the field of commercial marketing, using the financing from LROP and GPs from Elise project. As a result pilot

NLAB Acceleration Bridge was created as a real support for enterprises in implementation of R&D result, related to the GPs: SPARK (business model Canvas).

SPARK as a tool aimed at fostering the dialogue between enterprise and research empowers researchers to think about research results from a market point of view on the basis of the Business Model Canvas (BMC) to improve the marketability of research based products and services. Thanks to this tool it is possible to measure real feasibility of research activities with a marketable perspective. SPARK has been well known thanks to the process of clusterization and evaluation of ELISE GPs, which began in May 2018, presentation during the project meeting in Kosice (November 2018) and study visit in Bologna (January 2019). Lubelskie ELISE project team adopts this GP by using its key element Business Model Canvas to develop the concept of bootcamp, which was the essence of the first part of the NLAB Acceleration Bridge. Bootcamp was a training program important for competition procedure, which has identified companies to participate in the international part of the acceleration program. Evaluation was based on the start-ups presentations made at Demo Day event, after four days of trainings provided during Bootcamp. This training program was focused on the growth and commercialization potentials of particular start-ups, including: PEOPLE (team capacity, language skills, and management), PRODUCT/ SERVICE ITSELF (technology readiness, values created), COMPETITIVE EDGE (competition uniqueness), SCALING CAPACITY, EXPANSION PLANS ON THE MARKET. If SPARK means scan, plan, act, then in terminology of NLAB scan responds to competition procedure, plan to bootcamp and act to demo day. It is using Business Model Canvas in scheme B2B for internationalization and empowering young companies to think about innovation from a market point of view.

2. Nature of the action

The NLAB Acceleration Bridge program assumes the implementation of 3 editions: pilot and 2 target editions. The pilot acceleration program has already been successfully implemented and reported as a policy change during the 4th semester of the ELISE project. As a result of the implementation of this program in the 4th semester, 4 companies (including 3 from the life science ecosystem) have received support. After completing two target editions acceleration program will be repeated every next year of implementation of economic marketing project. Within each edition, two phases can be distinguished: Bootcamp Lubelskie financed and supervised by the Marshal's Office of the Lubelskie Voivodeship and the second phase acceleration process in Nevada State supervised by a foreign partner (State of Nevada) and cofounded by the partners.

The first phase includes:

- recruitment for the program - selecting companies from Lubelskie, which will take part in the Bootcamp
- bootcamp as a four-day training program supporting companies in implementation of R&D results with the use Business Model Canvas. This activity helps start-ups to get ready to participate in the international part of the acceleration program
- Demo Day - pitchng session as a part of a competition procedure which will allow to select the top 10 strat-ups to participate in the second phase.

The second phase is an acceleration process implemented in the B2B internationalization model (dual market business model) in the Nevada State. During this part of the program two study tours each for 5 start-ups will be organized. Young companies from Lubelskie, which will recognize the market potential for their solution globally will have opportunity to present this solution to the American corporation and talk about their business.

Each edition of the program is preceded by a preparatory stage and summarized by an evaluation report. Results of evaluation have been used to make decisions related to the implementation of each next edition. This has helped to better organize recruitment and to reduce the scope of outsourced tasks and costs of program implementation. After first and second target edition we will add additional evaluation and dissemination tool - lesson learnt workshop, which help promote and improve NLAB Acceleration Bridge by including program participants. The basic difference between the pilot and target editions is the increased program and organizational autonomy of the Lubelskie Voivodeship as well as the reduction of the operating costs of the external contractor. We will recruit by ourselves. We will program and implement bootcamp by ourselves employing only mentors. We will also organize by ourselves a coworking space in Nevada. The increasing autonomy in the implementation of the NLAB Acceleration Bridge is the key factor of program sustainability.

3. Stakeholders involved

1. Marshal's Office of the Lubelskie Voivodeship - supervising and financing Bootcamp Lubelskie as well as cofounding acceleration process in Nevada State
2. Nevada Governor's Office of Economic Development - supervising and cofounding the acceleration process in Nevada State

4. Timeframe

I Pilot edition — deadlines: July, 2018 — March, 2019

1. Preparatory stage

deadlines: July, 2018 — September, 2018,

milestones: competition regulations

2. Bootcamp Lubelskie

deadlines: September, 2018 — October, 2018,

milestones: 10 companies from the Lubelskie Voivodeship (including 5 from the life science area) prepared to participate in the foreign acceleration process

3. Acceleration process in Nevada State

deadlines: November, 2018 — January, 2019,

milestones: 2 completed study tours each for 5 start-ups rated and selected during Bootcamp Lubelskie

4. Evaluation

deadlines: February, 2019 — March, 2019,

milestones: evaluation report

II. First target edition — deadlines: July, 2019 — June, 2020

1. Preparatory stage

deadlines: July, 2019 — September, 2019,

milestones: competition regulations

2. Bootcamp Lubelskie

deadlines: September, 2019 — October, 2019,

milestones: 10 companies from the Lubelskie Voivodeship (including 5 from the life science area) prepared to participate in the foreign acceleration process

3. Acceleration process in Nevada State

deadlines: November, 2019 — January, 2020,

milestones: 2 completed study tours each for 5 start-ups rated and selected during Bootcamp Lubelskie

4. Evaluation and dissemination

deadlines: February, 2020 — June, 2020,

milestones: evaluation report, lesson learnt workshop

III. Second target edition — deadlines: July, 2020 — June, 2021

1. Preparatory stage

deadlines: July, 2020 — September, 2020,

milestones: competition regulations

2. Bootcamp Lubelskie

deadlines: September, 2020 — October, 2020,

milestones: 10 companies from the Lubelskie Voivodeship (including 5 from the life science area) prepared to participate in the foreign acceleration process

3. Acceleration process in Nevada State

deadlines: November, 2020 — January, 2021,

milestones: 2 completed study tours each for 5 start-ups rated and selected during Bootcamp Lubelskie

4. Evaluation and dissemination

deadlines: February, 2021 — June, 2021,

milestones: evaluation report, lesson learnt workshop

5. Costs (please estimate the costs related to the implementation of action 1)

- Human resources: 45 200 €
- Project promotion: 21 800 €
- Events and meetings — Bootcamp Lubelskie: 49 500 €
- Travel costs during acceleration in Nevada (flights, accommodation, local transfer): 111 000 €
- Personnel travel costs: 42 700 €
- Service costs: 20 000 €

6. Funding sources:

NLAB Acceleration Bridge will be financed from ERDF for system projects "Economic marketing" under Lubelskie Regional Operational Programme Axis 3 Competitiveness of entrepreneurship Action 3.6 Economic marketing.

ACTION 2

TITLE OF ACTION: R&D mobility program-EDP phase

1. Relevance to the project

R&D mobility program focused on scientific networking and internationalization of research and innovation projects was created in connection with ELISE GP Le Studium. The goal of this strategic program is to make a better use of funding for research and innovation (Lubelskie Regional Operational Programme, Axis 1 Research & Innovation), strength R&I system, incorporate the region into global innovation chain knowledge transfer. The AP covers only the first stage of this program - EDP phase, which is necessary to diagnose the scientific potential and establish terms of cooperation. This first stage is a diagnostic project initiating the main part of the program, which will be based on the adaptation of the French partner's solutions presented in GP Le Studium. But not only diagnostic because project will include pilot activities on scientific exchange during and before implementation. What is essential is that this GP is oriented to develop the international collaborative of the Biopharmaceuticals Programme and increase the socio-economic impacts of this program by building human capital and enhancing research efforts through the identification and stimulation of collaboration opportunities to create international synergies and better responding to European calls for projects. Good practice of this nature has the following impact on the shape of the regional program. R&D mobility program will not be just a scientific exchange program but a strategic tool for building scientific capacity of the Lubelskie region by raising the level of scientific excellence. Le Studium has been well known thanks to the process of clusterization and evaluation of ELISE GPs, which began in May 2018, presentation during project meeting in Tours (November 2017) and study visits in Tours and Orlean (May 2019, October 2019). Lubelskie organized three additional study visits in our region for representatives Region Centre-Val de Loire on May 2019, July 2019 and November 2019. The effect of these visits was to identify potential areas of scientific cooperation and develop the conditions for a diagnostic project in the field of cosmetics.

2. Nature of the action

The diagnostic project, initiating the implementation of the scientific mobility program, involves a multi-stage study to assess the research and implementation potential of the Lubelskie Voivodeship in the field of cosmetic, dermatological and medicinal products for external use. The study will consist of the following 5 product-related stages:

1) DESK RESEARCH - desk research analysis regarding the scientific and economic potential of the

region in the field of research and production of cosmetics / medicinal products for external use of natural origin.

2) SMART LAB - analytical stage implemented in the form of a workshop as panels of experts moderated by the contractor. The Smartlab cycle will include 4 thematic sessions covering scientific issues included in the market analysis report and 2 sessions directly dedicated to the development of the business technology roadmap. The expert group taking part in the workshop will consist of employees of the Marshal's Office of the Lubelskie Voivodeship, representatives of regional universities and clusters.

3) INTERNATIONAL WORKSHOP - a testing stage implemented in cooperation with the LeStudium Institute (lead partner) to agree on common elements of the international scientific cooperation program between the Lubelskie Voivodeship and the Region Centre-Val de Loire, dedicated to cosmetics. The workshops will be implemented in a mentoring formula, in the Region Centre-Val de Loire. It is necessary for the Lubelskie scientific mobility program to verify all the elements of the lead partner's ecosystem. The 4-day workshop, whose subject of analysis will be the business technology roadmap will be attended by representatives of regional (Lubelskie Region Centre-Val de Loire) authorities, universities and clusters.

4) FEASIBILITY STUDY – a stage dedicated to developing a feasibility study for a cooperation program in the field of research and production of cosmetics / medicinal products for external use of natural origin. The stage will be implemented only by an external contractor.

5) MONITORING COMMITTEE - dissemination stage involving scientist experts and representatives of clusters from Lubelskie region to monitor feasibility study implementation. Key activity of this stage will be quarterly organized feedback meetings, concerning the R&D mobility program preparation and implementation.

Feasibility study is necessary to start working on a system project under a new financial perspective and this project will concern the internationalization of scientific research on a regional scale.

However, the first activities in this area were undertaken even before the preparatory stage of the R&D mobility program-EDP phase. A study visit representatives of Lublin universities in Orleans and Tours that took place in October 2019 as well as participation representatives of Region Centre-Val de Loire in ELISE Lubelskie Bridge Event in November are very important as regards to internationalization of scientific research in our region. The effects of this scientific exchange in the form of joint project proposals will be included in the business technology roadmap (stage 2). The continuation of this scientific exchange is also planned during international workshops (stage 3) and the effects of this exchange will be included in the recommendations for cooperation between

regions. The effects of implementation Action 2 will also be used for cooperation between Lubelskie Voivodships and Region Centre-Val de Loire in the field of innovation policy and this fact is a very important for the sustainability of the activities undertaken in AP.

3. Stakeholders involved

1. Marshal's Office of the Lubelskie Voivodeship - supervision and financing research and analysis, implementation of Smart Lab workshops and feedback meetings
2. Le Studium Institute (Region Centre-Val de Loire) — implementation and financing international workshop
3. Medical University of Lublin, The University of Life Sciences in Lublin, Lublin University of Technology, Maria Curie-Skłodowska University, The John Paul II Catholic University of Lublin — participation in Smart Lab workshops, feedback meetings and international workshop
4. Cosmetic Valley Cluster, Lublin Medicine – Medical & Wellness Cluster, Lublin Biotechnological Cluster - participation in Smart Lab workshops, feedback meetings and international workshop

4. Timeframe

0. PREPARATORY STAGE

deadlines: December, 2019 — February, 2020,

milestones: internal regulations and selection of contractor by public procurement

1. DESK RESARCH

deadlines: February, 2020 — April, 2020,

milestones: market analysis (report)

2. SMART LAB

deadlines: April, 2020 — June, 2020,

milestones: business technology roadmap

3. INTERNATIONAL WORKSHOP

deadlines: June, 2020

milestones: recommendations for the scientific cooperation program (report),

4. FEASIBILITY STUDY

deadlines: July, 2020 — September, 2020

milestones: feasibility study for a cooperation program in the field of cosmetoscience

5. MONITORING COMMITTEE

deadlines: October 2020 — June, 2021

milestones: 3 feedback meetings, report

5. Costs

- Research and analysis: 21 600 €
- Events and meetings — Smart Lab, feedback meetings: 1 800 €
- Scientific experts – Smart Lab: 6000 €
- Travel costs during international workshop (flights, accommodation, local transfer): 18 500 €

6. **Funding sources** ((please describe how action 2 will be financed. Is it through the policy instrument(s) indicated in part II):

R&D mobility program will be financed from Technical Assistance budget for Lubelskie Regional Operational Programme.

Date:

28.02.2020

Name of the organisation(s):

Lubelskie Voivodeship

Signature:

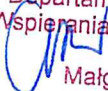
Stamp of the organisation (if available):

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