EmpInno
S3-Empowering for Innovation and Growth in Medium-Sized Cities and Regions

Interreg
Baltic Sea Region

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Synergy and Empowerment Concept

Based on good practices shared and implemented in the Interreg BSR project EmpInno

Health & Life Science & Biotech

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Synergy and Empowerment Concept – Health & Life Science & Biotech

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To turn the Baltic Sea Region (BSR) into Europe's most dynamic, innovative and competitive economy of the continent, the regions need to apply and constantly improve their Research and Innovation Strategies for Smart Specialisation (RIS3). Since 2016 the Interreg BSR project EmpInno supported partner organisations from twelve regions in Denmark, Estonia, Finland, Germany, Latvia, Lithuania, Poland and Sweden to foster the implementation and improvement of RIS3. The project provided strategy owners, strategy implementers and other innovation actors with resources to better work with the RIS3 approach and boosted cooperation and knowledge exchange between stakeholders within and beyond the partner regions.

The partners developed and implemented numerous R&D transfer workshops, matchmaking and networking events as well as training formats. By doing so they provided companies, universities and other actors with knowledge and resources to implement innovative and competitive ideas. Furthermore, EmpInno helped to improve and update regional smart specialisation strategies by transferring experiences and recommendations to regional authorities as well as strategy implementers to adapt and use the RIS3 for the benefit and growth of the region.

Further information: www.empinno.eu

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Introduction

The Baltic Sea Region (BSR) has the potential to develop into Europe's most dynamic, innovative and competitive economy of the continent. Continuing high and stable rates of economic growth above EU level, a close network of universities, a generally high funding of education and research or a high density of patents and entrepreneurship throughout the BSR, build a stable basis for further progress and development.

The Health Care, Life Science and Biotechnology sectors are important and stabilising factors for the economic development of the BSR. In particular the Health Care sector has been one of the most dynamic markets in the past with a continuous demand for both low and high skilled employees and sales growth opportunities for medical supplies as well as services. However, due to strong geographic and social polarisation and demographic shifts, an insufficient health care provision, especially in rural areas, is challenging the BSR. Here, research and development of new organisational and technological concepts and entrepreneurial implementation are needed to further evolve existing economic potentials.

A similar statement can be made regarding the area of Life Science and Biotechnology in the BSR. The acquisition and availability of competencies and key capabilities has reached high levels, e.g. for red (medical) biotechnology in Germany, Denmark and Sweden, for blue biotechnology (application of technology on marine life) in Norway, or for green and whither (environmental) biotechnology in the Baltic States and Poland[1]. Some of the areas show above average EU-level regarding their share of employment and sales. However, the number of SMEs with a strong research and innovation capability is only gradually reaching critical mass.

Moreover, weak transnational and trans-sectoral coordination of the whole innovation chain is impeding or slowing down the translation of innovative ideas from research to market readiness, the development of innovative ideas by SMEs and the diffusion and adoption of innovative products and services. A fragmented system of research and innovation can be indicative of weak internal links and a low level of cooperation between actors. Recent competitive advantages but also above average growth can be only anticipated, if existing university expertise in R&D can be linked to the available entrepreneurial potential across the BSR. A second precondition is that R&D activities of the entire BSR should be embedded and linked into a regional and transnational network.

Thus, to make full use of existing resources and potentials and to leverage the innovativeness and competitiveness of the BSR in the three sectors, much will depend upon identifying market and funding opportunities and developing strategies to support the regions and their different stakeholders with research, business and politics, with access to resources, knowledge, networks and suitable empowerment tools for actual needs.

In line with identifying unique market opportunities and exploiting available resources for development and growth, the European Commission started an initiative to encourage European regions to develop their own *Research and Innovation Strategies for Smart Specialisation (RIS3*[2]) based on their socio-economic conditions and challenges. EmpInno (empinno.eu) – an EU-Interreg project aiming at fostering the implementation and improvement of RIS3 in medium-sized cities and regions in the BSR – has supported twelve partner regions in Denmark, Estonia, Finland, Germany, Latvia, Lithuania, Poland and Sweden since 2016 in providing business support organisations, science parks and universities (so called *innovation intermediaries)* with the needed resources to work with the RIS3 approach and to boost cooperation with SMEs within and beyond the partner regions.

Based on main specialisations of the 12 project partners' RIS3, key enabling technologies and market opportunities, EmpInno has chosen six thematic priorities, in which the partners exchanged and applied customised synergy and empowerment tools. These can help innovation intermediaries to

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1 Scanbalt (n.n.): The Health Economy in the Baltic Sea Region: Challenges and Opportunities. Available at: http://scanbalt.org///wp-content/uploads/2016/04/BSR-Health-Economy.pdf

2 The concept of RIS3 is an initiative from the European Commission that serves as a pre-condition for regions to receive ERDF-funds. For more information please visit the website: http://s3platform.jrc.ec.europa.eu/s3-platform

- enable (more) R+D transfer to/between SMEs to build a knowledge-based sustainable economy,
- promote cross-sectoral knowledge exchange to identify future markets,
- offer matchmaking opportunities to/between SMEs to make use of existing capacities and strengthen regional competitiveness,
- offer capacity building for more knowledge-based economies,
- foster cooperation between regional/transnational stakeholders to enhance global competition,
- and thus, capture opportunities and implement innovation projects in the BSR.

The present document focuses on the priority group *Health, Life Science and Biotech.* The reason to merge these three sectors into one group is attributed to the fact that a focus on Health and Health Care is closely connected to topics which affect Health, for example, healthy nutrition, sustainable agricultural production, welfare and wellness or ground-breaking discoveries in medicine and the pharmaceuticals. Related to this are the development of new organisational and technological concepts in Health Care and welfare systems as well as new technologies in and digitalisation of medical, pharmaceutical and bioanalytical industries.

Accordingly, EmpInno partners exchanged and applied a variety of synergy and empowerment tools for *Health, Life Science and Biotech* industries in the BSR that can

- help stakeholders and in particular innovation intermediaries to identify practices, events, platforms and partners in their region and areas of activity and/or
- may function as a pool of suitable methods and tools ready to adapt for own activities and needs.

The aim of this document is thus to **provide innovation intermediaries with innovative formats and lessons learned** to foster innovation and growth in their own region.

In the following, the different formats and lessons learned will be presented. In the first chapter an overview is given of good practices of R&D transfer methods and other business supporting infrastructures successfully institutionalised by project partners in their region. The subsequent chapters introduce specific tools like workshops, forums, mentor club events, transnational delegation trips or empowerment tools for SMEs, research institutes and other so-called end-users. These synergy and empowerment tools are mostly based on the exchanged good practices and have been transformed and adapted to specific needs and challenges of the EmpInno partner regions – thus, showing their general transferability to other regions and actors. Finally, successful activation channels of EmpInno project partners to promote cooperation, knowledge exchange and networking for all regional stakeholders from authorities, entrepreneurs, universities to business support organizations are presented.

We hope you will enjoy reading the shared experiences of our project partners!

1. Good Practices – R&D Transfer and Beyond

The purpose of EmpInno project is to reduce innovation barriers, namely the lack of interaction between R&D actors and enterprises and improve the often weak connection between these elements in regional innovation systems. R&D actors such as universities and research facilities should be better linked to regional SMEs, especially in the priorities which are chosen in the regional smart specialisation strategies. For this, the project partners organise and test novel formats of R&D transfer workshops that are based on shared state-of-the-art good practices from other project partners, which are then adapted to the local context.

1.1. Cooperation Model for Knowledge Transfer in the Area of Use of Natural Resources in the Pharmacy

Uniwersytet Medyczny w Lublinie

Short description: The aim of the good practice is to strengthen the cooperation between the research entity and the company, applying a determined tool for knowledge transfer - the joint research agenda. The cooperation has been developed since 1 August 2016 under the research and implementation works between the Medical University of Lublin and Colfarm S.A. (pharmaceutical manufacturing company founded from the health care sector, developing the manufacturing technology in the dietary supplements and OTC medicines segment). The area of cooperation constitutes the use of natural resources in the pharmaceutical industry, included in the first smart specialisation of the Lubelskie Voivodeship - bioeconomy. The main undertaken activities are based on the intellectual and infrastructural potential with investment approach. The research agenda has been designed to maintain the independence of 3 processes: the conduct of research and development activities (university), technological and production processes (company) and registration activities (company and university).

Success factors: The effectiveness, synergy and cooperation scheme made it appropriate for potential replications and developments. Such good practice results in higher level of trust between partners, better cooperation between research and business, strategic cooperation of partners for long term results, flow of information, data and competences improved in both directions, development of new products/facilities for the market, high inclusion of intellectual and infrastructural potential, establishment of new R&D units, cooperation between different competence units (which conduct basic and complex research).

Transferability: It is essential to maintain priority of knowledge transfer prior to commercialisation in this area. The recommendation for the organisations is presented in the model of royalty payments - remuneration for the performance of the research service and the division of rights to results of cooperation. This model assumes a low lump sum paid for the research service realisation. It includes also the participation of a service contractor in the future profits (revenues) of the service provider by exploiting the intellectual property resulting from the service delivery. The University receives in tranches the remuneration covering the costs of conducting the research work but also has the contracted participation in the IP rights, as well as the percentage participation in the sales margin of the product. The remuneration, therefore, is distributed in time and secures the interests of the parties in the event of the transfer of the right to the created IP as well as the implementation of this IP by the entrepreneur.

Further information: Marshall Office of the Lubelskie Voivodeship, Poland.

1.2. Life Science Cluster of Latvia and Latvian Pharmaceutical, Biomedicine and Medical Technology Competence Centre

LIFE SCIENCES COMPETENCE LATVIA — LIFE SCIENCES EXCELLENCE LATVIA — FARMĀCIJAS, BIOMEDICĪNAS UN MEDICĪNAS TEHNOLOĢIJU KOMPETENCES CENTRS

The Life Science Cluster of Latvia was created with the purpose to further develop life science and materials science industries in Latvia and increase competitiveness of the related sectors and, thus, become the driving force of innovations, growth and competition promoting sustainability of Latvia, creating products and services with high added value. There are around 60 private companies, research institutions and state agencies that comprise the core of the Cluster. The Cluster promotes cooperation

of entrepreneurs of the pharmaceutical and related sectors in the development of products with high added value in order to boost sales and productivity. It attempts to promote competitiveness of the members of Association on national and international scale, develop business environment driven towards growth and innovations. The long-term goal of the Cluster is to promote the development and international competitiveness of Latvian life science sector.

Latvian Pharmaceutical, Biomedicine and Medical Technology Competence Centre was founded by five leading pharmaceutical companies and the Association of the Latvian Chemical and Pharmaceutical Industries. Its mission is to promote industrial innovation by supporting research, developing new products and technologies in the industry, introducing them in production (commercialising) and promoting cooperation of the research and manufacturing sector, as well as increasing the competitiveness of entrepreneurs in the industry. Co-funded by the ERDF, the Competence Centre currently implements about 20 comprehensive applied research studies that aim to both develop new products and services in the pharmaceutical, biomedicine or medical technology fields and successfully commercialise these products.

Success factors: The Life Science Cluster of Latvia and the Pharmaceutical, Biomedicine and Medical Technology Competence Centre are not unique examples on the BSR level, however, they have withstood the test of time and proved to be real success stories due to the distinct focuses and values that they represent:

- Collaboration - close collaboration among companies and related organizations in knowledge sharing, customer contact and project delivery activities.
- Quality and reliability - quality of services corresponds to the highest of industry standards.
- Competence - thorough industry knowledge, continuous education and training.
- Innovation - ability to create new solutions and attract future R&D investment to the Latvian biotech sector.
- Focus on internationalization.

Transferability: The Cluster initiatives correspond well with the goals of EmpInno as they allow exchanging knowledge and methods on how the RIS3 processes are being introduced in practice rather than producing intangible outputs. They provide opportunities to share experience gained through the implementation of certain success stories and help to boost regional competitiveness and innovation. The activities that are performed by the Life Science Cluster of Latvia and the Pharmaceutical, Biomedicine and Medical Technology Competence Centre can be easily transferred to other actors and regions in the Baltic Sea Region and elsewhere via specialist networks, and they manifest ways of how a smart specialization strategy can successfully be implemented in practice.

Further information: Website: www.lifescience.lv/

1.3. OPI Living Design Lab, Kolding

OPI **LDL**
/ OPI **Living Design Lab**

Short description: OPI Living Design Lab offers a platform for collaboration between enterprises, public authorities and citizens (public-private innovation) on welfare related issues and by applying design methods. It is done through targeted 'innovation cooperation' on four specific welfare challenges where private enterprises, municipalities and citizens are involved in designing solutions together with designers.

The four challenges are:

- Waste in public space
- My home as workplace
- Indoor climate in public schools – focusing on children's learning and well-being
- The dementia benign society

The OPI Living Design Lab functions as follows: a private enterprise has an idea for a product or service that may address one of the welfare challenges. Or, three local authorities define a common challenge they are looking for solutions to. The OPI Living Design Lab facilitators qualify the idea or the challenge and identify the right partners for a relevant match, including three enterprises with different competences for each innovation cooperation. Designers are involved with the enterprises and/or local authorities in designing solutions to the challenge. Together, they develop and test a prototype which potentially meets the needs of the local authorities and the citizens and which create potential for growth within the involved enterprises. A prototype is developed and tested involving citizens leading to a market ready product or service.

The aim of OPI Living Design Lab is to reach solutions of high quality to welfare related challenges. Moreover, the innovation potential in SMEs needs to be strengthened and the growth potential converted into thought and well-proven solutions.

OPI Living Design Lab is a cooperation initiative between three municipalities (Kolding, Haderslev and Billund) three business agencies, University of Southern Denmark and private enterprises. D2i – Design to innovate is also a partner in the project together with Welfare Tech (welfare cluster) and CoLab (network on health and welfare technology). The project is financed through the European Regional Development Fund with 11.2 million DKK for the period between September 2016 and September 2019.

Success factors: Challenges need to be both specific in order to create new ideas and, at the same time, relatively broad in order to obtain a sufficient input of ideas and the concrete points to be addressed. Funding to support the cooperation is a precondition to success, in regard to qualification and matching of ideas and stakeholders, but also the involvement of designers to facilitate the collaboration. Access to test and development facilities in three municipalities makes it possible for enterprises and local authorities to work on prototypes and create solutions that are well-proven and connect well with the needs of citizens and local authorities before entering the market. This supports quality and increases the commercial potential.

Transferability: A clear access point for enterprises and local authorities through a specific website. The process is easily understood (what comes first, what next…) – it is easy to replicate. Some of the tools and guidelines accessible on the OPI Living Design Lab can be translated and applied in other contexts.

Further information: http://livingdesignlab.dk

1.4. Consortium KuP Zdrowie

NICOLAUS COPERNICUS UNIVERSITY IN TORUŃ

Short description: The goal of good practice is to improve the quality of health in the region thanks to interdisciplinary cooperation of specialists and units from various fields of science with the involvement of pharmaceutical companies, hospitals and spas. The research program is focused on modern diagnostics on the search for molecular biomarkers related to genomics, transcriptomics, metabolomics and proteomics, useful in early detection of diseases, predicting the course of therapy, monitoring the effectiveness of treatment or being potential targets for new therapies. The introduction of new solutions will enable testing and monitoring of the effects of drugs introduced on the market or new drug candidates, as well as the development and implementation of non-pharmacological methods using neurotechnologies. Anticipating the effectiveness of treatment at its early stage reduces both economic expenditure and reduces the risk of adverse complications. In order to maintain the independence of the processes: conducting research and development (University units), technological and production processes (the company) and implementation of the developed methodologies (spas, hospitals).

Success factors: Ensuring effective cooperation between the R & D sector entities, entrepreneurs and business environment institutions will enable the transfer of innovative technologies and medical procedures developed by the consortium members. High quality and effectiveness of the obtained results will affect good practice, which will translate into a higher level of trust between partners, better cooperation during the implementation of individual research tasks and business and strategic cooperation with partners in the field of long-term results. Increasing the competences between scientific and research units and enterprises will enable the acquisition of new procedures, high integration of intellectual and infrastructural potential, creation of new R & D units.

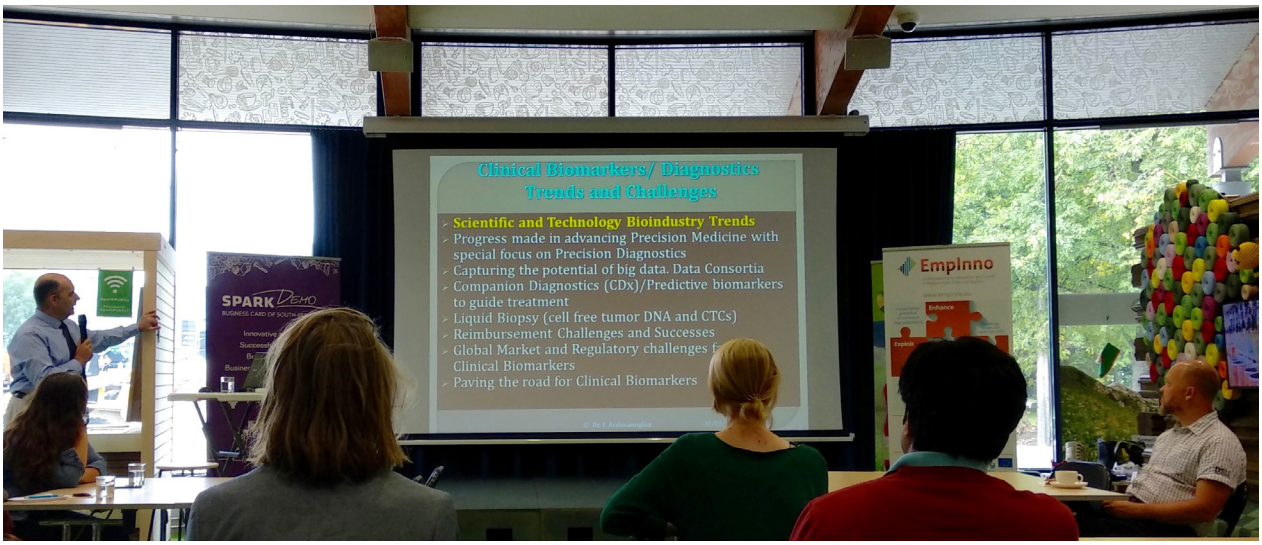
Transferability: It is very important to maintain the priority of knowledge transfer before commercialization in this area. The recommendation for the organization is presented in the model of license fees, i.e. remuneration for the performance of the research service and the distribution of rights to the results of cooperation. The university acts as a contractor for a research service commissioned by the entrepreneur. This model assumes a low lump sum paid for the implementation of a research service, which is dedicated to diagnostic companies (including POZ centers as potential buyers), patients (end-user products) and companies that are a manufacturer or distributor of medical devices. Potential commercial buyers of the planned project are, among others operating in the Kuyavian-Pomeranian province diagnostic laboratories, such as Alco and Vitalabo, or networks of diagnostic laboratories operating in Poland: Medicover - Synevo, Diagnostyka, ALAB Laboratoria and operating abroad: Siemens Medical Solutions USA, DiagnoCure USA, Sienna Cancer Diagnostics Australia or Dako Agilent based in Denmark, as well as companies involved in conducting clinical trials such as Bioscience. Solutions

proposed as part of the projects are also interested in pharmaceutical and cosmetics companies, ie Axfarm, Anwipharma, and STADA Poland as well as manufacturers of medical and laboratory equipment, ie Merck, Toruń Zakłady Materiałów Opatrunkowych and Sorimex.

Further information contact: prof. Renata Gadzała-Kopciuch; Faculty of Chemistry, Nicolaus Copernicus University in Toruń

Target groups: companies, hospitals, spas

2. Tested Synergy and Empowerment Tools



EmpInno has created different opportunities for innovation actors in medium-sized cities and regions to meet, cooperate and exchange knowledge and experiences on a local, regional and transnational level in the BSR and in the priority group of *Health, Life Science and Biotechnology*. In the following, applied Synergy and Empowerment tools during the EmpInno project and specific success as well as transferability factors to other regions and purposes will be described.

2.1. R&D workshop "How to Support and Fund the Process from a Discovery to Biobusiness" in Tartu, August 2018

Short description: On August 28-29, 2018, Tartu Science Park organised together with Tartu Biotechnology Park an R&D workshop for biotechnology companies focusing on "how to support and fund the process from a discovery to biobusiness" and "precision medicine's impact on clinical diagnostics: precision diagnostics".

The general topic was how to create a business from science ideas. The presentation covered a range of aspects in clinical diagnostics/prognostics with emphasis on oncology, including current global scientific trends, needs to be identified, developing and establishing key partnerships, market landscape, funding possibilities for SMEs, etc. In addition, and as part of funding, but focussing also on other than funding support, there were presentations and discussions on EIC|SME Instrument Program with a few examples and other relevant EC platforms and private funding possibilities. The lecturer was Iordanis Arzimanoglou, Senior Advisor to Genetic Diagnostic/ Biomarker SMEs & Registered EASME|SME Instrument Business Innovation Coach.

The workshop participants also had the possibility to have one-on-one consulting with the trainer (á 45 minutes) and to have b2b meetings and company visits to, for example, Tartu Biotechnology Park Incubator and Estonian Genome Centre.

Target groups: the local life science (biotech) entrepreneurs and researchers in Estonia.

Success factors: The R&D workshop offered an opportunity to all relevant actors in the life science field to ask, discuss and share experiences and to get information about the future steps. One-to-one consultation with the trainer added extra value for SMEs, it gave the opportunity to discuss challenges and get feedback from an expert.

Transferability: The transfer of the format requires a strong orientation towards SME challenges when it comes to selecting the topic of the event as well as a clearly defined organisational principle that allows for efficient organisation. The implementation has to have a quality that makes the format attractive enough for participants. The format requires a close cooperation between organisers and SMEs and other interested parties.

Further information: Tartu Biotechnology Park, Tartu Science Park

2.2. Tartu Biotechnology Park Mentor Club

TARTU BIOTECHNOLOGY PARK
integrated expertise

Short description: Tartu Biotechnology Park (TBP) Mentor Club events are directed at enterprises and their employees active in the field of life science, and also at startups, research and development institutions and their staff, students and others interested in biotech business. There is a lack of interaction between R&D actors and enterprises, and Mentor Club events improve the connection of these elements in regional innovation system. R&D actors such as universities and research facilities will be better linked to regional SMEs, especially in the priorities which are chosen in South-Estonian smart specialisation strategy.

Every mentor club event has a specific topic and theme. The themes of mentor club events are planned on the basis of interest of the entrepreneurs and other participating parties. TBP frequently asks participants for their suggestions and expectations, the purpose is to meet participants' needs and interests. Firstly, the interests of the entrepreneurs are collected and discussed. Before the event, TBP collects questions about topics that interest the most. It is recommended that participants submit questions about topics that interest the most regarding the business, mentor's personal work and his/her entrepreneurial experience. After the event, Biotechnology Park collects feedback and future suggestions from attendees.

The events take place every three months. Interested parties can participate in Mentor Club events physically (by being there) or via Skype connection. Mentor Club events take place in the afternoon, so it could be a convenient time also for entrepreneurs. Usually there is a training, seminar or other life science event prior to Mentor Club as TBP tries to connect several events at the same time. The mentor club starts at 15.00 and ends around 18.00, depending on mentor and audience. There are approximately 25 participants in each Mentor Club event. Mentor Club discussions will run a couple of hours. A small snack and beverage will be available, and the communication will continue in free form as long as the talk continues. Participation is free of charge.

Success factors: the development of a network of mentors and investors in the field of biotechnology, also systematic attention to developing regular cooperation between technology transfer experts and universities.

Transferability: The transfer of the format requires a strong orientation toward SME challenges when it comes to selecting the topic of the event as well as a clearly defined organisational principle that allows for efficient organisation. The implementation has to have a quality that makes the format attractive enough for participants.

Further information: Tartu Biotechnology Park http://biopark.ee/?lang=en

2.3. Life Sciences Baltic Forum

Short description: Life Sciences Baltics is the only international forum in the Baltics for world-class biotechnology, pharmaceutical and medical devices experts from all around the world. It is organised every other year in Lithuania and provides a unique opportunity to explore the new horizons of partnerships, exchange ideas and seek progress through networking. The forum combines a variety of connected activities including conferences, B2B and networking, an exhibition section and startup masterclasses.

Renowned speakers are invited to share their experiences and insights at the conference. Nobel Prize winners, chief science and innovation experts from world class companies attract hundreds of participants to several sessions conducted in a two full day conference. At Life Sciences Baltics scientists and researchers have an opportunity to present their scientific ideas or projects to a wider public during the poster session at exhibition section. 50-70 scientists and researchers use the possibility to interact with their peers in the format of a poster at every forum. Participants may take full advantage of the Partnership Event, which facilitates pre-scheduled individual one-on-one meetings among forum participants that aims to provide a possibility to discuss potential new products, technologies and services, business and research cooperation, technology transfer agreements, find buyers and suppliers and even more. Another section of the forum is startup masterclasses. The startup ecosystems in all three Baltic countries have been making a ton of progress in the past few years. In the Baltics, life sciences startups have been contributing more and more to the overall industry dynamism in recent years. Their bold ideas have shaken traditional segments of medical devices, medical testing, biotechnology and pharmaceuticals. Life Sciences Baltics Startup Masterclasses are a two-day-long intensive training course tailored for life science startups in the Baltics and for innovative non-EU life sciences entrepreneurs from Turkey, Belarus, Ukraine, Georgia, Russia and other countries meeting requirements for the Startup Visa.

Success factors: sector specific and complexity of the event is to be considered main success factors. The forum grows event by event and adding new sections such as B2B and networking as well as startup masterclasses provide more added value to the participants and thus makes the forum attractive to a wider audience. On the other hand, ability of organizers to invite renowned experts and speakers such as Nobel Prize winners makes the forum a priority event in the region and in the specific sector of health and life sciences. The forum attracts more than 1500 participants from over 30 countries. The Baltic region is considered a single market for many larger countries and nations. Therefore, a positioning of the forum not as only country-specific but as a whole region event makes it more attractive for an international audience to attend as they get all necessary information about the region in one event. Lithuania being the fastest-growing life sciences industry in the EU with 22% annual sector growth, Latvia with pharmaceuticals sub-sector creating 33% of industry production and thus showing long-standing traditions in pharma, and Estonia driven by research in genetics and heredity, all three countries have distinguished propositions to the market.

Transferability: the format of the forum is transferable as a whole and as separate events. As a whole it ensures the participation of different stakeholders: the public, researchers, businesses, and investors. As separate events – conference, B2B and networking, exhibition, startup masterclasses – these also work as good practices in R&D transfer processes as well as in SMEs Empowerment.

Further information: www.enterpriselithuania.com

2.4. Nordic-Baltic Partnership Forum "Green Growth Forum", Tartu

Short description: The Rohevik Forum is looking to the future – one that will be built on a sustainable and environmentally friendly way of life in the Nordic countries and Baltic States. Rohevik is a green economy forum that was launched in 2011 by the Estonian Office of the Nordic Council of Ministers. The event brings annually together politicians, business operators and experts to discuss how a sustainable way of life can be achieved in the Baltic Sea region.

The topics of Rohevik cover all areas of the green economy and environmentally friendly ways of life. Whether the spotlight is on environmental and energy technologies, urban planning, the bioeconomy, sustainable transportation or issues of the energy market, depends on the interests of the partners and

the significance of the topic. Organisers are keeping an eye on trends and welcome suggestions regarding topics and cooperation.

In the forum there is a governance panel, a business panel and a community panel. These three panels allow to gather the topics and provide the opportunity to have deeper discussions.

The circle of organisers of Rohevik changes over time, but permanent partners are: the City of Tartu, the Association of Local Authorities in Tartu County, Tartu Regional Energy Agency, Tartu Science Park and the Estonian University of Life Sciences.

Target group: municipal and county government leaders, business executives and business support structures, entrepreneurs, experts, researchers.

Success factors: it offers an opportunity to all relevant actors in the region to ask, discuss and share experiences related to green economy and to get information on the future steps. It increases openness and awareness regarding green economy.

Transferability: The transfer of the format requires a strong orientation toward green economy when it comes to selecting the topic of the event, as well as a clearly defined organisational principle that allows for efficient organisation. The format requires close cooperation between organisers and other interested parties.

Further information: http://rohevik.ee/index_en.html

2.5. Event "Regional Seminar on Latvian Smart Specialisation Strategy Priority Sector: Biomedicine, Medical Technologies, Biopharmaceuticals and Biotechnologies" at Olaine Local Municipality

RIGA PLANNING REGION

Short description: The EmpInno partner Riga Planning Region started a series of regional seminars to inform a variety of regional stakeholders about the implementation process of the Latvian Regional and Innovation Strategy on Smart Specialisation (RIS3). RIS3 in Latvia has been elaborated on and is monitored

by the Ministry of Education and Research, the strategy is designed as a national strategy. Accordingly, EmpInno seminars aim to bring RIS3 closer to target groups. This means in particular to raise the awareness of the significant role of smart specialisations in the development of the region, to inform about lessons learned from other regions, partners and RIS3 specialists within the EmpInno project, and to discuss challenges and potentials of RIS3 for Latvian regions and municipalities.

The seminar conducted on 13 November, 2018 in the city of Olaine in the region of Riga was dedicated to the Latvian smart specialisation strategy priority sector *Biomedicine, Medical Technologies, Biopharmaceuticals and Biotechnologies*. Riga Planning Region invited representatives from public institutions, entrepreneurs, non-governmental business support organisations and regional research institutions active in the priority field. Results of a recent research study on smart specialisation ecosystems in the territory of Riga Planning Region were presented, a SWOT analysis of the region had been conducted and processes of change regarding the priority sector had been discussed. Around 30 RIS3 specialists and stakeholders attended the seminar.

Success factors: The seminar offered an excellent opportunity to gather all relevant regional stakeholders from different scopes, institutions and business areas to get to know each other, meet in person, discuss and share experiences and best practices as well as to obtain more information on RIS3 implementation processes in Riga Planning Region. In order to ensure real added value beside the networking, professional moderators and RIS3 experts from the EmpInno project were invited to provide high quality knowledge input based on experiences with RIS3 implementation processes. In general, the seminar allowed for an increased visibility and knowledge of the smart specialisation concept and

helped to disseminate results and experiences from the EmpInno project. Moreover, the seminar intensified or created regional Private-Public-Relations to further elaborate RIS3 and related priority fields and, thus, to support the development of strategic alliances for innovation and growth in the region.

Transferability: The seminar is in general transferable to other regions and RIS3-related priority fields. It can be easily implemented by inviting all RIS3 and priority-related actors from public authorities, business, research and business support organisations to a joint event. Furthermore, professional moderators familiar with the themes, as well as RIS3 specialists either from public authorities, research institutions or business support organisations are to be found in most EU-regions.

Further information: Riga Planning Regions – www.rigaregion.lv

2.6. Transnational Delegation Trip to the Event "ScanBalt Forum 2017" in Tallinn

Description of the event: ScanBalt Forum 2017 took place in Tallinn on 18 October 2017. ScanBalt Forum targets the strategic objective of ScanBalt "Baltic Sea Region as One Test and Development Site for Health Care Products and Services". The Forum 2017 paid special attention to digital technologies and health data in a Baltic Sea region cross-border perspective, commercialisation and how to integrate entrepreneurship in education and export of educational methods. ScanBalt Forum 2017 was organised in partnership with the "Health in the Digital Society. Digital Society for Health" conference in Tallinn, which focussed on how digital technologies and wider use of health data are changing our lives and the ways of healthcare.

Nearly 90 participants were present at ScanBalt Forum to discuss the many projects and activities working towards the common goal of the Baltic Sea Region as one test and development site within health and health care.

Description of the delegation trip: EmpInno partners attended the forum and had many discussions with other regions. At the end of the Forum it could be concluded that there are common interests and

potential synergies between the projects, which should be better exploited by linking them together in the pursuit of:

- better service offerings for SMEs, clinics and researchers
- more effective utilisation of scarce resources
- improved project visibility
- better anchoring of project outcomes
- promoting smart specialisation.

Success factors:

- Concentration on one specific industry sector to allow a high efficiency of information transfer
- Composition of multinational delegation teams that allow additional matchmaking
- The success of the format is based on the high reputation of the overall event.

Transferability: A transfer of the format seems to be recommendable where an event of similar relevance and with a competitive approach can be used as background and ensures a 'tangible' added value for representatives from a certain sector – as such and via the combination with a cross-border approach and a tailor-made and needs-oriented setup of the format itself.

Target group: EmpInno partners and their stakeholders. The EmpInno project purpose is to create opportunities for innovation actors to cooperate in the priority Health & Life Science & Biotech.

Further information: Tartu Science Park

2.7. Transnational Delegation Trip to Estonian Genome Centre, University of Tartu (The Estonian Biobank)

UNIVERSITY OF TARTU Institute of Genomics

estonian genome center

Short description: Estonian Biobank https://www.geenivaramu.ee/en is the population-based biobank of the Estonian Genome Centre at the University of Tartu. The entire project is conducted according to the Estonian Human Genes Research Act. The cohort size is currently growing to 151,515 people (gene donors) from 18 years of age and up, which closely reflects the age, sex and geographical distribution of the Estonian population. All of the subjects are recruited randomly by general practitioners (GP) and physicians in hospitals. A Computer Assisted Personal interview (CAPI) is filled within 1-2 hours at a doctor's office, which includes personal data (place of birth, place(s) of living, nationality etc.), genealogical data (family history spanning four generations), educational and occupational history, lifestyle data (physical activity, dietary habits - FFQ, smoking, alcohol consumption, women's health, quality of life).

There are a team of 51 people working at the research unit and the Biobank. The research unit is divided into three workgroups: biostatistics, bioinformatics and functional genomics. The support structure consists of an IT unit and administrative staff.

Description of the delegation trip: EmpInno partners and stakeholders visited on February 21, 2018 Estonian Biobank and their laboratories in Tartu. There were discussions about Estonian Biobank's next activities and research areas and cooperation possibilities. 12 participants from EmpInno partner regions and stakeholders attended the delegation trip.

Target group: EmpInno partners and their stakeholders. The EmpInno project purpose is to create opportunities for innovation actors to cooperate in the priority Health & Life Science & Biotech.

Success factors:

- Identification of a destination that is exemplary for related developments in other BSR countries ("best practice place")
- Concentration on one specific industry sector to allow a high efficiency of information transfer
- Composition of multinational delegation teams that allow additional matchmaking within the study trip delegation

Transferability: In case of format transfer to other places, it is important to keep up the focussing on one specific industry sector, the further specification tailored to the participant interests and the multinational structure of the delegation, as these are the factors that ensure high attractiveness of the offers as well as a significant added value for all participants.

Further information: Tartu Science Park

3. Activation Channel from EmpInno Project Partner to Stakeholders and SMEs

Presenting cooperation processes and successful activation methods and channels from project partners to their local stakeholders in order to foster cooperation between SMEs and public institutions and priority specific development.

3.1. SPARK Demo Centre

Short description: SPARK Demo was established and is managed by Tartu Science Park. SPARK Demo is an information and demo centre for the businesses in the South-Estonian region. The aim is to promote cooperation, share information and demonstrate the strengths and uniqueness of the region and serve as a contact point between interested parties.

The strategic sectors represented in the SPARK Demo Centre are biotechnology, food, wood, metal and ICT industry. Companies are chosen by turnover, value added, product and export potential.

Demo Centre is open to the public on weekdays, everyone is welcome, and it hosts delegations from all fields. The visits are organised by Tartu Science Park, cooperation partners and other stakeholders. The delegations are from companies, municipalities, educational and business support organisations.

Success factors: Demo Centre is in the centre of (Tartu) economic ecosystem. You can find there all information about entrepreneurship, cooperation possibilities in (South) Estonia in one place. Demo Centre cooperates with Tartu City Government, local entrepreneurs, business support and educational organisations, universities, etc. Demo Centre visits are free of charge.

Transferability: The transfer of the format requires close cooperation with all partners bringing delegations, organising events and building strategies.

Further information: Website http://sparkdemo.ee/en

Synergy and Empowerment Concept

Based on good practices shared and implemented in the Interreg BSR project EmpInno

Health & Life Science & Biotech

EmpInno
S3-Empowering for Innovation and Growth in Medium-Sized Cities and Regions

Interreg
Baltic Sea Region

EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND