

Presentation of BSR Innovation Express

By

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Former PA Innovation for
EU Strategy for the Baltic Sea Region and
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2009-2015

Innovation Express 1.0

	2013	2014	2015	2016	2017
Funding partners / countries	6 partners 6 countries DK,FI,IS,LT,NO,SE	8 partners 6 countries DK,FI,IS,LT,NO,SE	6 partners 6 countries DK,ES,IS,LT,NO,SE	8 partners 7 countries DE(BR),DK,ES,IS,LT,NO,SE	7 partners 7 countries DE(BW),DK,EE,IS,LT,NO,SE
Total budget (EUR)	1 210 000	1 526 500	1 355 000	1 835 000	1 950 000
Applications received/approved	47/40	84/54	58/40	59/39	67/40
Matchmaking events	Copenhagen 9-10 April	Berlin 18-19 September	Copenhagen 17-18 September	Warsaw 19-20 September	Stuttgart 21-22 September
Participants / countries	165 participants 70 clusters 15 countries	300 participants 150 clusters 24 countries	285 participants 151 clusters 32 countries	250 participants 150 clusters 30 countries	250 participants 175 clusters 30 countries
Capacity building	Matchmaking catalogue		WS: Experience exchange + selfie film from clusters on experiences	WS: Strategic internationalisation + tool for strategic internationalisation	WS: Long-term partnerships + booklet for best practice in IE projects

Innovation Express!

- Innovation Express projects are short – focusing on initial mobilization and exploratory activities
- low levels of financing (10.000 – 60.000 EUR) for shorter-term (12-18 months) transnational innovation projects.
- *Although funding decisions are made nationally (and follow each funding agency's own rules), representatives from each country work together to coordinate and communicate funding decisions – striving toward quick decisions across national borders.*
- Matchmaking of clusters a tool to find partners



2013

MATCHMAKING, GRAND CHALLENGES AND FUNDING POSSIBILITIES COPENHAGEN, 2013

The 1st BSR Stars cluster-to-cluster matchmaking focused on clusters role in grand societal challenges. 165 participants representing 70 clusters



2014

TOWARDS NEW HORIZONS, BERLIN, 2014

The 2nd BSR Stars Cluster Matchmaking Conference focused on H2020 for clusters. 300 participants representing over 150 clusters from 24 countries had 433 meetings, and the conference resulted



2015

INNOVATION BY COMBINATION, COPENHAGEN, 2015

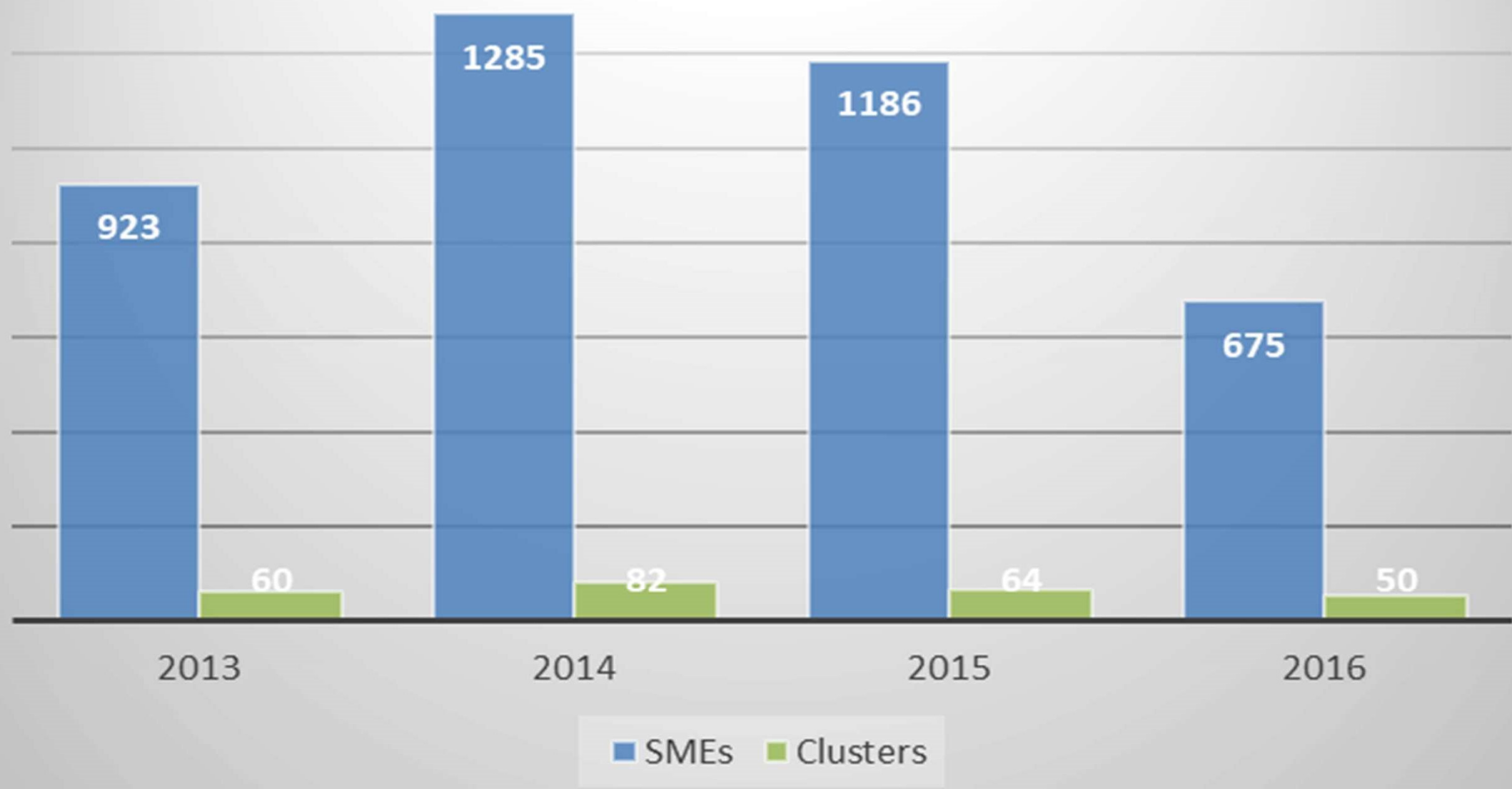
The 3rd Cluster Matchmaking Conference focused on fostering innovation by cross cluster collaboration. 285 participants representing 150 clusters from 32



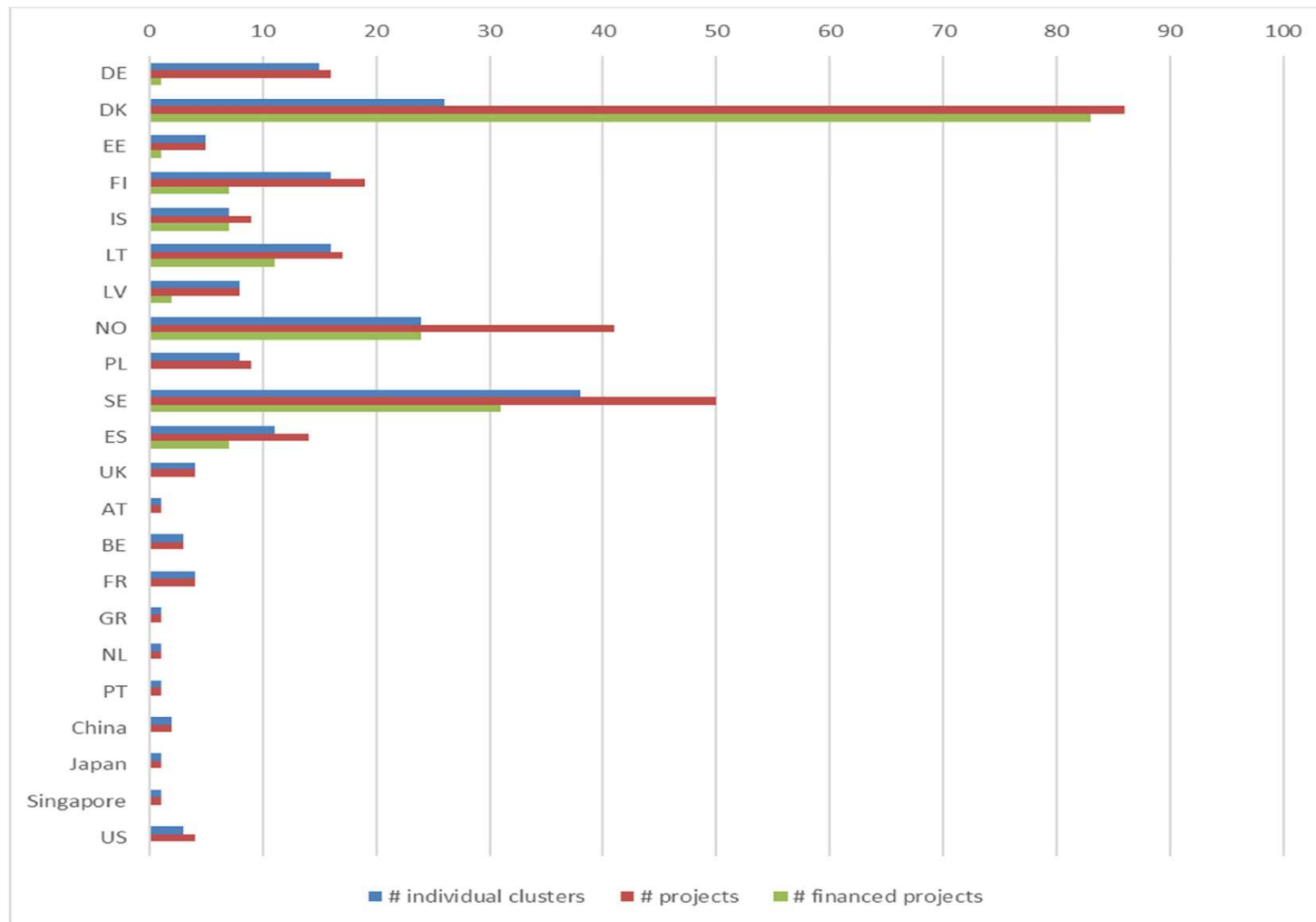
2016

INTERNATIONALISATION THE STRATEGIC WAY, WARSAW 2016

The 4th Cluster Matchmaking Conference highlighted the importance of a strategic approach to cluster internationalisation. 250 participants representing



Participating countries



The overall concept

- A large majority of cluster organizations (90%) agreed that the “Innovation Express” approach (i.e. lower financing levels, quicker time to decision and short time to act) is attractive and effective for fostering SMEs’ internationalization (see Figure below). The approach helps to quickly mobilize many actors and initiate collaborative activities, provides a “lower risk” test of new international collaboration (lower level of financing and shorter time period), and is a good stepping stone for larger/longer-term/more complex collaborative ventures.



27 Innovation Express projects implemented in 2016-17

Involving 64 clusters and more than 1100 SMEs from 17 countries

Implementing various approaches to internationalisation

Resulting in...

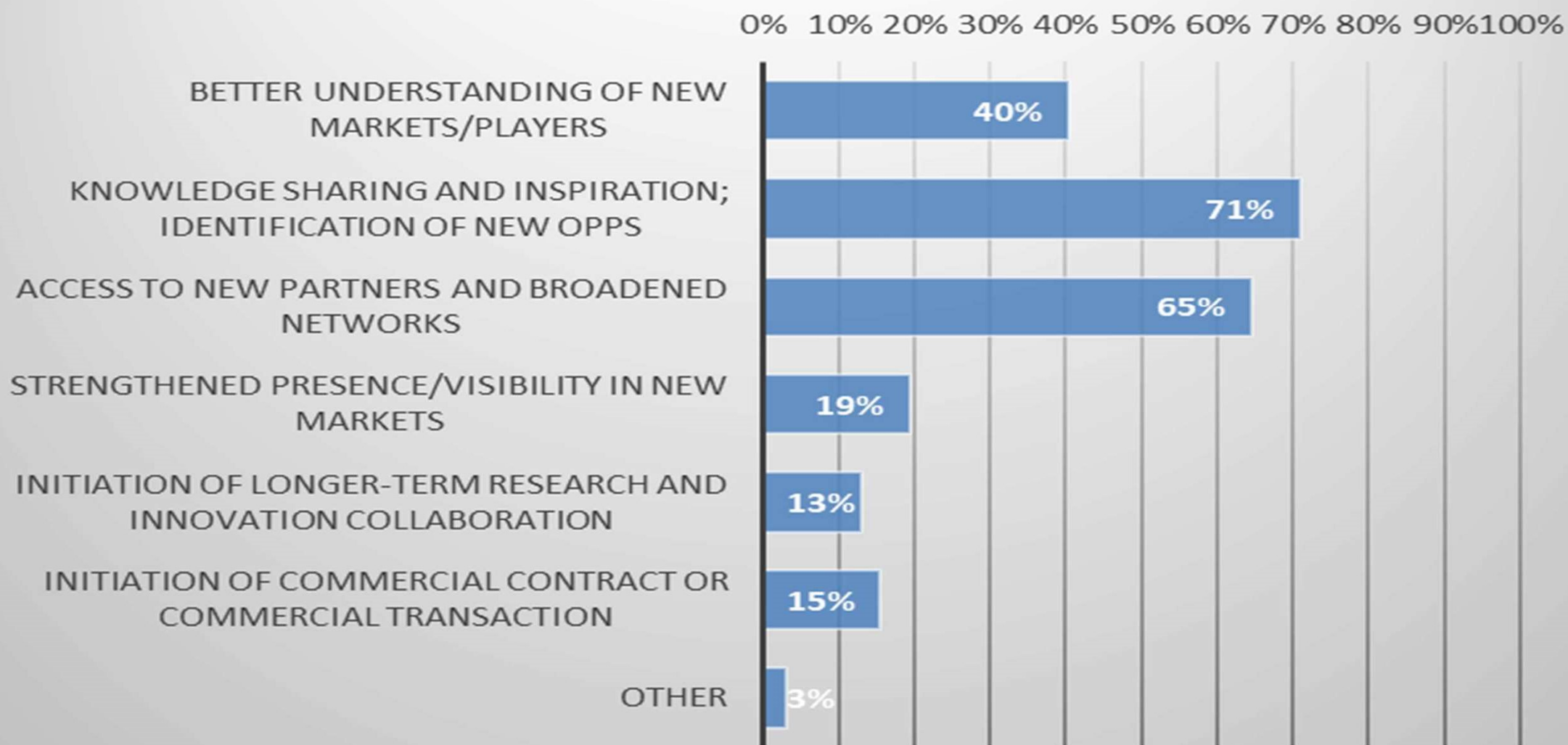
New knowledge, partners and international opportunities for 71% of participating SMEs

Initiation of longer-term innovation collaboration or commercial contracts for 15% of participating SMEs

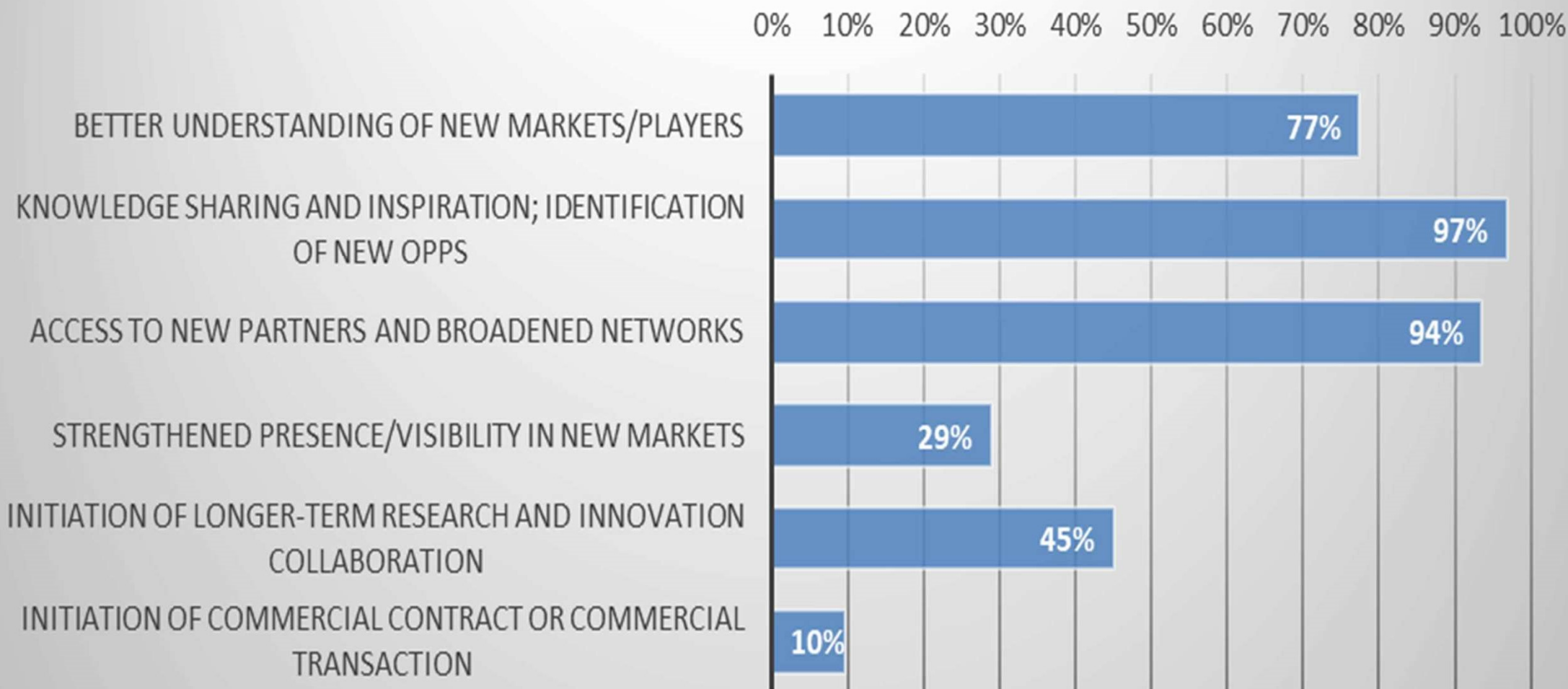
Five Key Messages

1. Cluster organizations continue to be viewed as an effective instrument to support SME internationalization – providing support and activities are that are well-aligned with SME needs.
2. Several different internationalization models are pursued. Some focus on strengthening export and globalisation, while others focus on developing research collaboration or building transnational platforms between clusters.
3. The most successful approaches combine aspects of several models – offering a tailored package of services to a targeted group of SMEs, and planning in time for follow-up and coaching with SMEs.
4. Innovation Express projects deliver useful results for SMEs – providing new knowledge and inspiration and initiating relations with new partners. SMEs view this as a helpful “first step” that may lead to longer-term commercial or innovation collaboration.
5. The Innovation Express concept is perceived as a valuable instrument that fills a gap in existing support to international collaboration. It is quick, simple and enables actual involvement of SMEs in international activities that are tailored to their needs.

SMEs' view on main results/effects of the project for their company (n=124)



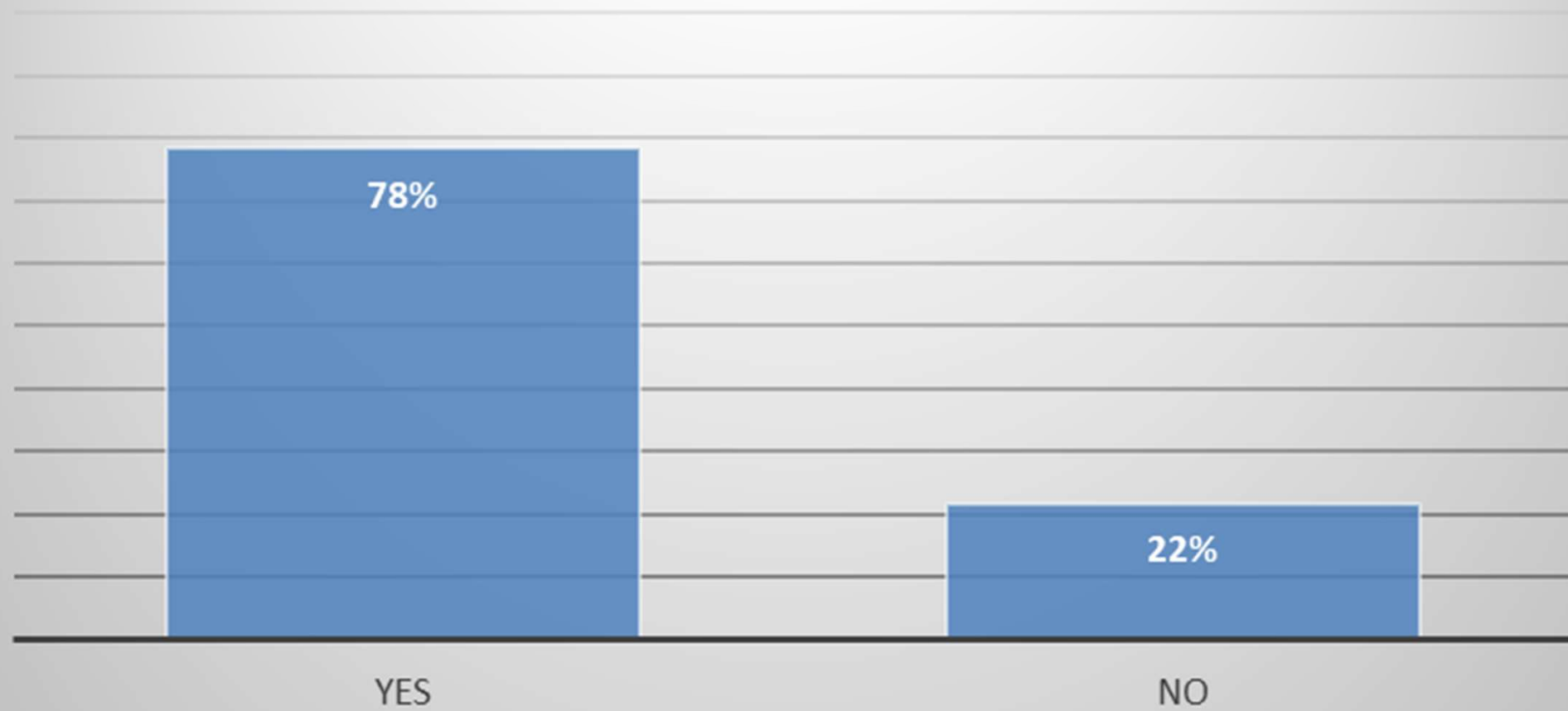
What were the main results/effects of the project? (All cluster organisations)



Some SME thoughts about IE activities

- *We have achieved some really good contacts in the matchmaking process. The specific profile that LD Cluster made with us helped identify the best possible partners.”* Fantini, SME within Lifestyle and Design cluster, DK
- *“The support we're receiving is particularly important for us towards the fulfillment of our needs and ambitions of tapping into new markets...(it) allows a more robust and structured networking to be achieved.”* Essensus, SME within CLEAN cluster, DK
- *“The cluster has helped analyse the needs and helped to find external expertise for our efforts.”* Erkers Möbler, SME within IUC Dalarna, SE

Are cluster/network organisations helpful in understanding and responding to your needs? (n=124)



Thank you!

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Evaluation 2017

Target Group/ Funding Partner Country	Cluster/ network orgs			SMEs		
	# Targeted	# Received	50% target?	# Targeted	# Received	50% target?
Denmark	23	21	91,3%	69	107	155,1%
Iceland	2	1	50,0%	6	0	0,0%
Lithuania	1	0	0,0%	3	0	0,0%
Norway	5	3	60,0%	15	2	13,3%
Sweden	4	3	75,0%	12	11	91,7%
Catalonia, Spain	3	3	100,0%	9	4	44,4%
TOTAL:	38	31	81,6%	114	124	108,8%

A selection of quotes from cluster organizations and SME respondents

- **Better understanding of new markets/players**

- *"By attending WIN Nordic meetings, we have exposed our company which made us start working with international partners, which in turn can lead to joint applications of EU funds. We have also improved our own knowledge of how the market segment in the water industry (WIN's core interest) looks and what interest exists for the type of products we develop."* 4IT, Swedish SME within Nordic WIN

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- **Knowledge sharing and inspiration; identification of new opportunities (both within and between clusters)**

- *"It was possible to identify new opportunities and members from other clusters to collaborate together."* ABM, SME within Catalan Water Partnership
- *"During the project activities, such as study trips and workshops, a number of cross-sectorial market opportunities emerged, where experience technologies combined with the food industry could lead to new types of digitally enhanced gastronomical services. The study trip also opened up for a broader network with new potential partners."* Invio Innovation Network, DK

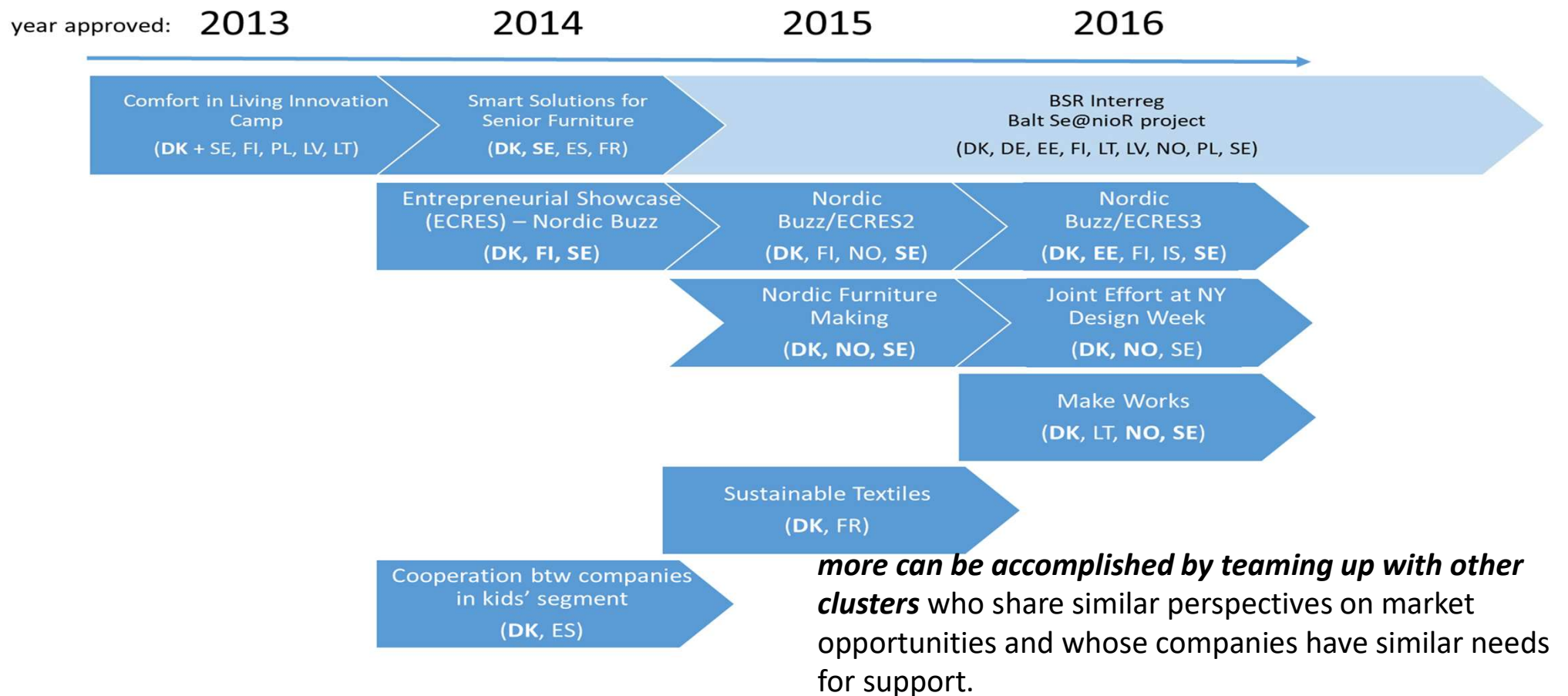
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- **Access to new partners and broadened networks**

- *"For the current activities I was looking for help to identify possible specialists (consultants) and we were introduced to a very competent network."* SME within MedTech Innovation cluster, DK
- *"It is one thing to know about a market from reading about it. It is another thing to get in contact with people and organisations that are active on the market and know many unwritten rules, etc. To be able to test the product/service before trying to enter the market is crucial."* Soleva Technologies, SME within WIN, SE

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Overview of Lifestyle and Design Cluster's, DK, Innovation Express projects





Boosters

FOR INTERNATIONALISATION OF CLUSTERS



Blockers

FOR INTERNATIONALISATION OF CLUSTERS



- Strategic focus and clear goals/expectations
- Tailored offering to SMEs...based on their needs
- Anchored with and leveraging of the broader regional ecosystem
- Appropriate skills and resources to implement

- Limited network and knowledge of international opportunities
- No concrete offering to SMEs
- Differences in language, culture...and policy frameworks

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Total budget (EUR)	1.210.000	1.526.500	1.355.000	1.835.000	1.950.000
appl. recd/ approved	47/40	84/54	58/40	59/39	67/40
Matchmaking Event	Copenhagen, DK 9-10 April	Berlin, DE 18-19 September	Copenhagen, DK 17-18 September	Warsaw, PL 19-20 September	Stuttgart, DE 21-22 September
participants/ countries	165 participants 70 clusters 15 countries	300 participants 150 clusters 24 countries	285 participants 151 clusters 32 countries	250 participants 150 clusters 30 countries	250 participants 175 clusters 30 countries
Other learning activities:	Matchmaking catalogue		Experience exchange workshop (CPH, Sept '15) + selfie film from clusters on experiences	Workshop on strategic internationalisation (Riga, June '16) + tool for strategic internationalisation	Workshop on long-term partnerships (Oslo, June '17) + booklet for best practice in IE projects

SMEs' view on most helpful internationalisation support activities (n=124)

