

Interreg
Baltic Sea Region



EUROPEAN
REGIONAL
DEVELOPMENT
FUND

EUROPEAN UNION

Smart-up BSR



Aalto University
School of Business



Smart-UP BSR: Our Region in 20 Years

Taina Tukiainen, Professor, Aalto
Corporate Entrepreneurship and Innovation
Tallinn, 17 September, 2018



Learning City
ESPOO


Smart-Up BSR in a nutshell

- **Dynamic, entrepreneurial & engaging**
- **BSR RIS3 implementation four spearheads: healthy ageing, digitalisation in smart city, climate change and circular economy**
- **Allows regions to learn hands-on and build solutions to regional challenges via innovation camps**
- **Foster BSR bottom-up innovation process and experimentation**
- **Mobilizes existing knowledge, expertise, and showcases best practices in the area of smart specialisation**
- **Activates Baltic Sea region network around important societal challenges**
- **Regions in 9 countries of the Baltic Sea Area, 13 partners, 26 associate partners, including DG JRC & DG REGIO**



Smart & Sustainable BSR 2040


Evidence informed policy & decision-making



EUROPEAN UNION
Committee of the Regions

Regional Innovation Ecosystems

CoR guide Learning from the EU's Cities and Regions



INFORMATION TECHNOLOGY

THE DATA-DRIVEN SOCIETY

The digital traces we leave behind each day reveal more about us than we know. This could become a privacy nightmare—or it could be the foundation of a healthier, more prosperous world

By Alex 'Sandy' Pentland

- Annual salary of \$13,000
- Purchases five cups of coffee (usually Starbucks) per day
- Based on social circle, likely to repay a loan
- Search engine records indicate coming down with the flu
- Pregnant but doesn't know it yet



"The new normal of cities is about perceiving people, their skills, motivations and capability for collaboration as the most resilient resource a city has."



United Nations
Office for Partnerships

Smart-Up BSR Messages to the Politicians

- 1. Boost inclusive regional stakeholder engagement:** How do we make the development of our regions inclusive? How do we engage diverse stakeholder in Baltic Sea Region?
- 2. Engage BSR Inter-regional collaboration:** How to engage and collaborate across regional borders in Baltic Sea regions? How to create and develop the spearhead initiatives together in the macro-region?
- 3. Boost Entrepreneurship & entrepreneurial discovery process:** How to boost entrepreneurship and start-ups in BSR? How does the entrepreneurial discovery process create value in BSR?
- 4. Save Baltic Sea and tackle grand societal challenges:** How to tackle grand societal challenges like climate change, circular economy, and healthy ageing via smart specialization in BSR? How to attract relevant businesses inclusively?

