

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

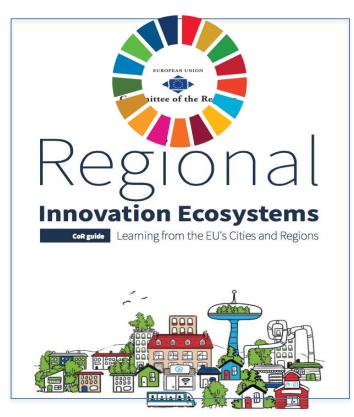


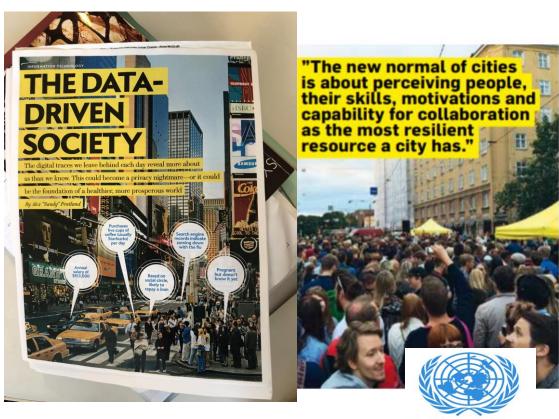




Smart & Sustainable BSR 2040

Evidence informed policy & decision-making





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?





