

## Priority Axis 1

### Strengthening international activeness and innovation capacity of the South Baltic blue & green economy

The lists of exemplary actions, outputs and result indicators are non-exhaustive and other types of actions and activities can be proposed by the project.

The ERDF co-financing allocated to the priority axis 1 is EUR 9 972 000.00.

Programme level		Project level			
<p><b>Specific objective 1.2</b></p> <p><b>Improve the transfer of innovation for the benefit of blue and green sector SMEs through joint cross-border actions</b></p>		<p>The following sections present examples of project actions, activities and outputs that projects could develop to achieve their objectives and results. In addition to the contribution to the programme output indicators, the projects are free to define their own activities and outputs, as long as the project follows the strategic orientation of the South Baltic Programme and addresses the relevant specific objective according to the Programme requirements.</p> <p><b>Please note that provided examples are of general nature (and not necessarily related to the exact problems in the South Baltic area) to illustrate the link between the programme and project objectives. You should identify your project challenges according to your thematic field and they should not directly derive from these examples provided!</b></p>			
<p><b>Main challenges in the programme area (specific objective 1.2)</b></p>	<p>Varying SME innovation capacities between the Programme regions as a factor that weakens the competitiveness of the area's blue and green economy as well as the convergence processes between the regions</p>		<b>Example no 1</b>	<b>Example no 2</b>	<b>Example no 3</b>
	<p>Unexploited potential for innovation transfer through cross-border networking and clustering between the more and less innovation capable regions in the South Baltic area</p> <p>High share of upper-secondary and tertiary education graduates across the South Baltic area as an asset to be better exploited for international triple helix cooperation and innovation transfer for the local SMEs</p>	<p><b>Project's main challenge</b></p>	<p>There are many similar SMEs acting in South Baltic country x, y and z which offer products but do not have a lot of money to invest into developing new skills in innovation management. These high costs make the SMEs unable to get any additional competitive advantage in market.</p>	<p>There are SMEs from specific blue economy sector in South Baltic countries x, y however there is a lack of multilateral contacts in South Baltic area to cooperate and transfer of innovations.</p>	<p>The green economy SMEs from South Baltic area cannot access to innovative design, innovative production processes due to the lack of finances.</p>
<p><b>Specific objective 1.2</b></p> <p><b>Improve the transfer of innovation for the benefit of blue and green sector SMEs through joint cross-border actions</b></p>		<p><b>Project's specific objective</b></p>	<p>Training of SMEs representatives from countries x,y,z and provision of consultations regarding innovations which will let get additional skills in innovation management and save money for investments for capacity building of personal.</p>	<p>Establish specific blue economy SME cluster for countries x,y,z in order to transfer innovation</p>	<p>To adopt new innovative production methods and innovative designs for blue and of green economy SMEs</p>

Expected programme result	Improve the transfer of innovation for the benefit of blue and green sector SMEs through joint cross-border actions	Exemplary project results (to be decided by the partnership)	New cross-border relations between SMEs and research institutions in the South Baltic area  New support instruments fostering relations between SMEs and research institutions in the South Baltic area	Innovative products developed by blue sector SME	Products produced using innovative methods and applying innovative design.
Programme output indicators	Number of established or enhanced cross-border clusters, networks and triple-helix models  Number of cross-border services/programmes delivered to blue and green sector SMEs to foster their innovation capacity  Number of enterprises cooperating with research institutions	Exemplary project outputs (to be decided by the partnership)	Cross-border relations between SMEs in the South Baltic area  Conceptual documents prepared by the project (e.g. feasibility studies, thematic expertise reports, local/regional concepts and action plans, business plans, branding and marketing concepts/strategies, good practice brochures/handbooks/examples, educational/training curricula, planning/decision support tools, databases, GIS systems and ICT tools, etc.).  Project workshops/seminars/conferences/exhibitions  Participants in events organised by the project, including politicians and decision-makers	Established cross border blue economy SME clusters  SMEs/entrepreneurs taking part in the cross-border networks based on formal agreements  Number of R&D institutions taking part in the cross-border networks based on formal agreements  Participants in events organised by the project, including politicians and decision-makers	Technical solutions applied in practice in the project lifetime  Investment proposals/concepts prepared in the project lifetime  Pilot investments carried out in the project lifetime  Project workshops/seminars/conferences/exhibitions

Exemplary project actions	<p>Provision and testing of cross-border training and capacity-building services for blue and green sector SMEs in order to improve their innovation capacity (e.g. in innovation management etc)</p> <p>Provision of business advisory services (e.g. training, market research, counselling etc.) to blue and green sector SMEs from the South Baltic area on the introduction of new services and products in the South Baltic market through cross-border ventures</p> <p>Organisation of cross-border events to enable the exchange of experience and stimulate innovation transfer between blue and green sector SMEs from the South Baltic area</p> <p>Development and testing of cross-border smart specialisation strategies and joint branding concepts for new products and services in the blue and green sectors of the South Baltic economy</p> <p>Development and testing of cross-border triple-helix cooperation models, platforms and networks with the participation of enterprises, research institutions, universities and public administration, dedicated to the better transfer and absorption of innovation by blue and green sector SMEs from the South Baltic area</p> <p>Cross-border development and prototyping/pilot testing of innovative products/services in the blue and green sectors of the South Baltic</p>
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	economy
<b>Exemplary</b> types of project activities	<p>Transfer of knowledge and exchange of good practices</p> <p>Information and promotion activities</p> <p>Educational and training activities</p>
Other exemplary project output indicators (to be decided by the partnership)	<p>Number of conceptual documents prepared by the project (e.g. feasibility studies, thematic expertise reports, local/regional concepts and action plans, business plans, branding and marketing concepts/strategies, good practice brochures/handbooks/examples, educational/training curricula, planning/decision support tools, databases, GIS systems and ICT tools, etc.).</p> <p>Number of project workshops/seminars/conferences/exhibitions</p> <p>Number of participants in events organised by the project, including politicians and decision-makers</p>
Exemplary project result indicators (to be decided by the partnership)	<p>Number of cross-border relations between SMEs in the South Baltic area</p> <p>Number of SMEs/entrepreneurs taking part in the cross-border networks based on formal agreements</p> <p>Number of R&amp;D institutions taking part in the cross-border networks based on formal agreements</p> <p>Number of intermediary support structures for SMEs created or extended in the project lifetime (different than clusters, networks and triple-helix models)</p> <p>Number of technical solutions applied in practice in the project lifetime</p> <p>Number of investment proposals/concepts prepared in the project lifetime</p> <p>Number and value of pilot investments carried out in the project lifetime</p>
<b>Exemplary</b> types of partners	<p>Formal associations, clusters and networks of SMEs (having legal personality)</p> <p>Chambers of commerce, business development agencies, business incubators, technology parks and other business support and finance organisations</p> <p>Local and regional authorities</p> <p>Higher education and R&amp;D institutions</p> <p>NGOs providing promotion and services focused on innovation aspects</p>
Main target groups	SMEs representing blue and green sector and developing/transferring innovative products and services within the South Baltic area