

# Smart Blue Regions

## Output 4.3 - Transnational blue growth cooperation projects

Project name:

BSR Innovation Arena for Maritime Industry (*“International Bastu-concept”*)

Challenge to be addressed:

Many attempts and projects have been realised during the past years, but it still remains a challenge to commercialize innovations from small companies to market products. There is not enough information available why so many innovations fail to reach the market and why the process is so slow. One obvious explanation is that small companies and even individual persons try to take care of all different functions inside the SMEs and there is not enough knowledge and time dedicated to the commercialisation process.

Commercialization process could be made smoother and faster by offering more targeted and tailor-made support services for SMEs, who don't usually have separate R&D departments. Real collaboration e.g. joint technology or product development between the SMEs in different countries and between SMEs in different sectors is needed. This type of business-to-business cooperation is hardly happening in the BSR at the moment due to lack of resources. There is certainly a need for an intermediate body e.g. cluster organisation or similar, who can facilitate and support commercialization of innovations.

Example: Bastu-concept has been successfully developed in Southwest Finland to offer SMEs a platform to cooperate. The idea behind Bastu is that companies from different sectors (for example from blue growth in general, but more specifically from ship building and tourism for example) can cooperate while developing new ideas. This concept can be developed further to serve as a BSR-wide practice. It's worth noting, that many innovations (e.g. nano materials) can be used for several purposes, so their use is not limited to one sector.

Expected results and target groups:

- More SMEs cooperating for joint development and commercialization of innovations in BSR/Europe
- Capacity building for intermediate organisations to enable them to offer targeted support for SMEs
- New solutions and ready-to-market products developed based on cross-sectoral and cross-border development work

Target groups: SMEs, intermediate organisations e.g. clusters

Main activities and timeframe:

- Detailed activities to be developed
- The most important thing is to boost concrete solutions instead of just new research themes
- Themes need to be selected: Digitalization, smart use of materials, new service innovations, smart solutions for ship building, autonomous ships etc. (Needs to be selected)

First pilot project and then full-scale implementation?

#### Partnership:

Swedish Maritime Technology Forum, Bastu Turku, Turku Future Technologies, HILLA project, Maritime Cluster Northern Germany, Excellence Cluster Future Ocean, German Association for Maritime Technologies, Maritime Alliance Baltic Sea Region Association (Mecklenburg-Vorpommern), Maritime Institute in Gdansk, Polish Maritime Cluster, ICT Cluster Western Pomerania, Cleantech Cluster Latvia, businesses and universities around the BSR, representatives from other sectors than maritime industry (Which ones?)

#### Estimated budget:

TBC

#### Financing sources:

MA-Network pilot call; BSR-programme, Horizon2020, EMFF

#### Other remarks for the further project development:

- Need for a capable Lead Partner organisation (business support organisation, cluster or similar)
- State aid issues to be considered