



EUSBSR
EU STRATEGY
FOR THE BALTIC
SEA REGION



norden

Nordisk Ministerråd

Warsaw

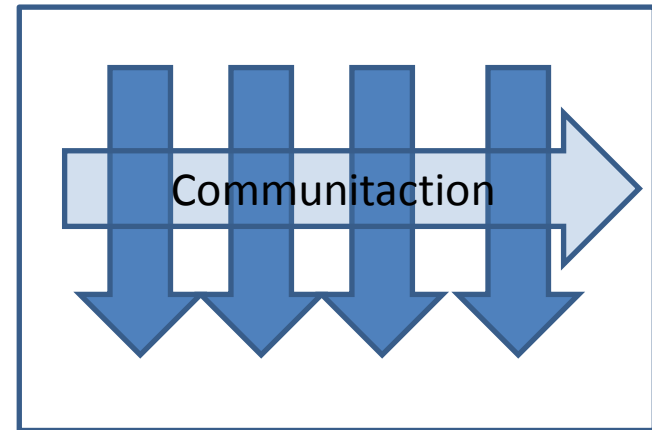
4-5 March 2015

Workshop summary

Government led efforts

- **All areas captured**

- The **acceptance** of the civil society (incl. consumers, NGOs...) is crucial
- We have to change people's (politicians, CEOs, Recarchers, cecil society) **attitudes** – DIALOGUE, EDUCATION, THERMOLOGY
- The change processes towards bioeconomy are on different levels in the areas



- **Distribution of tasks ok**

- The main task is to change the strategic direction
- EU, BSR, national, regional and local levels have all their own implementation roles
- The

- **A lot of programmes and projects are ongoing**

- Mapping is needed. Collect the data when asking feedback from the participants.

Private Sector led efforts

Part 1)

- Examples of BE stakeholder benefits! Not start from a problem point of view (bottlenecks)
- Bio&Economy: not only Bio. How to finance or subsidies added value/additional costs.
- Financing is a policy measure at the policy level
- BSR Business Forum: Digital marketing and Stakeholders needs. Whirtual Constant fair
- Research, studies for re-use of Products (co operation with RD)
- Consumer perspective and end user perspective is lacking, increased prices v. quality
- Health perspective
- Catalytic Change
- How to open pup between enterprises

Part 2)

- No allocation to who is doing what in the Draft
- PPP-triangle for development of common challenges, utilise existing ICT-plattform, eg. University
- State the role-play and responsibilities of the 4Helix/MHelix (politics v. enterprises)
- Leasing models (construction businesses) are good

Part 3)

- Networking: how to fertilise own region from what happens in the BE area outside the BSR co-operation
- BE communication: true and clear, clean water - clea food - healthy

University and research led efforts

- **Learning and education** – include social sciences and humanities
 - System thinking, influence and decision making
 - Curriculum building
 - National languages, cultures and concepts in communication – no one size!
 - Quadruple helix (academia, industry, government, **users** (ngo involvement – e.g. social innovation))
- **Infrastructures** incl. information how to gain access to data and studies + avoid duplication
- Increase **cooperation - consortia building** – advance to Public Private Partnerships
 - **IPR** ownership – different schemes needed
- **Smart specialization**
- **Fast-track** to commercialization
- Connect **Smart Cities** to the Bioeconomy
- Smaller bio-refinery plants/factories
- **Cost/benefit** balances
 - Negative vs positive impact
 - Example: more biomass – more fertilizer
- **Driving forces**
 - Oil – price volatility
 - Taxes – e.g. carbon emission
 - Regulation
 - Legislation
 - Frameworks and funding instruments (regional, MS and EU alignment)