BSR S3 Ecosystem

Long-Term Dissemination Strategy

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Short Project Description

The flagship EU Strategy for the Baltic Sea Region Policy Area Innovation (EUSBSR PA INNO) platform project on S3, **'BSR S3 Ecosystem'** (Interreg Baltic Sea Region, 2018-2022) is aligning various EUSBSR S3 initiatives to better steer investments across the Baltic Sea region (BSR). The platform builds on the experiences of Interreg BSR funded EUSBSR PA INNO S3 projects LARS, BSR Stars S3, Smart-up BSR and GoSmart BSR/ GoSmart&Excel BSR, as well as Interreg Europe funded S34 Growth, BIOREGIO, ClusterFy and TraCS3. Recent developments and experiences, also based on the outcomes of BSR S3 Ecosystem platform project, offer valuable tools and guidance for the effective and coordinated utilisation of EU 2021-2027 opportunities in BSR sub-regions. Even more importantly, they provide a strong basis for more strategic S3 development and cooperation to improve European competitiveness.

The BSR S3 Ecosystem project has been underpinned by a highly experimental and interactive process, bringing together BSR (and wider EU) innovation actors from policy, research / science and industrial perspectives, to sharpen the focus of innovation collaboration efforts across the macro-region. Recommendations and results of the BSR S3 Ecosystem project, materialized in the main **'BSR S3 Ecosystem Advisory Hub'** as a source of strategic advice and support for the macro-region's innovation community, which also constitute a basis for the EUSBSR PA INNO's S3 agenda and actions from 2022 onwards. This Hub should facilitate the upgrading of industrial innovation collaboration opportunities across the BSR towards a stronger EU and global value chain orientation.

Introduction

The purpose of the dissemination strategy is to increase the long-term impact and uptake of the project's outputs and findings. It is the base for disseminating, promoting and scaling-up the impact of the project's main output 'BSR S3 Ecosystem Advisory Hub' among the main target groups of the BSR S3 Ecosystem project (regional authorities and persons responsible for S3 implementation in the BSR and S3 experts at the EU level). Details on dissemination methods are laid down in this document, e.g. with regard to events and cooperation and engagement with relevant European and BSR networks, the EU Policy and Investment Ecosystem and the EU Strategy for the Baltic Sea region.

Dissemination Strategy

Dissemination activities are designed to enhance awareness and transfer of knowledge on the project's main output 'BSR S3 Ecosystem Advisory Hub' facilitating the adoption of an S3 ecosystem approach across the BSR to deliver the Green Deal's twin transitions. Via effective information distribution and active S3 stakeholder dialogue, stronger practical, policy and political level (EU, BSR, national, regional) support for and commitment to the S3 ecosystem approach will be pursued, aiming at wider uptake and scaling-up of the BSR S3 Ecosystem Advisory Hub proposals for actions on the following three themes of demand (as expressed and learned during the project): Demand for improved access to information about BSR S3 opportunities; Demand for capacity building support linked to regional S3 ambitions for more strategic S3 collaboration; Demand for 'connecting' and brokering advice for quadruple helix actors.

The dissemination activities produce information on the BSR S3 Ecosystem Advisory Hub goals, action proposals and related actions by the BSR S3 Directors' Network and its member regions in easily accessible and interpreted way for key stakeholders. Dissemination activities shall be targeted and adjusted to the specific needs and interests of the identified target groups. The dissemination strategy will be regularly reviewed and monitored in the BSR S3 Directors' Network meetings, and updated to ensure its objectives are met and amended, if necessary.

Dissemination aims

- Facilitate knowledge sharing between regions in the Baltic Sea region on regional S3 processes and good practices of implemented S3 projects and other actions.

- Improve knowledge among regional authorities as well as national and EU level policy makers on the potential, challenges and national and macro-regional benefits from applying transnational approaches in S3 strategies.

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- Improve knowledge among regional authorities responsible for S3 as well as policymakers in the BSR on the transnational methods that can be used for interregional cooperation in S3 implementation

- Improve understanding and build capacity among regional authorities in the Baltic Sea region on how to implement transnational approaches in S3 strategies.

Different levels of dissemination

The dissemination of project main output will take place at regional, national, macro-regional and EU levels. All partners will be responsible for disseminating the project results to their regional and national innovation policy stakeholders and in their related BSR and European networking and cooperation activities, also in connection with their regular communication activities and by using their own communication channels and networks.

At the EU and BSR levels, the most important dissemination platforms are the new **The Partnerships for Regional Innovation (PRI) Pilot Action** in which the BSR S3 Ecosystem project - through the BSR S3 Directors' Network – takes part as one of the pilots, and the P**olicy Area Innovation of EU Strategy for the Baltic Sea Region (EUSBSR PA INNO).**

Target groups

The project's **internal target groups** consist stakeholders in the partner organizations'/regions' regional innovation ecosystems (universities and research institutes, clusters and companies in the regions' S3 priority sectors, business development agencies and associations, local authorities, NGOs).

The project's **external target groups** are S3 experts at the EU level, other regional authorities in the BSR, ESF and ERDF managing authorities and national innovation policy makers (ministries, innovation agencies) in the BSR, BSR innovation/regional networks, EUSBSR (and other MRS) stakeholders, European regional and innovation networks and initiatives and managing authorities of Interreg programmes.

At the EU level, the project dissemination will target leading European regional innovation policy and cooperation platforms and initiatives such as the JRC Smart Specialisation Platform (S3P), European Research Area (ERA) hubs, Interreg Europe Policy Learning Platforms, EU Missions in Horizon Europe (especially 'Adaptation to Climate Change: support at least 150 European regions and communities to become climate resilient by 2030') and European Digital Innovation Hubs (EDIHs). Finally, relevant European and BSR regional networks such as Vanguard Initiative, The European Regions Research and Innovation Network (ERRIN), CPMR Baltic Sea Commission and Baltic Sea States Subregional Cooperation (BSSSC) will be targeted at in the project dissemination.

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Key messages and dissemination activities

All dissemination efforts are tailored specifically to that specific target audience, ensuring that the content is fully in line with the expected impact per target group.

The below table reflects how we intend to reach each target audience, through which channels, and what the key messages are.

Target groups	Dissemination activities and channels	Key messages
Stakeholders of the partner regions' regional innovation ecosystems	Meetings and events in connection with regional innovation policy and S3 (with stakeholders and in connection with regional innovation policy making) Bilateral meetings with stakeholders Dissemination in connection with - regional S3 updating and monitoring and regional strategy development - regional innovation policy actions and projects (preparation, events) - general regional (innovation) policy communication (newsletters, website, social media) -	Strong and continuous regional support, capacity building and investment is required to create sustainable foundations for joint S3 / innovation collaboration across the BSR, which can shift from a 'project to process' orientation. Inter-disciplinary approaches are required in order to adopt a holistic mindset relating to S3 and SDGs. S3's entrepreneurial discovery process must be underpinned by a quadruple-helix approach which is on-going / continuous. The BSR is well-positioned to create new EU added value in the area of S3 interregional collaboration, given its history, capacity and experience across macro-region. While demand for support goes beyond the short-term, project orientation of Interreg, the EU instruments on offer, such as Horizon Europe's European Innovation Ecosystems programme and the new Interregional Innovation Investments tool - I3 do not adopt a macro-regional perspective and are not compatible with a current reality at the local level across many Baltic Sea regions. BSR S3 Directors' Network, its PRI Pilot Action and the S3 and the EUSBSR Policy Area Innovation work together towards the creation of a place-based and
S3 experts at the EU level, other PRI	Active dialogue with S3 experts, PRI pilots, EUSBSR and other MRSs and	

pilots and pilot regions, EUSBSR and other MRS stakeholders, European regional and innovation networks and initiatives and managing authorities of Interreg and other relevant EU programmes (see annexes for more information on the role of Baltic Sea Region S3 Directors' Network's Pilot Action for Partnerships for Regional Innovation (PRI), and the EUSBSR Policy Area Innovation)	relevant European networks, initiatives and managing authorities - joint events, BSR S3 Directors' Network representatives' participation and presentations in relevant events and meetings, bilateral meetings Dissemination, networking and policy learning in connection with the PRI Pilot Action activities and 'PRI Playbook' development Dissemination through EUSBSR Policy Area Innovation: - presentation of the Hub concept to the EUSBSR PA INNO steering group in its meetings and discussion of its utilisation and scaling up in BSR - national policy support and coordination and dissemination of Hub results through steering group members - inviting steering group members, to BSR S3 Directors' Network meetings as guest speakers - cooperation with EUSBSR PA INNO coordinators: dissemination and promotion (through PA INNO website and social media), joint events - dialogue and joint events with innovation policy areas and action groups of other macro-regional strategies Contribution to relevant EU regional	sustainable ecosystem orientation to underpin the macro-region's approach to Smart Specialisation. The BSR requires a permanent 'space' (the hub) for regions and their innovation actors to converge - where they can share knowledge and co-create ideas and actions to take their plans and ambitions from a regional S3 focus to an interregional one. More pervasive 'technical' support is needed to upgrade the 'know-how' of innovation actors across the region (e.g. on upgrading regional approaches to S3's entrepreneurial discovery process, and on positioning and consolidating the role of industrial ecosystems and clusters at the core of regional / economic development strategies). Facilitation the brokerage of different innovation actors across the BSR is needed (especially industrial actors) with the aim of setting out pathways for joint industrial-led, innovation investment. Interregional and macro-regional collaboration is required to deliver successful transitions because of the scale and complexity of the regional/EU/global challenges. Adopting an S3 ecosystem approach – across the BSR – to deliver the Green Deal's twin transitions will be essential / It is important to ensure that the Green Deal's twin transition agenda embraces an inclusive approach, acknowledging highly differentiated needs of different groups of stakeholders and different territories across the BSR (S3 offers an holistic framework to achieve this.). Both 'whole-of-government' and effective multi-level governance approaches will be necessary across the BSR (at local, regional, national and EU levels).

	and innovation policy and funding instruments related consultations and events	
Other regions / regional authorities in the BSR responsible for S3, BSR innovation/regional networks, ESF and ERDF managing authorities and national innovation policy makers in the BSR (ministries, innovation agencies)	Active dialogue with other regions and their S3 experts and relevant BSR networks and managing authorities and national innovation policy makers in the BSR: - joint events, BSR S3 Directors' Network representatives' participation and presentations in relevant events and meetings, bilateral meetings - contribution to relevant BSR and national innovation policy and funding instrument related consultations and events	

Annexes:

- Summary of the Baltic Sea Region S3 Directors' Network's Pilot Action for Partnerships for Regional Innovation (PRI)
- BSR S3 Ecosystem Advisory Hub and the EUSBSR Policy Area Innovation