

Larger Cities as Drivers of Innovation:

The Baltic Sea Archipelago of Innovation – a Metropolitan Partnership for Growth!

BaltMet Innovation & Entrepreneurship Policy Framework

**European Presidency Conference on Innovation and Clusters
Stockholm 23 January 2008**



Project part-financed by the European Union

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Objectives

Baltic Sea Region
Regional
Growth, Welfare & Competitiveness

Designated Growth Drivers

Harmonization

Innovation
& Entrepreneurship

Regionalization

Selected Policy Framework

The Baltic Sea Archipelago
of Innovation

Proposed Policies

Strategies
&
Governance

- A strategy of strategies
- Top of Inno chain
- A partnership for growth

Branding
& Identity
Building

- BSR profile
- Identity building
- I&E as brand content

Clusters
& Creative
Environments

- Shared I&E infrastructure
- Multiple clusters
- Inno based spatial planning

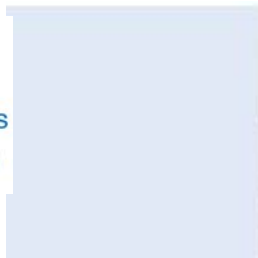
Competences
&
Skills

- Building I&E competences
- Portfolio of support programmes
- Coordinated tech-transfer



1. A Baltic Sea Archipelago of Innovation

- An I&E strategy for Europe
- A golden opportunity
- The need to join forces
- Re-inventing a Baltic Sea Region
- A Baltic Sea Archipelago of Innovation
- Positioning the Baltic Sea Region



2. Baltic Metropolises - a Platform for Innovation and Growth

- A particular role of Metropolitan Cities in the Baltic Sea Region
- BaltMet as an emerging strategic concept!
- BaltMet as platform for innovation and entrepreneurship



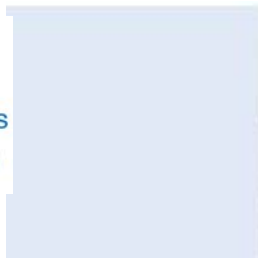
3. Metropolitan I&E Strategies and Governance(WP1)

- Metropolitan Regions as strategic key players
- A Strategy of Strategies
- A strategy for the top of the innovation chain
- Governance – a Strategic Partnership for Growth



4. Metropolitan I&E based marketing, branding & identity building (WP2)

- Attuned metropolitan city marketing
- The Baltic Archipelago of Innovation brand as an umbrella
- Metropolitan city as core brand elements
- Identify with rather than identity of – endorsed branding



5. Clusters and creative Inno-environments

- Defining metropolitan innovation regions
- Designing Innovation infrastructure based on science and technology
- Supporting Cluster development
- Spatial planning as an instrument for innovations and growth



6. Innovation competences and entrepreneurial skills

- New entrepreneurial spirit
- Engaging universities
- Orchestrating I&E programs



Thank You!

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