



ScanBalt BioRegion: Solving Societal Challenges on Top of Europe

ScanBalt Strategy 2015-2018



Foreword

Aims and actions 2015-2018 for the not-for-profit association ScanBalt® fmba (in short: ScanBalt) are presented in "Solving Societal Challenges on Top of Europe".

ScanBalt promotes the development of the Baltic Sea Region (BSR) as a globally competitive health and bio economy (ScanBalt BioRegion).

Since 2004 ScanBalt has attracted or assisted directly to attract more than seventeen (17) million Euros to coordinated activities applying to shared visions and values for the development of ScanBalt BioRegion.

Many more projects have been launched within the member regions by support of ScanBalt.

The ROI of ScanBalt for the members is thus well beyond 15:1 as fees in the same period amount to approx. 1.1 million Euro.

The strategy aims to:

- ➔ **make it easier for businesses to explore the BSR as a market and development site**
- ➔ **promote shared use of knowledge and innovation structures and universities**
- ➔ **assist regions to gain economic development from BSR collaboration**

At the organisational level the strategy will enhance support and service to the members, continue decentralization, promote regional involvement and strengthen smart specialization.

We hope that you enjoy reading "Solving Societal Challenges on Top of Europe" and will find inspiration for your involvement with ScanBalt® fmba.



Wolfgang Blank
Chairman of ScanBalt



Jaanus Pikani
Chairman elect

May 2015

1. Preamble

ScanBalt BioRegion is a macro-region within health and life^{1,2} sciences encompassing Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway, Poland, Sweden, northern Germany, Northern Netherlands and north-western Russia.

ScanBalt BioRegion is home to a vast number of regional networks of universities, companies, hospitals, public institutions and other important actors within health and life sciences and relevant social sciences.

It includes triple helix based regional networks with coordinated involvement of public institutions, authorities, administration and private companies.

ScanBalt® fmba³ is a not for profit association. The ambitions of the regions and the regional networks constitute the basis of the organization.

ScanBalt aims to provide added-value for the members in their pursuit of regional ambitions and promote mutual beneficial relationships between the regions.

ScanBalt BioRegion: A snapshot

ScanBalt BioRegion is home to more than 50 university hospitals and 60 universities with a health and life science focus incl. 25 with a focus on medical technology.

In addition the region has more than 50 health care clusters and networks and 75 health care sector science parks.

(From "The Health Economy in the Baltic Sea Region – Challenges and Opportunities, a Market Analysis", Nord/LB for the BSHR HealthPort project Nov 2013)

ScanBalt BioRegion has at least 3000 companies within health and life sciences, however as knowledge is still very fragmented the number is likely significantly higher.

(Estimate 2015 by ScanBalt)

The bioeconomy in Europe is currently worth more than €2t a year and employs over 22m people, predominantly in rural areas and often in SMEs.

(From "BioEconomy Technology Platforms", BECOTEPS, 2012)

The Baltic Sea Region has a number of competitive advantages to become a global bioeconomy frontrunner.

(From "A Bioeconomy for the Baltic Sea Region", Nordic Council of Ministers, March 2014)

¹ Health sciences in the context of ScanBalt BioRegion are understood as applied sciences that addresses the use of science, technology, engineering, ICT and mathematics in the delivery of healthcare.

² Life sciences in the context of ScanBalt BioRegion are understood to focus on biotechnology and connected disciplines and technologies.

³ Fmba abbreviation in Danish for "Forening med begrænset ansvar". In English "Association with limited responsibility".

2. Mission, Vision and Values

Mission

In respect for our vision and values, ScanBalt promotes the development of ScanBalt BioRegion as a globally competitive Health and Bio economy.

Vision

ScanBalt will be the main platform for promoting innovation, competence development and efficient sharing of existing resources and infrastructures in Health and Life Science in the Baltic Sea Region.

ScanBalt will achieve this by:

- ▶ Being a catalyst, facilitator and developer of concrete projects and strategies
- ▶ Providing a platform for collaboration and visibility
- ▶ Influencing and shaping relevant policy agendas

Values

Solving societal challenges: The fundamental reason for the existence of ScanBalt is the closeness to the regions and regional networks and their societal challenges.

Being committed to the regions: ScanBalt is based on direct regional involvement in order to mobilize regional resources, coupling them with external resources in a coordinated manner and generate regional and macro-regional return of investments.

Acting independent, neutral and transparent: ScanBalt is the general representative of health and life sciences in the Baltic Sea region and is a neutral independent platform. The agenda and objectives are formed by the members, the key word is transparency with regard to regional interests.

Promoting dialogue between science and society: The application of health and life sciences presents dilemmas to society. Exploitation of health and life sciences and promotion of growth must be avant-garded through dialogue between science and society. ScanBalt shall promote such a dialogue.

Striving for sustainable development: Sustainable development means goals for economic, social and environmental policy that are sustainable and mutually consistent with enhanced economic growth and well being. Sustainable development is an overarching objective for ScanBalt.

Based upon equality, respect and trust: These are core values for fruitful interactions. The development of ScanBalt BioRegion requires that these values are respected and that all involved parties will benefit while working together towards the goals set.

Maintaining active and open communication: The key to promote a strong ScanBalt BioRegion is to ensure common benefits through mutual understanding. The strategies and results are created through establishing strong visibility and communication of objectives and results.

3. Focus Areas

The strategy 2015-2018 focuses on three areas in order to promote that mission and vision are achieved in accordance with the values:

Focus Area: Projects and Coordinated Investments

ScanBalt facilitates and develops coordinated projects promoting excellence and innovation and enhancing synergies between investments.

Action Lines

- ▶ Promote the Baltic Sea Region as one test site for development of health care products and services (1) using the EUSBSR flagship “Health Region” as a lever
- ▶ Support the BSR Bio Economy Initiative (2) led by the Nordic Council of Ministers and related Priority Areas and Horizontal Actions
- ▶ Identify investments targets supporting the strategy of ScanBalt® fmba leading to coordinated investments between Horizon 2020, structural funds and national/regional public-private financing

(1) See Appendix 1: Baltic Sea Region as one test site for development of health care products and services

(2) See <http://www.norden.org>

Focus Area: Visibility and Internationalization

ScanBalt promotes ScanBalt BioRegion and facilitates the internationalization of regional networks and businesses.

Action Lines

- ▶ Promote regional networks and businesses and facilitate their international partnering within and outside ScanBalt BioRegion
- ▶ Identify, co-host and promote regional conferences with an international potential
- ▶ Strengthen networking with other EU and global macro-regions to assist solving regional societal challenges

Focus Area: Member Services and Organisational Development

ScanBalt is a tool for the members to achieve added value from trans-national collaboration and strengthening the participation.

Action Lines

- ▶ Further develop shared services like i.e. project funding concepts, business support processes, access to joint infrastructures, ScanBalt Business Club, media tools and monitoring
- ▶ Network members and relevant stakeholders in project and business activities and facilitate the formation of competitive consortia
- ▶ Assist to enhance local participation in regional networks and clusters by creating direct benefits for their members

Appendix 1: Baltic Sea Region as one test site for development of health care products and services

An analysis done by Nord/LB Bank⁴ for ScanBalt concluded that the Baltic Sea region market for health technologies and services is strong and growing.

The drive is mainly based on the need to upgrade and modernize the health care systems while at the same time reducing health care costs caused by ageing populations and meeting the challenges of rising consumer power and patient mobility.

In order to exploit the potential of the market and meet the societal challenges of the regions a process in 2014 was initiated aiming for the “Baltic Sea Region as one test site for development of health care products and services”.

If successful this is a huge benefit for SMEs which faster and easier can bring their innovations to the market and it improves the health care offered to patients.

For the regions it means more efficient use of existing research and innovation infra-structure and economic development.

The process consists in mutually coordinated sup-topics being targets for coordinated investments between Horizon 2020, structural funds, regional and national public-private financing.

The sub-topics are identified via the continuously ongoing discussions among the members of ScanBalt, in the ScanBalt network at large and in dialogue with regional, national and supra-national decision and opinion makers.

Project accelerator workshops and events support the discussions.

Stay updated on the “Baltic Sea Region as one test site for development of health care products and services” at

www.scanbalt.org

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⁴ *The Health Economy in the Baltic Sea Region: Challenges and Opportunities, Nord/LB Bank for ScanBalt, November 2013. The analysis was part of the project BSHR HealthPort co-financed by the Baltic Sea Region programme 2007 – 2013.*

Appendix 2: A dozen reasons to become a member of ScanBalt

Promote Partnering and Coordinated Investments

- Utilize ScanBalt to find relevant partners, set up competitive consortia and attract co-financing for projects
- Have projects labelled with EU flagship status by working with ScanBalt to facilitate funding and coordination
- Utilize ScanBalt to assist identifying relevant partners for business and/or research
- Receive exclusive for members information on project calls and grants 4 times per year.

Promote Visibility and Participation

- Have ScanBalt as partner for conferences, fairs and exhibitions to attract participants
- Announce events and news on the ScanBalt web (www.scanbalt.org) and in the ScanBalt News Letter (approx 20.000 subscribers)
- Publish business and regional portraits in ScanBalt News and on www.scanbalt.org
- Organise the annual ScanBalt Forum in your region and/or co-brand your partnering events as ScanBalt Business Club events.

Promote Policy Issues, Regional Innovation and Cluster Development

- Utilize ScanBalt to promote, influence and drive policy issues including smart specialization
- Be partner in activities supporting the “Baltic Sea Region as one test site for development of health care products and services” or the “Baltic Sea Region bio economy initiative”
- Get access to best practises and knowledge on regional innovation and cluster development and receive discounted offers for your members
- Become a geographic or thematic defined liaison office in the decentralized ScanBalt organisation as a node for coordination and mobilization of investments.

For further information on how to become a member of ScanBalt please see www.scanbalt.org or contact pf@scanbalt.org.

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ScanBalt® fmba has more than 60 members from the entire Baltic Sea Region.
Find your local ScanBalt member on the ScanBalt webpage www.scanbalt.org .