

Northern Europe: One Market, Test and Development Site in Health and Bio Economy

ScanBalt Strategy 2019 – 2021



1. Foreword

Aims and actions 2019-2021 for the not-for-profit association ScanBalt® fmba (in short: ScanBalt) are presented in “Northern Europe: One Market, Test and Development Site in Health and Bio Economy”.

ScanBalt is the first EU macro-regional concept targeting modernization and digitalization of health care, distribution of health and advancing an innovation based health economy and related cross-over disciplines in bio economy.

ScanBalt mobilizes European, regional and national public-private investments for trans-national collaboration based on a common mission, vision and strategy.

Since 2004 ScanBalt has attracted or assisted directly to attract more than twentyfive (25) million EUR to accelerate trans-national innovation in care & prevention promoting prosperity and healthy citizens by safe, modernized, cost-efficient, distributed health care.

The ROI of ScanBalt for the members is thus well beyond 19:1 as fees in the same period amount to approx. 1.3 million EUR.

We hope that you enjoy reading “Northern Europe: One Market, Test and Development Site in Health and Bio Economy” and find inspiration for your involvement with ScanBalt® fmba.



*Jaanus Pikani
Chairman of ScanBalt*

2. Mission and Vision

Mission

ScanBalt promotes Northern Europe as a common market, development and test site for health and bio economy.

Vision

ScanBalt® fmba is Northern Europe's Leading Accelerator for Inter-regional Cooperation. ScanBalt will achieve this by:

- promoting innovation and business
- fostering inter-regional collaboration
- reducing barriers
- enhancing visibility
- attracting resources

By doing so ScanBalt aims for impact leading to new health care products/services, development of eHealth and promotion of digital care, promotion of healthy lifestyles, cross-border healthcare, innovation and competence development, policy development and better use of funding instruments.



3. Focus Areas

The strategy 2019-2021 has three Focus Areas with connected Action Lines:

Focus Area: *Funding and Financing* Action Lines

- Develop coordinated investments between Horizon 2020, structural funds and national/regional public-private financing
- Promote local and regional involvement in ScanBalt activities by engaging their expertise into projects
- Promote sustainability of thematic

Focus Area: *Accessibility and Networking* Action Lines

- Promote transnational networking between clusters and networks, public authorities, companies and research institutions
- Identify, co-host and promote regional conferences with an international potential
- Strengthen networking with emerging markets like (but not limited to) India and Vietnam and existing markets e.g. the US and UK

Focus Area: *Business Support and Matchmaking* Action Lines

- Develop ScanBalt Business Club as an attractive offer for companies
- Matchmaking to develop new services and technologies and to promote uptake of innovations into the health care systems
- Identify stakeholder's needs for interactive web-based tools for networking and open innovation and integrate into the ScanBalt

