

Minutes of the 5th meeting of Working Group 4 of the BSR QUICK project in Berlin on 28th of August 2012

17 participants joined for the meeting:

Audrius	Banaitis
Alexander	Frevel
Marzena	Grzesiak, Dr.
Max	Hogeforster, Dr.
Wladislaw	Jefremienko
Rafal	Koszyk
Zbigniew	Ladzinski
Teresa	Lis-Pienkowska
Jekaterina	Melnikova
Magdalena	Olczyk , Dr.
Sirpa	Sandelin
Marzena	Starnawska, Dr.
Zbigniew	Sulzycki
Adam	Tetela
Elena	Viktorova
Monika	Zajkowska

1. Welcome Words

2. Information and discussion on the status of work already completed and publications

The work so far has been presented briefly.

3. Discussion and decision on a development of concept "Center of Competence":

a) The draft of the concept prepared by Hanseatic Parliament.

For effective promotion of innovation in SMEs intensive cooperation between enterprises and universities is of the utmost importance. Indeed, this cooperation is now extremely weak and in need of sustainable strengthening. For this purpose, workshops were looking for solutions for improving this cooperation. The results are summarized as a basis for further conceptual work in the **second chapter**. Small and medium sized companies only have very limited management capacity and greatly limited time budget.

Written information is engaged only partially, for the knowledge and technology transfer the direct response and personal exchange are crucial. In order to reach a greater number of companies, international business forums have been developed, trying to tie theme-based knowledge and technology transfer with individual consultations and initiate cross-border

cooperation at the enterprise level. The results, experiences and recommendations for future use of this instrument can be found in **chapter three**.

The **fourth chapter** is devoted to a brief overview of an Internet platform for promotion of innovation by SMEs. The **fifth chapter** summarizes the SME support network "Hanseatic Parliament," describing its duties in the promotion of innovation, as well as outlining examples of work and funding for Small and Medium Enterprises.

The **sixth chapter** follows with a presentation of the Baltic Sea Academy. It describes what activities and innovation support measures have so far been achieved for small and medium enterprises and how the collaboration with the Hanseatic Parliament is shaped so that the innovation support measures may be aimed at the SME sector from a single source.

Within a comparatively short period of time the Baltic Sea Academy has developed very well and successfully implemented a whole range of activities and support measures for small and medium enterprises. The cooperation within the Baltic Sea Academy, as well as with members of the Hanseatic Parliament is very constructive, trustworthy and full of commitment.

On the basis of previous work, results and experiences Center of Competences will be created starting from 2012, further elaborated in **chapter seven**.

The **eighth chapter** contains an analysis of the forward-looking innovation needs of small and medium enterprises. It identifies key growth areas, which comprehensive development stimulates innovations. On the basis of comparison of this innovation needs with the expertise of the universities that have joined forces in the Baltic Sea Academy a SWOT analysis is presented, indicating which areas of growth of the three centers of competence of the Baltic Sea Academy are not covered so far, or covered insufficiently.

These gaps specify the tasks of the future development of the Baltic Sea Academy for the purpose of comprehensive innovation support for small and medium-sized companies in the Baltic Sea Region.

b) The draft of the concept prepared by PP 30 Gdańsk University of Technology

Please see annexed document. The drafts was intensively discussed, in particular how to reach a critical mass and focus on the right priorities.

Both concepts were discussed and approved by the working group.

4. Advice on the completion of the concept "Center of Competence" and its publication within the QUICK results report

The overall concept and its publication was discussed.

5. Status of work and consultation on further actions for the creation of business, investment and R&D plans

The status quo of the plans were presented and the members encouraged to send more plans:

Business Plans : 230 from 314

Investment Plans : 65 from 249

R&D solutions : 40 from 79

6. Status of work and consultation on further action for

a) Newsletter „Innovation“

- b) Innovation Platform
- c) Concepts "Human Resources and Organisational Development" and "Innovation Processes" and publishing these in a book. The book by Kenneth Daun is almost finalised and will be published as Volume 8 of the BSA Series titles "Humanity".
- d) Publishing of three Cluster-Studies. The three cluster studies will be published in October as Volume 6 of the series.

7. Advice on a concept for the QUICK final report Advice on the finalisation and presentation of the QUICK final report in Brussels in November

Drawing up and publishing the final report summarizing the main findings of the QUICK project would serve various purposes:

- Publication as a book within the publications of the Baltic Sea Academy
- Informing the interested general public
- Further transfer of results and incentives
- Demonstration of the work done
- Acquisition and initiation of new projects
- Spread by transfer to third parties through all project partners

Regarding the design and content of the book the initial thoughts are as follows:

- Publication in English, Polish and Russian within one book
- About 60 - 70 pages per language, totaling in approximately 200 pages
- Short texts with presentation of important results and smaller "stories" (such as a description from the companies' perspective)
- Many illustrations, charts and images
- As "side notes" very brief comments and quotes with photographs from partners and third parties

The book could have approximately the following structure:

- Small and medium-sized enterprises shaping the future
- Definitions, figures and facts on "SMEs in the Baltic Sea region"
- Opportunities and needs of SMEs
- Goals, objectives and partners of QUICK Project

Possible Content and seize :

QUICK Activities and Results: Summary 2 pages
 Background SMEs backbone economy: 1 page
 Growing markets and cluster WP 3: 2 pages
 Infrastructure of Innovation WP 3: 10 pages
 Innovation and transfer of knowledge R&D WP 4: 6 pages
 Innovation and Qualifikation WP 5: 6 pages
 Innovation and cooperation WP 6: 3 pages
 Innovation and policy WP 7: 5 pages
 Innovation by communication WP 2: 3 pages
 Innovative Partners 3 pages
 3 (E,D,P) DIN A 5 brochures of 45 pages

further actions:

- Request for all partners to provide brief statements (with photo) of partners and third parties
- Preparation and announcement of the book at the General Assembly on 14.11.2012 in Brussels

8. Consultations regarding the further development of the Baltic Sea Academy

The further development of the Baltic Sea Academy was discussed. It should not engage to many new members, but deepen the existing well-working network. It was noted, that the publications of the Baltic Sea Academy series are highly valued and have a good reputation.

9. Evaluation of works "Innovation by transfer and development", in particular reach and significance for SMEs as well as securing a permanent realisation of innovation promotions

10. Acquisition of new projects

a) Information on submitted applications

b) Advice on projects „Center of Competence“

c) Brain storming on further project acquisitions

The project CSR for SMEs (Leonardo Transfer project) was presented.

The QUICK IGA project was discussed.

The cluster „Innovation in SMEs“ was presented.

Possible new projects like a Crade to Cradle project and Skill Alliance Europe were discussed.

11. AOB

There were no further issues to discuss.

For the minutes: Dr. Max Hogeforster

Hamburg, 30.08.2012