

KARLSKRONA.SE

Digital Hansa

SHARE THE CHALLENGE • SHARE THE SUCCESS

Agenda

13th of November

KI 11.30–12.15 Check in and recap

KI 12.15-13.00 Lunch

KI 13.00-16.30 Seminar and workshop

KI 19.00 Dinner

14th of November

KI 09.00-11.30 Workshop

KI 11.30-12.15 Guided tour, Pomeranian Science Park

KI 12.15-13.00 Lunch

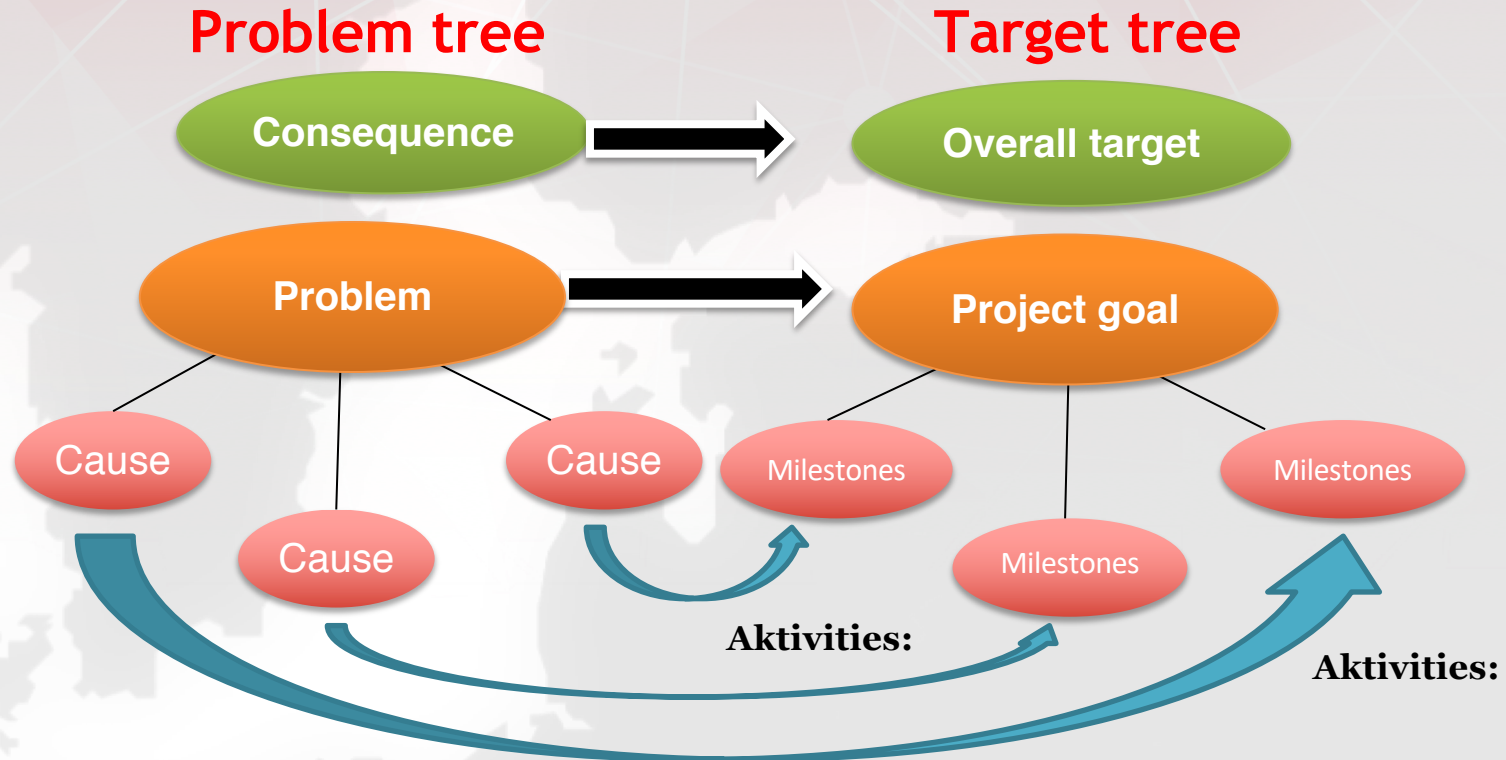
KI 13.00-15.30 Workshop

The background features a light-colored map of Europe, with a network of white lines and circular nodes overlaid on it. The overall color scheme is a gradient from light red at the top to white at the bottom. The text is centered in a bold, black, sans-serif font.

Recap: What did we do in Karlskrona?

LFA – Logical Framework Approach

The goal is a reflection of the problem



Problem

Problem tree

The actors working with digitalization in the region are not utilizing their geographical position at the Baltic Sea in order to add value

Causes, to be processed in the workshops



The region



Problem

The actors working with digitalization in the region are not utilizing their geographical position at the Baltic Sea in order to add value

1st cause

Lack of knowledge, (14)

- Lack of knowledge about each other
- Hierarchy in business culture
- We don't know, wrong picture, prejudice, stereotype
- Different cultural backgrounds
- Lack of trust
- No personal relations

Benefits (6)

- Lack of understanding the benefits
- Different goals, to attract, not export

2nd cause

No hype (12)

- Lack of media coverage
- No cool image, successtories told
- Lack of confidence

3rd cause

Infrastructure (7)

- Accessibility
- Transportation

4th cause

Cooperation (6)

- No strategy for regional cooperation
- No funding



Milestones Lack of knowledge

Task: Reflect and finalize

Actor groups

20 minutes

Write ev changes on one paper



Students

Exchange opportunities in the Baltic region and information about internships and funding schemes

-80 percent of target students should know about at least one Baltic exchange opportunity, internship, funding scheme and practical things in the region

Researchers

Available funding schemes for the Baltic region and colleagues research areas in the other cities

-80 percent of target researchers should know about at least one Baltic funding scheme , mutual area of research in the other cities and practical things in the region

Lecturers

Case studies, best practices, success stories from the Baltic region, faculty exchange

-80 percent of target lecturers should know about at least one Baltic success story, best practise, case study, faculty exchange and practical things in the region

Students, researchers, lecturers

General knowledge in practical things in the other cities/countries

-80 percent of final year students should know about at least one study program in the region

Potential students

Knowledge about study opportunities in the region

(we need to define "target audience and sample size)

First cause

Lack of knowledge
SP&Incubators

Target group
Type of
knowledge

Milestones

Companies in the region

Benefits of cooperation

Coworkers at SP&Incubators

Benefits of cooperation

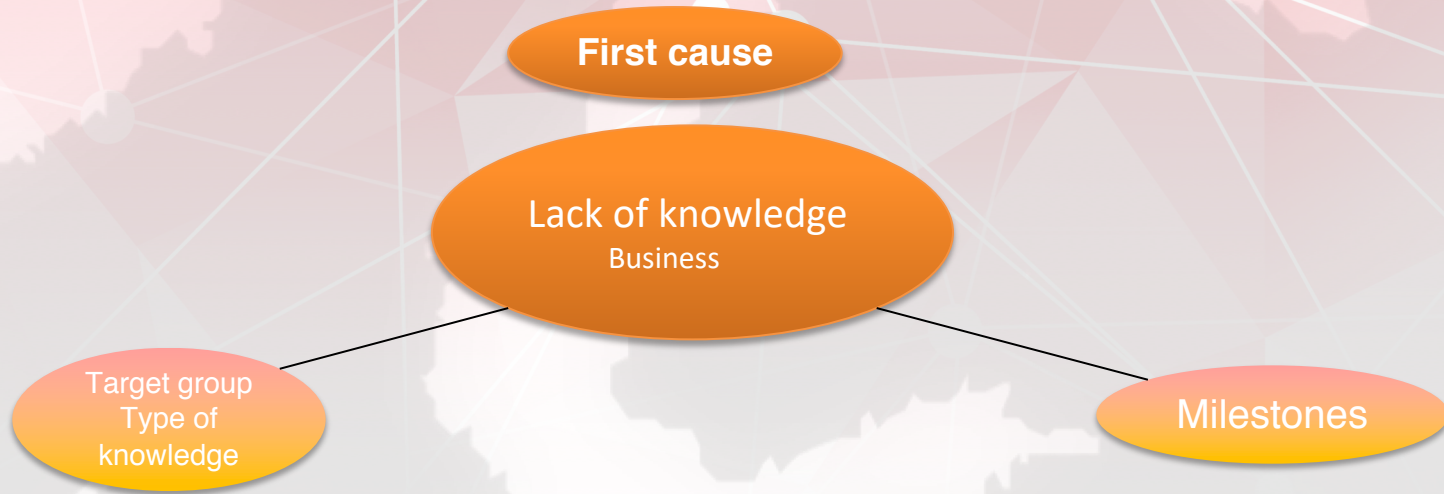
Coworkers at SP&Incubators

Events and projects in other SP:s&Incubators

-2/3 of companies at SP:s & Incubators should know about at least one Baltic funding scheme within 2 years

-10 percent of companies at SP:s&Incubators should have found partners or engaged in international cooperation in the region

-80 percent of the targeted SP&Incubator companies should know about at least one event/activity/project in the other SP:s/incubators



LDMs, managers, front line employees at ICT solution providers/ICT clients

Events, carrier opportunities, upskilling opportunities, general market information



-10 percent of employees at ICT solution providers and ICT clients* should know about events, carrier opportunities, upskilling opportunities and general market information

-20 percent of managers at ICT solution providers and ICT clients* should know about business opportunities and ecosystem maps

-20 percent of Local decision makers at ICT solution providers and ICT clients* should know about markets and specific opportunities in the region

*region = the three cities



Create milestones

Lack of hype

Define the area/areas in which we want hype. What areas of strength do we have in the region? What are the areas of research with excellens in the region? How does the start-up scene look like?

Mixed groups

40 min

Google if you need

5 min individually

2 min pitch

Cluster

Agree on max three areas

Strenght areas in the three cities

Hype Areas Part II

Klaipeda

ESTABLISHED
TECHNOLOGY

MARKETING
RESEARCH
IoT BUSINESS
4 IOT

QUALITY
OF
LIFE

SOFTWARE
FOR
STARTUPS

ADDED
VALUE
IN
SERVICES

Gdynia

QUALITY
OF LIFE
COMFORT / SECURITY

IT IN
TSL AND
REGIARITE

IT IN
AVIATION

IT PROVIDERS
LARGE
SCALE

OIL

STARTUPS

TALENT
POOL

BUSINESS
SERVICES

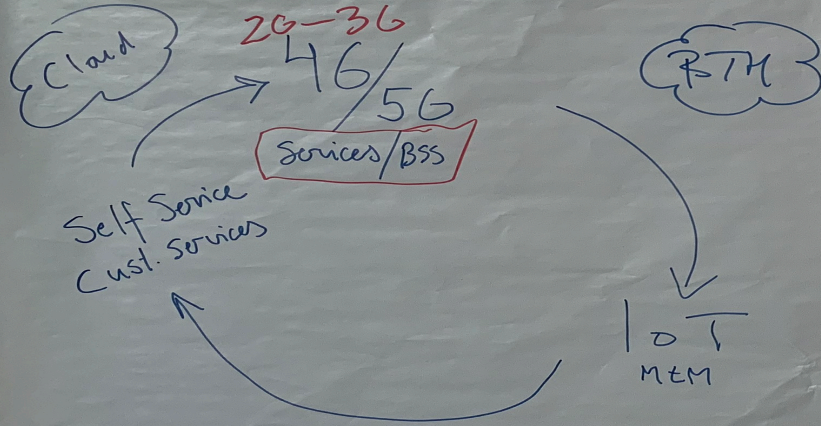
WEB

MOBILE

API

BUSINESS
SUPPORT
INFRASTRUCTURE

KARLSKRUHA



QoL



Agreed Hype Area

Digital Maritime Technology



Create milestones out of:

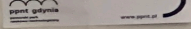
Lack of media coverage in hype-areas

The milestones must be SMART.

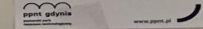
Mixed groups
15 min

HYPE MILESTONE

Front page on National prestigious Papers within 5 years.



Google search appear - 1-10 rank. organic Ad visibility - 2-3 years
- Dating key words later

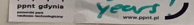


Media coverage - estimate value

INCREASE ↓ MEDIA COVERAGE 50% IN THREE YEARS.



Influences of c.g. Obama, Greta talks about us. 5-7 years!



When does we know that the hype is happening?

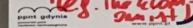
S
V
M
A
R
T?

- "organic" views about "Baltic Valley"
- ie. • NYT comes to make an article on their website
- Discovery Channel comes with a film crew to film the story
- Merck moving their marriage / studies R&D to "Baltic Valley"?

getting the amount of European capital of innovation



an article in one of 10 most popular business magazines (5y) (e.g. The Economist)





MA=Main activity

SA=Sub activity

LACK OF KNOWLEDGE Example

ACTION PLAN

Actors: SP:s & Incubators

MILESTONE

60 percent of the companies at the SP:s and Incubators should know about at least one Baltic funding scheme

INDICATORS/MEASUREMENT

Base line measurement by a questionnaire at project start. Questionnaire conducted at project end.

EVALUATION PLAN

ACTION DESCRIPTIONS	PARTY / DEPT RESPONSIBLE	DATE TO BEGIN	DATE DUE	RESOURCES REQUIRED	Expected output
MA: Mapping of all companies at <u>SPs&incubators</u> in the region	Blue Science Park	Xx	Xx	3 Project managers in each country	Database of all companies
SA: Mapping of companies at <u>Blue SP&BBI</u>	Blekinge Business Incubator			1 project manager at Blue SP/BBI	Database of companies at <u>Blue&BBI</u>
SA: Mapping of companies at <u>PPNT</u>	<u>PPNT</u>			1 project manager at <u>PPNT</u>	Database of companies at <u>PPNT</u>
SA: Mapping of companies at <u>SP:s</u> and incubators in Klaipeda	Klaipeda <u>S&T</u> Park			1 project manager at Klaipeda <u>S&TP</u>	Database of companies in Klaipeda
MA: Mapping of Baltic funding scheme	<u>PPNT</u>			1 project manager at <u>PPNT</u>	A list of relevant Baltic funding scheme
SA: Research at/with Polish regional authorities	<u>PPNT</u>			1 project manager at <u>PPNT</u>	A list of relevant Polish/Baltic funding scheme
SA: Research at/with Swedish regional authorities	Blue SP			1 project manager at Blue SP	A list of relevant Swedish/Baltic funding scheme
SA: Research at/with Lithuanian regional authorities	Klaipeda <u>S&T</u> Park			1 project manager at <u>K S&T</u>	A list of relevant <u>Lithuanian</u> /Baltic funding scheme