



NEWSLETTER

++++ December 2012 +++++

Very important information and deadlines –QUICK Project

The QUICK Project ends on 15 December 2012.

QUICK General Assembly on 16.11.2012 in Brussels set following deadlines and procedures to create the final report:

1. Completion of the project activities

All activities and services should be completed until 14.12.2012 and immediately send to Lead Partner.

2. Accounting for the costs

Costs are only eligible until 14th December 2012.

3. Final report for the entire project

Final report must be submitted by HP until 15th March 2013.

4. Checked partners reports for the period 2-6

All controlled reports for Milestone 2-6 must be submitted to HP no later than 15th February 2013.

Last report = last possibility for request of EU funding.

Any reports that are missing, will not receive the co-funding; Final submission: 15th February 2012

Important date change

The next general meeting of the Hanseatic Parliament and the Baltic Sea Academy associated with the Meeting of the IGA project, was originally scheduled for 3 and 4 of June 2013 in Hamburg.

Because of the availability of meeting rooms, unfortunately, these events must take place on the 6th and 7th in June 2013. Please note obligatory this date change.

Press release Brussels I

Hanseatic-Parliament established an innovation network for SMEs in the Baltic Sea Region

During the EU project "BSR QUICK" structures were created for a systematic cooperation between universities, small businesses and chambers: the Baltic Sea Academy has already started to work and focused centres of excellence are being established.

Small and medium enterprises (SMEs) are vital to the prosperity of modern societies in the Baltic Sea region: they account for about 70% of all jobs, unlike big companies they create new jobs and train a large proportion of young people. In order to take on these responsibilities in the future, SMEs need to constantly innovate.

Public innovation promotion programmes do not meet this demand because they focus too much on high technology and large enterprises. "In cluster policy for example, 95% of small and medium enterprises are not included," says Jürgen Hogeferster, Chairman of the Hanseatic-Parliament.

The Hanseatic-Parliament has recognised this gap and began to close it within the „BSR QUICK“ Project which is part of the EU INTERREG Baltic Sea Region Programme. Within just three years, a great number of measures for SMEs have been implemented, including knowledge and technology transfer, research and development, vocational training and promotion of international cooperation.

The two most outstanding results of the project are the university network "Baltic Sea Academy" and the commenced development of competence centres for SMEs.



Per Odenrick, University of Lund, Member of the BSA
[Baltic Sea Academy](#)

The Baltic Sea Academy (BSA) is an SME-specific infrastructure consisting of universities, chambers and associations. 15 universities and colleges from nine Baltic Sea countries are working to-



gether at the BSA to offer solutions for SMEs, e.g.:

- Transfer of innovation, technology and knowledge to SMEs in cooperation with chambers and associations.
- Applied research and development focused on specific needs of the SME sector.
- Development of Bachelor and Master programmes, in particular dual degree programmes.

Centres of Competence

Hanseatic-Parliament and the Baltic Sea Academy have identified six areas of growth with specific innovation needs of SMEs: i.a. energy efficiency and environmental protection, human resources and organisational development as well as resource-saving construction.

For each field a Center of Competence will be established: Specialised universities cooperate with chambers of trade, industry and crafts in the Baltic region and support specifically the innovative capacity of SMEs, e.g. through research and development, development of dual bachelor's degree programmes and further education, knowledge and technology transfer.

Initial but tangible work has already begun: Training programmes on corporate social responsibility and energy efficiency have been developed and run, and a project to promote the participation of women and senior people in work life is being conducted.



Project partners meeting in the European Parliament

Tailored Innovation Promotion

The QUICK programme provides SMEs in the Baltic region with broad innovation promotion, addressing all relevant areas. Through the cooperation network it provides tailored services from a single source. These measures, among others, have been realised:

- Development of 3 new further education programmes designed to increase energy efficiency and the use of renewable energy, that were implemented in the Baltic Sea region 28 times with over 800 participants.
- Transfer of 5 best-practice measures of further vocational training and implementation in the entire Baltic Sea region.
- 8 Business Forums on new technologies as well as international cooperation match-making events which were attended by over 600 SMEs from all Baltic countries.
- Development of 3 strategy programmes: economic, regional and educational policy for the promotion of innovation in SMEs.

Appreciation by Commissioner Hahn

At the General Assembly of the Hanseatic-Parliament and the QUICK project on November 15/16 in Brussels, the overall results of the project were presented to the public, including members of the European Parliament and of the EU Commission. "The Hanseatic-Parliament makes a valuable contribution to achieving the objectives of the EU Baltic Sea strategy, particularly to increase prosperity in the region," said Johannes Hahn, European Commissioner for Regional Policy. "I would like to thank you especially for your initiative to involve the academic community in the promotion of SMEs." Hahn also praised the atmosphere of trust that the Hanseatic-Parliament has created, so that 50 member associations from all Baltic countries can work together constructively.

At a reception in the Hanse-Office, the strategy programme "Innovation in Regional Policy" was



EU Commissioner Hahn at the meeting in Brussels



presented, which was appreciated by the member of the European Parliament Jan Olbrycht.

Having been invited by the Hamburg MEP Birgit Schnieber-Jastram, the representatives of the Hanseatic-Parliament and the Baltic Sea Academy discussed with other parliamentarians the objectives of the EU Baltic Sea Strategy. In this context Tunne Kelam, MEP and member of the Baltic-Europe Intergroup, called for closer cooperation between the countries in the Baltic Sea region and also praised the work of the Hanseatic-Parliament: "Your conference in Brussels is an encouraging sign for us."



Discussion with T. Kelam, B. Schnieber-Jastram, MEPs and the Baltic Intergroup and Jürgen Hogeforster

At a conference Algirdas Šemeta, EU Commissioner for Taxation and Customs Union, Audit and Anti-Fraud, received the economic strategy programme of the Hanseatic-Parliament, and the chances of a European tax reform for SMEs was discussed.

BSR-QUICK in a nutshell

„Qualification, Innovation, Cooperation and Key business for Small and Medium Enterprises in the Baltic Sea Region“

Duration: 2009 to 2012

Budget: 3,688,000 Euro, part-financed by the INTERREG Baltic Sea Region programme of the EU

Main measures inter alia.:

- Establishment of a Baltic Sea Academy with 15 universities from nine Baltic Sea countries
- Development of an infrastructure and innovation promotion network with cooperation of chambers, SMEs and universities

- Development of 3 SME-specific innovation clusters
- Knowledge and technology transfer
- Conducting R&D projects for 75 SMEs
- Preparation of business and investment plans for 500 SMEs
- Development and implementation of further education programmes on new technologies
- International business forums and cooperation events for SMEs in all sectors
- Development of 3 strategic policy programmes and their insertion in political decision-making processes at regional, national and international level

Hanse-Parlament

The Hanseatic-Parliament is an association of 50 chambers of commerce, industry and crafts as well as other SME supporters from the entire Baltic region. The members serve a total of approximately 450,000 small and medium enterprises. The aim of the Hanseatic-Parliament is to promote medium-sized companies and to strengthen the competitiveness of the Baltic Sea region.



EU Commissioner Šemeta and Max Hogeforster

The results of the QUICK programme were summarised in a multilingual brochure which can be obtained from the Secretariat of the Hanseatic-Parliament:

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www.hanse-parlament.eu

Detailed information can be found in 8 books that have published in by the Baltic Sea Academy.



Press release II Brussels

10 Steps to a New Regional Policy

Presentation of an innovative programme in Brussels at a conference with members of the European Parliament and EU Commissioner Hahn

The Hanseatic-Parliament presented a compact strategy for an innovative regional policy in the Baltic Sea region. Core elements include international cooperation, tailored innovation support measures and a system of financial compensation among all Baltic Sea states.

The Baltic Sea region finds itself in fierce competition with other regions of the world to attract businesses and skilled workers and to create prosperity. Regional policy seeks to strengthen the competitiveness of the Baltic Sea region, and the EU Baltic Sea Strategy is an example for these efforts. But they are insufficient.



Jan Olbrycht, MEP

Therefore, the Hanseatic-Parliament has adopted a new strategy for the Baltic Sea region, to secure innovation, growth and prosperity. The strategy was developed with 39 partners (chambers, universities, public administrations) from all Baltic Sea countries as part of the EU-funded project "BSR QUICK". Through this strategy, the sub-regions will be able to exploit their full potentials, which benefits the entire Baltic Sea region.

The Chairman of the Hanseatic-Parliament, Jürgen Hogeforster, presented the strategy program to Johannes Hahn, European Commissioner for Re-

gional Development, on November 16 at a conference in Brussels.

The strategy in a nutshell:

1. Cooperation und Integration

Close cooperation between the countries and regions of the Baltic Sea region is mandatory and must be expanded. Cooperation is a source of innovation, strengthens the competitiveness of the region and provides critical market sizes.

2. Regional competition and fiscal compensation

Cooperation does not mean absence of competition, but merging strengths in order to achieve the best performance of each location and region. Financial compensation between financially stronger and weaker regions is in the interests of recipient as well as donor regions.

3. Equal living conditions and functional division of labour

Equality may only relate to a few basic conditions. It has to be combined with a concerted division of labour between locations and regions according to their respective strengths, so that they complement each other perfectly.

4. Individual cultures and regional self-esteem

A unified culture is nonsense. It is detrimental to the people and the environment. Diversity promotes creativity and innovation. A balance of regional self-esteem and appreciation of the diversity of the Baltic regions is required.

5. Endogenous potential and smart specialisation

Investments should be directed to the promotion of region-specific strengths. When individual potentials are being tapped even rural areas can grow. The prerequisite for this is the cooperation between rural areas and urban centres, as well as excellent transport infrastructure and communication networks.

6. Regional economic cycles and promoting existing business

Strengthening regional economic cycles should be given priority. Consistent development of already existing companies stipulate economic success and is also the most effective tool for attracting new businesses. Skilled labour, entrepreneurship, initiative and creativity are the main endogenous potential of a region and should be encouraged.

7. SMEs and networks

Small and medium enterprises strengthen regional development, create jobs and therefore have the highest priority. The chambers should be strengthened and developed as central promotion



agencies for SMEs. They must provide services comprehensively in the entire region.

8. Innovation and knowledge partnerships

In order to boost innovation, cooperation between universities and SMEs has to be improved. Chambers can act as intermediaries and provide services to rural areas. For fields with out-standing growth prospects specific centres of competence for SMEs are being developed.



General assembly

9. Decentralisation and autonomy

In response to globalisation, greater regionalisation and decentralisation is taking place. This development should definitely be supported. Regional and local circles reduce costs, allow growth and promote direct social interaction.

10. Centre concept and infrastructure

The range of public and private services must be extended in rural areas. This can be done inexpensively: Due to modern technologies, intensive networking and HR and organisational development small, decentralised units have become considerably cost effective. Megalo-mania should be replaced by the principle "small is beautiful". Development and maintenance of good transport infrastructure ensures the development of centres and regions.

Johannes Hahn, European Commissioner for Regional Development, received the detailed strategic programme at the General Assembly of the QUICK project in Brussels and said: "The Hanseatic-Parliament makes an important contribution to achieving the objectives of the EU Baltic Sea Strategy, particularly to increase prosperity in the region."

Like the Hanseatic-Parliament, Tunne Kelam, MEP and member of the Baltic-Europe Intergroup, also called for closer cooperation between the coun-

tries in the Baltic region and praised the work of the Hanseatic-Parliament: "Your conference in Brussels is an encouraging sign for us."

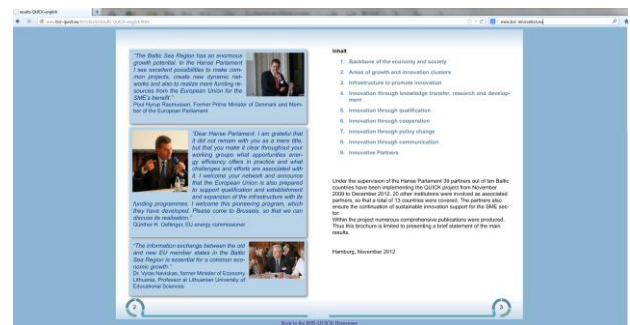
The detailed strategy programme has been published as a book by the Baltic Sea Academy: „Strategy program for innovation in regional policies in the Baltic Sea Region”.

Hanse-Parlament

The Hanseatic-Parliament is an association of 50 chambers of commerce, industry and crafts as well as other SME supporters from the entire Baltic region. The members serve a total of approximately 450.000 small and medium enterprises. The aim of the Hanseatic-Parliament is to promote small and medium-sized companies and to strengthen the competitiveness of the Baltic Sea region.

The Secretariat of the Hanseatic-Parliament is glad to answer your questions:

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For further information please see the comprehensive brochure

Activities

International Train-the-Trainer trainings for Vocational Education and Training (VET) school teachers and mobility coordinators



Hanseatic Parliament is partner in the project HansaVET with Lead Partner from Latvia – State Education Centre (VISC)

and it runs from 01.10.2011 – 30.09.2013.

The project aims:

- 1) to promote entrepreneurship skills of VET students,



- 2) to promote international mobility of VET students and to ensure high-quality internships,
- 3) to equip VET teachers, trainers and VET mobility coordinators with skills for coaching and
- 4) to introduce a new mobility strategy for promoting entrepreneurship in VET schools and in Baltic Sea Region.

After one year project running time we can now announce developed Train-the-Trainer training series for VET school teachers and mobility coordinators. These trainings will be carried out in Latvia, Estonia, Sweden and Lithuania, where more than 300 VET teachers and mobility coordinators will be qualified to support and guide (especially international active) VET students towards entrepreneurship.



Seminar in Riga

The training program was built on the experiences of the Baltic Training Programme (BTP) - a flagship project within the EU Strategy for the Baltic Sea Region. The BTP addresses the need for boosting internationalisation and entrepreneurship within vocational education and training.

The main results of the project are: common mobility strategy in 5 countries, trained VET teacher trainers and VET teachers as well as a published methodological guide/manual for international VET mobility organizers.

The opening training into the seminar series is already done! We have had a successful start in Riga this autumn, where 2 high qualified trainers from Latvia and Sweden provided knowledge of Baltic Sea Region, entrepreneurship and internationalization, and individual projects with international partners and coaching.

Upcoming seminars are planned from January – April 2013! Every VET school teacher or mobility coordinator is welcome to participate in this training!

To get more information to the trainings, please contact us: epriedulena@hanse-parlament.eu as well as find out more about the project on: www.hansavet.eu

Perfect Christmas Gift

The silver fox-publishing has interesting audiotapes "hear Countries – discover cultures" from the Baltic Sea Region, in German, English, Polish and Russian language, for example:

- hear Finland
- hear Germany
- hear Denmark
- hear Russia
- hear Poland

With the sounding Hear-trips you will go from myths to the present time, discovering culture and history different countries. All this connected with over 40 spectacular examples of music from the Baltic countries.

Artistically designed, high-quality packaged in hardcover Audiobooks CD and booklet with country-typical impressions, colors and aesthetics. See, hear and feel yourself:

www.silberfuchs-verlag.de

Dates

Workshop in Rome

The team of the Integrated and Telecommunications Applications department of the European Space Agency (ESA) is pleased to announce the third ARTES Applications Workshop on 18th - 19th April 2013 in Rome. <http://iap.esa.int> | <http://www.esa.int>

Project Meetings

IGA Workshop at 14.02. and IGA national Conference at 15.02.2013 in Vilnius
 IGA Training for Consultants at 08.03.2013 in Gdansk
 IGA Workshop at 11.04. and IGA national Conference at 12.03.2013 in Minsk
 IGA Steering group, CSR Workshop and Hanseatic Conference at 06. + 07.06.2013 in Hamburg

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