



Soft Landing

a smart way to increase your business
in the Baltic Sea Region



About the Innovation & Business Collaboration scheme

The Innovation Office *Fyrklövern* - four universities collaborating daily on different levels for the utilisation of research results

- Six Science Parks associated with the Innovation Office with a common agenda for development
- One of our goals is to develop cooperation projects with strong regions in Europe
- The aim is to facilitate exchanges and international establishment for academia as well as for businesses



The Innovation Office *Fyrklöver*

Some facts

85,000 students

1,300 PhD students

5,500 employees

450 professors

160 million euro in research budget



Mid Sweden University



Linnæus University

Sweden





Six Science Parks, one interface

590 companies

10 clusters

25 business coaches

57 employees

6 business incubators

6 investor networks



INNOVATION
PARK



KALMAR SCIENCE PARK

videum
science park

Åkroken
science park

Alfred Nobel
science park



Our combined strengths

- Bio-based products and services
- E-government
- E-commerce
- E-health
- Renewable energy
- ICT
- Complex systems
- Creative gastronomy
- Cultural and creative industries
- Logistics
- Robotics
- Sensor technology
- The forest as a resource
- Social innovations
- Tourism, sports and the outdoors industry



Soft Landing offer

- Office space
- Access to meeting and conference facilities
- Introduction to the local Science Park and public bodies
- Access to business networks
- Coordination of accommodation and facilities
- Access to business developers
- Access to recruitment support
- Access to communication and marketing support
- External funding and venture capital
- Contacts in R, D&I
- Network contacts



IBCOLL 2.0 version 2015

- The Swedish institute /Seed money
- New partners
 - Pomeranian Science and Technology Park (Gdynia)
 - Poznan Science and Technology Park (Poznan)
 - Sunrise Valley (Vilnius)





Extended Project Idea

- 1) **Soft Landing**
Establish a cooperation and support structure for business wanting to expand into new markets in the BSR and in Europe.
- 2) **Transnational Open Innovation**
Developing and testing methods for transnational open innovation processes, involving Companies and participants from different countries as well as sectors.
- 3) **Uptake of Research**
The academia and business sectors are too far apart resulting in research results and ideas from the academic sector not translating into business innovation and marketable solutions and products. IBCOLL could develop methods for uptake and facilitate the flow of ideas between academia and business.



The Funding Programme

- The project will apply for funding in the Baltic Sea Programme 2014-2020 (interreg-baltic.eu) .
- Under the relevant program objective
" 1.3 Non –technological innovation"
with a focus on increased capacity of innovation actors



Looking for partners in the BSR





Thanks for listening!

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videum
science park