

## **Central Baltic Cleantech Clusters expanding to East of EU markets. (CB2East)**

Programme Priority: P1 Competitive economy

Programme Specific Objective: 1.3. More exports by the Central Baltic companies to new markets

Sub-programme: Central Baltic

Duration: 01.09.2015 - 30.09.2018

Total funding: 899.065 EUR

ERDF funding: 704.142 EUR ERDF

### **Project Summary:**

The project CB2East aims at strengthening the Central Baltic Region's economic competitiveness by creating commercially targeted open innovation platforms between Latvia and Finland. The focus areas are in sustainable eco-efficiency and water expertise solution needs in North-West Russia and Central Asia. Both regions have shown notable market potential for the Finnish and Latvian SMEs but the lack of critical mass and certain capabilities have been an obstacle for successful commercial entries to the markets.

CB2East catalyses transnational innovation collaboration for clusters based on challenge-driven and smart specialization approaches. New element of the approach is the use of an inclusive model of collaboration, co-creative innovation processes including open innovation test-beds and new communication tools. The project creates combinations of the clusters complementary competences with a potential to develop specialized solutions to the target market needs. These strategic platforms support transnational clusters' intermediaries on their operational projects helping companies in their business development and fruitful commercialization of joint ideas internationally.

The project will result in four cluster co-operations exporting to new markets and a continuous and commercially successful transnational cooperation in between two countries as well as a model that can be spread to the neighbouring CB countries in the future.

## **Map of Partners**



## Partners

Lead Partner

### **Finnish Water Forum/ Suomen vesifoorumi ry**

**Country:** FI

[www.finnishwaterforum.fi](http://www.finnishwaterforum.fi)

**Partner budget:** 355.230 EUR

**Amount of ERDF funding:** 266.423 EUR ERDF

Project Partners

### **Green Net Finland ry**

**Country:** FI

<http://www.greennetfinland.fi/en>

**Partner budget:** 245.400 EUR

**Amount of ERDF funding:** 184.050 EUR ERDF

### **Latvijas Biotehnoloģijas asociācija**

**Country:** LV

[www.cleantechlatvia.com](http://www.cleantechlatvia.com)

**Partner budget:** 298.435 EUR

**Amount of ERDF funding:** 253.670 EUR ERDF

## Results

### Expected results

CB2East project creates transnational meta-cluster platforms resulting in new collaboration, transnational value chains and business pilots in the chosen target markets between the businesses in the partner countries. The number of created cluster co-operations exporting to new markets is four: Water/ Central Asia, Water/ St. Petersburg/North-West Russia, Eco- and energy efficiency/ Central Asia, Eco- and energy efficiency/ St. Petersburg/North-West Russia. Created meta-clusters bring added value for participating existing national clusters by enhancing their market knowledge and business processes and understanding better the challenging and continuously changing target markets. The project creates new models for transnational collaboration and participants learn how to use inclusive, challenge-driven innovation methods combined with smart specialization and open innovation testbed thinking. Main results are four new transnational meta-clusters doing commercially viable projects in new markets in innovation and business collaboration, new competences and capabilities for participants, increased involvement and information flow. Meta-clusters intermediaries' capabilities are strengthened and they are able to adapt new transnational challenge driven innovative concepts in their thinking and strategy formation and hence implement them to their everyday operations with other cluster parties. Specific tools for transnational communication, cultural awareness and transnational cooperation skills, benchmarking and evaluation, knowledge how to access different finance sources, strategy development and implementation tools, knowledge sharing and matchmaking tools are also a part of the results. All these project results raise significantly meta-clusters' awareness and skills. They jointly create new methods on how to form and operate successful and profitable processes to enter new export markets and also together join the global value chains.

### Achieved results

## Project Visibility

### Social media links

[Facebook](#)

[Twitter](#)

[Website](#)

**Source URL:** <http://database.centralbaltic.eu/printview/12>