FOOD INNOVATION CAPACITY
Setting the Inter-Regional Scene for cross-border innovation activities

FOOD INNOVATION CAPACITY IN SMEs IN THE SOUTH BALTIC REGION
Setting the scene: Innovation Definitions – basic outlines

Innovation definitions OECD (radical or incremental)

Product innovation:
A good or service that is new or significantly improved. This includes significant improvements in technical specifications, components and materials, software in the product, user friendliness or other functional characteristics.

Process innovation:
A new or significantly improved production or delivery method. This includes significant changes in techniques, equipment and/or software.

Organisational innovation:
A new organisational method in business practices, workplace organisation or external relations.

Marketing innovation:
A new marketing method involving significant changes in product design or packaging, product placement, product promotion or pricing.

https://www.oecd.org/site/innovationstrategy/defininginnovation.htm

FOOD INNOVATION CAPACITY IN SMEs IN THE SOUTH BALTIC REGION
Setting the scene: **Innovation phases** in SMEs – an iterative model

**Do we have a clear innovation strategy?**

**SEARCH**
How can we find opportunities for innovation?

**SELECT**
What are we going to do - and why

**IMPLEMENT**
How are we going to make it happen?

**CAPTURE**
How are we going to get the benefits from it?

**Do we have an innovative organisation?**

**FOOD INNOVATION CAPACITY IN SMEs IN THE SOUTH BALTIC REGION**
The Foodsector Stakeholder Landscape

**Stakeholders in the Food Sector**

- **Primary production**
  Agriculture, fishing, hirculture

- **Research & Innovation**
  Research, education & couns. institutions

- **Gastronomy & the Consumer**
  Retail, consumers, restaurants, authorities, tourism & other related industries

- **Ingredients Industry**
  Prod of enzymes, cultures, other

- **Processing Industry**
  Prod of food, beverages, animal food

- **Food Technology**
  Prod of machines, technology & equipment

**Food Innovation Capacity in the South Baltic Region**
TOOL#02 Knowledge Bridging Model

FOOD SMEs
Innovation phases:

Bridging Touchpoints
Depending on the SME innovation readiness and potentials:

Cross-border Knowledge Bridging:
- Innovation Camps incl. students
- Meetups & Conferences
- Networks
- Food Innovation Council
- Food Innovation Toolbox

Outcome
Strengthen Innovation capacity in SMEs in the SBR
TOOL#03 Our SME ValueChain & Stakeholders

"Our SME"

FOOD INNOVATION CAPACITY IN THE SOUTH BALTIC REGION