

BRIDGES project DISSEMINATION

Presentation within the framework of the IV International Economic Forum held in Riga (Latvia) on September 17, 2021

The theme of the conference was "Future economy: globalisation challenges faced by Europe and the Baltics in the 21st century" (<https://economicforum.lv/>)

On behalf of CEEI-Burgos, advisory partner of BRIDGES project, Juan Carlos Martinez Barrio delivered the presentation "Crossborder cooperation: open innovation, trailblazing and intrapreneurship" in the Session III of the conference "State competitiveness: a systemic approach. Theory and Practice.

The last part of the presentation was devoted to BRIDGES project as a practical case of successful transregional cooperation schemes. As it was expected, it was detected a high interest regarding concepts, which are underpinning this additional implementation phase of the project, such re-shoring, in-shoring and near-shoring among the audience producing and intense debate during the final round table



Crossborder economic cooperatiu.. Open Innovation, trailblazing and intrapreneurship



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4.981 M2 OF INCUBATION FACILITIES 40 COMPANIES

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BACKGROUND



- COVID 19 PANDEMIC
- NEW ECONOMIC PARADIGMA IN THE POST-PANDEMIC ERA
- NEW TREND TO SHORTEN LOGISTIC/VALUE CHAINS





CROSSBORDER ECONOMIC COOPERATION

**A SELF-ORGANIZED AND SELF-MOTIVATED
COLLABORATIVE ACTIVITY TO ACHIEVE A
COMMON OBJECTIVE**





NEW? CONCEPTS

- OPEN INNOVATION
- TRAILBLAZING
- INTRAPRENEURSHIP





WHY NOW?

- **EXPANSION OF INNOVATION BOUNDARIES WHILE HOLDING INTERNAL R&D&I CAPABILITIES.**
- **SO-CALLED DEMOCRATIZATION OF INNOVATION.**
- **NEW POST-COVID PARADIGMA**





OPEN INNOVATION I

**THE USE OF PURPOSEIVE INFLOWS AND
OUTFLOWS OF KNOWLEDGE TO
ACCELERATE INTERNAL INNOVATION AND
EXPAND THE MARKETS FOR EXTERNAL USE
OF INNOVATION (HENRY CHESBROUGH)**





OPEN INNOVATION II

- INTEGRATED STRATEGY TO BRING NEW OFFERINGS TO MARKET
- SCHEME: CHALLENGER – PROBLEM-DEVELOPERS
- OPEN DEVELOPMENT





TRAILBLAZING I

**PIONEERING ORGANIZATIONS THAT SET
OUT TO GROW NOT ONLY THEIR OWN
BUSINESSES OR ACTIVITIES, BUT ALSO THE
BROADER OPPORTUNITY FOR INNOVATIVE
AND EFFICIENT SOLUTIONS**





TRAILBLAZING II

- HIGH DEGREE OF CONNECTIVITY
AMONG PLAYERS
- SCHEME: TRAILBLAZERS – SMALLER ORGANIZATIONS
- VALUE CHAIN EXPANSION





INTRAPRENEURSHIP I

**CREATING A NEW BUSINESS OR
VENTURE WITHIN AN ORGANIZATION**





INTRAPRENEURSHIP II

- **ACTING LIKE AN ENTREPRENEUR WITHIN AN ORGANIZATION**
- **SCHEME: ORGANIZATION - INTRAPRENEURS**
- **VALUE CHAIN EXPANSION/ OUTSOURCING**





A PRACTICAL CASE

INTERREG EUROPE BRIDGES PROJECT

<https://www.interregeurope.eu/bridges/>



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BRIDGES PROJECT CONCEPTS I

**CONTRIBUTION TO THE JOINT DEVELOPMENT
AND IMPROVEMENT OF REGIONAL ECONOMIC
RESILIENCE AND STABILIZATION OF
TRANSREGIONAL COLLABORATION SCHEMES IN
THE POST-COVID 19 ERA.**





BRIDGES PROJECT CONCEPTS II

- VALUE CHAIN ANALYSIS ADDED VALUE
- ECONOMIC RESILIENCE
- RE-SHORING, IN-SHORING AND NEAR-SHORING
- INTERREGIONAL COMPLEMENTARITY
- ECONOMIC RELATEDNESS AND TRAILBLAZING



GRACIAS
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ARIGATO
SHUKURIA
GRAZIE
MEHRBANI
PALDIES
BOLZIN
MERCI
DANKSCHEEN
TASHAKKUR ATU
YAQHANYELAY
SUKSAMA
EKHMET
TINGKI
BIYAN
SHUKRIA
JUSPAXAR
BAIKA
TAYTABUCHI
MEDAMAGSE
GOZAIMASHITA
EFCHARISTO
AGUYAE
FARAAUE
KOMAPSUMNIDA
MAAKE
LAH
ATTU
ANHA
WABEJA
MATEKA
HUI
YUSPAGARATAM
UNALCHEESH
HATUR
GUI
EKOJU
SINGMO
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