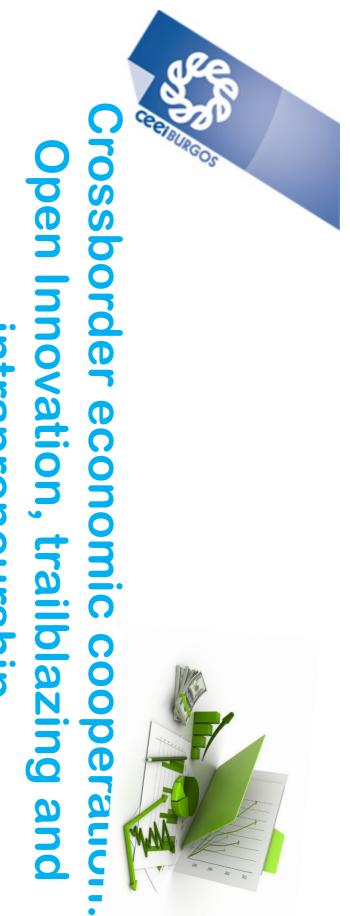
BRIDGES project DISSEMINATION

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 21^{st} 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



Juan Carlos Martinez Barrio

intrapreneurship

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Riga, 17/09/2021









4.981 M2 OF INCUBATION FACILITIES 40 COMPANIES



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BACKGROUND



- 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**





MHY NOW?

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





OPEN INNOVATION I

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





OPEN INNOVATION II

- ➤ INTEGRATED STRATEGY TO BRING **NEW OFFERINGS TO MARKET**
- **➤ SCHEME: CHALLENGER PROBLEM-DEVELOPERS**
- **→ OPEN DEVELOPMENT**





TRAILBLAZING I

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





TRAILBLAZING II

- **➤ HIGH DEGREE OF CONNECTIVITY AMONG PLAYERS**
- ➤ SCHEME: TRAILBLAZERS SMALLER **ORGANIZATIONS**
- > VALUE CHAIN EXPANSION





INTRAPRENEURSHIP

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/









BRIDGES PROJECT CONCEPTS I

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





BRIDGES PROJECT CONCEPTS II

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



