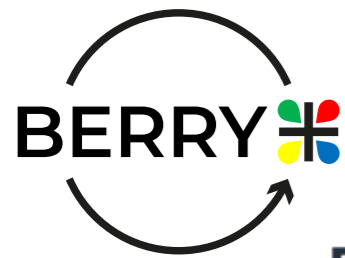


# **BERRY + meeting**

**24.2.2021**



REGIONE AUTONOMA  
FRIULI VENEZIA GIULIA



ACCIÓ



HELLENIC REPUBLIC  
REGION OF WEST MACEDONIA



AGRIFOOD PARTNERSHIP  
Western Greece Region



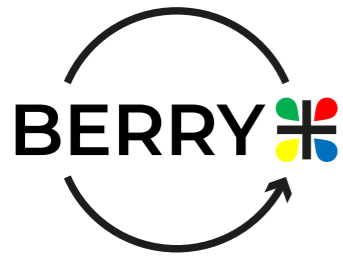
REGION  
OF WESTERN  
GREECE  
*full of contrast!*



# What is BERRY+?



- BERRY+ is a smart specialisation, industrial modernisation partnership. It was approved on 17.11.2020, following a two-stage approval process, based on the expression of interest applied on 31.3.2020. The Regional Council of Kainuu is the administrative coordinator.
- BERRY+ is dealing with the processing of renewable natural resources, ingredients and side-flows towards high added value products. It is addressed to regions with relevant RIS3, existing or emerging innovation interests & to regions with significant market segments in the relevant domains.
- BERRY+ has two key objectives:
  - (1) to reach interregional investments & integrate partner regions' innovations into existing and / or emerging European Value Chains (EVC)
  - (2) to establish an interregional cluster as a way for constructing added value at regional and interregional levels in the long run, and qualified to be registered with the European Cluster Collaboration Platform.

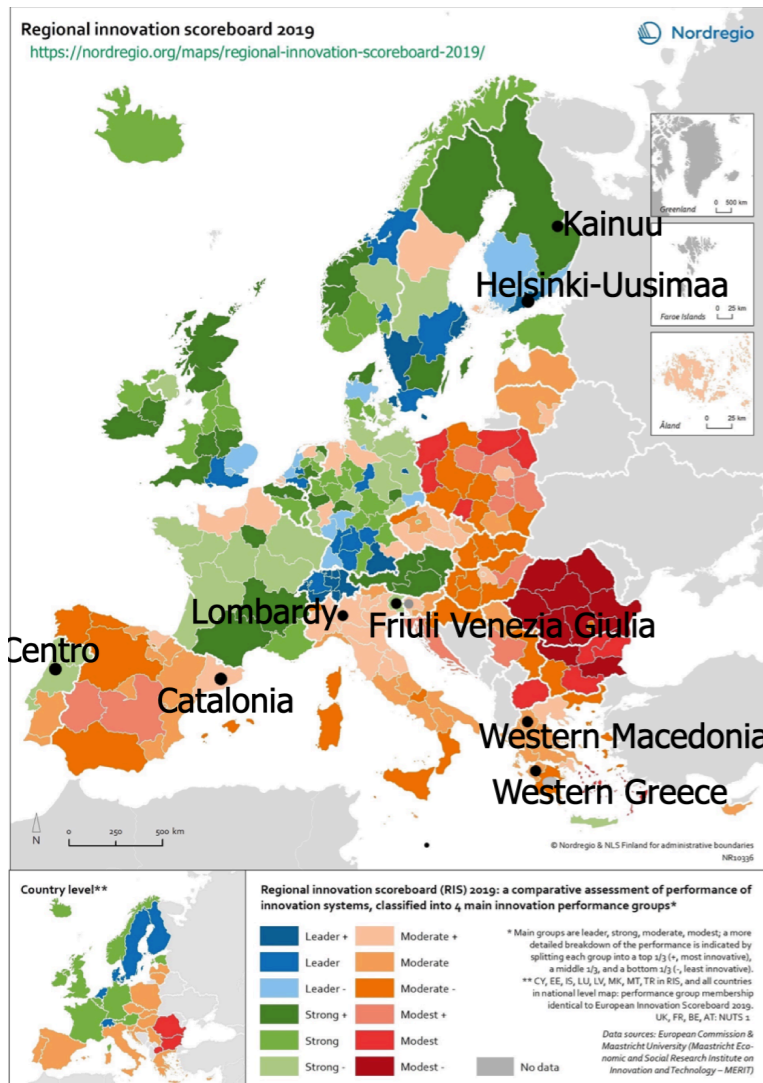


# What is BERRY+?



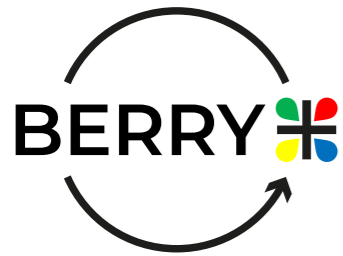
- **The partnership has been set up so that it brings added value by the potential for direct investments+innovation driven growth+innovation system improvements, e.g.:**

1. Selectively exploring renewable natural resource & sideflows research-based opportunities
2. Accessing strong consumer markets
3. Investing in and developing new specialisation paths & breaking away from lock-ins
4. Confronting enterprise challenges related to value chains and upgrading them accordingly.
5. Improving regional innovation systems by updating regional cluster management units. The purpose here is to improve the types of day-to-day services to regional businesses inspired from the concept of innovation hubs, and encourage functionalities that network better cluster management units at national and transregional levels.



## Current partnership

Organisation	MS	NUTS
Regional Council of Kainuu	FI	NUTS3: FI1D4
Helsinki – Uusimaa Regional Council	FI	NUTS2: FI1B NUTS3: FI1B1
Region of Western Greece	GR	NUTS2: EL63
Regional of Western Macedonia	GR	NUTS2: EL53
Region of Friuli Venezia Giulia	IT	NUTS2: ITH4
Lombardy Region	IT	NUTS2: ITC4
Centro Region	PT	NUTS2: PT16
ACCIO on behalf of the Region of Catalonia	ES	NUTS2: ES51



# Interregional complementarities



## BERRY+ value chain, industrial modernisation impact and interregional potential

Value chain theme	Industrial modernisation relevance	Examples	Interregional added value
(1) Grasping immediate commercial opportunities (Existing or new value chain)		E.g. raw material to consumer market; existing product to market.	Increased exports; profits
(2) Substitution of value chain elements with better products (Existing value chain)	Circular economy solutions applications; digital transformation	Business-to-business -to research (maybe) options	Profits & productivity; SME upgrading; competence building of the cluster management unit
(3) Design, development and testing (DDT) investments (Existing value chain or new branch of existing value chain)	Circular economy solutions development & applications; circular economy excellence	Adapting products and processes to host country conditions and help expansions in foreign markets (DDT investments) and creating new technologies	New applied research lines; SME upgrading; diversification of applied research services; competence building of the cluster management unit Research-to-research projects
(4) Anticipatory, research-based product & product line development/ additional research priorities (where relevant research "is going" in the next 5 years) (New value chain)	Circular economy solutions development & applications; circular economy excellence	Joint research-to-research and research-to-business programmes	Knowledge-based diversification and extension of the research and knowledge base; win-win interactions between and among research units; access to state-of-the-art research; access of research units to new end -users.
(5) Optimal localisation of industries aiming at added value components and reshoring of value chains in the regions (reshoring) (Existing or new value chain)	Circular economy solutions development & applications; circular economy excellence	Assessment of the regional resources for added value localisation and development projects in that direction.	Better populating the regional and national economic base, optimising value chains; SME upgrading
(6) Ensuring horizontal compliance to related recent Directives and adoption of standards (Existing or new value chain)	Circular economy solutions development & applications	Quality assurance for individual products and production processed accepted as part of the clustering and subsequently applied	Uptake of voluntary standards (required ones are enforced); competitiveness of clusters, SME upgrading; innovation systems scaling up; sustainable development impact reinforced
(7) Learning and scaling up interregionally the production process, joint applications of data analytics and Industry 4.0 solutions when needed (Existing or new value chain)	Digital transformation	Data analytics applications; Industry 4.0 programmes for upstream and downstream comprehensive value chain or value chain segments solutions	Uptake of digital transformation solutions; data analytics solutions to primary and secondary sector businesses; competitiveness of clusters, SME upgrading; innovation systems reinforced with data analytics applications uptake, development and interactions

Type of project	Example	BERRY+ priorities
Shared technology centre	Joint international centre for technological development (sustainability to be proved)	+
Shared service facility	Joint international centre for provision of services (sustainability to be proved)	+
Financial instrument	Cross border financial instrument (equity /debt) to finance SMEs to incorporate new technologies and / or strat ups to bring new solutions to the market.	Part of RIS3 in some cases
Trans-regional support tools	Voucher scheme for SMEs to purchase services abroad (sustainability to be proved)	Part of RIS3 in some cases
	Fellowships for young graduates or employees of SMEs to attend stages (internships) abroad (in SMEs or in RTD centres)- sustainability to be proved.	
Cross border platform	SMEs small projects bundled together (cluster-value chain with international dimension)	+++
Large scale project	Project by a single company involving international value chains (incorporation of new technologies within suppliers' value chains)	+++
Large scale infrastructure	Large scale infrastructure incorporating advanced technologies across at least 3 different countries.	

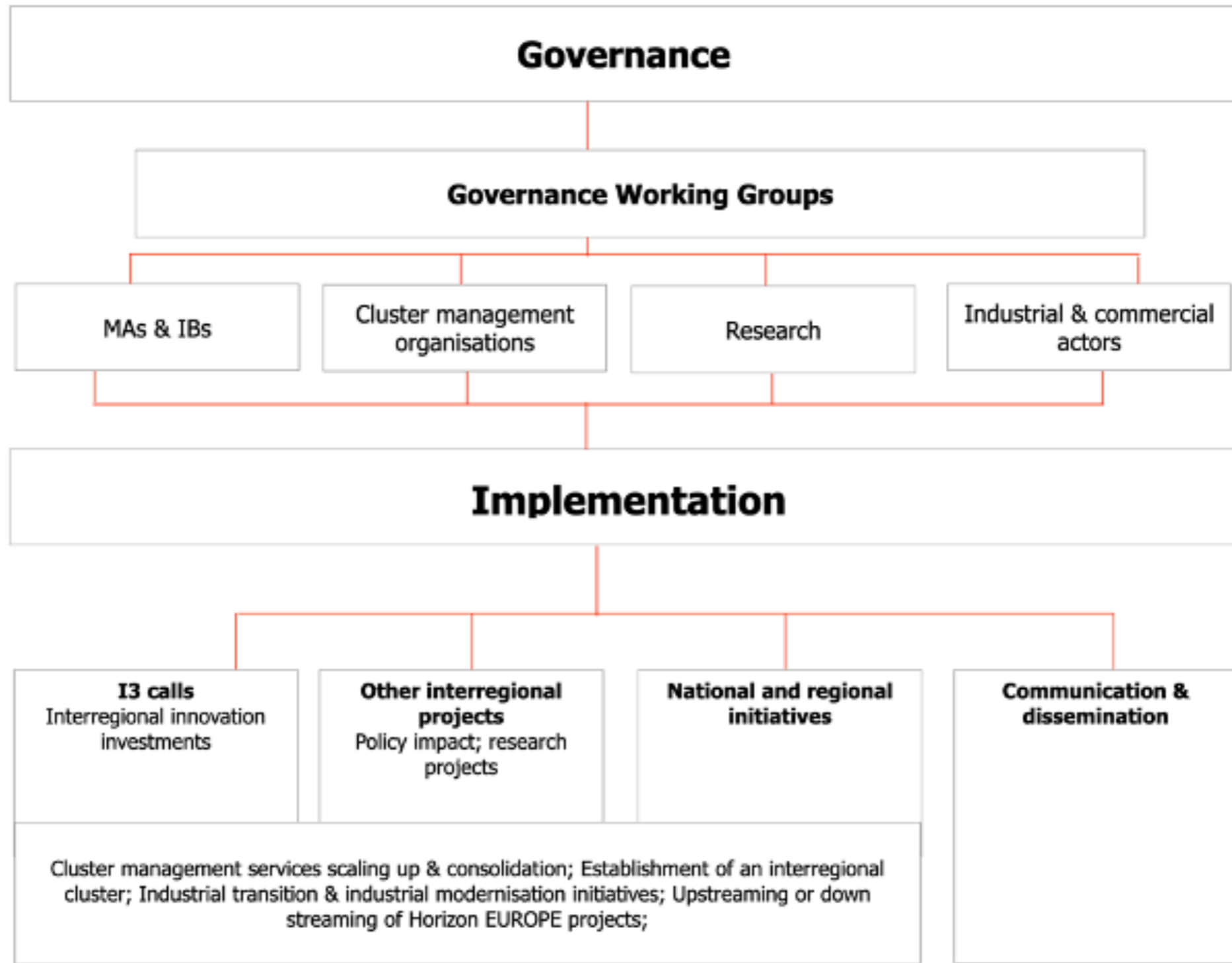


# State of play



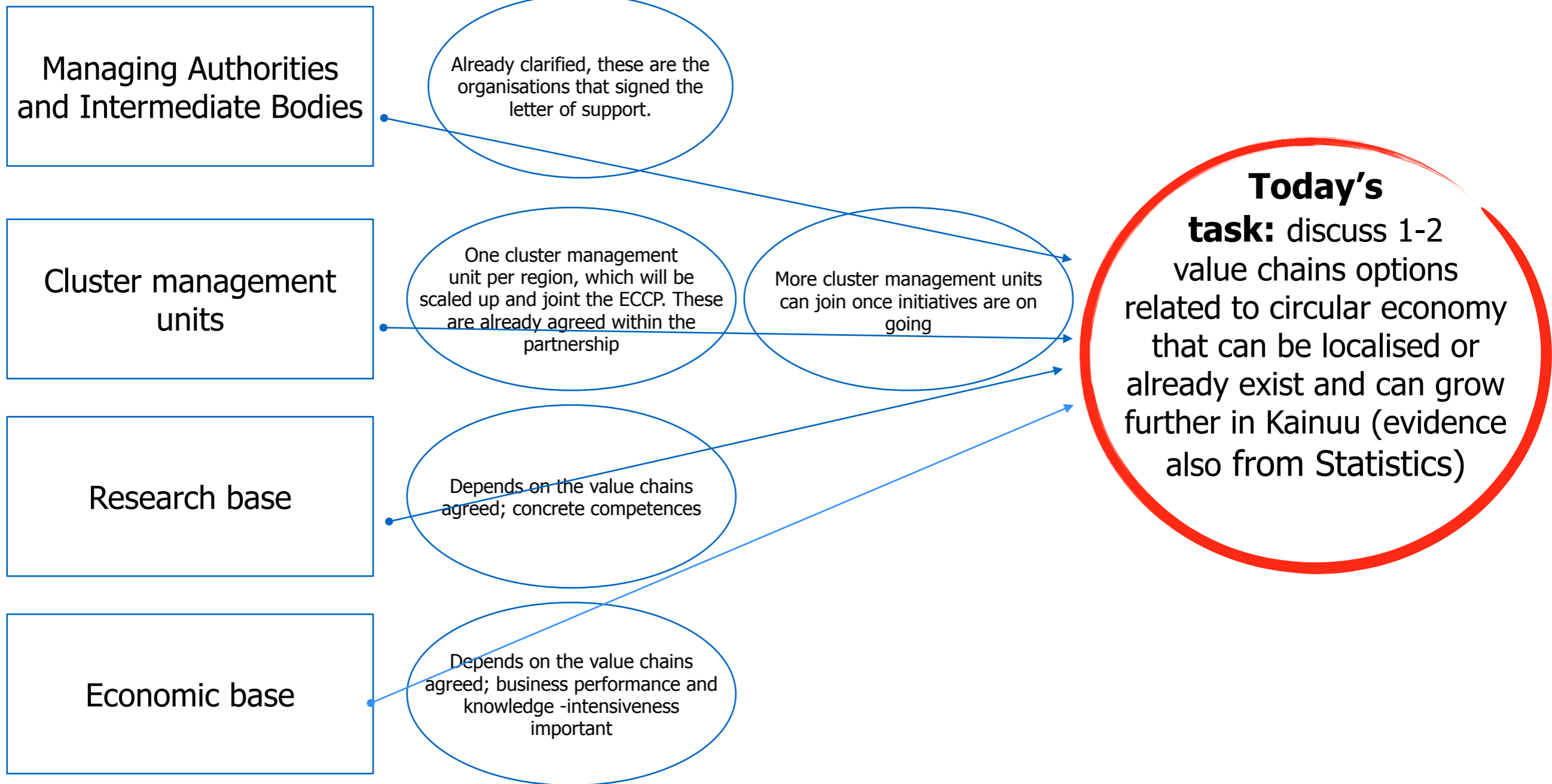
A primary diversification base was identified, bringing together the economic and research bases of the BERRY+ regions.

- This exercise resulted in a wide range of potential value chain collaborations: renewable natural resources (cultivated & wild berries, grapes, apples, forest fruits, cereals, dairy, herbs, forest industry side flows); research & research applications (e.g. anti-microbial compounds replacing synthetic preservatives, bioprocessing of berries by enzymes and fermentation, scaling up to bio reactors and downstream processing, measurement technology, functional foods).
- Value chains we plan to investigate & specify for project and investment initiatives include (i) food processing value chains (functional foods, vegetable- or dairy-based proteins, herbs applications,...), (ii) regenerative cosmetics and (iii) forest-industries sideflows-based products replacing current, non-sustainable and non-renewable products (such as plastics) and raw materials (oil, chemicals etc.) in various industries.
- Organisation of the work defined (next slide). Partnership Agreement defined.
- We are writing the scoping document.
- We welcome new partners.





# How the Governance Working Groups are set-up

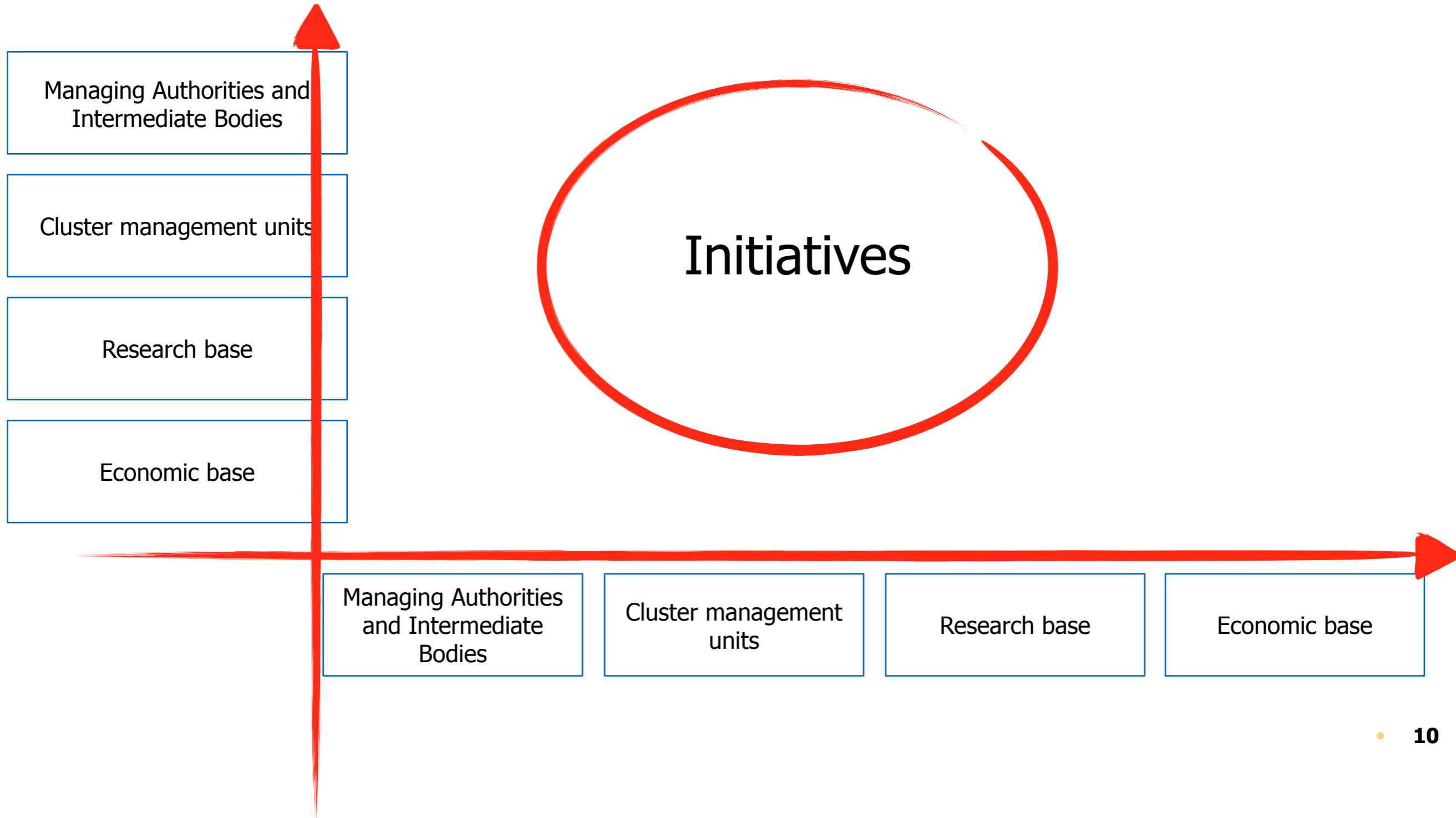




# How the Governance Working Groups function

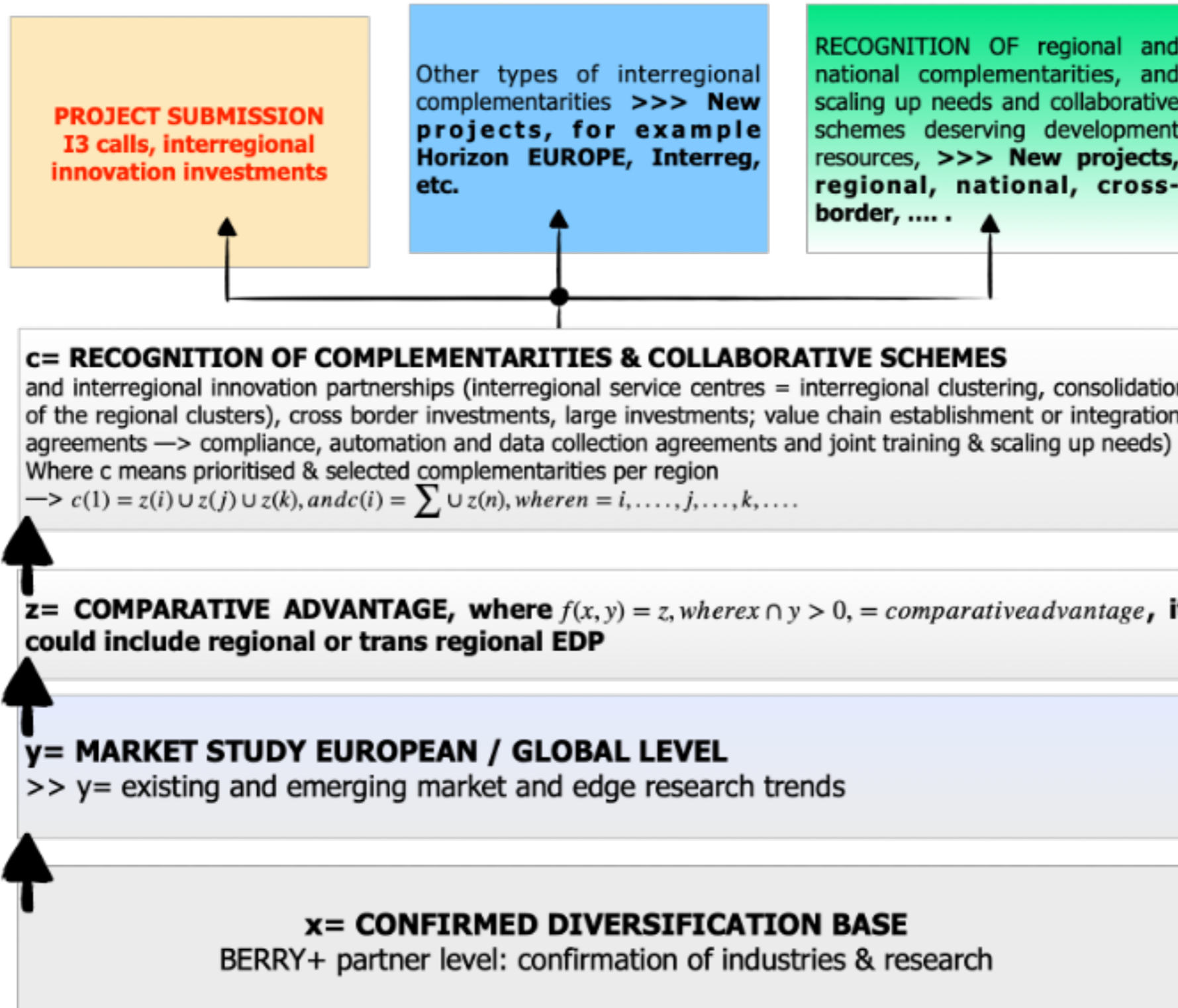


- They function vertically (regional groups), horizontally (interregional groups and similarities), and multilaterally (interregional selective exchanges and initiatives).



Components	Responsible regions	Key outputs
Component 1 I3 & Innovation Ecosystem calls	Regional Council of Kainuu	<p>1 or 2 proposals submitted to EIC calls, dealing with Innovation Ecosystems and /or I3 calls. The I3 calls focus on interregional complementarities dealing with innovation investments. The Innovation Ecosystem calls focus on improving the functionality and quality of interregional innovation eco systems. Information is expected to come out later in 2021.</p> <p>A list of such options has been disseminated in principle; BERRY+ takes it into account.</p>
Component 2 Other types of EU projects	Region of Western Greece	2 project proposals submitted during 2021 and 2022, addressing issues complementary to interregional investments and innovation eco systems, including piloting value chains.
Component 3 National and regional initiatives	Helsinki-Uusimaa Regional Council	It aims at consolidating the options of interregional investments with regional and national level supportive initiatives. Component III is introduced following the experience of the partner regions from (a) national innovation systems as key enablers for regional innovations, (b) possible discontinuities between regional and national innovation objectives, and (c) potential for innovative pilots and funding options, for example based on synergies between rural and structural funds supporting innovation processes and industries defined within RIS3. Component 3 contributes to themes 3,4,5,6 and 7 of the value-chain Themes, Table BERRY+ value chain, industrial modernisation impact and interregional potential. (Slide 5).
Component 4 Communication and dissemination activities	Region of Western Macedonia	The purpose is to diffuse the results and information about the BERRY+ partnership to regional and national actors, other S3 partnerships, and the wider public.

# Organisation of the work



- We have opened all three components