



INNOVATION NEWSLETTER

++++ January 2012 +++++

Counseling

SolarCenter Hamburg

The SolarCenter Hamburg is an intersectoral, neutral counseling institution. It is a project of the Ministry for Urban Development and Environment Hamburg. Cooperation partners are the Centre for Energy, Water and Environmental Technology (ZEWU), Chamber of Crafts in Hamburg and the German Solar Energy Society (DGS).

Among others, the SolarCenter Hamburg provides free basic information on thermal heat systems, solar electricity and biogas plants for house owners and investors and provides individual counseling. In addition, the center organizes regular expert meetings for craftsmen and planners in order to promote the exchange on solar topics. They support craftsmen and planners with simulation programmes, which calculate different planning options.

FURTHER INFORMATION:

Internet: www.solarzentrum-hamburg.de

Mail: info@solarzentrum-hamburg.de

STUDIES

BSA: Energy Efficiency and Climate Protection around the "Mare Balticum"

According to European and national schedules the Baltic Sea Region must cut its energy demand and greenhouse gas emissions dramatically within the next few decades. Substantial growth of renewable energy sources will be needed as well as a boost in energy efficiency.

In this process small and medium sized enterprises (SMEs) play a key factor. The authors of



this book – scientists, entrepreneurs and journalists – discuss how SMEs can make the best investment decisions to reduce their own energy consumption. Additionally, the articles analyse new market opportunities

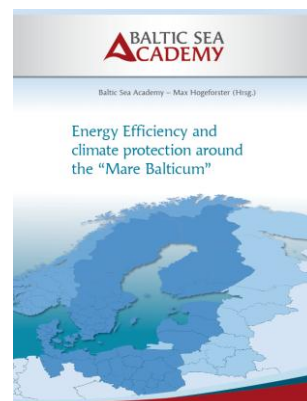
opening up for SMEs, as implementing energy efficiency will happen mostly on a local level and on a rather small scale. For being able to seize these opportunities training and education of SMEs' staff are essential.

FURTHER INFORMATION:

www.balticsea-academy.eu

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Providing services to SMEs



The Hanseatic Parliament and the Baltic Sea Academy have created a service manual for SMEs. After a general background of SMEs in the Baltic Sea Region, demands of SMEs as well as special services and a wide range of Best Practices for SMEs has been collected and



listed. The Best Practices include examples in the fields of vocational trainings, further trainings, consultation, information and networking, and additional services. The manual closes with two examples of International SME-services.

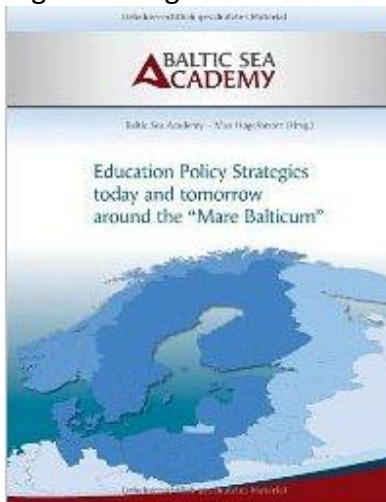
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BSA: Education Policy Strategies today and tomorrow around the "Mare Balticum"

The Baltic Sea Academy published a book on education policy strategies for the Baltic Sea region in August 2011. Knowledge and education are key factors for a successful future in modern, globalised times. This applies especially to the resource-poor Baltic Sea region and its small and medium sized enterprises. Without excellent qualified staff and executives they cannot compete on a global scale. The authors of this book – scientists, entrepreneurs and journalists – address the main problems of our education systems, ranging from schools to vocational training and universities. They do not only analyse these diverse systems, but also develop strategies for successfully meeting the challenges ahead of us.



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Demand for Innovation SMEs in the Baltic Sea Region

The Hanseatic Academy of Management in Słupsk/Poland and Dr. Magdalena Olczyk, Gdańsk University of Technology have conducted an empirical study on the actual demand for innovation of SMEs in the Baltic Sea Region. Between March and April 2011 542 enterprises from 9 Baltic Sea states were surveyed, primarily from Poland. The results of this study will be published in the BSA series. The study can be used to formulate recommendations aiming an increasing innovation and competitiveness of SMEs in the Baltic Sea region.

FURTHER INFORMATION:

www.hanse-parlament.eu

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Construction Cluster Study

Within the QUICK project A. Banaitis, R. Ginevičius, A. Kaklauskas, J. Šimkūnaitė and V. Matvejevas have conducted a cluster study on the construction sector in the Baltic Sea region.

The construction cluster is strategically important for Europe and BSR providing buildings (schools, hospitals, offices, housing, etc.) and infrastructure on which all sectors of the economy depend. It is the biggest sectoral employer and a major contributor to Gross Capital Formation in Europe and BSR.

44.6 million worker in the EU depend, directly or indirectly, on the construction sector. It represents 9.9% of EU GDP and 51.4% of gross fixed capital formation. Estimated construction investment (EU 27 – 2009): 1,173 billion EUR, 3 million enterprises (EU 27), of which 95% are SMEs with fewer than 20 and 93% with fewer than 10 operatives, 14.9 million operatives: 7.1% of Europe's total employment and 29.1 % of industrial employment. Public infrastructure investments represent between 0.5 and 2% of



GDP in European countries. 40-45% of Europe's energy consumption stems from buildings with a further 5-10% being used in processing and transport of construction materials.

The construction sector includes the following subsectors:

- Suppliers of construction products and components (incl. wholesale);
- Site preparation, Construction of complete buildings, building installation, completion and rental of construction machinery;
- Professional services (incl. architects, engineering services, cost controllers and building control bodies).

You can find the full cluster study in the near future on the www.bsr-quick.eu

FURTHER INFORMATION:

www.hanse-parlament.eu

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Study Programmes

Dual Bachelor Studies "Technique and Management Renewable Energies"

The Berufsakademie Hamburg has introduced a new dual bachelor study programme "Technique and Management Renewable Energies" (Technik und Management Erneuerbare Energien). This study programme combines management and technical fields and, at the same time, a practical vocational training. Graduates receive two certificates, the bachelor-degree and the certificate of the vocational education (Gesellenbrief).

FURTHER INFORMATION:

[www.ba-](http://www.ba-ham-)

[ham-](http://www.ba-ham-)

[burg.de/berufsakademie/studium.html#c125](http://www.ba-ham-)

E-Mail: info@ba-hamburg.eu

Projects

C2C network

The Cradle-to-Cradle (C2C) network brings together EU regions to share and capitalize on regional good practice in implementing C2C principles in relation to waste prevention and management, and do so by producing sustainable solutions, economic development opportunities and social well-being.

On the project website you can find the collected C2CN practices divided over the four thematic areas: Industry, Build, Area Spatial Development and Governance (<http://www.c2cn.eu/gph>).

A complete overview of the cases is to be found in 'A Journey from Cradle to Cradle.

C2CN Initiatives Guide', which can be downloaded from at

http://www.c2cn.eu/sites/default/files/C2C_InitiativesGuide_2011.pdf.

FURTHER INFORMATION:

www.c2cn.eu

Baltic Supply: European Business Support Network

Within the project Baltic Supply an internet platform "European business support network" (www.eubizz.net) is currently under development. The platform will provide various information, services, and contacts for enterprises, which plan to start international business. You can find a movie about the services on the platform on the webpage of the project:

<http://www.balticsupply.eu/Publications/EuropeanBusinessSupportNetwork/tabid/1288/Default.aspx>.

The eubizz.net platform will be launched end of January 2012.

FURTHER INFORMATION:

www.eubizz.net

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Baltic Supply: New newsletter available

The second newsletter of the project Baltic Supply was published in December 2011. You can find there information about project activities:

<http://www.e-pages.dk/southdenmark/51/>

FURTHER INFORMATION:

www.balticsupply.eu

ZEWUmobil+

The Chamber of Crafts in Hamburg implemented the project ZEWUmobil⁺. The project follows the project ZEWUmobil, which run from 2008-2001 focussing on energy efficiency. ZEWUmobil⁺ runs until 2012 and addresses the topic resource protection. Within the project counselling will be provided to enterprises. The counselling process includes:

- Evaluation of the current situation. Consumption data (annual account or ,
- Site inspection
- Pointing out appropriate measures for saving energy and resources, presenting information about supporting programmes.

At the end the enterprise receives a summary of the results and proposals for the concrete next steps.

http://www.elbcampus.de/de/ueber_uns/partnerprojekte/zewumobil/

FURTHER INFORMATION:

www.zewumobil.de

E-Mail: vfuersicht@hwk-hamburg.de

Upcoming Events

12. – 13.03.2012: Minsk

„Technologies of the Collection and Processing of Waste and Wastewater“

The Workshop in Minsk is addressed to foreign and Belarusian companies, members of Hanseatic Parliament, and political and administrative representatives of Belarus.

Such subtopics on technologies of waste management will be discussed:

- waste separation and biogas production;
- collection of recyclables;
- recycling;
- Cradle to Cradle;
- use of rainwater and greywater;
- Subterra technologies;
- Distributed treatment systems;
- Larger treatment plants.

The experts and speakers from foreign countries, Belarus, Hanseatic Parliament and Baltic Sea Academy are invited.

FURTHER INFORMATION:

E-Mail: info@hanse-parlament.eu

14. – 16.05.2012: Hamburg

Hanseatic Conference: Innovation Promotion and Regional Policy around the “Mare Balticum”

In cooperation with the Hamburg Ministry for Economy, Transport and Innovation the Hanseatic Parliament and the Baltic Sea Academy are organising the seventh Hanseatic Conference in May 2012. This year's topic is “Innovation promotion and innovation strategies in regional policies around the “Mare Balticum”.

Participants from all 11 countries around the Baltic Sea will join the conference, in particular:



- Scientists and scholars from different faculties
- Honorary officials and managing directors of Chambers of Commerce, Industry and Handicrafts as well as associations of the medium-sized business economy
- Representatives of medium-sized enterprises
- Politicians and representatives of public administrations
- Representatives of the media and multipliers

The various issues of innovation for Small and Medium Enterprises (SME) and a future-oriented regional policy in the countries around the Mare Balticum will be discussed and handled at the conference, i.e.:

- Historical development of regional cooperation and spatial planning.
- Analysis, forecasts and scenarios for the development of economy and labor market in the Baltic Sea region and its subregions.
- Analysis, forecasts and concepts regarding the importance and development of centres.
- Analysis and approach to the development of region types (i.e. urban areas, development areas, rural areas).
- Innovative goals, strategies and plans in the regional and spatial planning policy.
- Goals, strategies and measures to promote innovations by SMEs.
- Best practice of promotion of innovations in centres and regions.
- Political strategy concepts of regional policy and transnational cooperation.
- Political strategies of promotion of innovations for SMEs and regional development.

FURTHER INFORMATION:

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Part-financed by the European Union (European Regional Development Fund and European Neighbourhood and Partnership Instruments).

