



Part-financed by the European Union
(European Regional Development Fund)

Strengthening Innovation Governance in Baltic Non-Metropolitan Regions
Through Transnational Cooperation
**Innovationsorientiertes Verwaltungshandeln
in Regionen**





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Why video-clips „innovation - my thing“ ?

- 1: raise consciousness in smaller municipalities about innovation
- 2: raise consciousness in smaller municipalities about strengths of SME and challenges of competitiveness an globalization
- 3: make SME become stronger part of local and regional community
- 4: strenghten location potential of non-metropolitan regions and towns
- 5: catch attention for local BDO (in general: mayor!)
from locally operating SME
- 6: creating a slowly growing basis for a regional innovation network
(„who's who in regional innovation issues“)



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Key script elements for regional video-clips „innovation - my thing“

- 1: welcome of EO by local authority (mayor)
- 2: request of mayor to introduce innovation
- 3: EO describes problem to be solved as challenge for SME
- 4: EO describes innovation and achieved advantages (type of innovation: product, production, service, management, staff marketing etc.)
- (5: only casual: EO gives an overview on other challenges as starting point for other innovations)
- 6: Mayor thanks for presentation, gives his best wishes to SME
- 7: Mayor encourages others to follow examples



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Technical and other requests for video clips

1. Camera and soundtrack equipment, semi-professionals staff (2 – 3 persons, preparation time average 2 -3 hours)
2. Investigations on innovation in SME (professional, interview with responsible and competent manager of SME, check of premises of SME, 1 – 2 hours)
3. Draft of screenplay (professional and semi-professional, 1 hour)
4. Preparation of local mayor (professional, 1 hour)
5. Record (semi-professionals 3-4 hours, professional 3 – 4 hours)
6. Cut and insertion in web-portals (semi-professionals, 3 hours)
7. Presentation in local political board (incl. preparation 2 hours)

Sum: professional hours: 8 – 10 hours
 semi-professionals hours: 17 – 27 hours



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Thank you for your attention!