

Challenge 1 (Ministry of Economy).

Long-term cooperation between business, academia and public sector to foster innovation.

To achieve effective and long-term development on national scale and foster innovation capability - one of the most crucial factors is close cooperation between all parties concerned within the triple-helix concept – business, academia and public sector. Establishment of this cooperation should be reasonable (according to quantitative and qualitative data) but one of the most important aspects is linkages with the national strategies including RIS3. When cooperation areas are defined – the proactive facilitation process of cooperation should take a place.

- How to define priority areas where public sector should invest to foster cooperation and innovation?
- Which are crucial activities to establish cooperation between triple-helix parties where everyone is motivated to take participation?
- Which - How facilitation process should be designed and implemented?

Within the workshop these and many other questions will be targeted to develop a prototype of cooperation mechanism that helps public sector foster innovation on a national scale!

Challenge 2 (University of Latvia).

Promoting the communication between the holders and users of the science infrastructure.

Even though the interaction of all innovation ecosystem elements would be required to achieve the results, one of the milestones included in national RIS3 appears to be well developed research and innovation base. One of the challenges met by objective is poorly developed research infrastructure in Latvia led by low investment percentage in R&D, which causes a series of problems including drain of a human capital, hindered growth rate of the national economy, etc. One of next planning period challenges according to the objectives defined by the European Commission is sharing and joint use or purchase of the research infrastructure that allows:

- to coordinate better the development and use of Research Infrastructure;
- to establish strategies for new pan-European, well-established intergovernmental or national Research Infrastructure;
- to join forces internationally to construct and run large, complex or expensive infrastructure, respond to global challenges and/or foster combining skills, data and efforts of the world's best scientists;

- to foster the innovation potential of Research Infrastructure by making industry more aware of opportunities offered to improve their products and by the co-development of advanced technologies.

We will discuss current situation in the sector with regard to challenge in partners' countries, obstacles met as well as tools to be used in order to promote the communication between the holders and users of science infrastructure thus obtaining additional resources for innovation development and increase the efficiency of investments in the research infrastructure.

Challenge 3 (University of Latvia).

Organisation and financing of the innovation development and marketing.

Low commercialization level of research results is one of the challenges met by innovation ecosystem. Scientists are reaching technology readiness level 3/4, however without strong support of team ensuring the further promotion of technologies as well as without additional funds helping to increase the TRL of the innovation, the target audience is not reached. During the innovation camp we will share best practices in partners' countries as well as discuss tools, methods and opportunities for improvement and facilitation of the commercialization process effectiveness. Sharing the best practices how to move innovation to the market is expected.

Challenge 4 (Ministry of Education and Science).

Human resources development, mobility and cooperation in the science.

In order to attract and develop the human capital for research and innovation, specific support need to be in place. We will share and discuss the most relevant attributes and initiatives needed, the ones that are currently available, and address scenarios how we can use BSR stakeholders and resources to leverage desired HR development and performance.

Challenge 5 (Liepaja University).

Use of the innovative digital approaches to educating the public in the circular economy.

Latvia has joined the EC Circular Economy Implementation Plan and supports its Action Plan. Until now Latvia has implemented the actions foreseen in the Action Plan as stand-alone sectoral initiatives, mainly focusing on solutions to improve the waste management sector.

It is time to introduce wider public to the potential of circular economy, because without public awareness and support there will be no possibility to implement it.

Modelling the communication plan with society, we would like to find an innovative digital way that assures reaching the target audience chosen.

The main task would be focusing on society educating /communication plan development. The target audience of 15 - 35 years old composes approximately 340 000 people in Latvia. We would like to underline that this part of population will be able to influence other age groups and actively participate in the circular economy. Reaching the younger generation will require other channels and tools, however the older generation still remembers the times when austerity was a norm of life. Glass bottles were recycled, pencils used completely and just after acquired the new ones, clothes were repaired, remade etc.

We have chosen B2C model because our goal is to educate society regarding the circular economy and opportunities it offers. The broader public will be educated, the more likely people will implement circular economy principles not only in their daily lives, but also in companies and institutions. In cooperation with businesses (B2B) different forms and channels of communication shall be used. Entrepreneurs are also easier to influence by legislation tools.

Peculiarities of Latvia also have to be taken into account - the total population of about 1.6 million - the population is concentrated in cities, mainly in the 5 largest cities, rural areas remain empty. The application is not a solution - expensive, but will be downloaded by small number of people. Estimated budget 20 000 EUR, the main task would be to create proposals how to use it most effectively to reach the cities of Latvia and the largest possible number of inhabitants in the selected age group.

Main questions:

1. Which websites are mainly used in communication by this age group?
2. Which digital tools would be most appropriate?
3. What are the habits with digital tools?
4. Work with 5G?
5. Visualization of information on circular economy principles and opportunities.

Expected results:

Create a communication plan model with innovative digital tools for successful delivery of content to the selected target audience.

Who is invited to work on this challenge?

IT, communications, environmental specialists, academics/highschool employees, economists, municipalities, business incubators, NGO, visual arts area representatives, etc.