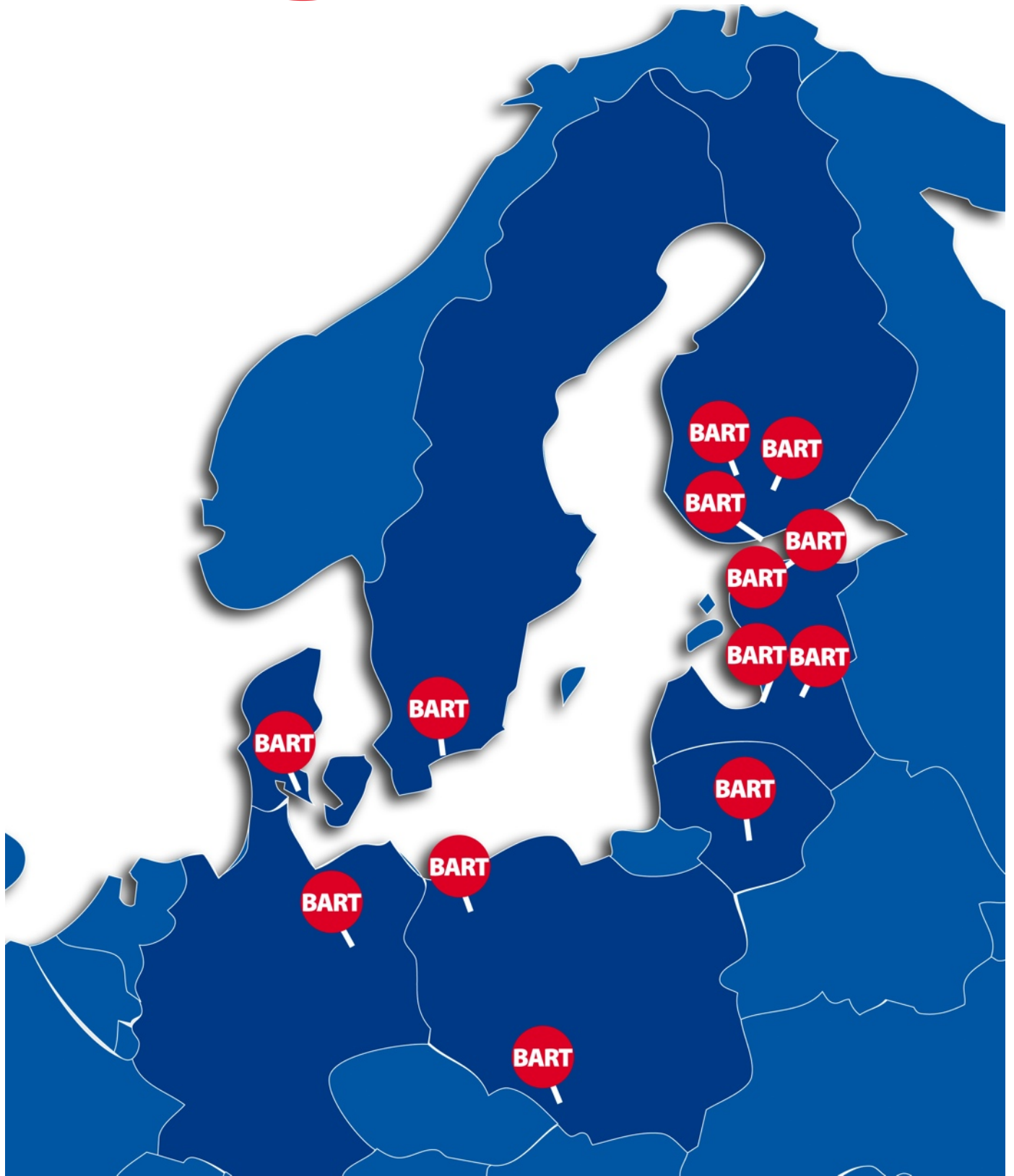


**WE ARE
DOING** **BART**



BALTIC ARTS GOES FOR BUSINESS INNOVATION

New Business Opportunities in the CI SME Cluster



The BART partnership is made up of 13 partners from 8 BSR countries. There are public authorities involved as well as research institutions and mainstreaming partners. This provides the background for applying the triple helix approach of cooperation, which is designed to gather and share knowledge and expertise from different horizontal and vertical levels. Partner countries are Finland, Sweden, Denmark, Germany, Poland, Lithuania, Latvia and Estonia.

Project background and objectives

The States in the Baltic Sea region have both potential and experience to build on in the field of design and other fields of creative industries development and have initiated cooperation in this area. There are some similar features originating from the Baltic Sea region and this should be utilized and marketed in a joint way. Creative Industries (CI) is recognized to have a potential to be as a key component in the new knowledge economy. The basic idea for the BART project is to design and implement a project in the creative industry sector that mainly focuses on the important economic potentials that municipalities and Baltic Sea regions could exploit making use of unused and underinvested potential of creative industries. The project idea

was elaborated with the Lahti region in a broad regional and Baltic Sea wide participation process. The project aims to support BSR regions to use their abilities to take the full advantage of their own knowledge- based resources of the CI sector.

Expected results and outputs

One established transnational cooperative structure (BSR CI Council), which is supposed to function as a pool of experts and stakeholders to ensure a comprehensive and ongoing exchange of experience and to give advice to other regions/municipalities in the BSR. BART project provides spaces and launches a program to facilitate the creations of ambitious CI teams and their ideas to growth ventures. BART entrepreneurship society catalyzes world changing start ups from BSR CI transnational co-

operation. BART is very much based on good and informative communication. BART Online-platform will be enabler for instant sharing of information and results. This forum is consisting blog for use of the experts involved in BART, wiki environment, where necessary explanatory information can be stored, shared and developed, open discussion about information of the project and its results.

Other information about BART

We are submitting BART project Baltic Sea Interreg IVB Programme's 3rd call, dead line 22nd of March 2010 Priority 1: Fostering of Innovations across the BSR. Project duration: 36 months. Estimated total budget: 3,5 M€. Lead Partner: Lahti University of Applied Sciences, contact person taina.seitsara@lamk.fi