

# Interreg BSR OSIRIS

## PROJECT PERIOD 5

### GA 4.4 Communication and dissemination of Work Package 4 actions

## REPORT

GA 4.4 Leader: **Connect Latvia**  
LATVIA

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## 1. INTRODUCTION

### Objectives

Communication kit is one of the main tools for communicating and presenting WP4 activities and outputs inside project regions and outside project regions, targeting to acquire innovation actors from entire Baltic Sea Region. Communication kit is composed of the following communication materials: brochures, leaflets, e-newsletter and webinar. E-newsletter and webinar will be released by project and associated partners on LinkedIn Facebook and project website. Digital version of brochures and leaflets will be published and communicated on project website and on LinkedIn by assigned partners.

Communication kit purpose is:

- 1) to present Smart Silver Lab, its objectives, its functionality and future actions;
- 2) to present Transnational cluster network of the Silver Labs, its objectives, operations and functionality;
- 3) to disseminate innovation program and to communicate innovation contest; and
- 4) to disseminate Accelerator Program.

Through communication kit we achieve WP4 outputs transferability and scalability. Also we raise awareness and support target groups to use WP4 outputs.

## 2. WORK PLAN

### Summary of the GA 4.4 Work plan / Methodology

GA 4.4 scope was to communicate and disseminate WP4 actions inside project regions and outside project regions, targeting to acquire innovation actors from entire Baltic Sea Region. PP7 coordinated the implementation of communication and dissemination activities and project partners supported diffusion in their regions. Assigned partners elaborated communication kit composed of brochures, leaflets, e-newsletter and webinar. Brochures and leaflets were realized both in printed and digital version.

Communication and dissemination process started with a social media campaign. E-newsletter and webinar were released by project and associated partners on LinkedIn, Facebook and on project website. Digital versions of brochures and leaflets were published and communicated on project website and LinkedIn by assigned partners. Leaflets and brochures were distributed as advertising material.

PPs prepared the content for the brochure and flyers, which contained the objectives, outputs and activities of WP4.

PP7 elaborated a communication assessment plan in order evaluate the impact of communication actions and of dissemination kit usage.

### 3. RESULTS – Partner Reports

#### 3.1 Finland

Dissemination activities in OSIRIS project by Riihimäki Business Development Co. (PP2):

##### 1. SSL

<b>No</b>	1
<b>Date</b>	September 6th, 2021
<b>Objective number: 1-SSL, 2-Cluster, 3- Innovation, 4- Accelerator</b>	1 – Smart Silver Lab (SSL)
<b>Type of dissemination (leaflet, brochure, e-newsletter, webinar, other)</b>	E-newsletter, webinar, press release

Channel of social media (Facebook, LinkedIn, web-page, .....)	Website
Short Description of Audience	Regional Silver Economy networks, entrepreneurs, universities, business hubs, seniors.
Level (Regional, National, European)	Regional
Web address or indication where it can be seen	<a href="http://www.rtoy.fi">www.rtoy.fi</a> <a href="https://drive.google.com/drive/folders/1uvj3hwEPbbU5O4R8cJOcvgjY7Bncz9X8?usp=sharing">https://drive.google.com/drive/folders/1uvj3hwEPbbU5O4R8cJOcvgjY7Bncz9X8?usp=sharing</a>

Tule mukaan vaikuttamaan!





OSIRIS - BSR

EUROPEAN REGIONAL DEVELOPMENT FUND

WITH FINANCIAL SUPPORT OF THE RUSSIAN FEDERATION



**SENIORI-TALOUDEN  
VERKKOTYÖPAJA  
30.3.2021 KLO 9-11**

## 2. Transnational Cluster

No	2
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<b>Date</b>	September 6th, 2021
<b>Objective number: 1-SSL, 2-Cluster, 3-Innovation, 4-Accelerator</b>	2 - Cluster
<b>Type of dissemination (leaflet, brochure, e-newsletter, webinar, other)</b>	E-newsletter, webinar
<b>Channel of social media (Facebook, LinkedIn, web-page, .....)</b>	LinkedIn, Facebook
<b>Short Description of Audience</b>	Regional SSL members, Innovation Program participants, local mentor networks
<b>Level (Regional, National, European)</b>	National (dissemination by Riihimäki Business Development Co.) / European (webinar by CONNECT Latvia)
<b>Web address or indication where it can be seen</b>	<a href="https://www.linkedin.com/company/riihim%C3%A4en-tilat-ja-kehitys-oy/?viewAsMember=true">https://www.linkedin.com/company/riihim%C3%A4en-tilat-ja-kehitys-oy/?viewAsMember=true</a> <a href="https://drive.google.com/drive/folders/1uvj3hwEPbbU5O4R8cJOcvgiY7Bncz9X8?usp=sharing">https://drive.google.com/drive/folders/1uvj3hwEPbbU5O4R8cJOcvgiY7Bncz9X8?usp=sharing</a>

**SMART SILVER HUB -  
Transnational Cluster of Six  
National Smart Silver Labs**

Networking evening for participants  
of the Innovation Programs in six  
countries around the Baltic Sea Region

**11th May**  
16.00-18.00 EEST

- Build your networking skills
- Meet people & learn new cultures
- Connections with other countries
- Walk away with something new!

Get ready for the Accelerator  
Program, that is coming up soon  
(commencing 24th May and  
running for four weeks)!








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EUROPEAN UNION  
EUROPEAN REGIONAL DEVELOPMENT FUND



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**HOST: David James Bell**  
East of England Regional Chairman for  
the National Federation of Self Employed  
& Small Businesses Limited

**CO-HOSTS: Madara Mara Irbe  
Kristine Berzina**

### 3. Innovation Program

<b>No</b>	3
<b>Date</b>	September 6th, 2021
<b>Objective number: 1-SSL, 2-Cluster, 3-Innovation, 4-Accelerator</b>	3 - Innovation
<b>Type of dissemination (leaflet, brochure, e-newsletter, webinar, other)</b>	E-newsletter, webinar, e-brochure, press release
<b>Channel of social media (Facebook, LinkedIn,</b>	LinkedIn, Facebook, Instagram, website

<b>web-page, .....)</b>	
<b>Short Description of Audience</b>	Regional SSL members, universities, businesses operating on the silver economy sector, business hubs, senior associations and ngos.
<b>Level (Regional, National, European)</b>	National
<b>Web address or indication where it can be seen</b>	<a href="https://www.linkedin.com/company/riihim%C3%A4en-tilat-ja-kehitysoy/?viewAsMember=true">https://www.linkedin.com/company/riihim%C3%A4en-tilat-ja-kehitysoy/?viewAsMember=true</a> <a href="https://www.facebook.com/Silver-Mining-Finland-104311475069473">https://www.facebook.com/Silver-Mining-Finland-104311475069473</a> <a href="https://www.instagram.com/silverminingfinland/">https://www.instagram.com/silverminingfinland/</a> <a href="https://rtoy.fi/">https://rtoy.fi/</a> <a href="https://drive.google.com/drive/folders/1uvj3hwEPbbU5O4R8cJOcvgjY7Bncz9X8?usp=sharing">https://drive.google.com/drive/folders/1uvj3hwEPbbU5O4R8cJOcvgjY7Bncz9X8?usp=sharing</a>



## BSR INTERREG OSIRIS INNOVAATIO-OHJELMA - KEVÄT 2021\*

15.4.



**MINNA JÄRVINEN,  
YRITYSKUMMIT RY**

### ORIENTAATIO

- Osiris-hanke, innovaatio-ohjelma ja siihen kuuluva mentorointiohjelma
- Osallistujayritykset esittäytyvät
- Senioritalous Suomessa & Itämeren maissa
- Yrityskummit esittäytyvät

3.5.



**KAROLIINA LEHTONEN,  
BOOMING STRATEGIES &  
MARKETING**

### MYynti JA MARKKINOINTI

- Markkinoinnin trendejä Pilaaksosta!
- Palvelumuotoilu työkälu: ymmärrä asiakastasi
- Asiakassegmentointi ja arvolutaus
- Monikanavainen myynti ja markkinointi

7.5.

**MARKO YLIKORPI,  
BUSINESS FINLAND**

OSIRIS



**INGA KOSKINEN**

### READY FOR THE WORLD?

- Business Finlandin kansainvälistymispalvelut, kasvu- ja kv-keiserejä
- Tunne immateriaalioikeutesi (Inga Koskinen)

11.5.

OSIRIS



### TRANSNATIONAL EVENT

- BSR Interreg Osiris -hankkeen Latvian partnerin järjestämä Itämeren alueen verkostoitumistapahtuma ja workshop!

18.5.



**BERIT VIRTANEN-THEWLIS,  
MORE CONSULTING**

### HAASTA LIKETOIMINTAASI!

- Liiketoimintamallin kirkastaminen
- Brändin rakentaminen
- Pitchauksen salat
- Työpaja-aktiviteetteja

25.5.

**LAURA MANNER-  
RAAPPANA,  
YRITYSVOIMALA**



**VILLE IMMONEN,  
OP ETELA-HÄME**



**PASI KÄMÄRI,  
GRANNENFELT  
FINANCE OY**



### RAHOITUS

- Laskelmilla kohti rahoittajia (Yritysvaimola)
- Pankin rahoitusinstrumentit (OP)
- Kasvuyrityksen rahoitusmahdollisuudet, kasvu- ja kv-keisereit (Grannenfelt Finance)

\*PIDÄTÄMME OIKEUDET MAHDOLLISIIN OHJELMAMUUTOKSIIN.



SENIORITALOUDEN  
BSR INTERREG OSIRIS  
-INNOVAATIO-OHJELMA

**25.5.2021**

RAHOITUSPÄIVÄ  
KLO 9-11

- Laskelmilla kohti rahoittajia (Yritysvoimala)
- Pankin rahoitusinstrumentit (OP)
- Kasvuyrityksen rahoitusmahdollisuudet, kasvu- ja kv-keissit (Grannenfelt Finance)



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**LAURA  
MANNER-  
RAAPPANA**

Laura toimii yritysneuvojana Hyvinkää-Riihimäki talousalueella. Hän on tehnyt asiakkaiden kanssa rahoituslaskelmia hyvin moniin eri tarpeisiin.



**VILLE  
IMMONEN**

Ville on Etelä-Hämeen Osuuspankin asiakkuuspäällikkö.



**PASI  
KÄMÄRI**

Pasilla on 35 vuoden vahva finanssialan kokemus eri vastuualueista finanssialan näköalapaikoilla. Pasi on toiminut Grannenfelt Financen tiimissä vuodesta 2019.



SENIORITALOUDEN  
BSR INTERREG OSIRIS  
-INNOVAATIO-OHJELMA

**7.5.2021**

READY FOR THE WORLD?  
KLO 9-11

- Tunne immateriaalioikeutesi (Inga Koskinen)
- Vaikuttavilla verkostoilla maailmalle (Jani Rusi)
- Business Finlandin ajankohtaiset kasvu- ja kansainvälistymispalvelut (Marko Ylikorpi)



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**INGA  
KOSKINEN**

Varatuomari yli 30 vuoden kokemuksella: sopimukset, oikeudenkäyntien hoitaminen, tuotteiden & palveluiden suojaaminen



**JANI RUSI**

204,5 cm kasvun asiantuntemusta: WTC Turun operatiivinen johtaja, sarjayrittäjä, mentori, valmentaja ja vaikuttava kansainvälinen verkostoituja



**MARKO  
YLIKORPI**

Teknologia- sekä kansainvälistymisasiantuntija / Business Finland, Tekes, Team Finland & ELY-keskus



SENIORITALOUDEN  
BSR INTERREG OSIRIS  
-INNOVAATIO-OHJELMA

**3.5.2021**

MYynti & MARKKINOINTI  
KLO 9-10

- Markkinoinnin trendejä Piilaaksosta!
- Palvelumuotoilun työkalut: ymmärrä asiakastasi
- Asiakassegmentointi ja arvolutaus
- Monikanavainen myynti ja markkinointi



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**KAROLIINA LEHTONEN**  
**BOOMING STRATEGIES & MARKETING**

Karoliina toimii Suomessa sekä Kaliforniassa auttaen organisaatioita menestymään globaalissa kilpailussa parantamalla niiden kaupallistamis-osaamista sekä tulevaisuuskyvykkyyttä.

APPLY  
BEFORE  
31.3.!



**SILVER  
ECONOMY  
INNOVATION  
PROGRAM**  
**6.4.-15.5.2021**



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FEDERATION



#### 4. Accelerator Program

<b>No</b>	4
<b>Date</b>	September 6th, 2021
<b>Objective number: 1-SSL, 2-Cluster, 3-Innovation, 4-Accelerator</b>	4 - Accelerator
<b>Type of dissemination (leaflet, brochure, e-newsletter, webinar, other)</b>	E-newsletter, webinar (the Accelerator Program was disseminated in the Innovation program webinars)
<b>Channel of social media (Facebook, LinkedIn, web-page, .....)</b>	LinkedIn
<b>Short Description of Audience</b>	Regional SSL members, Innovation Program participants, local mentor networks
<b>Level (Regional, National, European)</b>	National
<b>Web address or indication where it can be seen</b>	<a href="https://www.linkedin.com/company/riihim%C3%A4en-tilat-ja-kehitys-oy/?viewAsMember=true">https://www.linkedin.com/company/riihim%C3%A4en-tilat-ja-kehitys-oy/?viewAsMember=true</a> <a href="https://drive.google.com/drive/folders/1uvj3hwEPbbU5O4R8cJOcvgjY7Bncz9X8?usp=sharing">https://drive.google.com/drive/folders/1uvj3hwEPbbU5O4R8cJOcvgjY7Bncz9X8?usp=sharing</a>

### 3.2 Latvia

Dissemination activities in OSIRIS project by CONNECT Latvia (PP7):

#### 1. SSL

<b>No</b>	1
<b>Date</b>	18 <sup>th</sup> February 2021 and 24 <sup>th</sup> February 2021
<b>Objective number: 1-SSL, 2- Cluster, 3-Innovation, 4-Accelerator</b>	1-SSL, 3-Innovation
<b>Type of dissemination (leaflet, brochure, e newsletter, webinar, other)</b>	Information sessions (online)
<b>Channel of social media (Facebook, LinkedIn, web page, .....)</b>	Facebook, LinkedIn, Webpage
<b>Short Description of Audience</b>	Representatives from quadruple helix structure organizations (Research institutions, Universities, Business associations, Entrepreneurs, Start-ups, Public institutions, Municipalities, Innovation centres, NGO's and Senior citizens organizations)
<b>Level (Regional, National, European)</b>	First session – National Second session – European
<b>Web address or indication where it can be seen</b>	<a href="https://www.connectlatvia.lv/sudraba/info-sesijas/">https://www.connectlatvia.lv/sudraba/info-sesijas/</a> <a href="https://www.connectlatvia.lv/osiris/events/200429/">https://www.connectlatvia.lv/osiris/events/200429/</a> <a href="https://www.connectlatvia.lv/osiris/events/200520/">https://www.connectlatvia.lv/osiris/events/200520/</a>

#### 2. Transnational Cluster

<b>No</b>	2
<b>Date</b>	11 <sup>th</sup> May 2021
<b>Objective number: 1-SSL, 2- Cluster, 3-Innovation, 4-Accelerator</b>	1-SSL, 2-Cluster, 3-Innovation, 4-Accelerator
<b>Type of dissemination (leaflet, brochure, e newsletter, webinar, other)</b>	Transnational networking event (online)
<b>Channel of social media (Facebook, LinkedIn, web page, .....)</b>	Facebook, LinkedIn

<b>Short Description of Audience</b>	Entrepreneurs and silver innovation project authors
<b>Level (Regional, National, European)</b>	European
<b>Web address or indication where it can be seen</b>	Poster is available here: <a href="https://www.connectlatvia.lv/sudraba/plakats/#gallery_30342238-2">https://www.connectlatvia.lv/sudraba/plakats/#gallery_30342238-2</a>

### 3. Innovation Program

<b>No</b>	3
<b>Date</b>	15 <sup>th</sup> February - 15 <sup>th</sup> March 2021 and 26 <sup>th</sup> March 2021
<b>Objective number: 1-SSL, 2- Cluster, 3-Innovation, 4-Accelerator</b>	1-SSL, 3-Innovation
<b>Type of dissemination (leaflet, brochure, e newsletter, webinar, other)</b>	Facebook, LinkedIn, Webpage, Direct emails and calls Lottery event (online) on 26 <sup>th</sup> March 2021 Video marketing material  A lottery was organized to show gratitude to three organizations or people (out of at least 30), who helped spread the word in public and promote Innovation Program Call for Proposals. All organizations and people who promoted our Call for Proposals were included in the list of lottery participants. During the lottery event everyone was accordingly informed and reminded of the support provided by the European Commission to the Osiris Project. The whole process was a huge success, as this small opportunity to receive a gift and be acknowledged in this way encouraged many organizations and people to share the message of the Call for Proposals. As a result of that process twice as many applications (18) were received in comparison to the expectations and the Innovation Program could be started on a promising ground.
<b>Channel of social media (Facebook, LinkedIn, web page, .....)</b>	Facebook, LinkedIn, Webpage
<b>Short Description of Audience</b>	Representatives from quadruple helix structure organizations (Research institutions, Universities, Business associations, Entrepreneurs, Start-ups, Public institutions, Municipalities, Innovation centres, NGO's and Senior citizens organizations)

Level (Regional, National, European)	National
Web address or indication where it can be seen	<p>Video marketing material - <a href="https://www.connectlatvia.lv/sudraba/">https://www.connectlatvia.lv/sudraba/</a></p> <p>Municipality - <a href="https://www.liepaja.lv/aicina-pieteikties-dalibai-sudraba-laboratorijas-inovaciju-programma-2021/">https://www.liepaja.lv/aicina-pieteikties-dalibai-sudraba-laboratorijas-inovaciju-programma-2021/</a></p> <p>Media - <a href="https://www.leta.lv/archive/search/?patern=sudraba%20inov%C4%81ciju&amp;item=7C690A90-99C9-47BA-A5F2-15BEA8B85C7B&amp;date=-7200,1631394000&amp;mode=wide">https://www.leta.lv/archive/search/?patern=sudraba%20inov%C4%81ciju&amp;item=7C690A90-99C9-47BA-A5F2-15BEA8B85C7B&amp;date=-7200,1631394000&amp;mode=wide</a></p> <p>University - <a href="https://www.llu.lv/lv/raksts/2021-02-15/sudraba-laboratorijas-inovaciju-programma-2021">https://www.llu.lv/lv/raksts/2021-02-15/sudraba-laboratorijas-inovaciju-programma-2021</a></p> <p>Start-up Promotion - <a href="https://labsoflatvia.com/aktuali/pieteikšanas-sudraba-laboratorija">https://labsoflatvia.com/aktuali/pieteikšanas-sudraba-laboratorija</a></p> <p>Municipality - <a href="https://www.krustpils.lv/jaunumi/3203-sudraba-laboratorijas-ietvaros-tiek-organizeta-inovaciju-programma">https://www.krustpils.lv/jaunumi/3203-sudraba-laboratorijas-ietvaros-tiek-organizeta-inovaciju-programma</a></p> <p>Radio - <a href="https://replay.lsm.lv/index.php/lv/ieraksts/lr/140218/dienas-apskats-aicina-pieteikties-sudraba-laboratorijas-inovaciju-programmai-2021">https://replay.lsm.lv/index.php/lv/ieraksts/lr/140218/dienas-apskats-aicina-pieteikties-sudraba-laboratorijas-inovaciju-programmai-2021</a></p> <p>Municipality - <a href="http://www.lielvarde.lv/?option=com_content&amp;view=article&amp;Itemid=536&amp;id=5451675">http://www.lielvarde.lv/?option=com_content&amp;view=article&amp;Itemid=536&amp;id=5451675</a></p> <p>Municipality - <a href="http://karsava.lv/aicinajums-pieteikties-dalibai-sudraba-laboratorijas-inovaciju-programma-2021/">http://karsava.lv/aicinajums-pieteikties-dalibai-sudraba-laboratorijas-inovaciju-programma-2021/</a></p> <p>NGO - <a href="http://www.biedriba-altum.lv/">http://www.biedriba-altum.lv/</a></p> <p>Municipality - <a href="https://zrkac.lv/event.php?id=7312">https://zrkac.lv/event.php?id=7312</a></p> <p>Newspaper - <a href="https://www.la.lv/inovacijas-senioriem">https://www.la.lv/inovacijas-senioriem</a></p>



# SUDRABA LABORATORIJA

Vai Tava ideja piešķirs dzirksti senioru dzīvei?

Dod savu ideju un seniori Tev teiks "Paldies!"

Piesaki dalību Sudraba laboratorijas Inovāciju programmā līdz 8. martam!  
[www.connectlatvia.lv/sudraba/](http://www.connectlatvia.lv/sudraba/)

#### 4. Accelerator Program

<b>No</b>	4
<b>Date</b>	30 <sup>th</sup> June 2021 - 30 <sup>th</sup> September 2021
<b>Objective number: 1-SSL, 2- Cluster, 3-Innovation, 4- Accelerator</b>	1-SSL, 2-Cluster
<b>Type of dissemination (leaflet, brochure, e newsletter, webinar, other)</b>	Leaflet, brochures, e-newsletter Webinar on 30 <sup>th</sup> June 2021
<b>Channel of social media (Facebook, LinkedIn, web page, .....)</b>	Facebook, LinkedIn, Webpage
<b>Short Description of Audience</b>	Representatives from quadruple helix structure organizations (Research institutions, Universities, Business associations, Entrepreneurs, Start-ups, Public institutions, Municipalities, Innovation centres, NGO's and Senior citizens organizations)
<b>Level (Regional, National, European)</b>	European



<b>Web address or indication where it can be seen</b>	<a href="https://www.connectlatvia.lv/osiris/communication/">https://www.connectlatvia.lv/osiris/communication/</a>
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### 3.3 Lithuania

Dissemination plan in "OSIRIS" project by JSC "IAMUS innovations" ("organization")

<b>No</b>	
<b>Date</b>	September-December, 2021
<b>Objective number: 1-SSL, 2-Cluster, 3-Innovation, 4-Accelerator</b>	1-SSL, 2-Cluster, 4-Accelerator
<b>Type of dissemination (leaflet, brochure, e-newsletter, webinar, other)</b>	E-newsletters mainly, emails to direct persons with leaflets, posts in social media.
<b>Channel of social media (Facebook, LinkedIn, web-page, .....)</b>	Facebook, LinkedIn, web-pages.
<b>Short Description of Audience</b>	Representatives from 4-helix (Academia, Associations, Entrepreneurs, Start-ups, Public institutions, Government agencies, Innovation centers, Health support institutions)
<b>Level (Regional, National, European)</b>	Regional and National
<b>Web address or indication where it can be seen</b>	<p><b>Innovation centers</b> – LIC (<a href="http://www.lic.lt">www.lic.lt</a>), KTU „Santakos“ slėnis (<a href="https://www.santakosslenis.lt/">https://www.santakosslenis.lt/</a>), (Nacionalinis inovacijų ir verslo centras <a href="https://nivc.ktu.edu/">https://nivc.ktu.edu/</a>), Saulėtekio slėnio mokslo ir inovacijų centras (<a href="https://ssmtp.lt/">https://ssmtp.lt/</a>), Lithuanian Innovation Center (<a href="https://lic.lt/">https://lic.lt/</a>),</p> <p><b>Technology Parks</b> - Visorių informacinių technologijų parkas (<a href="https://vitp.lt/">https://vitp.lt/</a>), Klaipėdos mokslo ir technologijų parkas (<a href="https://www.kmtp.lt/">https://www.kmtp.lt/</a>),</p> <p><b>Academia</b> – Klaipėda University (<a href="https://www.ku.lt/">https://www.ku.lt/</a>), Medard Čobotas University of the Third Century (<a href="https://www.mctau.lt/">https://www.mctau.lt/</a>), KVK (<a href="https://www.kvk.lt/">https://www.kvk.lt/</a>), KTU (<a href="https://ktu.edu/">https://ktu.edu/</a>)</p> <p><b>Associations</b> – Infobalt (<a href="https://infobalt.lt/">https://infobalt.lt/</a>), Lithuanian biotechnology asociacion (<a href="https://lbta.lt/en/lithuanian-biotechnology-associasion/">https://lbta.lt/en/lithuanian-biotechnology-associasion/</a>), Lithuanian Pensioners' Union "Bočiai" (<a href="https://vilniausbociai.lt/apie-mus/">https://vilniausbociai.lt/apie-mus/</a>)</p>

	<p><b>Public institutions</b> – ESFA (<a href="https://www.esf.lt/lt/">https://www.esf.lt/lt/</a>) , MITA (<a href="https://mita.lrv.lt/">https://mita.lrv.lt/</a>) , Klaipeda ID (<a href="https://klaipedaid.lt/">https://klaipedaid.lt/</a>)</p> <p><b>Health and care organizations</b> – Klaipeda’s City Public Health Bureau (<a href="https://www.sveikatosbiuras.lt/">https://www.sveikatosbiuras.lt/</a>) , Social support center in Klaipeda (<a href="https://www.klaipedaspc.lt/">https://www.klaipedaspc.lt/</a>)</p> <p><b>Business</b> – IAMUS innovations (<a href="http://www.iamus.eu">www.iamus.eu</a>) , Enterprise Lithuania (<a href="https://www.verslilietuva.lt/">https://www.verslilietuva.lt/</a>) , Co-working space “Lighthouse” (<a href="https://lighthouse.lt/">https://lighthouse.lt/</a>), Baltic Sandbox (<a href="https://balticsandbox.eu/">https://balticsandbox.eu/</a>) , Tausan Robotics (<a href="https://tausanrobotics.com/">https://tausanrobotics.com/</a>) , Zive (<a href="http://www.zive.lt/">http://www.zive.lt/</a>)</p>
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## BSR INTERREG OSIRIS IŠMANI SIDABRINĖ LABORATORIJA

Suomijos, Danijos, Rusijos, Estijos, Lietuvos ir Latvijos sidabrinės ekonomikos ekosistemų dalyviai buvo pakviesti kiekviename projekto regionui įsteigti atvirus valdymo komitetus – Išmanią Sidabrinę laboratoriją (angl. „Smart Silver Lab“).

Išmani Sidabrinė Laboratorija – tai ekosistema su numatyta struktūra (SSF) ir jos pagrindiniais dalyviais, kurie yra susieti bendrai veiklai – pasitelkus regiono sumaniąją specializaciją stiprinti inovacinius gebėjimus bei skatinti tvarų Sidabrinės ekonomikos augimą.

Šie dalyviai kartu veikdami sudarys regioninę ekosistemą, kuri poreikiui esant susijungs tarptautiniu lygmeniu ir veiks išvien koordinuojant projekto rezultatų įgyvendinimą ir praktinį panaudojimą, tam, kad padidintų šios ekosistemos dalyvių gebėjimus kurti inovacijas ir jomis naudotis vystant Sidabrinės Ekonomikos galimybes.

DALINKIS  
INFORMACIJA,  
ŽINNIOMIS, PATIRTIMI  
BE RIBŲ

Šios Išmanios Sidabrinės laboratorijos dalinsis informacija šalies viduje, tiek tarp šalių narių. Dalyviai dalinsis praktine patirtimi, nuomonėmis savo regioninėse ekosistemose ir kitose suinteresuotose šalyse.

Ši ekosistema yra atvira ir nuolat tobulinama, o nauji nariai gali prisijungti ir palikti ją bet kuriuo metu.

Laboratorijos veiklą projekto metu koordinuoja projekto „Interreg Osiris“ partneriai iš 6 šalių / regionų. Po projekto Sidabrinės laboratorijos veikla bus tęsiama pasitelkiant Skaitmeninę Sidabrinę Platformą (angl. „Digital Silver Hub“), kuri įvairiais įrankiais, forumais ir veikomis sujungs Sidabrinę laboratoriją ir vyresnius sidabrinės ekonomikos dalyvius. Išmanios Sidabrinės Laboratorijos tikslas dalintis informacija tarpvalstybiniu mastu ir taikyti žinias bei kompetencijas Baltijos jūros regiono senjorų gerovei kurti ir plėtoti.

UAB „IAMUS inovacijos“

Žiedų skg. 2A, Klaipėda  
info@iamus.eu  
+37065909455

www.iamus.eu  
www.osiris-smartsilvereconomy.eu  
www.silverhub.eu

### 3.4 Russia

Dissemination activities in OSIRIS project by JSC "Technopark of St. Petersburg" (PP13):

SSL, Transnational Cluster, Innovation Program & Accelerator Program:

<b>Date</b>	September-December, 2021
<b>Objective number: 1-SSL, 2- Cluster, 3-Innovation, 4-Accelerator</b>	1-SSL, 2-Cluster, 3-Innovation, 4-Accelerator
<b>Type of dissemination (leaflet, brochure, e newsletter, webinar, other)</b>	E-newsletters, direct emails, posts on the websites.
<b>Channel of social media (Facebook, LinkedIn, web page, .....)</b>	Mostly web-pages, Facebook
<b>Short Description of Audience</b>	Representatives from 4-helix (Academia, Associations, Entrepreneurs, Start-ups, Public institutions, Government, Innovation centers, Support institutions)
<b>Level (Regional, National, European)</b>	Regional

<p><b>Web address or indication where it can be seen</b></p> <p>*information was spread by E-newsletters, emails to direct persons</p>	<p><b>Government institutions:</b></p> <ul style="list-style-type: none"> <li>○ Committee for Social Policy of St. Petersburg <a href="https://www.gov.spb.ru/gov/otrasl/trud/">https://www.gov.spb.ru/gov/otrasl/trud/</a></li> <li>○ Committee for Labor and Employment of the Population of St. Petersburg <a href="http://ktzn.gov.spb.ru/">http://ktzn.gov.spb.ru/</a></li> <li>○ Committee for Social Protection of the Population of the Leningrad Region <a href="https://social.lenobl.ru">https://social.lenobl.ru</a></li> <li>○ Committee on Labor and Employment of the Population of the Leningrad Region <a href="https://job.lenobl.ru">https://job.lenobl.ru</a></li> <li>○ St. Petersburg Chamber of Commerce and Industry <a href="http://spbtp.ru/">http://spbtp.ru/</a></li> </ul> <p><b>Academia (Universities, science centers) :</b></p> <ul style="list-style-type: none"> <li>○ St. Petersburg Scientific Center of the Russian Academy of Sciences <a href="http://spbr.ru">http://spbr.ru</a></li> <li>○ Saint Petersburg State University <a href="https://spbu.ru">https://spbu.ru</a></li> <li>○ The North-West Institute of management <a href="https://mrm.ranepa.ru/">https://mrm.ranepa.ru/</a></li> <li>○ HSE University <a href="https://www.hse.ru/en/">https://www.hse.ru/en/</a></li> <li>○ Saint Petersburg State Electrotechnical University <a href="https://etu.ru/ru/">https://etu.ru/ru/</a></li> </ul> <p><b>Support institutions:</b></p> <ul style="list-style-type: none"> <li>○ Technopark of St. Petersburg <a href="https://ingria-startup.ru">https://ingria-startup.ru</a></li> <li>○ Fund "Our Future" <a href="http://www.nb-fund.ru">http://www.nb-fund.ru</a></li> <li>○ Center for Social Innovation (CISC) <a href="https://www.813.ru//">https://www.813.ru//</a></li> <li>○ "Opora Rossii" <a href="https://opora.ru">https://opora.ru</a></li> <li>○ Foundation 60+ <a href="https://fund60plus.ru">https://fund60plus.ru</a></li> <li>○ Agency for Strategic Initiatives <a href="https://www.asi.org.ru/">https://www.asi.org.ru/</a></li> <li>○ Center for Development and Support of Entrepreneurship <a href="https://crpp.ru/">https://crpp.ru/</a></li> <li>○ Foundation "Social Economy" <a href="https://www.facebook.com/ФОНД-Социальная-Экономика">https://www.facebook.com/ФОНД-Социальная-Экономика</a></li> <li>○ Center for the Development of Non-Profit Organizations <a href="https://www.crno.ru">https://www.crno.ru</a></li> <li>○ Foundation "Dobryi gorod peterburg" <a href="https://dobrygorod.spb.ru">https://dobrygorod.spb.ru</a></li> </ul> <p><b>Associations and communities:</b></p> <ul style="list-style-type: none"> <li>○ Community of residents of the Leningrad region <a href="https://www.facebook.com/groups/1097966153562630">https://www.facebook.com/groups/1097966153562630</a></li> <li>○ Association of Social Entrepreneurs <a href="https://asp-delo.ru">https://asp-delo.ru</a></li> </ul>
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	<b>Business:</b> <ul style="list-style-type: none"> <li>○ Digital portal for senior citizens “Baba-deda” <a href="https://baba-deda.ru">https://baba-deda.ru</a></li> <li>○ University of the third age <a href="https://u3a.itmo.ru">https://u3a.itmo.ru</a></li> <li>○ Silver Age University <a href="https://vk.com/club13199250">https://vk.com/club13199250</a></li> <li>○ Participants from Innovation program</li> <li>○ Service of social support for senior citizens "Sistema Zabota" <a href="https://zabota365.ru">https://zabota365.ru</a></li> </ul>
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### 3.5 Denmark

Dissemination activities in OSIRIS project by VIA University College (PP11)

<b>No / Title</b>	<b>1 / Osiris Newsletter February</b>
<b>Date</b>	11th February 2021
<b>Objective number: 1-SSL, 2-Cluster, 3-Innovation, 4-Accelerator</b>	Since the new design was not ready at the time, an earlier format with the existing templates and logos was used.
<b>Type of dissemination (leaflet, brochure, e-newsletter, webinar, other)</b>	A Newsletter in local language (Danish) was sent out to stakeholders by Email as a preliminary briefing on upcoming activities in the OSIRIS project, including the two SSF / SSL workshops in March.
<b>Channel of social media (Facebook, LinkedIn, web-page, .....)</b>	
<b>Short Description of Audience</b>	QH Stakeholders, associate partners, actors in the OSIRIS- network
<b>Level (Regional, National, European)</b>	It was sent out at Regional level

<b>Web address or indication where it can be seen</b>	Available in Danish and can be ordered from Kirsten Maibom. Send an e-mail to: <a href="mailto:KMAI@via.dk">KMAI@via.dk</a>
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<b>No / Title</b>	<b>2 / Invitation for OSIRIS workshop 1 (1st of March 2021)</b>
<b>Date</b>	11th February 2021
<b>Objective number: 1-SSL, 2-Cluster, 3-Innovation, 4-Accelerator</b>	None
<b>Type of dissemination (leaflet, brochure, e-newsletter, webinar, other)</b>	Program in PDF Format.
<b>Channel of social media (Facebook, LinkedIn, web-page, .....)</b>	The program was distributed by Email.
<b>Short Description of Audience</b>	QH stakeholders in our local OSIRIS network. Seniors, local authorities, university and educational institutions, companies.
<b>Level (Regional, National, European)</b>	At Regional level
<b>Web address or indication where it can be seen</b>	Available in Danish and can be ordered from Kirsten Maibom. Send an e-mail to: <a href="mailto:KMAI@via.dk">KMAI@via.dk</a>

<b>No / Title</b>	<b>3 – Invitation for OSIRIS workshop 2 (23rd March 2021)</b>
<b>Date</b>	11th March 2021
<b>Objective number: 1-SSL, 2-Cluster, 3-Innovation, 4-Accelerator</b>	None
<b>Type of dissemination (leaflet, brochure, e-newsletter, webinar, other)</b>	Programme in PDF Format.
<b>Channel of social media (Facebook, LinkedIn, web-page, .....)</b>	The program was distributed by Email.
<b>Short Description of Audience</b>	QH stakeholders in our local OSIRIS network. Seniors, local authorities, university and educational institutions, companies.
<b>Level (Regional, National, European)</b>	At Regional level
<b>Web address or indication where it can be seen</b>	Available in Danish and can be ordered from Kirsten Maibom. Send an e-mail to: <a href="mailto:KMAI@via.dk">KMAI@via.dk</a>



<b>No / Title</b>	<b>4 – Innovation program</b>
<b>Date</b>	From 24 th of March / week 12
<b>Objective number: 1-SSL, 2-Cluster, 3-Innovation, 4-Accelerator</b>	None
<b>Type of dissemination (leaflet, brochure, e-newsletter, webinar, other)</b>	LinkedIN, VIA UCs website, Osiris website (Event description), Email
<b>Channel of social media (Facebook, LinkedIn, web-page, .....)</b>	PP11 has communicated via LinkedIn and on VIA's website to promote activities in GA 4.2 as well as promoting the project at the large international event Internet Week Denmark (IWDK).
<b>Short Description of Audience</b>	SSL / cluster, Industry esp. Start-up companies and by Email to R&D centres at VIA UC. The trade association for assistive technology: Danish Care
<b>Level (Regional, National, European)</b>	At Regional level
<b>Web address or indication where it can be seen</b>	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6797833852468400128">https://www.linkedin.com/feed/update/urn:li:activity:6797833852468400128</a> <a href="https://www.linkedin.com/posts/mads-lund-andersen-69b276b2_gratis-innovationsprogram-til-forretnings-activity-6774612486885797888-lceH">https://www.linkedin.com/posts/mads-lund-andersen-69b276b2_gratis-innovationsprogram-til-forretnings-activity-6774612486885797888-lceH</a> <a href="https://www.linkedin.com/posts/michaelsmaerup_gratis-innovationsprogram-ugcPost-6773358553249001472-Fhl5">https://www.linkedin.com/posts/michaelsmaerup_gratis-innovationsprogram-ugcPost-6773358553249001472-Fhl5</a>

<b>No / Title</b>	<b>5 – Osiris Newsletter June</b>
<b>Date</b>	16th June 2021
<b>Objective number: 1-SSL, 2-Cluster, 3-Innovation, 4-Accelerator</b>	1 & 2 Text pieces from the Osiris Communication kit was used in order to - present Smart Silver Lab, its objectives, its functionality and future actions; - present Innovation Program and to communicate the Innovation Contest; - inform stakeholders about the Accelerator Program.
<b>Type of dissemination (leaflet, brochure, e-newsletter, webinar, other)</b>	A PDF Newsletter in local language (Danish) was sent out. Later on it was translated into English – for Osiris documentation
<b>Channel of social media (Facebook, LinkedIn, web-page, .....)</b>	The program was distributed by Email. LinkedIn was used to promote the Innovation and accelerator Program and to invite companies to participate



<b>Short Description of Audience</b>	SSL and QH stakeholders in and around our network. Seniors, local authorities, university and educational institutions, private and public companies.
<b>Level (Regional, National, European)</b>	At Regional level
<b>Web address or indication where it can be seen</b>	Available in Danish and English and can be ordered from Kirsten Maibom. Send an e-mail to: <a href="mailto:KMAI@via.dk">KMAI@via.dk</a>  <a href="#">(7) Work Package 4 Activity 4.4 Period 5 (OSIRIS Interreg BSR)   Microsoft Teams</a>

<b>No / Title</b>	<b>6 / Accelerator program</b>
<b>Date</b>	From 24th of May – week 21
<b>Objective number: 1-SSL, 2-Cluster, 3-Innovation, 4-Accelerator</b>	None
<b>Type of dissemination (leaflet, brochure, e-newsletter, webinar, other)</b>	Two oral presentations and information within the Accelerator program for the audience (power points).
<b>Channel of social media (Facebook, LinkedIn, web-page, .....)</b>	PP11 has communicated via LinkedIn and on VIA's website to promote activities in GA 4.3
<b>Short Description of Audience</b>	The assigned companies, the panel members from innovation program
<b>Level (Regional, National, European)</b>	At Regional level
<b>Web address or indication where it can be seen</b>	Available in Danish can be ordered from Kirsten Maibom. Send an e-mail to: <a href="mailto:KMAI@via.dk">KMAI@via.dk</a>

<b>No / Title</b>	<b>7 / Other activities in April &amp; May</b>
<b>Date</b>	National Research Week Event from 22nd of April  IWDC the 5th of May
<b>Objective number: 1-SSL, 2-Cluster, 3-Innovation, 4-Accelerator</b>	None
<b>Type of dissemination (leaflet, brochure, e-newsletter, webinar, other)</b>	<ul style="list-style-type: none"> <li>PP11 gave a presentation based on results from the OSIRIS project aimed at students in vocational education in connection to The Danish National Research Event in April. 70</li> </ul>

	<p>students participated in this event. Oral speak and PP presentation.</p> <ul style="list-style-type: none"> <li>• PP11 had a keynote on IWDC - Internet Week Denmark's Trust &amp; Tech-stage, titled "Silver Economy and Welfare technology". At the event, PP11 talked about the future development of technology towards an ageing population, on the basis of results and perspectives gained from the OSIRIS-project. They underlined issues relating to implementation and functionalities, and further elaborated on the need for involving users and care-professionals when developing welfare technology. After the keynote PP11 participated in a panel discussion, that involved perspectives on data-production, ethics and trust.</li> <li>• Introduction webinar (10 minutes) about Osiris project aimed at participants at the IWDC Event</li> </ul>
<b>Channel of social media (Facebook, LinkedIn, web-page, .....)</b>	<p>You Tube Webinar LinkedIn Website</p>
<b>Short Description of Audience</b>	<p>All national and international stakeholders with interest in innovation of technology and digital solutions. Professionals and students within social &amp; health care</p>
<b>Level (Regional, National, European)</b>	<p>At National &amp; International level</p>
<b>Web address or indication where it can be seen</b>	<p><a href="https://www.youtube.com/watch?v=M6FurcW47DI">https://www.youtube.com/watch?v=M6FurcW47DI</a></p> <p>Oral presentation is uploaded here <a href="#">(7) Work Package 4 Activity 4.4 Period 5 (OSIRIS Interreg BSR)   Microsoft Teams</a></p>

### 3.6 Estonia

Dissemination activities in "OSIRIS" project by Tallinn University of Technology (TalTech) (PP8)

<b>No / Title</b>	<b>1 / SilverFinder Innovation Program (introduction)</b>
<b>Date</b>	25.01.2021
<b>Objective number: 1-SSL, 2-Cluster, 3-Innovation, 4-Accelerator</b>	(3) Since the design was not provided by WP LP by the time when dissemination and promotion started, PP8 created their own one-pager to gather interest from public into regional Innovation Program.
<b>Type of dissemination (leaflet, brochure, e-newsletter, webinar, other)</b>	A Newsletter (one pager) in English language was sent out to stakeholders by email, also uploaded to egov.ee website. PP8 organized also workshop to provide information about upcoming events already in beginning of December)
<b>Channel of social media (Facebook, LinkedIn, web-page, .....)</b>	Information was sent out on: youtube.com (promotional video), Facebook page, LinkedIn, Instagram and
<b>Short Description of Audience</b>	Students of TalTech (to find start-ups), businesses (to get mentors and speakers to the program)
<b>Level (Regional, National, European)</b>	It was sent out at Regional level
<b>Web address or indication where it can be seen</b>	<a href="https://egov.ee/">https://egov.ee/</a> <a href="https://www.facebook.com/Egoverntech/about/">https://www.facebook.com/Egoverntech/about/</a>  Onepager and materials can also be ordered from Merilin Liutkevicius, send an e-mail to: ( <a href="mailto:merilin.liutkevicius@taltech.ee">merilin.liutkevicius@taltech.ee</a> )

<b>No / Title</b>	<b>2 / Invitation for Estonian Silver Economy ThinkTank workshop 1</b>
<b>Date</b>	12.02.2021
<b>Objective number: 1-SSL, 2-Cluster, 3-Innovation, 4-Accelerator</b>	(1-2) As there were no materials still provided, the PP8 made their own slideshow template with logos that were used in the workshop.
<b>Type of dissemination (leaflet, brochure, e-newsletter, webinar, other)</b>	Program / agenda in slideshow format in local language (Estonian)
<b>Channel of social media (Facebook, LinkedIn, web-page, .....)</b>	The program was distributed by Email.
<b>Short Description of Audience</b>	QH stakeholders in our local OSIRIS network. Seniors, local authorities, university and educational institutions, companies.

<b>Level (Regional, National, European)</b>	Regional
<b>Web address or indication where it can be seen</b>	Available in Estonian –send an e-mail to: Merilin.liutkevicius@taltech.ee

<b>No / Title</b>	<b>3 / Invitation for Estonian Silver Economy ThinkTank Workshop 2</b>
<b>Date</b>	17.03.2021
<b>Objective number: 1-SSL, 2-Cluster, 3-Innovation, 4-Accelerator</b>	(1-2). As there were no materials still provided, the PP8 made their own slideshow template with logos that were used in the workshop.
<b>Type of dissemination (leaflet, brochure, e-newsletter, webinar, other)</b>	Agenda in local language in slideshow
<b>Channel of social media (Facebook, LinkedIn, web-page, .....)</b>	The program was distributed by Email.
<b>Short Description of Audience</b>	QH stakeholders in our local OSIRIS network. Seniors, local authorities, university and educational institutions, companies.
<b>Level (Regional, National, European)</b>	At Regional level
<b>Web address or indication where it can be seen</b>	Available in Estonian – send an e-mail to: Merilin.liutkevicius@taltech.ee

<b>No / Title</b>	<b>4 / Innovation program (SilverFinder)</b>
<b>Date</b>	February-March 2021
<b>Objective number: 1-SSL, 2-Cluster, 3-Innovation, 4-Accelerator</b>	(3) Since the design was not provided by WP LP by the time when dissemination and promotion started, PP8 created their own one-pager to gather interest from public into regional Innovation Program.
<b>Type of dissemination (leaflet, brochure, e-newsletter, webinar, other)</b>	One pager was disseminated via e-mails, e-newsletter was uploaded to egov.ee website.
<b>Channel of social media (Facebook, LinkedIn, web-page, .....)</b>	PP8 has communicated via LinkedIn, Facebook, Instagram and egov.ee website
<b>Short Description of Audience</b>	SSL / cluster, Industry esp. Start-up companies and by Email to R&D centers, as well as students at TalTech University

<b>Level (Regional, National, European)</b>	Regional
<b>Web address or indication where it can be seen</b>	<a href="https://www.linkedin.com/posts/eric-jackson24_osiris-estonia-innovationleadership-activity-6792752179330527232-NnUh">https://www.linkedin.com/posts/eric-jackson24_osiris-estonia-innovationleadership-activity-6792752179330527232-NnUh</a> <a href="https://www.linkedin.com/posts/epharmafy_silverfinder-silvereconomy-healthdata-activity-6795311626397458432-i5ku">https://www.linkedin.com/posts/epharmafy_silverfinder-silvereconomy-healthdata-activity-6795311626397458432-i5ku</a> <a href="https://www.facebook.com/Egoverntech/about/">https://www.facebook.com/Egoverntech/about/</a> <a href="https://egov.ee/">https://egov.ee/</a>

<b>No / Title</b>	<b>5 / Accelerator program</b>
<b>Date</b>	May-June 2021
<b>Objective number: 1-SSL, 2-Cluster, 3-Innovation, 4-Accelerator</b>	4
<b>Type of dissemination (leaflet, brochure, e-newsletter, webinar, other)</b>	Mass e-mail
<b>Channel of social media (Facebook, LinkedIn, web-page, .....)</b>	The program was distributed by Email. Facebook was used to promote the Innovation and accelerator Program and to invite companies to participate. Also on information was uploaded to website. Teams participating ( in innovation program) had various webinars and were multiple times contacted via e-mail to participate in the Accelerator program
<b>Short Description of Audience</b>	SSL and QH stakeholders in and around our network. Seniors, local authorities, university and educational institutions, private and public companies.
<b>Level (Regional, National, European)</b>	Regional
<b>Web address or indication where it can be seen</b>	<a href="https://www.facebook.com/Egoverntech/about/">https://www.facebook.com/Egoverntech/about/</a> <a href="https://egov.ee/">https://egov.ee/</a>
<b>No / Title</b>	<b>Communication kit dissemination</b>

<b>Date</b>	September-December 2021
<b>Objective number: 1-SSL, 2-Cluster, 3-Innovation, 4-Accelerator</b>	As now the dissemination materials are ready (since August 11), PP8 will start promoting the events done in OSIRIS project and give overview of results.
<b>Type of dissemination (leaflet, brochure, e-newsletter, webinar, other)</b>	e-newsletter
<b>Channel of social media (Facebook, LinkedIn, webpage, .....)</b>	Webpage
<b>Short Description of Audience</b>	Information will be shared with all QH actors, Estonian ThinkTank members (regional SSL/cluster), companies.
<b>Level (Regional, National, European)</b>	Regional
<b>Web address or indication where it can be seen</b>	<a href="https://egov.ee/">https://egov.ee/</a> (under process)

## 4. CONCLUSION

This joint report consists of reports from six countries about communication activities as well as accompanying communication materials performed in relation with OSIRIS Project activities concerning Smart Silver Labs.

Communication activities were designed to:

- 1) present Smart Silver Lab, its' objectives, functionality and future plans;
- 2) present Transnational cluster network of Smart Silver Labs, its' objectives, operations and functionality;
- 3) disseminate Innovation Program and to communicate Innovation Call for Proposals;
- 4) disseminate information about Accelerator Program.

Various communication tools were used, including Facebook, Twitter, LinkedIn, Websites, and at different levels –OSIRIS project official communication channels, OSIRIS Project Partners communication channels, third parties (could be from private persons sharing information on

Facebook to government or business organizations sharing through their own newsletters and websites) communication channels.

Four Leaflets (each covering one of the topics –Smart Silver Lab, Innovation Program, Accelerator Program, Transnational Cluster) and one joint Brochure (combining four Leaflets) were created for distribution of information in all project countries and other countries across the Baltic Sea Region.

Out of many tools some could be highlighted as innovative or well worked out:

- Presentation at the National Danish Research Event, available on youtube: <https://www.youtube.com/watch?v=M6FurcW47DI>
- Lottery event organization in Latvia to gratitude three of all organizations/persons who shared Innovation Call for Proposals in their networks
- Video marketing material, available here: <https://www.connectlatvia.lv/sudraba/>
- Brand name “SilverFinder” introduction in Estonia for the Innovation Program
- Posters of Finnish Project Partner

In the result of this group of communication activities Smart Silver Labs in six countries were established, Innovation Program was organized, and joint transnational Accelerator Program was conducted. The next step will be realization of a Transnational Cluster of six Smart Silver Labs through the Digital Silver Hub linked to the website [www.silverhub.eu](http://www.silverhub.eu). Project Partners also discussed the opportunity to take away the lessons learned and explore organization of Innovation and Accelerator Programs beyond the OSIRIS Project.







## 5.2 Annex 2: Innovation Program Intro (FI)

Practical examples  
of how SSL works:

- OSIRIS Innovation Program produces information sessions and creates mentoring and networking opportunities for companies with business ideas related to senior economy. Different actors of SSLs can participate in the regional innovation programs either with their own business idea, as mentors, as messengers of the networks or e.g. as testers of prototypes and concepts.
- SSLs' members can provide information and insights to support e.g. policy makers, a company's product development, new operating models, and regional / transnational needs and opportunities.
- With the help of their networks, SSLs can connect actors together locally and internationally.

BSR Interreg Osiris project promotes  
Silver Economy in the Baltic Sea region

## Silver Ecosystem and Smart Silver Labs

Actors in the Finnish, Danish, Russian, Estonian, Lithuanian and Latvian silver economy ecosystems have been invited to set up open management committees, Smart Silver Labs (SSL) for each project region. These Smart Silver Labs will share both local and transnational information, know-how and views within their regional ecosystems and other stakeholders and audiences. The SSL groups are open and constantly evolving, and new members can join and leave at any time.

SSL activities will be coordinated during the project by the BSR Interreg Osiris project partners of each country / region. After the project, the Smart Silver Labs' operations will continue with the help of a scalable digital platform, Digital Silver Hub, that connects senior economy actors and Silver Labs through various tools, forums and activities.

Smart Silver Labs share information across borders and apply their knowledge and expertise to development and increase the well-being of seniors in the Baltic Sea region.

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Smart Silver Labs share information across borders and apply their knowledge and expertise to development and increase the well-being of seniors in the Baltic Sea region.



Euroopan Unionin väestöstä yli 200 miljoonaa on yli 50-vuotiaita. Tästä ikäryhmästä kuluu erilaisiin tuotteisiin ja palveluihin vuosittain noin 2,5 miljardia euroa. Asiakassegmenttiä kutsutaan senioritaloudeksi, englanniksi Silver Economyksi.

Ikäryhmästä 50-63-vuotiaat ovat käyttäytyneen hyvin aktiivisia kuluttajia. Heillä on varallisuutta, jota he ovat halukkaita myös käyttää, sekä poliittista vaikutusvaltaa.

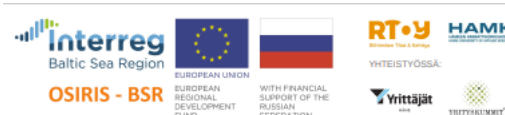
Markkinatutkimusten mukaan seniorit ovat kilpailukykyinen panostamaan ennen kaikkea ikäystävällisiin elinympäristöihin, hyönteisiin, turvallisuuteen sekä vapaa-ajan. Tarvetta innovaatioille, kuten seniorille suunnatuille uusille tuotteille ja palveluille on paljon.

Innovaatiot ja senioritalouden  
ekosysteemi: tarve uusille  
tuotteille ja palveluille kasvattaa  
liiketoimintamahdollisuuksiaBSR Interreg Osiris -hanke edistää  
senioritaloutta itämeren alueella

Osiris-hankkeessa pyritään edistämään senioritalouden kehitystä itämeren maiden alueella. Mukana hankkeessa ovat Suomi, Viro, Latvia, Liettua, Tanska ja Venäjä, kukin omilla fokuksillaan.

- Suomi, Kanta-Häme: ikäystävälliset, älykkäät asuinympäristöt
- Liettua: terveysteknologia, bioteknologia sekä osallistava ja luova yhteiskunta
- Latvia: bioteknologia, lääketieteellinen teknologia, bioteknologia sekä edistynyt ICT
- Viro: ICT ja bioteknologia
- Tanska, Keski-Jyllannin alue: kasvutekijät ja älykäs teollisuus
- Venäjä, Pietarin kaupunki: ICT ja hyvinvointi

Hankkeen päähallinnoijana on Hämeen Ammattikorkeakoulu ja hankekumppanina toimii Riihimäen Tilat ja Kehitys Oy. Avustajina toimivat Suomessa Hämeen Yrittäjät, Hämeen liitto, Forsan Yrityskeskityshäly Oy sekä Upgraded.

Senioritalouden innovaatioita  
saadaan kootua tehokkaimmin  
hyvästä yhteistyöstä. Tässä  
ekosysteemissä mukana ovat:

- 1) liike-elämä
- 2) julkisen hallinto
- 3) koulutus, tutkimus ja tiedemaailma, sekä
- 4) asiakkaat ja loppukäyttäjät.

Avaintekijöinä innovatiivisten tuotteiden kehittämiseen ovat:

- 1) verkottuminen,
- 2) yhteistyö kumppaneiden, tilaajien, ylläpitäjien ja käyttäjien kanssa,
- 3) sisäisen yrittäjyyden, yrittäjyyden, startup-yrittäjien ja spin-off -yritysten tehostaminen,
- 4) omakoulu tuotilla ja tekijänoikeuksien hallinta: uusien teknologiamarkkinoiden luominen, sekä
- 5) tutkimus- ja kehitystyö (T&K): kilpailuun saavuttaminen.

Meillä on nyt mahdollisuus rakentaa omaa näköistä senioritaloutta!

Yhteystiedot:  
Riihimäen Tilat ja Kehitys Oy  
www.troy.fi

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Kanta-Hämeen senioritalouden  
ekosysteemi ja Smart Silver Lab

Kanta-Hämeen senioritalouden ekosysteemin toimijoita on kutsuttu mukaan perustamaan avoin johtoryhmä, Smart Silver Lab, (SSL), joka voi välittää tietoa, osaamista ja näkemyksiä ekosysteemin sisällä ja ulkopuolella. Ryhmä on avoin ja elävä, ja sen toimintaan voi milloin tahansa tulla uusia jäseniä mukaan ja sieltä voi poistua vapaasti.

Toimintaa koordinoi hankkeen aikana BSR Interreg Osiris -hanke, jonka yhteyshenkilöiden tiedot ovat näkyvissä sivun alalaidassa.

Hankkeen päätyttyä toiminta voi jatkua osittain digitaalustan avulla yhdistäen senioritalouden toimijoita ja Silver Labia sekä Suomesta, että Itämeren alueen muista maista. Hankkeessa kehitettävä alusta on nimeltään Digital Silver Hub. Hankkeen aikana keskustellaan myös muiden senioritalouteen liittyvien digitalustojen mahdollisesta hyödyntämisestä ja rajapintojen rakentamisesta eri alustojen välillä. Tärkeintä on luoda forumi ja tietopankki, jossa toimijat voivat kohdata sekä saada ja jakaa tietoa.

Lähdimme maaliskuussa 2021 liikkeelle Kanta-Hämeestä, mutta yhdistimme markan varrella voimme Itämeren maiden maiden senioritalouden vaikuttajaryhmien kanssa. Jaamme tietoa yli rajojen ja sovelamme tietoa ja osaamistaan kehitystyöhön, joka lisää senioreiden hyvinvointia.

Käytännön esimerkkejä siitä,  
miten SSL voi toimia

- OSIRIS -innovaatio-ohjelmassa tuotetaan tietoja, ja mentoroinin sekä kontaktiverkostojen avulla tuetaan yrityksiä ja muita titejä, joilla on senioritalouteen liittyviä liikeideoita. SSL:n eri toimijat voivat osallistua ollen mukana ohjelmassa joko omalla ideallaan, mentorina, verkostojen viestinviejänä tai esimerkiksi proto-tuotteiden ja konseptien testejä.
- SSL:n osallistujat voivat tuottaa tietoa ja näkemyksiä poliittisten päätöksentekijöiden tai esim. yrityksen tuotekehityksen tueksi.
- SSL voi verkostojaan avulla yhtyä toimijoihin yhteen Suomessa ja kansainvälisesti.
- SSL voi antaa näkemyksiä uusista senioritalouden toimintamalleista sekä alueellista tarpeista ja mahdollisuuksista.

### 5.3 Annex 3: Newsletter (DK)



## NEWSLETTER 3 FROM THE OSIRIS PROJECT

### Briefly about Osiris Interreg BSR

The use of welfare technology in the senior citizen sector is more central than ever. There is a need for smart technology designed for and used by senior citizens to support them in maintaining a good life for as long as possible. The OSIRIS project aims to support the development of technology for improved welfare of senior citizens; technology that may profitably be created in cooperation between scientists, product developers, financiers and user organisations.

OSIRIS is an EU funded Interreg project in the Baltic region (BSR). The project started in January 2019 and runs until December 2021. The project partners are researchers within ageing, engineers, businesses and authorities representing the three Baltic countries and Russia, Finland and Denmark.

The OSIRIS project designs an innovative cooperation model - Smart Silver Lab – connecting the participants in an innovative and sustainable network. The idea is that different participants get the opportunity to meet on a virtual platform – Smart Silver Hub – and exchange ideas and accelerate the businesses' development of new products and services that make it possible for senior citizens to continue to live a dignified, independent and active life. The participant groups include: Senior citizens, businesses, authorities and academia.

The Danish partners in the OSIRIS project are Assisted Living Technology (*Velfærdsteknologi & Hjælpemidler, Sundhed og Omsorg, (VTH)* - previously *Center for Frihedsteknologi*) at the Municipality of Aarhus and VIA University College, Research Centre for Health and Welfare Technology. With the purpose of supporting the Danish part of the project, we have set up an advisory network acting as ambassadors and professional experts in developing the innovative cooperation model. The OSIRIS advisory network has 18 members with representatives from each of the four participant groups. From June 2021, the advisory network will be replaced by a Smart Silver Lab (SSL), the purpose of which is to secure the continued development of the cooperation nationally and transnationally.

The project website is: <https://www.osiris-smartsilvereconomy.eu/>



## 5.4 Annex 4: Brochure (RU)

### ТРАНСНАЦИОНАЛЬНАЯ ИНФРАСТРУКТУРА BSR INTERREG OSIRIS

Демографические изменения оказывают серьезное влияние на страны региона Балтийского моря. Предполагается, что к 2025 году расходы на здравоохранение увеличатся вдвое, и бюджетное давление на большинство стран станет огромным.

Экосистема серебряной экономики направлена на поддержку разработки и продвижения продуктов и услуг, которые отвечают потребностям старшего поколения, а также на увеличение и укрепление сотрудничества между представителями серебряной экосистемы (бизнес и академическое сообщество, органы власти, гражданское общество).

В рамках проекта BSR Interreg Osiris партнеры из Дании, Эстонии, Финляндии, Латвии, Литвы и России разработали Транснациональную инфраструктуру как инновационную модель сотрудничества для улучшения «умной» специализации и выхода на рынок инновационных продуктов и услуг в сфере серебряной экономики.

Многоуровневые региональные структуры управления серебряной экономикой Smart Silver Labs являются производным продуктом разработанной инфраструктуры. Их первоначальная функция – запустить и протестировать разработанную инфраструктуру, например, через реализацию инновационной и акселерационной программ, а также сформировать транснациональный кластер, продвигающий международное сотрудничество для развития серебряной экономики.

**ПОДДЕРЖКА  
РАЗВИТИЯ И  
ПРОДВИЖЕНИЯ  
СЕРЕБРЯНОЙ  
ЭКОНОМИКИ**

### УМНАЯ СЕРЕБРЯНАЯ ЛАБОРАТОРИЯ BSR INTERREG OSIRIS

Умная серебряная лаборатория (SSL) является дочерней структурой проекта Osiris.

Рабочие группы открытого управления Smart Silver Labs были созданы в каждом регионе проекта с целью расширения возможностей роста серебряной экономики в регионе Балтийского моря.

Лаборатория позволяет всем участникам инновационной деятельности проверить, ускорить и внедрить инновационные продукты и услуги, давая возможность людям «серебряного» возраста продолжать вести комфортную, независимую и активную жизнь.

Лаборатории содействуют обмену информацией, ноу-хау, опытом из разных стран, и применяют знания и опыт для благополучия Старшего поколения в регионе Балтийского моря.

Сотрудничеству между созданными лабораториями Smart Silver Labs способствует совместная цифровая платформа Digital Silver Hub, которая помогает участникам инноваций с помощью различных сетевых функций, а также специальных инструментов поддержки инноваций.

**ИНФОРМАЦИЯ,  
НОУ-ХАУ  
И  
МЕЖДУНАРОДНЫЙ  
ОПЫТ**

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<https://silverhub.eu>

### ИННОВАЦИОННАЯ ПРОГРАММА BSR INTERREG OSIRIS

Инновационная программа проекта BSR Interreg Osiris направлена на выявление, разработку и продвижение продуктов и инновационных услуг для серебряной экономики, которые соответствуют национальным и региональным стратегиям инноваций для интеллектуальной специализации (RIS3).

Для России были определены два приоритетных направления: передовые информационно-коммуникационные технологии и благополучие Старшего поколения.

Любая организация, компания или группа лиц имеет право подать заявку на участие в программе. У участника должна быть инновационная или социально значимая бизнес-идея, связанная с индустрией серебряной экономики.

Инновационная программа предоставляет следующие возможности участникам серебряной экономики:

- Проверка бизнес-идей
- Создание и разработка бизнес-моделей
- Семинары, тренинги и информационные ресурсы
- Менторство
- Доступ к международным сообществам

«Давайте вместе построим динамичное и инновационное серебряное будущее!»

**ПРИОРИТЕТЫ:  
ИКТ,  
БЛАГОПОЛУЧИЕ**

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<https://silverhub.eu>

### АКСЕЛЕРАЦИОННАЯ ПРОГРАММА BSR INTERREG OSIRIS

Акселерационная программа BSR Interreg Osiris – это четырехнедельная интенсивная программа, которая помогает ускорить рыночную готовность инновационных бизнес-идей и проектов, нацеленных на различные секторы серебряной экономики.

В программе акселератора принимают участие около 30 бизнес-идей и проектов из шести стран: Дании, Эстонии, Финляндии, Латвии, Литвы и России.

Акселерационная программа следует за Инновационной программой, которая была организована в каждой из шести стран-участниц проекта с целью выявления новых бизнес-идей, совершенствования бизнес-моделей и подготовки к интернационализации и готовности к рынку. Программа включает в себя семинары, менторские сессии, индивидуальные и групповые занятия, а также заключительное мероприятие, посвященное прогрессу, достигнутому на протяжении всей программы.

Программа является частью программы транснационального сотрудничества Interreg в регионе Балтийского моря OSIRIS.

По результатам программы, отобранные команды переходят к программе инвестиционной готовности, мероприятию Silver Mining Event и Форуму активной жизни и ухода (AAL Forum).

**БИЗНЕС-ИДЕИ  
И ПРОЕКТЫ  
ОТ ШЕСТИ  
СТРАН**

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## 5.5 Annex 5: Accelerator Program Leaflet (EE)



**The BSR Interreg Osiris Accelerator Program**

The Accelerator Program is a four-week intensive program that helps accelerate the market readiness of innovative business ideas and projects targeting various sectors of the silver economy.

Around 30 business ideas and projects from six countries – Denmark, Estonia, Finland, Latvia, Lithuania and Russia – are taking part in this transnational Accelerator Program annually. The Accelerator Program follows the Innovation Program that was organized in each of the six project countries with the aim to identify new business ideas, sharpen business models and prepare towards internationalization and market readiness.

The Accelerator Program includes workshops, learning and inspiration sessions, individual and group mentoring sessions, and a final event to highlight the progress achieved throughout the Program.

The Accelerator Program is part of the Interreg Baltic Sea Region cross border cooperation project OSIRIS.

Following the Accelerator Program selected teams are proceeding to the investment readiness program, Silver Mining Event and the Active and Assisted Living Forum (AAL Forum).

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 <https://www.osiris-smartsilvereconomy>  
 [www.silverhub.eu](http://www.silverhub.eu)

**AROUND 30 BUSINESS IDEAS AND PROJECTS FROM SIX COUNTRIES**

## 5.6 Annex 6: Innovation Program Leaflet (EE)



# The BSR Interreg Osiris Innovation Program

The Innovation Program as part of the BSR Interreg Osiris project aims to identify, develop and promote silver economy products and service innovations that meet the national and regional innovation strategies for smart specialisation (RIS3).

In Estonia, RIS3 priority is advanced information and communication technologies are in the focus of the project.

Any organization, company, or team of individuals is eligible to apply. The applicant must have an innovative business idea or a socially significant idea related to silver economy. The Innovation Program provides following opportunities for silver economy actors:

- Business idea validation
- Business model evaluation and development
- Workshops, training sessions and information resources
- Mentorship
- Access to transnational networks

"Let's build dynamic and innovative silver future together!"

Tallinn University of Technology

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## 5.7 Annex 7: Smart Silver Lab Newsletter (EE)



**The BSR  
Interreg  
Osiris Smart Silver Labs**

Smart Silver Lab (SSL) is the spin-off structure of the Osiris project.  
An open management committees of Smart Silver Labs were established in each project region with the purpose to enhance silver economy growth opportunities in the Baltic Sea Region.  
SSL enables all innovation actors to screen, accelerate and uptake innovative products and services empowering older adults to continue enjoying a comfortable, independent and active life.

Smart Silver Labs share information, know-how and experience across borders and apply knowledge and expertise for the well-being of seniors in the Baltic Sea region.

The collaboration between the established Smart Silver Labs is facilitated by a cooperative digital platform, Digital Silver Hub, that facilitates innovation actors through various networking functionalities as well as specific innovation support tools.

**SHARE INFORMATION, KNOW-HOW AND EXPERIENCE ACROSS BORDERS**

**Tallinn University of Technology**

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  EUROPEAN REGIONAL DEVELOPMENT FUND