



# The BSR Consumer Cleantech Network

A REPORT ON THE DEVELOPMENT OF THE SELF-SUSTAINING  
BAL TIC SEA REGION (BSR) CONSUMER CLEANTECH MODEL

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SmartUp Accelerator is a collaboration project between seven countries around the Baltic Sea with the focus on building consumer cleantech ecosystems, activating its innovation actors and improving their skills to identify brilliant ideas and foster teams committed to creating new businesses. These startups ('SmartUps') and SMEs are aiming to reduce the environmental burden of consumption. <https://www.smartupaccelerator.eu/>



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# The development of the self-sustaining SmartUp Accelerator model

The SmartUp Accelerator model was developed within the SmartUp Accelerator project to serve as a platform to foster transnational cooperation and transnational partnerships, and thus a consumer cleantech ecosystem, well beyond the project lifetime.

## The SmartUp Accelerator Model: Setting the scene

Despite the market potential in the Baltic Sea Region (BSR), there is currently no real consumer cleantech ecosystem. The SmartUp Accelerator model is therefore being developed within the SmartUp Accelerator project to serve as a platform to foster transnational cooperation and transnational partnerships, and thus a consumer cleantech ecosystem, well beyond the project lifetime.

The project consortium has aimed to improve consumer cleantech skills, visibility and connectivity of people within the sector by arranging yearly consumer cleantech pilot SmartUp competitions in the BSR countries. These pilot SmartUp competitions and following contracts have been arranged back-to-back with important international thematic or investor events with the aim to increase the visibility to consumer cleantech. The bootcamps and acceleration phases have essentially provided the backbone to the SmartUp Accelerator model, learnings and materials which will be available to the network.

The SmartUp Accelerator Model will strengthen intermediary organisations and agencies' capabilities in the consumer cleantech sector. The SmartUp Accelerator Model will deliver impact and capacity building in the emerging consumer cleantech sector in the BSR, providing innovation support tools thus making engagement and processes with startups easier and more effective. The SmartUp Accelerator interactive platform provides the necessary connections between startups – or 'SmartUps', a term coined by the consortium to describe a 'smart' or digitalised startup – intermediaries, investors and other stakeholders involved in the consumer cleantech sector. In essence, the SmartUp Accelerator model is about establishing an innovation community for smart and clean consumer business.

## The SmartUp Accelerator Model

To continue on previous reports on the SmartUp Accelerator model, an initial plan and strategy for the launch of the continuous model for an effective consumer cleantech network in the Baltic



**The model focuses on building a consumer cleantech ecosystem, activating its innovation actors and improving their skills to identify brilliant ideas and foster teams of small and medium-sized enterprises that reduce the environmental burden of consumption.”**

**“The SmartUp Accelerator model is about establishing an innovation community for smart & clean consumer business.”**

Sea Region (BSR) was established and approved by the SmartUp Accelerator consortium in Autumn 2019. From the conclusion of the work completed between 2019 and 2019 of the SmartUp Accelerator project, the long-term SmartUp Accelerator model aims to address organisational issues, securing financial capabilities as well as benefits and value of being actively participating and exploiting the model. Also factored into the model would be supporting tools and processes.

The SmartUp Accelerator final model was planned to combine, describe and analyse the three years path of creating the model and explain how the model will fulfil its targets. The goal of the model is not only to serve as manual for other transnational ecosystems around the BSR, but also to serve as a self-sustaining network beyond the project lifetime. The model combines all the results from all project activities, outputs and results and being able to look back it sees also the longer-term strategic developments and results that have been occurring during the consumer cleantech branch development. The model aims to reveal the latest trends in the BSR transnational innovation ecosystem evolving and describes the latest tools and methods available. Finally, the model aims to connect relevant innovation ecosystem members and describes all the relevant other support and network organisations, innovation nodes, contact networks, important events and information of financing sources and instruments.

## Concrete conclusions from previous reports

Established in previous reports within the SmartUp Accelerator project, such a long-term model would include the development of an interactive, ease of use platform to access the BSR Network of targeted intermediaries or agencies. It would offer information regarding public / private Funding opportunities as well as interlinkages with existing programmes in the BSR.

The functioning model was to serve as guidance for intermediaries, identify components and processes and identify key target groups. As outlined in previous SmartUp Accelerator reports, ideally, such a model would be an interactive, lasting online platform for transnational exchange and knowledge. The SmartUp Accelerator platform would bring ecosystems together electronically and identify funding opportunities and key agencies on the regional, national and international level.

In addition, the output description of the SmartUp Accelerator model also suggested the project would assess how the cleantech community is using materials that the project has provided or is providing and how partner organisations have improved their approach to acceleration. Following the second SmartUp Accelerator testbed phase, there was some additional information on the success of the cleantech SmartUps with and without funding provided by the project, for example. This was factored into the final model and considered through the planning and development process. Important information and findings such as these will be assessed after the second acceleration phase and factored into the final version of the model.

Finally, the SmartUp Accelerator consortium agreed to follow up with the implementation of this consumer cleantech in the BSR platform by assessing how the community is using materials that we provide and how partner organisations have improved their approach to acceleration. Such assessments were included in the final report. The final 'product' presented to the SmartUp Accelerator Advisory Board is outlined in the following chapter of this report.

## CONTINUOUS MODEL SHOULD INCLUDE:

1. Relations and interactions and interlinkages with existing innovation processes and programmes in the BSR related to consumer cleantech
2. Established agreements and conditions for cooperation and integration with regional, national and transnational innovation networks
3. Components and processes included and well described
4. Target groups and stakeholders already involved and committed to the model
5. Supporting tools and structures from the project and included to be exploited
6. Organisational description and financial capabilities for the model
7. The value proposition: key benefits and value of participating and exploiting the model and included supporting tools and processes
8. Transnational exchange and interaction procedures and structure
9. IPR and risk mitigation plan and procedures
10. Long-term communication strategy and plan.

## Products for development of the consumer cleantech sector

The ‘products’ offered to members of the updated SmartUp Accelerator model, which will take the form of an online networking platform, are outlined below:

**Findings from testbed phases:** The project consortium has aimed to improve consumer cleantech and skills, visibility and connectivity of people within the sector by arranging yearly consumer cleantech pilot SmartUp competitions in the BSR countries. These competitions have included three rounds of competitions, bootcamps and acceleration phases supporting a deeper understanding and experiences from working with consumer cleantech companies. **Competitions** have allowed the consortium to select particularly relevant consumer cleantech startups to invite to the international **bootcamps**, where information and tools from each of the project’s three bootcamps that brought together consumer cleantech SmartUps looking to expand their product/service into a BSR country. In addition, international mentors and local partners from each country have been present at the bootcamps to give market-specific insights, develop growth-hacking strategies and facilitate peer-to-peer learning sessions. The backbone of the model has been developed from the findings of the project’s three competition, bootcamp and **testbed** phases, in which startups within the realms of smart homes, smart mobility and smart consumption competed through an application process to participate in the international bootcamps and tailor-made acceleration phases.

**Tools for startups & SMEs gathered during the testbed phase to assist them in entering an international market, such as the Business Model Canvas**, a tool for mapping a startup/SME’s business model, available for download and use.

**Trainings:** analysis, relevant materials and methodology behind hosting international business forecasting trainings for the public sector, private sector and NGOs.

**Seminars and Matchmaking Events:** analysis and learnings from national seminars and match-making events arranged multiple times per participating country, with the purpose of attracting and stimulating the innovation ecosystem actors toward consumer cleantech prospects and solutions. The national seminars and matchmaking events should further encourage and prepare the participants mindsets to the emerging transnational cooperation.

**Market Studies:** a comprehensive analysis by regions and sectors conducted by the international Smartup Accelerator partnership on existing financial support, legal regulations and business indexes relevant to consumer cleantech (CC), including a mapping of existing CC key players as well as trends, recommendations and suggestions related to CC.

**Additional communication strategies** applied and analysed within the SmartUp Accelerator project.

Open resources on the SmartUp Accelerator online networking platform shall include access to important websites, manuals, case studies, market insight, information of community organisations and the open event calendar, which is continuously updated by the network. Exclusive to members of the platform include a discussion platform, co-innovation and projects that are developed within the network, as well as peer support and connections.



**Yearly consumer cleantech competitions for startups and the following bootcamp and acceleration phases have essentially provided the backbone to the Smartup Accelerator model, and all learnings and materials will be available to the network.”**

To ensure a self-sustaining model, the SmartUp Accelerator Platform/Model community member obliged to offer the following:

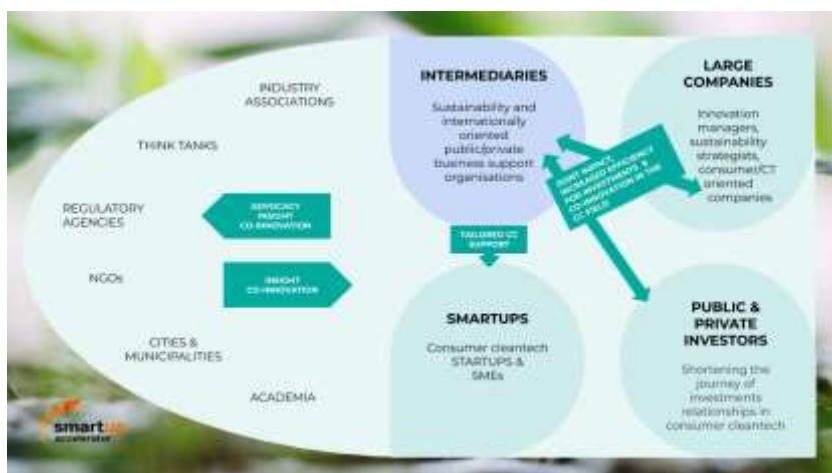
- Participate in the communication platform
- Offer peer-to-peer support
- Update the event calendar

In addition to serving as a networking platform for consumer cleantech actors, the online platform will also be updated by members (key 'advisory' members will also be identified when they sign up for the network to ensure content is kept relevant) with information regarding new funding opportunities, upcoming events (via an interactive calendar) and tools for supporting SmartUps and SMEs—such as internationalisation roadmaps to help companies plan entry into a new international market in the BSR—which will allow for vital knowledge transfer and international collaboration across the BSR. The platform will also be populated with valuable reports and learnings from the SmartUp Accelerator project, such as the Matchmaking Guidebook (e.g. guidebook for intermediaries to host their own 'matchmaking', or tailored networking, events), a report/guidebook on hosting trainings for intermediary organisations involved in consumer cleantech, case studies (e.g. analysis by regions and sectors conducted by the international SmartUp Accelerator partnership on existing financial support, legal regulations and business indexes relevant to consumer cleantech, including a mapping of existing consumer cleantech key players as well as trends, recommendations and suggestions related to consumer cleantech).



**The model will support innovative stakeholders all around the BSR and grant more consumers access to sustainable alternatives in their daily lives.”**

Figure 1: Mapping of key players (stakeholders) within the SmartUp Accelerator Model

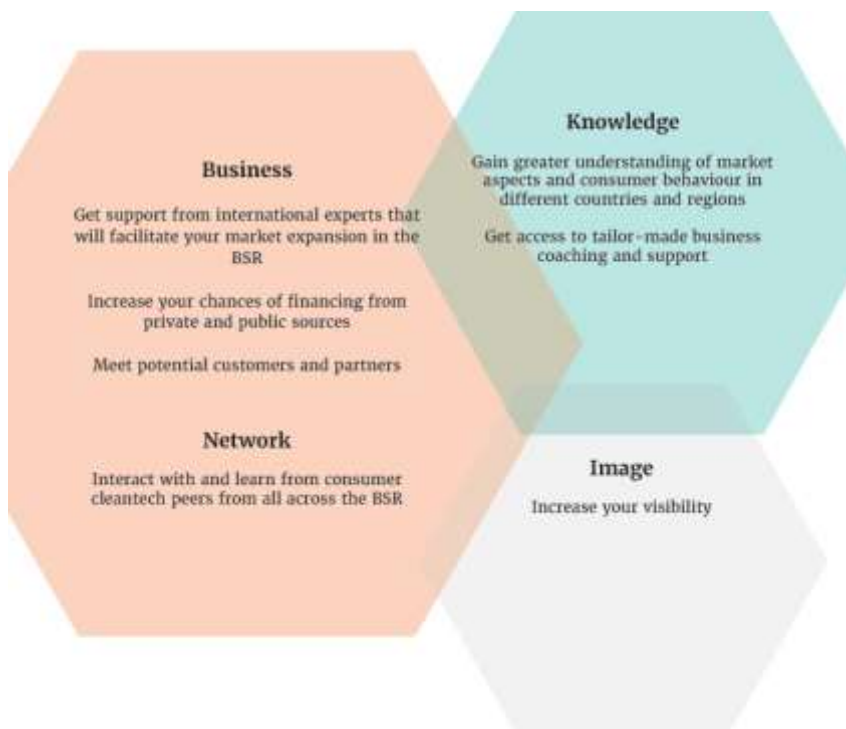


## Establishing a continuous, self-sustaining model

Absolutely vital to the SmartUp Accelerator model's longevity is its support from relevant BSR intermediaries who desire to become sector-leading and ensure the platform is kept relevant and, most importantly, interactive. Thus, the next steps in developing the SmartUp Accelerator model were established with the conclusion of previous reports: to identify intermediaries willing to manage this currently theoretical platform, which would benefit them directly as it would match relevant SmartUps in consumer cleantech to their own networks, thus expanding the consumer cleantech ecosystem in the Baltic Sea Region.

To help support in shaping the final model, the SmartUp Accelerator Advisory Board was created. The Advisory Board members were stakeholders selected based on their fields of expertise, within the realm of consumer cleantech, as well as geographical location, to ensure a diverse spread across the Baltics. Using insight provided by the Advisory Board via web meetings and exchanges, the SmartUp Accelerator consortium established tailored value propositions for the four identified key players in the consumer cleantech ecosystem: startups ('SmartUps'), intermediaries, large companies and investors. These value propositions present all the products and services available to such 'key players' when they would commit to joining the network, clearly establishing the means through which the SmartUp Accelerator model was to be of value to a given organisation or individual.

Figure 2: Value proposition of the SmartUp Accelerator Model – For startups ('SmartUps')



**To help support in shaping the final model, the SmartUp Accelerator Advisory Board was created."**



Figure 3: Value proposition of the SmartUp Accelerator Model – For intermediaries



#### THE VALUE PROPOSITION DOCUMENTS

- Include background information on the SmartUp Accelerator project
- Explain clearly what products & services the SmartUp Accelerator Model has to offer
- Are targeted to the 4 identified key players in the consumer cleantech ecosystem: SmartUps, intermediaries, large companies (corporations) and investors
- Includes a letter of intent template to be signed by future members of the platform

Figure 4: Value proposition of the SmartUp Accelerator Model – For corporations

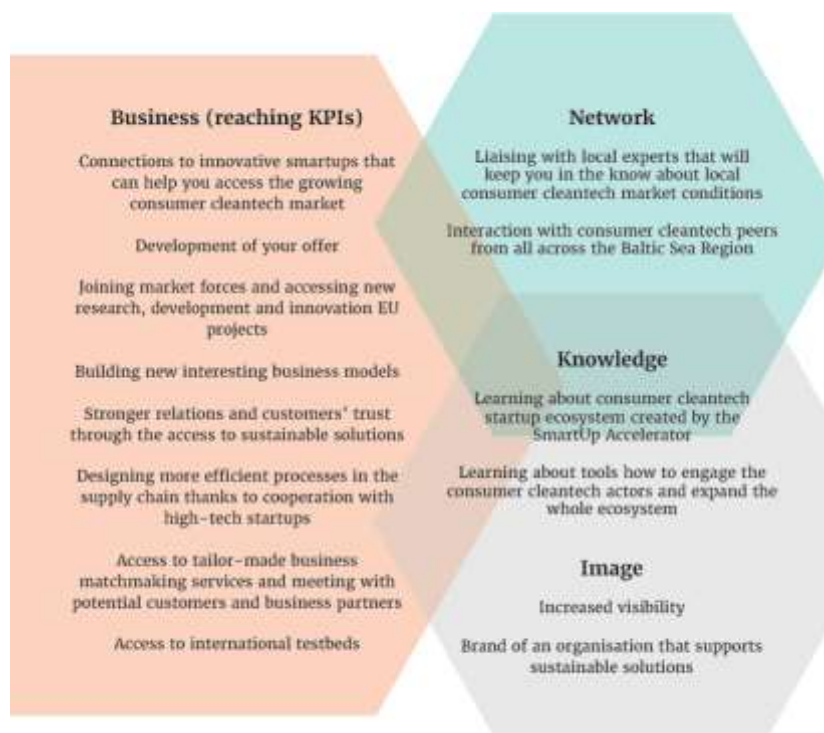


Figure 5: Value proposition of the SmartUp Accelerator Model – For investors



## Contracts and agreements

To support in the establishment of commitment to the self-sustaining model, to last beyond the project lifetime, the SmartUp Accelerator consortium collected signed letters of intent (LOIs) from various startups/SmartUps, intermediaries, large companies and investors that pledged to take part in the model – which will launch as a web platform with login details for certified members. A specific CRM was created and continuously updated by partners to keep track of confirmed members of the continuous model per partner region, which allowed partners to keep track of signed letters of intent as well. As of September 2020, signed letters of intent have been received or will be received shortly by 49 organisations from throughout the Baltics.



**The network currently has 49 organisations with signed Letter of Intents, or LOIs on the way!”**

*SmartUp Accelerator*

*(September 2020)*

## Next steps for the SmartUp Accelerator Model

The SmartUp Accelerator consortium has spent the last few months of the project recruiting key investors, intermediaries, large companies and SmartUps to join the model. The model would not be a functioning, self-sustaining model without active support and commitment to the model for years to come; thus, it is vital to select initial network members that give additional traction in “selling” the model. At this time, 49 science parks, innovation hubs, accelerators, private companies, regional economic development organisations and co-working spaces have committed to taking part in the SmartUp Accelerator model, or the Baltic Sea Region consumer cleantech network.

Organisations that have already been recruited will soon have the opportunity to complete their company profiles, which will be featured on the virtual platform as a brief and personal introduction to their organisation and its role in the Baltic Sea Region consumer cleantech ecosystem. On the 29th of September 2020, a meeting was held between current members of the network as a way to inform them of next steps (i.e. registration on the online platform). During this meeting, participants were asked what they ‘brought to the table’ in terms of their organisation adding value to the model, and what their expectations for the model were. The answers of the various stakeholders present validated the future SmartUp Accelerator model: access to broad consumer cleantech networks and knowledge of funding opportunities and new project/European Economic Interest Group (EEIG) ideas, as well as an interactive way to communicate (i.e. via Slack, or any other integrated communication channels, on which personalised storytelling and introductions could be shared).



**The answers of the various stakeholders present validated the future SmartUp Accelerator model.”**

Figure 6: Snapshot from the introduction meeting of the SmartUp Accelerator BSR network



The SmartUp Accelerator Model, which is hosted by SmartUp Accelerator partner, Innovatum (Sweden), for at least the first year following the official project-end in November 2020, will be live as a virtual platform before November 2020 and serve as a self-sustaining continuous model well beyond the project lifetime. The idea is for the SmartUp Accelerator to generate enough new business connections or open up enough doors for the host organisation to want to continue hosting the platform—or else the platform could be handed off to a different intermediary organisation to host. The SmartUp Accelerator Model will be continuously supported by the SmartUp Accelerator international partnership well after the project end, contributing to the long-term roll-out and communication of the model.

Consumer cleantech shows great market potential in the Baltic Sea Region (BSR), yet a function consumer cleantech ‘ecosystem’ has yet to take form. Therefore, the SmartUp Accelerator project has developed a model that will serve as a platform to foster transnational and cross-sectoral cooperation and partnerships, and thus a consumer cleantech ecosystem. The SmartUp Accelerator platform gathers passionate SmartUps, prominent intermediaries and influential large companies and investors in the consumer cleantech field around the BSR. It is a platform for consumer cleantech front runners that opens up for new opportunities and powerful collaborations by joining forces across sectors and borders.

Join our [BSR consumer cleantech community](#) today