



Why is BSR collaboration interesting/important/valuable?

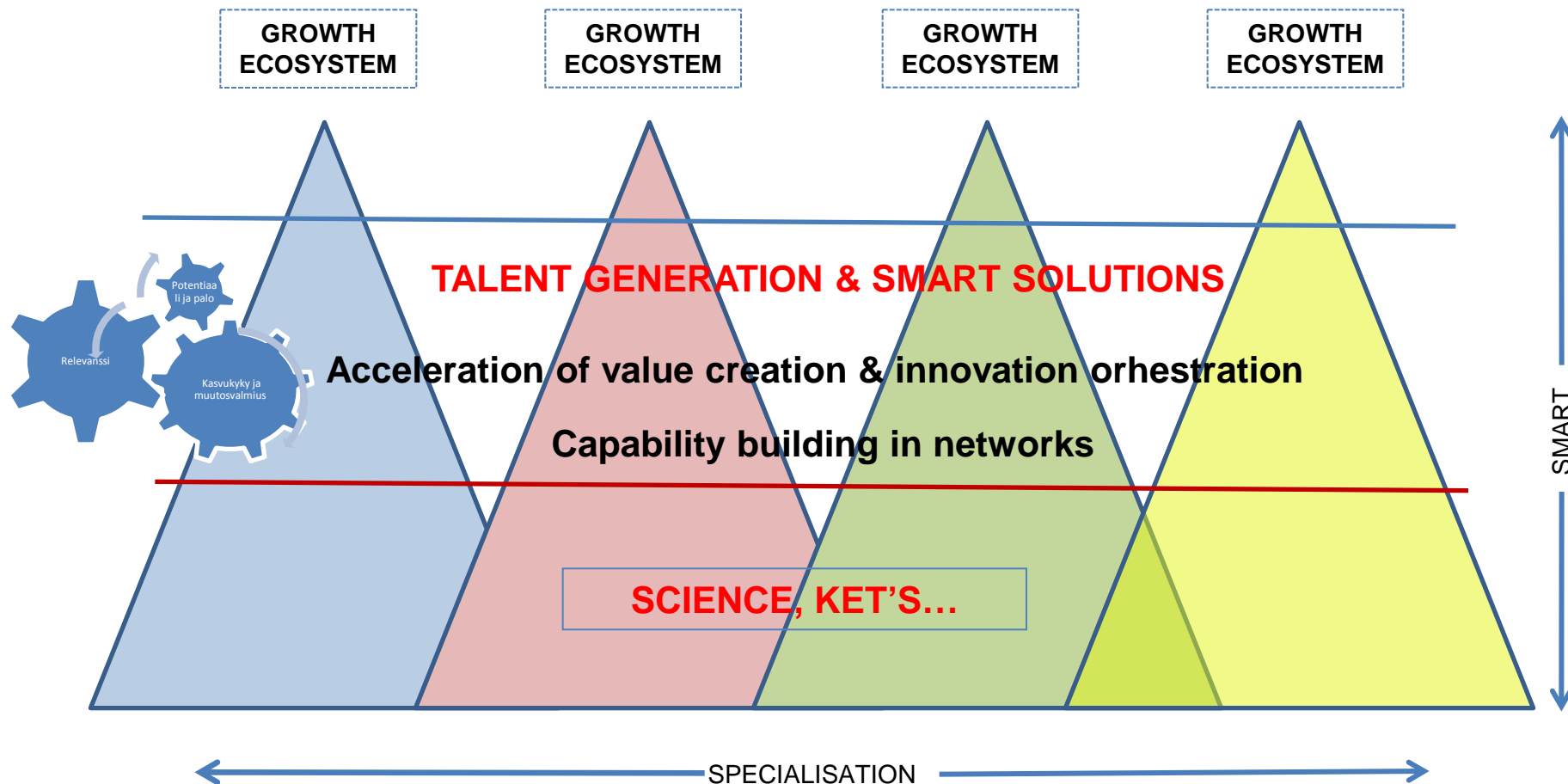
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The Challenge and WHY collaborate?



- ▶ Ecosystems are difficult to create → regions and cities can create bigger markets faster together and get better solutions with complementarities
- ▶ **Ideally, BSR could be a macro regional innovation platform if we can create an advanced plug and play environment that enables borderless agile value creation**
- ▶ Target is to create a competitive innovation environment for our talent, companies and investors
- ▶ How to combine value creating action with system level transformations?
- ▶ What are the efficient procedures and platform components in ecosystem development? What new capabilities are needed?