

O.T1.2 REGIONAL ACTION PLAN

Output factsheet: Strategies and action plans

Version 1

Project index number and acronym	CE1119 InnoPeer AVM
Lead partner	Biz-Up - Business Upper Austria
Output number and title	O.T1.2 Action Plans (RAP) for improving AVM-related qualification in local SME in partner regions
Responsible partner (PP name and number)	PP3 - Veneto Innovazione PP4 - University of Padova
Project website	https://www.interreg-central.eu/Content.Node/InnoPeerAVM.html
Delivery date	30.6.2020

Summary description of the strategy/action plan (developed and/or implemented)

The action plan is based on former project activities and results, such as the of local framework conditions, mapping of relevant key stakeholders and analysis of strengths and weaknesses in the relevant knowledge dimensions that were performed for each partner region and summarized in a joint benchmarking study in earlier project phases.

The Action Plan itself is structured into four steps:

- definition of the challenges that each region faces;
- development of regional visions, describing the pursued picture of the future situation in a mid- to long-term perspective;
- the elaboration and description of recommended innovation support actions to transfer and mainstream InnoPeer AVM results at the level of the partner region´s innovation ecosystem in a short-term perspective;
- the presentation of conclusions from the partner region´s point of view about innovation policy actions that are needed for a sustainable transfer of the InnoPeer AVM results at the transnational Central European level.

NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

Veneto (IT) - ITH3

Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

The Action Plan proposed an action aiming to increase the innovation level of the SMEs through the involvement of the most focused Regional Innovative Networks (RIN) in the development of I4.0 initiatives. The idea behind it is to make use of these financial opportunities offered by the Regional Operative Program in order to spread the I4.0 initiatives among companies.

In this context, the proposed action is based on an awareness campaign to be launched with the involvement of the main Entrepreneurial Association and the regional Universities. The campaign shall aim to prepare the RINs to develop special initiatives with the objective of involving more skilled human resources and to increase the knowledge of I4.0 approaches in the SMEs.

The potential impact is a new awareness within companies of the peculiar aspects linked to the digital transition in SMEs. The benefits for end users will be in the recognition of organizational and strategic impact of I4.0 in the companies and the setting up of measures to assure a smooth implementation of this transition.

Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders

As the proposed action was based on the existence of specific measures within the ERDF ROP (such as calls for RINs R&D projects, calls to support the integration of qualified researchers in SMEs, open calls to support the acquisition of innovation services by SMEs), its sustainability is therefore linked to the continuation of such measures in the new programming period 2021-2027. In practice, the implementation of such kind of awareness campaigns could be seen also as an institutional duty of the involved players and could also be implemented without financial support from the Public Administrations, maybe involving also other local actors such as, for instance, the Chambers of Commerce.

Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation

Unfortunately, the spreading of COVID-19 pandemic has had an impact on the foreseen initiatives, as the main focus of all interventions launched by the Veneto Region in 2020 were re-targeted towards a reaction to the situation. Nevertheless, the approach remains valid and, since digital transition is more than ever a must for all SMEs, the approach suggested remains usable and can be re-proposed in the future. At the same time, within this framework and considering that “internationalisation and increased presence on new market” is one objective for the future of SMEs in this Region, the level 3 of the qualification path (including Living Lab, Strategy camps and practical trainings) seems to be the most promising to scale up at international level the actions foreseen at the local one. The idea could be then to develop the existing instruments in order to open them to an international context. Obviously, such an approach requires also an intervention to modify the existing policies and measures and, therefore, it can be seen as a mid-term result.

References to relevant deliverables and web-links If applicable, pictures or images to be provided as annex

Deliverable D.T1.2.3
InnoPeer AVM Handbook

https://www.interreg-central.eu/Content.Node/InnoPeerAVM.html#Deliverables_and_Outputs