



INNO-WISEs' NEWSLETTER

September 2018 - April 2019

LATEST PROJECT ACTIVITIES

The final definition of the general framework for a technological and knowledge management model



Since the aim of the second work package was to define a general technological framework for WISEs, INNO-WISEs project partners have established a technological and knowledge management model which supports a more effective and efficient way to work, for WISEs empowerment.

This framework, proposing ICT tools and skill injections, was provided thanks to the results reached in [the first work package](#). In other words, in order to meet the needs of WISEs, the technology framework defines the general information system architecture and identifies the main functional areas to be supported by the ICT tools that will be uploaded on the platform. The project partners have defined the innovation actions and business processes on which to focus the efforts and implement the identified solutions.

Then, the main processes and services provided by the enterprise, that need improvement in terms of skills and technological tools, were identified. The aim was to establish a reference model on which we have mapped and categorised business processes. These steps helped to define the architecture that emerged and relies on two main pillars: the "Marketplace" identified as the tool through which the platform will provide companies with ICT instruments that will be considered most appropriate to their needs; and the "e-Learning portal" which will provide tools for the management of skills and training modules for the acquisition of skills deemed to be missing.

Finally, the project partners listed the main skills for which enterprises need support so as to boost their development. The last part of the activities focused on identifying the benefits, in particular the actions enabled by the use of the platform, and on the definition of models that could allow companies to have a reference for a better platform approach. In short, the objective of these activities is focused on the dissemination of the benefits and therefore why it is appropriate to have an instrument of this type and to illustrate how the platform is able to adapt to different contexts and different functional needs.

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**Executing and testing a flexible ICT platform
delivering integrated tools for WISEs (WPT3) &**

Enable them to fully understand and use technologies introduced in their enterprises (WPT4)

INNO-WISEs IS HELPING WISEs TO DIGITALLY TRANSFORM THEIR BUSINESS

Interreg CENTRAL EUROPE INNO-WISEs

What have we done with INNO-WISEs?

RESULTS	BENEFITS
✓ WISEs MAPPING	→ CONTEXT AWARENESS
✓ IDENTIFICATION OF WISEs NEEDS	→ SELF-UNDERSTANDING
✓ INNOVATIVE TRAININGS METHODOLOGY	→ FUTURE IMPROVEMENT OF COMPETENCES & SKILLS
✓ OPEN PLATFORM FRAMEWORK	→ DIGITALISATION OF WISEs PROCESS

WISEs WANT TO CHANGE : what's going on?

- Active engagement of WISEs
- WISEs targeted instruments & activities
- Innovative tailor-made trainings & technological tools
- Bridge the gap (entrepreneurial & technological)
- Increase of business innovation
- Match WISEs with territories

* WISEs = Work Integration Social Enterprises

Among all the activities aiming at making key technologies readily available to WISEs employees and entrepreneurs, the project partners, who are working on the third work package, have completed two deliverables. These two deliverables were part of the Pilot Actions start-up activities and methodology. Two methodological Guidelines have been written. The first one provides a methodological framework to be used for implementing the Pilot Action and determines the third work package thematic activities and deliverables. While, the second one identifies the next thematic work package (WP.T4) and activities related to the MOOC integration and training. Regarding the activities aiming at building technology and managerial competences of WISEs, the training start-up actions and methodology have been fixed through the training methodology report.

The methodological guidelines for Pilot Actions define the proposed methodology and the main intervention activities of the INNO-WISEs pilot project (the WISEs needs and the platform initial design, the mandatory parameters to be met, additional guidelines on structuring the survey for INNO-WISEs etc). This document should help all project partners by

providing details on several and specific topics such as introducing a framework of the pilot actions. It will also provide summarised description of the features of the project context, the result of a regional analysis that has provided a deeper awareness about the specific problems of each area. Moreover, it will be helpful for identifying which solutions to adopt, down to a very practical methodology and activities which need to be followed. It contains details about the number of participants to involve and the type of professional profiles. It also determines partner responsibilities and how the evaluation will be done. Moreover, it provides all necessary forms and templates for reporting and a timeline to realise the monitoring and evaluation of the tasks for the activities interrelation.

The methodological guidelines for activities interrelations provide the guideline on how to use the previous results during the Pilot Action activity and how to interrelate the training programmes – that will be developed in the fourth work package – with the Pilot Action. The aim of this deliverable is to describe the logic of the process that has led to define the intervention fields and the most appropriate tools enabling WISEs to increase their ability to create social innovation. The interconnections between the results of different work packages and the causal-connections emerged on the basis of the previous deliverables' results are underlined. In fact, they have little by little oriented the project towards an even more defined specificity.

The training methodology report provides a thorough overview of learning methodologies and the thematic analysis as well as strategic thinking in service in order to set the optimal course for learning. This deliverable follows the Service Design Methodology, which is, in this instance, the knowledge transfer (understanding, strategic thinking, generating, filtering, planning, implementation).

Maribor, Ljubljana, Milan : 3 Coordination project team meetings

From September 2018 to April 2019, the project partners gathered three times for their coordination project team meetings. The first team

meeting was held in Maribor in October. The second one took place in Ljubljana in January. And the last one was organised in Milan in March.



During the [meeting in Maribor](#), the project team considered the need for further discussing and meeting before the start of the implementation of the test phase and of the training programme related to the INNO-WISEs' ICT platform. It was also useful to close the activities linked to the conception of a technological and knowledge management model and framework within this ICT platform and share the results reached. Several selected WISEs from Italy, Croatia and Slovenia joined the partners during the meeting. The main goal was to discuss and exchange with the partners about their daily needs as WISE's managers. The project partners worked directly with them in order to consider the variables and parameters related to their internal process. The WISEs involved in the project were also introduced to some local social enterprises thanks to an organised study visit. The meeting was hosted by [MONG](#), Slovenian partners, in collaboration with the [Association of Social Economy Slovenia](#).

One year and half after the project's implementation, on the 24-25th of January, the INNO-WISEs project partners gathered in Ljubljana for their [4th project coordination team meeting](#). The main objectives of this meeting were not only to give a general insight into the work done, and to work together and exchange on specific items, but also to have a clear view on the progress that still needs to be done. Therefore, the meeting

focused on the INNO-WISEs' Innovative Technological platform (ICT platform) and the different tools to be collected in order to enable the enterprises to fully understand and use it. The first draft of the platform, its function and design were introduced. Another part of the presentation aimed attention at the Pilot Action implementation and the platform testing phase. Moreover, the project partners agreed on the first practical details of the training programme and the MOOC development path and its structure.

The [fifth Project Coordination Team meeting](#) was held in the middle of the project on the 24th and 25th of March in Milan. Due to its correspondence with such a significant project milestone (the project midterm with the Programme Joint Secretariat), the meeting was the occasion for the partners to share the progress made and, furthermore, to have common discussions on procedures and modalities for undertaking next project steps and for planning the forthcoming working months. The project partners have been working on the ICT platform, the regional face-to-face trainings linked to this platform and the conception of the MOOC. The MOOC's structure is conceived with a part devoted to content, an interactive part and resources and specification of exams/certifications. It focuses on two topics: business innovation and marketing. Each topic will be developed in ten videos for a total of twenty videos for the entire MOOC. It will be organised in a general framework, detailed subjects and a bibliography. The aim is to help WISEs to implement their competitiveness on the market and to gained some new ideas to growth their business.

LATEST NEWS

28 MARCH 2019 / MONG & ŠENT – 1st Coordination Meeting of Slovenian Social Economy Projects

On March 28, the first meeting for coordination of social economy projects in Slovenia was held at Kovačnica, Kranj. Representatives of 14 national and European projects, aimed at supporting social economy sector,

gathered to present their projects and identify topics that the group could tackle together. Two Slovenian representatives of INNO-WISEs project, MONG and ŠENT, informed the participants about the ongoing project activities. Among the initial common activities defined were the exchange of contacts, project information and outputs, as well as the promotion of social economy towards local, regional, national and European authorities. Next meeting will be held before summer.



14 MARCH 2019 / FPM, CGM & ENSIE – Milano Digital Week



On the 14th of March, some project partners went to the [Milano Digital Week](#) to host a workshop on digitalisation for social enterprises. [FPM](#), [CGM](#) and [ENSIE](#) have debated the opportunities for WISEs to gain skills in using WISP (Work Integration Social Platform)

and MOOCs (Massive Open Online Course) as innovative tools to foster their process towards digital competitiveness and the market.

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6 FEBRUARY 2019 / ENSIE – Social Economy for the Future of the European Union

ENSIE, the Belgian INNO-WISEs project partner, took part in the event on “Social Economy for the Future of the European Union” organised by Social Economy Europe and EESC. Xavier Roberti, ENSIE's member of the Board of Directors, presented the INNO-WISEs project and underlined how the project can strengthen WISEs.



JANUARY 2019 / They Talk About Us

An article about the INNO-WISEs project appeared in the magazine
Cooperazione :

[READ THE ARTICLE](#)

5 DECEMBER 2018 / ŠENT & SASS – 9th Days of Social Economy

SASS presented the progress of the project and invited potential WISEs to participate in the pilot phase during the Social Economy Days. The 9th Days of Social

Economy took place on the 5th of December in Ljubljana



(Slovenia) and was organised by SKUP and ŠENT. The organiser, ŠENT, invited SASS. During this event, the progress of the project activities was presented with a special emphasis on the role of Pilot Actions in enhancing managerial and technological skills of WISEs involved.

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NOVEMBER 2018 / MONG – 3 workshops on Tourism

Three workshops were held on 15, 22 & 29 November on the topic of tourism and agriculture as opportunity sectors for WISEs in Vipava Valley, Slovenia.

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16 NOVEMBER 2018 / ENSIE – Social Enterprises & Digital Inclusion

During a conference in Vienna, ENSIE hosted a round table on the subject “Digital skills in Work Integration Social Enterprises: filling the gap”.

Arbeit plus, ENSIE and the Austrian Presidency of the Council of the European Union organised a joint conference on “Social Enterprises and digital inclusion: participation in the social and digital world”. The event took place on the 16th of November 2018.

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25 OCTOBER 2018 / SASS – Kick-off meeting of the project "KnowING IPR" – Interreg Danube



SASS presented INNO-WISEs project in the framework of the kick-off meeting of the project KnowING IPR - Fostering Innovation in the Danube Region through Knowledge Engineering and IPR Management.

This event took place on the 25th of October in Novo Mesto, Slovenia. The leader partner invited SASS.

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LATEST MATERIALS

VIDEO / Knowledge transfer to SASS students

Just below, you can find a small video from SASS. The project partner is transferring knowledge of the INNO-WISEs project to its students within a pedagogical process. The aim is to improve the quality of the teaching process.



VIDEO / What is the “INNO-WISEs” project

Discover the introduction of the project's video : the INNO-WISEs project presented in less than 4 minutes by Maria Cristina Collini, from FPM, Daniel Copot, from ITC and Igor Roginek, from ACT.



The third infographic

The third infographic explains how the project can help WISEs by giving a more business-oriented approach to the enterprises.

**YOU ARE DOING GREAT
BUT YOU CAN DO
BETTER!**



Giving a more business oriented approach for WISEs*

1 » THE MOST APPROPRIATE ICT TOOLS TO WISEs' NEEDS



PLANNING »
Management tools



MONITORING »
Collaborative tools



MARKETING »
Business tools

2 » THE USE OF THE INNO-WISEs ICT PLATFORM



**CHOOSE YOUR
NEEDS »**
Specific needs &
market sectors



MARKET PLACE »
Implementing
daily working
instruments



LEARNING PATH »
Discovering online
courses & learning
documents

3 » BENEFITS EXPECTED IN WISEs' SKILLS & COMPETENCES



**WISEs ROLES'
AWARENESS**



**ENTREPRENEURIAL
MINDSET**



**SUPPLIER
MANAGEMENT**



**VISION FOR
INNOVATION**



FUNDING



SALES



SHARE EXPERIENCE



BUILD RELATIONSHIP



4 » THE BENEFITS & ACTIONS ENABLED

- ▶ New markets reached
- ▶ New products developed
- ▶ New approach to enterprise management
- ▶ New time to influence institutional & public bodies
- ▶ New way of work among enterprise line of business
- ▶ New way of cooperation among companies



NETWORK

**CLICK HERE FOR
MORE INFO!**

* WISEs > Work Integration
Social Enterprises

WISEs' managers' stories



“High quality services for the public and the private market”



PASQUALE TOTARO

RESPONSIBLE FOR THE DESIGN
AND THE MANAGEMENT OF
INNOVATIVE SERVICES
WITHIN SPAZIO APERTO

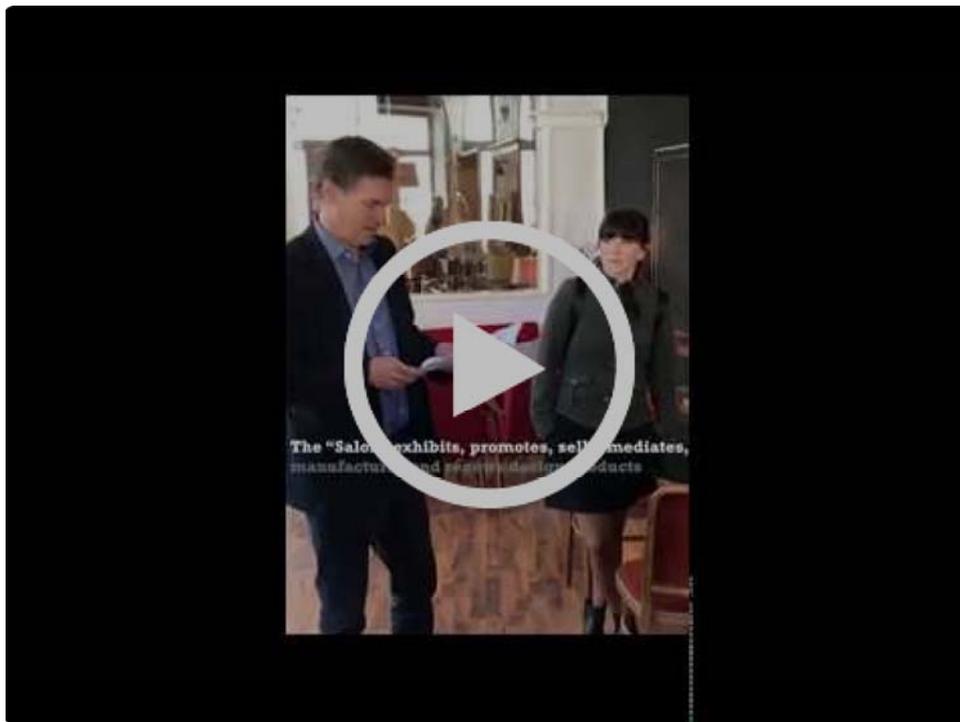
INNO-WISEs project would like to put its focus on monthly stories of the WISEs involved in the project. Thanks to their representative, we'll discover in which sector they work, which people they work with and what are their expectations from the project.

DISCOVER ALL THE STORIES

VIDEO / Study visit in Maribor

The project partners and some WISEs managers involved in the project had the opportunity to meet selected WISEs, social cooperatives and enterprises based in the city of Maribor. In total, 45 social enterprises, cooperatives and WISEs operate in Maribor ! We fell so under the spell of the City of Maribor that we want you to discover it by video!

In addition to being a very inspiring city, Maribor is the 2018 European Capital of Social Economy.



AGENDA

UPCOMING EVENTS

> **INNO-WISEs Training – SASS, MONG & ŠENT/ 17 of May: Face-to-Face training** on the issue of branding and marketing communication

First of a serie of training that will be held locally

> **CGM / 22-25 of June: Social enterprise open camp** (world good practices on the following topics: technologies, women, young people)

> **BARKA / 7 - 8 of June** : 30th Anniversary of Barka

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