

OUTPUT FACT SHEET

Pilot actions

Version 2

Project index number and acronym	CE1223
Lead partner	Fondazione Politecnico di Milano
Output number and title	O.T3.1. - Pilot Application (PA) and demonstration of applicability of innovative technologies to WISEs sector
Investment number and title (if applicable)	N/A
Responsible partner (PP name and number)	PP.8_ACT Grupa
Project website	https://www.interreg-central.eu/Content.Node/INNO-WISEs.html
Delivery date	April 2020

Summary description of the pilot action (including investment, if applicable) explaining its experimental nature and demonstration character

The digital transformation for WISEs and SEs is disruptive because the main purpose of these enterprises is the well-being of people and job placement of fragile persons. Technology is experienced as an agent extraneous to activities. The pilot actions brought out these needs accompanied by the need to bring it closer to its reality, mission and vision. These actions demonstrated the feasibility and effectiveness of the innovative technologies studied and applied by the project to the WISE sector here in Croatia.

Our pilot actions were a great way to help making purpose and benefits tangible and understandable for enterprises involved. Knowledge and skills (technologic and managerial) of WISEs employees and entrepreneurs were improved. The value of our PA depended, among others, on: WISEs business culture, the type of social business project (sector, size, turnover), needed resources, expected return, people involved.

In Croatia we have selected 8 WISEs to present the wisebusiness.eu platform and training through MOOC.

Altogether we managed to involve 30 participants in different and had 40 questionnaires on the platform fulfilled.

Some of the WISEs actively participated in the project implementation, some just took part in several activities:

- presentation and meeting with other WISEs (Maribor, 4-5.10.2018.)
- stakeholders meetings (Čakovec, 29.6.2019.; Zagreb, 18.11.2019.)
- training activities (Zagreb, 6.11. & 28-29.11.2019).
- testing the platform
- testing the MOOC

Having them involved allowed us to better design the tools and have more information to support them in their digital growth. We have organized stakeholders meeting to introduce the idea behind the project. The purpose of information and training meeting was to present the products of the INNO-WISEs project and at the same time to present a possible path of digital development and transformation. The need for transformation was felt by the enterprises involved especially for management, marketing, sales and HR.

NUTS region(s) concerned by the pilot action (relevant NUTS level)

In Croatia, pilot action took part in Kontinentalna Hrvatska region (NUTS 2 level, HR04)

Investment costs (EUR), if applicable

N/A

Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

All participants expressed their gratitude for the opportunity to participate in the pilot actions and have stated that newly gained knowledge and skills will definitely improve their daily routine and businesses in general. Digital transformation is a long process, but it will help them to create value and new services for various customers in the broadest possible sense, innovate and acquire the capabilities to rapidly adapt to changing circumstances. It's not just about disruption or technology. It's about value, people, optimization and the capability to rapidly adapt when such is needed through an intelligent use of technologies and information. So, we can easily say that these pilot actions will be the start of the profound transformation of business and organizational activities, processes, competencies and models to fully leverage the changes and opportunities of a mix of digital technologies and their accelerating impact across society in a strategic and prioritized way, with present and future shifts in mind.

Sustainability of the pilot action results and transferability to other territories and stakeholders.

Technological platform and training materials provided for the involved WISEs are sustainable and it will be implemented by the project partner in the future. ACT, ENSIE and CGM have signed a protocol and built a long-term strategy to manage the project results and develop them together in the future.

ENSIE, who represents a European network of WISEs has the role of leading the protocol and this makes the platform sustainable and transferable to other European areas. The platform has been translated into seven different languages and this makes the platform accessible to other CE countries noninvolved in the project (like Germany or Austria with lots of WISEs) and non-Central Area territories as well (with English and French). Training and improving WISEs managerial and technological competences has a positive impact on their organizations and territories, for this reason we believe that the platform and its development can be managed and made sustainable by the representative organizations of the WISEs.

ACT, being the most prominent impact business support organization in Croatia (and Western Balkans region), will ensure the future development of the content and promotion, thus ensuring the platform sustainability.

Lessons learned and added value of transnational cooperation of the pilot action implementation (including investment, if applicable)

The Pilot Action considered the cultural aspects, with meetings, training and communication moments to transfer the concept of organizational change linked to digital transformation. Thanks to the continuous evaluations and insight following we were additionally able to respond with rapid relief in lieu of Covid-19 crisis with offerings of webinars (online facilitated Face to Face trainings). A strong involvement of external stakeholders and target groups has been foreseen by the INNO-WISEs project and thanks to the workshops and meetings a number of external stakeholders have been reached. We learned there is significant capacity to apply gained knowledge and there is a thirst to learn among Europe's WISEs. Therefore, the recommendations, given the overwhelmingly positive feedback, is to continue strengthening business knowledge and capacities of the WISEs in Europe and dedicate more resources into knowledge transfer trainings.

Contribution to/ compliance with:

- relevant regulatory requirements
- sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced
- horizontal principles such as equal opportunities and non-discrimination

- The Pilot Action did not provide for reference regulations, except for the privacy regulations for the publication of contents and for accessibility to training (MOOC) and to the platform.
- Environmental issues were not touched.
- The principles of equal opportunities and non-discrimination are the entrepreneurial object of the WISEs which have among the entrepreneurial objectives the job placement of fragile people and are guided by the principles of non-discrimination and equality.

References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links

If applicable, additional documentation, pictures or images to be provided as annex

Deliverable D.T3.1.1 Methodological Guidelines for Pilot Actions (essential for a rational planning of all the steps and timing of pilot action)

Deliverable D.T3.2.2 Technological Platform <https://wisebusiness.eu/>

Deliverable D.T3.2.3 Reports from Pilot Actions implementation (important for a general overview on strategies used by different PPs and on the target reached.)

Deliverable D.T3.2.5 Technological Platform User manual (essential for PPs for upload contents and tools)

Deliverable D.T3.2.6 Pilot Action overall Report on Mutual Learning

Deliverable D.T3.3.3 Partners' Protocol on a long-term strategy to improve WISEs technological and management competences