

WP T3

D.T3.2.3

Transnational pilot - Work plan / Roadmap.
Health

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Authors:	PP3 – Padova Chamber of Commerce, Industry, Crafts and Agriculture (CCIAA Padova) PP11 – Upper Silesian Agency for Entrepreneurship and Development Ltd. (GAPR) PP9 – Bioeconomy Cluster (BEC)
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1 INTRODUCTION

Transnational pilot on health integrates two work plans elaborated by responsible duo partners, namely Padova Chamber of Commerce, Industry, Crafts and Agriculture and Upper Silesian Agency for Entrepreneurship and Development. This synthesis composed of two work plans constitutes one of the pilot activities that will be implemented within CHAIN REACTIONS.

The main aim of this pilot work plan is to define collective actions to implement the potentials for value chain innovation processes identified during the value chain analysis of health carried out within the project. The actions proposed within this transnational pilot shall durably increase the maturity level of each relevant regional support ecosystem and its capacity to generate value chain innovation processes by using the toolbox developed within CHAIN REACTIONS.

Pilots will enable the project partners and their key regional stakeholders to deepen their knowledge of value chain innovation processes in general and a deep understanding on how they apply specifically in regional businesses and value chains. By using the models and instruments developed they will reach autonomy in the use of models and instruments for supporting and monitoring innovation in their home region and will be able to contribute to transnational innovation processes.

The pilot implementation of value chain innovation tools and models builds on the following project activities:

- Definition of a value chain innovation model and an innovation toolbox.
- Implementation of regional stakeholder groups – Innovation and Growth Alliances (IGAs) in the regions of Veneto (Italy) and Upper Silesia (Poland) – willing to test the models and instruments developed in CHAIN REACTIONS.
- Value chain analysis of health with a specific focus on medical devices.

The elaboration of particular work plans was preceded by the organization of pilot definition workshops, where individual project partners in cooperation with WP leader and BWCON defined and prioritized relevant collective actions within selected sectors and discussed potential ideas to be implemented within their pilot work plans.

Each of the two work plans within this transnational pilot on health will be implemented separately by responsible duo partner. However, cross-cutting synergies will be achieved through the mutual involvement of duo partners in selected activities, as well as in the evaluation process. In this way, transnational character of the pilot will be ensured as well. It will be strengthened also through the involvement of other project partners in particular activities within each work plan. A dedicated section was developed in the pilot template to define the specific role of other partners in the implementation of each work plan. In addition to this, BWCON will be involved in all pilots to provide innovation tools support. On the consortium level, all project partners will be involved in exchanging on the pilots.

The results of the pilots will be monitored and evaluated with respect to both the value chain innovation approach as a triple-helix process for improving regional innovation ecosystems and the models and instruments. Feedback shall be used to improve the models and instruments integrated within WP T1.



2 TRANSNATIONAL PILOT WORK PLAN – PADOVA CHAMBER OF COMMERCE, INDUSTRY, CRAFTS AND AGRICULTURE

2.1 Scope

The pilot action we are going to organize in Italy (Veneto Region) has the ambition:

- a) To strengthen the collaboration among local and regional innovation stakeholders involved with the permanent organization structure that is PADOVA INNOVATION HUB, that is part of the IGA. These actors will have a role of advisors and will monitor the performance of the pilot at local level.
- b) To promote a strong plan of assistance provided to regional SMEs working in the biomedical sector and neighboring sectors with an innovative approach that is design-driven and will bring SMEs to clarify medium- and long-term objectives to innovate products and services according to the digitalisation and the customers' expectations.
- c) To promote the collaboration with other partners working on CHAIN REACTIONS, particularly to create concrete opportunities of partnership and collaborations between SMEs, with Research institutions, etc.
- d) To capitalize past EU projects and services implemented by the Chamber of Commerce of Padova, particularly those addressing services to SMEs in general, the Biomedical Observatory funded by the Chamber of Commerce of Padova during past years, the funding opportunities offered by the Chamber to SMEs to support SMEs' digitalisation processes.

Activities carried out with this pilot and in general with CHAIN REACTIONS project are fully in line with Veneto Smart Specialization, particularly:

- a) SMART MANUFACTURING, where the digitalisation processes addressed to manufacturing sectors in general are planned and fully supported.
- b) SMART LIVING, where wellness and health sectors are addressed by specific actions to support their innovation and digitalisation.

Given the COVID-19 emergency and following "recovering" actions undertaken at several levels, the pilot carried out by the Chamber of Commerce of Padova will see:

- a) The strong reference to the methodology process designed by CHAIN REACTIONS: preparatory actions, idea generation and idea evaluation.
- b) The reference to existing or planned actions to support (even financially) SMEs' for overcoming the actual serious economic situation.
- c) The use of digital technologies to promote the pilot action and to carry out the activities planned.

2.2 Objectives

The main objective of the pilot is to assist SMEs and R&TT organizations working on health sector (and specifically biomedical) or with crossing competence (Key Enabling Technologies) to establish durable



and fruitful collaboration to develop new products and services able to increase the competitiveness of the sector into the internal and foreign markets.

Goals

- To trigger cross-sectoral dynamics by increasing and strengthening collaboration between businesses and research and with other actors in the ecosystem.
- To overcome difficulties in scaling-up innovation and implement digitalisation processes.
- To provide support for SMEs in going international (consulting on funding opportunities, finding partners or buyers).
- To identify skills gaps in growing sectors and provide missing knowledge.
- To support models for digital transformation of business.

2.3 Partners involved

Partners involved:

- *Košice IT Valley* – cooperation in gaining knowledge on the European health sector – pursuit and evaluation of solutions linked to creating the platform, co-organizing webinars and study visit; matching events for the benefits of SMEs.
- *BWCON* – support in selection and application of project-based tools, incl. business models, methodology for value chain analysis and consulting
- *Members of IGA* – advisory and monitoring role, expertise in business models

2.4 Activities, milestones, timeline and responsibilities

Pilot Action in Veneto will have 4 main categories of activities:

1. Awareness raising/networking

- 1.1 Mapping SMEs belonging to Health sectors in Veneto Region.
- 1.2 Informing SMEs belonging to Health sectors on CHAIN REACTIONS (newsletter and others communication).
- 1.3 Letter of invitation with plan of the activities to be carried out during the pilot action.
- 1.4 Info-day to promote “digital transformation in Health sector” open to all SMEs and Research Institution (coordinated by IGA).
- 1.5 Self-assessment tool to monitor “digital maturity level” of SMEs belonging to the sector (COVID-19...to be considered).

Duration of the action: from July 2020 to October 2020

2. Analysis

- 2.1 Presentation of the Results from the report concerning “Health Sector in Veneto Region”.
- 2.2 Collection of data by SMEs (survey?) concerning bottlenecks, innovation requirements, etc.



Duration of the action: from September to November 2020

3. Idea Generation

- 3.1 Elaboration of BRIEFS for new products and services by SMEs belonging to the Health Sector
Methodology adopted: Design Thinking (look inside, look outside, look beyond) – digital innovation.
- 3.2 Assistance provided to SMEs to finalise the briefs and identification of the sections to be publicized into a public call to attract OFFERS OF SOLUTIONS.
- 3.3 Public call (through the CCIAA website) to promote the proposal of solutions by other SMEs, Research Institutions, Consultants, etc. (different fields: technology innovation, marketing and communication innovation, business model innovation) – COMMUNICATION REQUIRED.
The PUBLIC CALL could have a transnational level, to support the establishment of collaboration between SMEs, Research Institutions, etc.
- 3.4 Collection of proposals of solutions (through the public call) and organization of a matching event where solutions will be explained (it could be open or closed, depending on the confidentiality).
One transnational matching event could take place (close to one interesting sectoral fair/event) between SMEs that uploaded requests for assistance and solutions proposed at foreign level (NB: State aid to be considered).
- 3.5 Selection of the most effective solution proposed by the SMEs.
- 3.6 Proposal of coaching (it could be helped by a **voucher** covering costs – to be discussed).
The voucher could be used to allow SMEs from both countries to meet SMEs and Research/innovation institutions.
- 3.7 Agreement between SMEs and offering “solutions” to collaborate.

Duration of the action: from December 2020 to November 2021

4. Idea Evaluation

- 4.1 Evaluation of the collaborations established between SMEs, Research institutions, Innovation agencies, etc.; the solutions proposed.
Evaluation of the relationships established at SMEs level. Internal evaluation with IGA.
- 4.2 Additional evaluation with CHAIN REACTIONS Partners (Košice IT Valley).

Duration of the action: from December 2021 to March 2022

2.5 Indicators

- Improved knowledge and competences of 25 actors (SMEs + RTOs) in health sector, confirmed by a feedback questionnaire - at least 75% positive feedback.
- Minimum 30 SMEs involved with the project pilot activities.
- Establishment of minimum 10 collaborations between SMEs, R&TT agencies (local or transnational level).
- Minimum 10 collaboration supported by vouchers.
- Minimum 5 collaboration selected for funding.



2.6 Risk assessment

- Low interest by SMEs to be involved with the pilot due to serious economic crisis.
- COVID19 - the risk and at the same time opportunity that is the COVID19 related restrictions. This can on one hand decrease SMEs willingness for internationalization and on the other hand can create new solutions and ways to enter new markets. On one hand this can bring new regulations and restrictions both on national and EU level, on the other hand this will prove usefulness of the platform and its updates. Companies in this new situation can find themselves cut off from some markets and / or clients - the business models lab and consulting can provide them with support and help to find new solutions and tools to overcome those limitations or to find new opportunities elsewhere.
- EC and EU Parliament withdrawal from the measures and policies presented recently for the next programming period (Component 5, plans with new Horizon Program...).
- Availability of financial resources to support SMEs with vouchers, due to change in the Chamber of Commerce strategy for COVID-19 emergency and following economic crisis.



3 TRANSNATIONAL PILOT WORK PLAN – UPPER SILESIAN AGENCY FOR ENTREPRENEURSHIP AND DEVELOPMENT LTD.

3.1 Scope

The ambition of the pilot action is to create a "knowledgeable one stop shop" offering pre-defined as well as tailor-made services for the medical industry. It will timely and accurately respond to the needs of SMEs in health and med-tech sector who aim at internationalising regional value chains and industrial transition. The med-tech business in Silesia is one of the five S3 domains and it needs up-to-date knowledge on cross-sectoral initiatives, legal regulations and business opportunities in their value chains.

The pilot action will grow along a new initiative based in Silesia; i.e. **Living Labs** in the field of medical devices / Industry 4.0.

The pilot is fostered by 3 pillars:

An IT platform – “virtual competence center” (<https://medsilesia.com/en/centrum-kompetencji/>) for healthcare, providing knowledge on best practices, new EU regulations in med-tech, disseminating information on potential research areas, laboratory services available, R&D institutions services provided for companies in med-tech sector. Ideal place to look for knowledge on the business and its environment. The platform will be developed with some best practices observed and gathered during a study visit to Veneto region (either physical or virtual due to COVID19 restrictions). IGA members will take part in the study visits.

IGAs members and SMEs will be benefiting directly from the platform.

Partner: CCIAA Padova

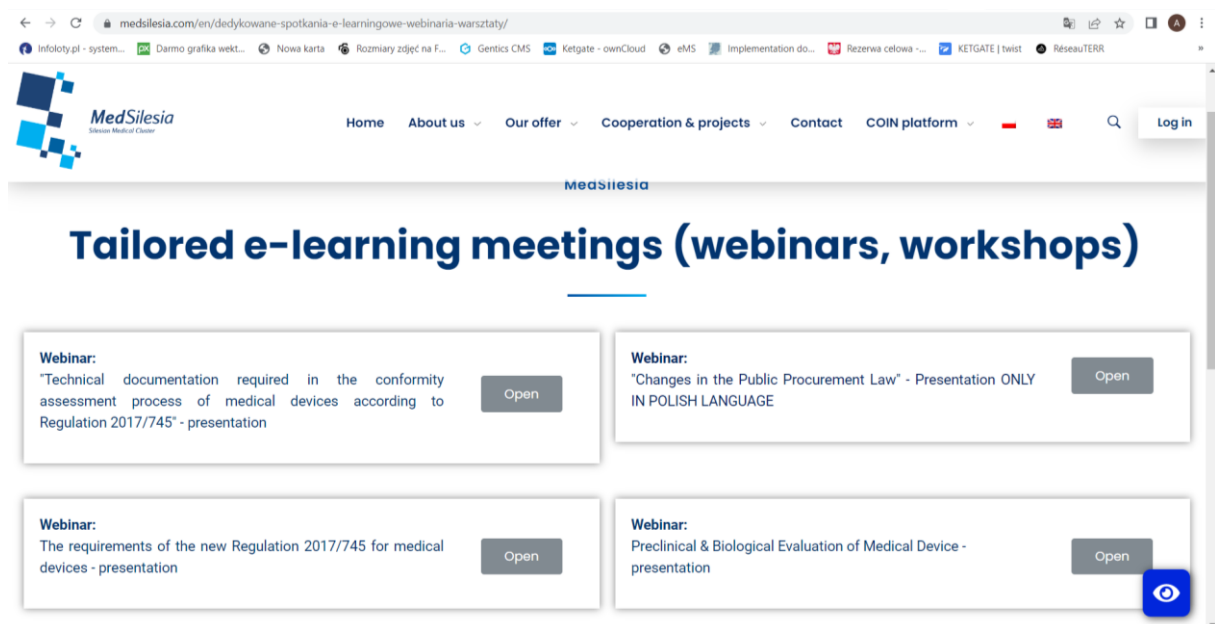
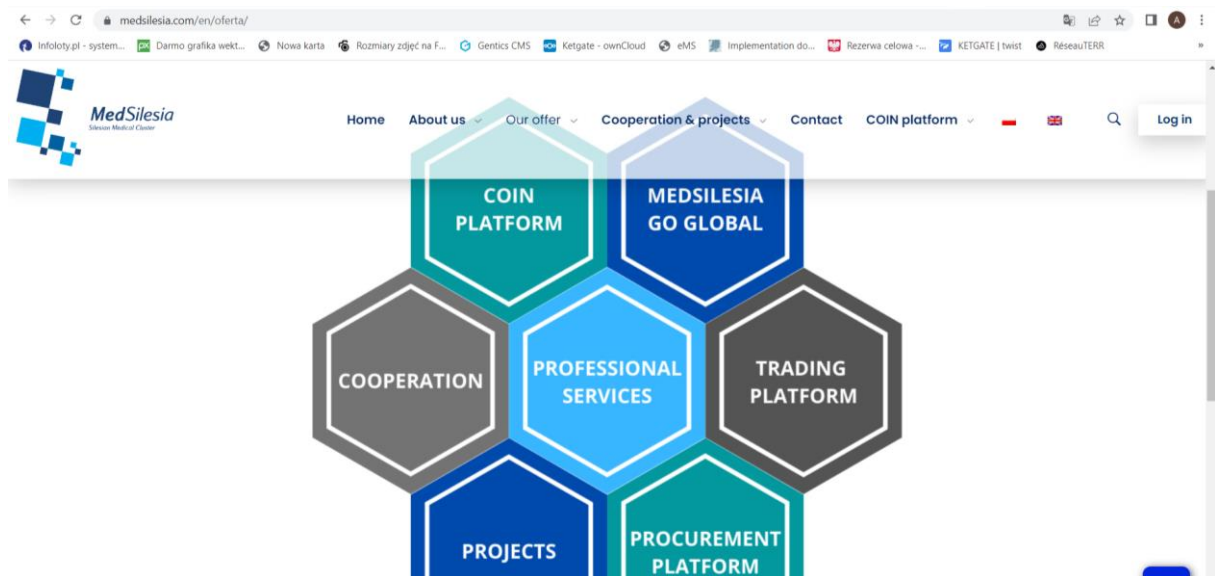




1. **E-learning on health sector internationalization** (<https://medsilesia.com/en/uslugi/> ; <https://medsilesia.com/en/dedykowane-spotkania-e-learningowe-webinaria-warsztaty/>) combined with cross-sectoral collaboration. Tools to be used are primarily focusing online actions, i.e. webinars, workshops and matchmaking offers. The sectoral analysis (PESTEL) highlights that we should focus on Medical Devices Regulation (setting up new quality and security standards for medical devices, together with harmonizing and unifying rules for introducing medical devices in EU market, COVID19 context) and cross-sectoral contexts and opportunities (PORTER). Thus, Industry 4.0 theme should be introduced to the webinars and workshops.

IGAs members will be involved in preparation/ leading of those workshops and consulting.

Partners: CCIAA Padova + PBN + BWCON





2. **Laboratory for innovative business models**, open for collaboration on cross sectoral (industry 4.0) and international level. With the introduction of so-called component 5, EC is proposing to strengthen interregional investments that could help to shorten the production chain and become less dependent on the global economy. Innovative value chains are top priority for the business who needs to revise its business models. Nevertheless, it is also the RTOs who are more and more forced to rethink their business. Thus, laboratory for innovative business models could significantly help the business in strategic, sectoral and value chain analysis. The Lab will initiate its activity with the help of the tools developed in the project. It will support the activity of EDIH-Silesia, a hub of digital innovations for Silesia (concept / project has been submitted to the Polish Ministry). It should capitalize the experience of European-wide EDIH initiatives.

Partners: BWCON, PBN

3.2 Objectives

The main objective of the pilot is to provide SMEs/BSOs with knowledge and competence that covers both sectoral (health: certification, biocompatibility, regulations, cross-sectoral links, etc.) and business (operational, internationalization, models, value chain and cross-sectoral opportunities, etc.) dimensions.

Goals:

- To stimulate cross-sectoral dynamics by increasing and strengthening collaboration between businesses and science and with other actors in the ecosystem.
- To overcome difficulties in scaling-up innovation.
- To provide support for SMEs in going international (consulting on funding opportunities, finding partners or buyers).
- To identify skills gaps in growing sectors and provide missing knowledge.
- To support models for digital transformation of business.

3.3 Partners involved

Partners involved:

- *CCIAA Padova* – cooperation in gaining knowledge on the European health sector – pursuit and evaluation of solutions linked to creating the platform, co-organizing webinars and study visit.
- *PBN* - co-operation on building the platform infrastructure - using existing solutions to make all the pilots within Chain Reactions coherent; cooperation in gaining knowledge on the European industry 4.0 sector and its cross-links to health.
- *BWCON* – support in selection and application of project-based tools, incl. business models, methodology for value chain analysis and consulting.
- *Members of IGA* – support in providing content for the platform, webinars, taking part in consulting, expertise in business models.



3.4 Activities, milestones, timeline and responsibilities

07.2020 – 11.2020

Developing the concept of the platform together with the e-learning component (webinars) – preparation, choosing the best solutions and localization (GAPR + PBN + CCIAA Padova).

12.2020 – 5.2021

Testing, validation of the platform with the SMEs and IGA Members (GAPR + PBN + CCIAA Padova)

Adding new content, updating according to SMEs needs (GAPR + IGA Members)

Interactive e-learning, study visits (GAPR + PBN + CCIAA Padova)

6.2021 – 1.2022

Setting up the laboratory for innovative business models with some preliminary pilot consulting. Elaboration of the concept for virtual lab on business models - methodological guidelines and project tools (GAPR + BWCON)

3.5 Indicators

- Improved knowledge and competences of 30 actors (SMEs + RTOs) in health sector, confirmed by a feedback questionnaire - at least 75% positive feedback.
- Min. of 2 webinars on recent solutions/ challenges in health sector, at least 30 participants from at least 3 countries. Questionnaire - at least 75% positive feedback.
- Laboratory for innovative business models concept implemented and tested by least 1 entity (SME or BSO).

3.6 Risk assessment

- COVID19 - the risk and at the same time opportunity that is the COVID19 related restrictions. This can on one hand decrease SMEs willingness for internationalisation and on the other hand can create new solutions and ways to enter new markets. On one hand this can bring new regulations and restrictions both on national and EU level, on the other hand this will prove usefulness of the platform and its updates. Companies in this new situation can find themselves cut off from some markets and / or clients - the business models lab and consulting can provide them with support and help to find new solutions and tools to overcome those limitations or to find new opportunities elsewhere.
- EC and EU Parliament withdrawal from the measures and policies presented recently for the next programming period.