

## Output factsheet: Tools

Version 1

Project index number and acronym	CE1519 CHAIN REACTIONS
Lead partner	PBN - Pannon Business Network Association
Output number and title	Output O.T1.2 Maturity model for the innovation drivers
Responsible partner (PP name and number)	PP6 BWCON
Project website	<a href="https://www.interreg-central.eu/Content.Node/CHAIN-REACTIONS.html">https://www.interreg-central.eu/Content.Node/CHAIN-REACTIONS.html</a>
Delivery date	30.11.2021

### Summary description of the key features of the tool (developed and/or implemented)

The initial maturity model delivered in CHAIN REACTIONS was focusing on digital maturity aspects. The further development of the maturity model towards a full fledged practicable model integrating all aspects of the value chain innovation model (digitalization, circular transition, servitisation of the economy, integration of technologies) could not be achieved at that time due to the complexity of the task.

Considering the surge of the Covid-19 pandemic, the focus of the work of the project partners has shifted towards the adaptation to the crisis. In this respect, the concepts of resilience and adaptability of businesses were gaining momentum compared to other topics and needed to be integrated into a maturity model. A working group was setup by the end of December 2020 in order to explore ways to develop a comprehensive and usable maturity model combining innovation and resilience / future readiness by the end of 2021.

This model is built in a similar way to the initial maturity model and covers the following dimensions of businesses:

- Organisation: this dimension covers how the company's organisation mirrors its way of addressing innovation and preparing for the future.
- Products and services: this dimension covers how the company develops new products and services
- Resources: this dimension covers how companies allocates resources to innovation
- Processes: this dimension covers internal innovation management processes
- Value Network: this dimension covers how the company deals with strategic value networks

The tool can be used as a self-assessment tool or as support for an interview-based assessment of businesses.

### NUTS region(s) where the tool has been developed and/or implemented (relevant NUTS level)

DE11, Stuttgart

The maturity model has been developed by the partner BWCON, located in Baden-Württemberg, Germany.

The maturity model will be made publicly available through the CHAIN REACTIONS website and can in principle be implemented in any region.

### Expected impact and benefits of the tool for the concerned territories and target groups

The expected impact of the application of the maturity model is the targeted identification of strengths and weaknesses in business organisation with respect to their cultural and strategic readiness for innovation-based proactive change in order to be better prepared to compete in changing markets and therefore more resilient.

Innovation intermediaries shall use the maturity model on the long-term both for consulting individual companies and for identifying potential weaknesses with respect to future readiness / resilience or regional businesses. This shall enable them:

- To provide a better support to innovative business and foster the emergence of innovative activities on the territory;
- To understand the innovation dynamics of regional companies, so as to develop relevant new services.

Policymakers shall benefit similarly from the maturity model for the continuous observation of innovation dynamics in the regional industry, for instance by using the model as a regular indicator for the regional industry's future readiness.

### Sustainability of the tool and its transferability to other territories and stakeholders

The maturity is basically independent from industrial sectors and specific technologies. And, of course, also from regional specificities. This makes it transferable to any of the project regions and beyond.

The following documents are publicly available through the CHAIN REACTIONS website:

- D.T1.3.1 Maturity model - upgraded version, explains the background and use of the tool

- The maturity model tool, downloadable as Excel file.

Thus making it accessible to any interested user for an implementation in its own local context.

### *Lessons learned from the development/implementation process of the tool and added value of transnational cooperation*

The initial maturity model delivered in CHAIN REACTIONS was focusing on digital maturity aspects. The further development of the maturity model towards a full fledged practicable model integrating all aspects of the value chain innovation model (digitalization, circular transition, servitisation of the economy, integration of technologies) could not be achieved at that time due to the complexity of the task.

Considering the surge of the Covid-19 pandemic, the focus of the work of the project partners has shifted towards the adaptation to the crisis. In this respect, the concepts of resilience and adaptability of businesses were gaining momentum compared to other topics and needed to be integrated into a maturity model.

It made clear that over-detailed maturity assessments can only apply to specific industries or specific technologies. They are not suited to addressing the more simple and critical need for businesses to change and innovate. The CHAIN REACTIONS model enables to address this on the organizational level, independently from sectors and technologies.

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

The value chain innovation toolbox refers to the deliverable DT1.3.1 - Maturity model - upgraded version.

See project website: <https://www.interreg-central.eu/Content.Node/CHAIN-REACTIONS.html>