OUTPUT FACT SHEET

Strategies and action plans

Project index number and acronym	CE1393 - ECOS4IN
Output number and title	O.T4.1 Action plan for Industry 4.0 implementation into regional innovation strategy in partner areas
Responsible partner (PP name and number)	Business Upper Austria (biz-up), PP04
Project website	www.interreg-central.eu/Content.Node/ECOS4IN.html
Delivery date	03 / 2022

Summary description of the action plan (developed and/or implemented), explaining its main objectives and transnational added value

ECOS4IN project has connected the partners from CE countries which have a specific idea about expected impacts of Industry 4.0 implementation and want to involve the entities from other regions dealing with similar problems. After analysing the current situation of I4.0 implementation the transnational cooperation designed the 'ideal' ecosystem model for I4.0. The transnational concept was adapted to the regional context and the regional SWOT and GAP analyses revealed needs for improvement. Upper Austria has a well-developed innovation ecosystem and offers a variety of support for SME. This is why the exchange and networking of the individual players is all the more important and further not only to provide support, but also to make the economic benefit visible to SME. Therefore, targeting the digital transformation of SME were considered to be most important for the Upper Austrian action plan: Increasing visibility of economic benefit (best practice), support and tools for digital transformation, sustainable running of online platform digitalregion.at as a single point of information, networking activities and exchange. These measures comply with general (desk research) observations and the experiences of the pilot activities and further more they are underpinned with a comprehensive SME survey executed by an external institute for market and social analysis and evidence based external recommendations. The need for actions and the evolving focus on SME support was adjusted with the coordination office of #upperVISION2030 and integrated in the yearly updated priorities for the field of actions, namely the action field "Digital Transformation". The action plan will be considered in frame of #upperVISION2030 implementation respectively when regional innovation strategies like RIS3 strategy will be revised.

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

NUTS31, Upper Austria

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

The expected impact of the action plan is
- Sustainable running of www.digitalregion.at as single point of information for I4.0 and digital transformation support especially for SME
- Increased visibility of support and tools for digital transformation of SME
- Increased application / use of services
- SME are aware of benefit of digital transformation for their business and future competitiveness
- SME know about the supporting offers and services for activities towards digital transformation
- Improved knowledge on qualification opportunities
- Common consultancy approach is developed for the benefit of SME

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

The action plan activities comply with general (desk research) observation, are in line with the Upper Austrian business and research strategy #upperVISION2030, based on the findings of the GAP analyses of the regional ecosystem and the experiences of the pilot activities and further more they are underpinned with a comprehensive SME survey and evidence based external recommendations.
The project progress, findings and developments were discussed with the regional stakeholder group. The need for actions with focus on SME support was adjusted with the coordination office of #upperVISION2030 and already integrated in the yearly updated priorities for the field of actions, namely the action field "Digital Transformation".

Transferability: The action plan is focused on the direct needs of Upper Austria. Therefore, it can rather be an inspiration than instruction for other regions (unlike the knowledge base of WPT1 or ecosystem model of WPT2).

In regard to other stakeholders especially the www.digitalregion.at can be used or enriched with best practices and additional services.

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

This output fact sheet refers to following deliverables
- D.T4.1.2 Concept of transnational action plan
- D.T4.2.3 Final action plan for Upper Austria
- D.T4.2.3 Final action plan for Upper Austria_Annex
- D.T3.3.3 Contact Point Sustainability plan
- D.T3.3.3 Report on sustainability of contact point

Action plan logic at a glance:

ECOS4IN: Regional Action Plan for I4.0 Implementation
(Concrete Activities for Regional Innovation Capacity Building after Project End, to be implemented in frame of S3)

Business & Research Strategy #upperVISION2030,
Field of Activity "Digital Transformation":
Development of Formats/Tools for Digital Transformation of SME

**Single Point of Information for I4.0 (Digitization) in SME
(Technology, New Business Models and Human Resources)**

Pilot Actions
- Transforming the coordination office of the Flagship Initiative Digitization (LID)
- Reshaping of the website www.digitalregion.at into a single point of information for Upper Austria Industry 4.0
- Upgrading, adapting and promoting the Industry 4.0 Maturity Model
- Networking, collection and transfer of I4.0 information
Experiences & learnings fed the action plan

**Action Plan for an Upper Austrian digitization package
„Digi Guide" – Digital Transformation for Upper Austria**

SME survey
- What is preventing SME from digital transformation? (conducted by IMAS - International Institute for market and social analysis
- to underpin basic assumptions
- Evidence-based actions

Evidence-based actions for
- Awareness raising (Information and Networking)
- Qualification
- Service package for I4.0 Transformation / Digitization
- Communication