



TEMPLATE

Output factsheet: Pilot actions

Version 1

1.1. Project index number and acronym	CE1119 InnoPeer AVM
Lead partner	Business Upper Austria
1.2. Output number and title	O.T3.2 - Summary report on pilot actions with local/transnat. SME participant groups from all PP regions
Responsible partner (PP name and number)	PP 5 - Pannon Business Network PP11 - University of Sopron
Project website	https://www.interreg-central.eu/Content.Node/InnoPeerAVM.html
Delivery date	30.06.2020



Summary description of the pilot action explaining its experimental nature and demonstration character

The piloted trainings of the InnoPeer AVM curriculum have started with the implementation in November 2018 and finalized in spring 2020. The curriculum consists of 3 training levels:

- **Basic Training** with a general introduction to Industry 4.0 and an overview of the three knowledge dimensions Technology, HR and Organisational management and Business model development - at a level that is suited for persons completely new to one the knowledge dimensions and implemented in native language. Hungarian partners implemented two basic trainings in 2019.
- **Advanced trainings** which have been implemented as five separate online courses (2x technology, HR mgmt., Org. mgmt., Business model dev./strategy), hosted on the platform of the Virtual University of Bavaria (VHB). Each course lasts about 5 hours and is accompanied by a quiz. Hungarian partners contributed to the Advanced Training development by creating one chapter in the Business model development / strategy curriculum.
- **Practical Trainings** which were separated according to the thematic scope, in
 - o **Strategy Camps**, with focus on strategic upgrade of a companies' HR + org. mgmt. and business model
 - o **Model factories**, with focus on hand-on learning of specific technologies and their applications

The Hungarian partners were responsible for preparing and organising Strategy Camp nr. 4. The camp took place in Sarvar, Hungary, and focused on Business Model Development.

To put a special emphasis on the practical aspect of the trainings, the participants have elaborated teaching cases, which were developed on the basis of real companies' use cases.

The two basic trainings organised in Hungary included 31 participants in total.

While advanced trainings were advertised in many platforms, unfortunately only a few participants registered for the courses, and viewed a portion of the lectures. No one completed the advanced training from the region. This may be at least partly due to the general low English language proficiency in the region.

17 attendees participated in the Strategy Camp in Sarvar, mostly representatives of SMEs and some from large companies.

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

Western Transdanubia (HU) - HU22



Expected impact and benefits of the pilot action for the concerned territory and target groups

Most of the participants in the Basic Training and Strategy Camps were representatives of small and medium enterprises (SMEs), with some attendees coming from large businesses and also college students in a relevant field (e.g. information science or industry.)

Many of the Basic Training participants had little to no experience in the introduction or implementation of industry 4.0. Others had some experience, but there were also many misconceptions concerning esp. the business development aspects. Feedback from the participants showed a strong increase in interest, long-term intent to implement changes, and that the trainings helped clarify some of the confusing issues.

Strategy Camp participants found the exercise especially stimulating and beneficial for their companies. Many found the training methodology interesting, and found that other companies deal with similar issues concerning digital transformation as they do. The free discussion at the end of the camp was particularly useful. Several participants said it was likely that they would implement changes in their business, and at least one company made i4.0-related investments, at least partly motivated by the training.

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

The pilot action results have been summed up in the InnoPeer AVM handbook, which is available on the project's website.

Basic trainings implemented in the Western Transdanubian region, taught by local trainers, addressed many of the region's problems, and developed materials can be used again in the region, as well as nearby regions with similar circumstances.

The potential offered by the Advanced Trainings is yet untapped in the region. The continued availability of the courses will hopefully inspire entrepreneurs in the region to take advantage and improve their competitive edge as a result. Advertisement is ongoing.

While Strategy Camp materials were specific to the outlined (fictional) supply chain, participants found the training methodology intriguing. Future trainings may be implemented using a similar methodology, related to i4.0 or other topics.



Lessons learned from the implementation of the pilot action and added value of transnational cooperation

Basic training implementation showed that participants are more interested in practical solutions and answers, rather than background information. While the first training was already very practice-oriented (but, of necessity, had to include some background information about the project and i4.0 in general), the second training included trainers that introduced very specific solutions, particularly concerning cloud computing and business intelligence.

The low level of participation in the advanced trainings points to a problem related to foreign language skills. Personal feedback from some interested would-be participants pointed to a reluctance in taking a course in a foreign language. Future projects should be implemented entirely in Hungarian in the region.

In addition to increasing professional expertise, the methodology of the Strategy Camp was also found to be very stimulating for the participants. Similar methodologies are recommended in future trainings in i4.0 as well as other topics.

References to relevant deliverables and web-links

If applicable, pictures or images to be provided as annex

This output is mainly based on the deliverables

D.T.3.2.1 - Implementation of the first Basic Course in the region of Western Transdanubia

D.T.3.2.1 - Implementation of the second Basic Course in the region of Western Transdanubia

The results from the training evaluation and impact assessment with the deliverable

D.T3.3.3 - Final report on impact analysis of SME participating in pilot actions,

As well as the other deliverables from A.T3.3 - Dev./impl. of accessory assessment programme for analysing impact of AVM cap. building on participating SME - referenced there.

https://www.interreg-central.eu/Content.Node/InnoPeerAVM.html#Deliverables_and_Outputs