OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)   Version 2

Project index number and acronym	CE1004 ROSIE
Lead partner	CISE - Special Agency of the Chamber of Commerce of Forlì-Cesena
Output number and title	O.T3.2 – Transnational Pilot Action implemented for improving skills and competences among SMEs
Investment number and title (if applicable)	N/A
Responsible partner (PP name and number)	PP11 – Lubelskie Voivodeship (LuVo)
Project website	https://www.interreg-central.eu/Content.Node/ROSIE.html
Delivery date	06/2020

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

ROSIE partners' pilot actions built SMEs' capacity to embed Responsible Innovation (RI) into their business practices.

The common goal for all pilots was to provide practical guidance to SMEs looking to implement an RI path, in view of adopting an improvement plan to define their long-term strategy towards RI. To this end, the ROSIE RI consultants (who received a specific training in ROSIE activity A.T1.2) supported the pilot SMEs in the various phases of RI implementation: from understanding the company's RI readiness, to defining needs and target actors, until designing strategies to adopt RI.

A total of 48 companies (including 39 SMEs, 3 large and 6 micro companies) participated in the 9 pilots that ran from Spring 2019 to Spring 2020. Partners selected the companies by means of specific calls. Benfits for selected companies were State Aid relevant and managed accordingly.

The pilots were organised in the framework of the ROSIE Methodology for Pilot SME Capacity Building (deliverable D.T3.1.1). However, each partner had the freedom to choose the training format, tools and schedule that could best suit their SMEs. It is worth noting that partners largely focused on the local priority sectors to engage the pilot SMEs effectively. Sectors ranged from (but were not limited to) the digital field, to constructions, food industry and tourism. This produced added-value for ROSIE, as the practical applicability of RI to various business contexts could be piloted and the benefits, risks and difficulties tested.

Concerning the tools, while partners looked at the 3 ROSIE RI tools (UNI/PdR, STIR and LivingLabs), various other training methodologies were also identified during transnational exchange and applied in the pilots. Design-thinking methodology and the RI Self-Check tool developed by the Horizon 2020 project COMPASS were two tools that proved particularly effective for the RI pilot actions.

The training format varied among territories. The methodologies adopted ranged from one-to-one training delivered by RI consultants to the staff of each SME, to design-thinking exercises involving more companies, to hackathons open to all pilot SMEs.

The outburst of the Covid-19 pandemic forced some partners to move the final pilot activities on-line. However, this was managed effectively, and the SMEs involved were able to complete the process.

Throughout pilot implementation, partners reported on progresses and results to the coordinator of WPT3, who monitored actions and released periodic joint progress reports (start-up, mid-term and final) summarising the status of local activities. Moreover, in the occasion of project events (both virtual and physical) specific knowledge management and impact monitoring sessions were held for partners to exchange on their local pilot activities.

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

The transnational pilot action was implemented by ROSIE partners in the following territories:

LP – ITH58, Forlì-Cesena

PP3 – SK042, Košický kraj

PP4 – CZ010, Hlavní město Praha

PP5 – DED2C, Bautzen

PP6 & PP7 – SI023, Goriška

PP8 – HR034, Šibensko-kninska županija

PP9 – HR033, Zadarska županija

PP10 – ITC4C, Milano

PP11 - PL314, Lubelski

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)

The ROSIE pilot actions produced positive impacts for 2 main target groups in partners' territories, exceeding the initial expectations and guaranteeing durability of results over time. The target groups and benefits achieved are summarised below:

1. Pilot SMEs: i) they could improve their business practices by adopting an RI oriented approach; ii) thanks to self-assessment activities carried-out within the pilot, they had the chance to evaluate their overall organisation thoroughly, identifying weaknesses and critical issues to be improved (not only related to RI topics); iii) the participatory approach of the training delivered by the ROSIE RI Consultants enabled SMEs' staff to improve / achieve new skills in the use of participatory methodologies for daily work; iv) pilot SMEs can boast knowledge on RI, not common in their territories, resulting in a competitive advantage towards local competitors.

2. RI Consultants: thanks to the experience in the pilot work with SMEs, they could improve their skills in applying training methods and formats. In particular, they could test the various methodologies and identify the weaknesses that may limit training effectiveness. This represents an excellent knowledge that they can apply in future work with companies.

Besides the above, another significant impact produced by ROSIE relates to the application of RI to various business sectors. Initially, the RI concept may seem particularly suitable to those sectors with a strong research and innovation bias (such as digital / IT, medical / pharma industry, manufacturing, etc.). However, the ROSIE pilot has also involved more traditional sectors such as education, hospitality and tourism. These represent a key share of the Central European economy. The pilot showed how an RI approach can be adopted in traditional sectors, wishing to innovate.

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

The transnational pilot action is highly sustainable and fully transferable to other territories. In particular:

1. The geographical scope of ROSIE is wide, with the transnational pilot action covering 7 countries and 9 regions. This allowed needs and issues (including regulatory aspects) in various territories to be taken into account and RI to be piloted in many different contexts and businesses. This resulted in a significant number of data and experience-based information that can support transferability in other territories.

2. Thanks to the pilot, SMEs' staff improved their knowledge of RI and their skills in the methodologies used. This is a durable knowledge that they can use in their future career (both in the pilot SME and in other companies they may work at) and share with colleagues.

3. The RI consultants RI skills were improved thanks to practical work with SMEs. This relates to both their capacity to apply RI tools / methodologies and to their knowledge of RI application in particular sectors / businesses. They can use this improved knowledge for future work with SMEs form various territories (not only ROSIE's ones) and share it with colleagues / business partners.

4. The 9 pilot actions were developed in the framework of a common project methodology and tailored to the specific needs and characteristics of the local companies. As it does not rely on a fixed scheme / work method, this approach can be easily replicated by any other interested organisations. Project deliverables include the common methodology, pilot reports and the various training tools adopted. The latter are also available onto the ROSIE http://www.responsibleinnovationworkbox.eu/ website, providing extensive information and wide accessibility to any interested actors.

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

Transnational cooperation was crucial for the pilots. Not only was exchange essential to adopt the common methodology and identify/test the tools to be used, it was also extremely important to address problems at local level (e.g. difficulty to engage with SMEs, State-Aid related issues).

The key lessons learnt were:

1. SMEs interest in RI may be limited as they cannot see direct benefits / returns on investment in the less than long term. Thus, it is crucial to show them the short-term benefits. These can include, e.g., better internal organisation, higher wellbeing on the workplace, improved brand reputation.

2. Focusing on local priority sectors is crucial to guarantee that RI can bring tangible benefits to the regional development. To this aim, it is important that RI consultants adjust RI work to the needs and priorities of target SMEs and sectors.

3. Design Thinking proved the most effective tool to engage with SMEs, as it is cost-effective and guarantees high engagement and direct involvement of all target actors.

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-descrimination**

The key regulatory requirement to comply with was linked to the State-Aid relevance of the pilot activity. Each partner sent State-Aid notifications to their SMEs and collected declarations from them. The pilots also complied with relevant national / company rules concerning, e.g., safety on the workplace.

The pilot deployed positive impacts on sustainable development and horizontal principles. Although by the end of ROSIE these could be observed only on the pilot SMEs, as described in sections above, the transferability potential is high, with a multiplying effect.

The action enabled SMEs to assess their performances and shape their processes in a more sustainable and responsible way. This entailed reflections on the 6 RI keys (ethics, gender equality, open access, stakeholder engagement, science education and innovation governance) and plans to make the business, e.g., more equal and gender neutral and the processes more efficient (with lower impact on the environment).

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

Information on the ROSIE pilot action can be found in the following deliverables:

- D.T3.1.1 Methodology for Pilot SME Capacity Building
- D.T3.2.3 Pilot Local Area Final Report
- D.T3.4.5 Report on Knowledge Management & Impact Monitoring Round-Up Report

The RI tools used by partners in the pilot, including guidance on how to use them, are available in the ROSIE workbox at the following link http://www.responsibleinnovationworkbox.eu/