

0.T2.2

Output factsheet: Tools

Version 1

Project index number and acronym	CE1063 SMART_watch
Lead partner	Upper Silesian Agency for Entrepreneurship and Development
Output number and title	0.T2.2: Competences map - demand side overlay
Responsible partner (PP name and number)	FH JOANNEUM Gesellschaft mbH (PP 11)
Project website	https://www.interreg-central.eu/Content.Node/SMART-watch.html
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Summary description of the key features of the tool (developed and/or implemented)

The original SMART_watch competence map provides information on offers of regional observatories (business support organizations) in several regions of CE. It was first built around the supply-side logic. The competence map has now been upgraded with a demand side feature and a benchmarking tool. The benchmarking tool has been created to offer the possibility of: 1) identifying the needs of SMEs (demand side overlay) and 2) maximizing the learning effect (benchlearning) in RIS ecosystems. The tool developed by SMART_watch reports on the needs of SMEs gathered with the help of the tailor-made methodology and guidance of committed workshops. The reported needs are clustered by regional smart specializations and by regions. The tool was set-up a ready to use interactive ICT-based form. The feedback collected under this tool can be further used to help maintain/upgrade business model of regional observatories as well as improve the policy-making process when dealing with RIS measures. Regional observatories (business support organizations) in intelligent markets of CE benefit from the competence map and its demand overlay by means of learning on the real needs of business and looking for possibilities to find other regional observatories to discuss their success stories or to start collaboration. Also, the policy-makers can benefit from the demand side overlay as they can identify the niche and existing problems with access to current and future services / datasets needed by business. The process of RIS3 evaluation is given a direct feedback on what is not functioning well in terms of support to business. Additionally, the demand side overlay analytics has been supplied with statistical data on the regions allowing for cross-country comparability. The demand side overlay presents the expectations and the benchmarking feature applies correlation coefficients between supplied and demanded services/offers. Standardization of descriptions has been implemented.

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

The tool created in Styria and implemented: Jihozapad, Steiermark, Hungary, Veneto, Slovenia, Slaskie, Mecklenburg-Vorpommern, Piemonte and Lubelskie as well as in the place of its origin.

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

The goal of offering demand-side overlay is multipurpose. To start with the ROs, it should motivate them in tailoring and mastering services demanded by SMEs or discuss the quality/volume of services offered. The more the ROs know about the demand, the better they can fit their business models. The SMEs get a unique opportunity to speak on the opportunities they see with regards to niches in desired services/datasets. In many cases, it is not the single, business driven approach but rather a more business environment-based, be it technical or market, request. Finally, the benchmarking tool is a support to policy-makers and other regional stakeholders acting as ecosystem responsible for the monitoring of RIS implementation. The transregional aspect can be covered as well, since the demanded services/datasets can be clustered across the regions. With the EU looking for transnational investment schemes, this seems to be a valuable source of information, as well.

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

The guidance and methodology of the workshop can be easily transferred to all the regions of CE (EU) and form an on-the-ground service for all abovementioned stakeholders. The results of the picture can be imported by the demand-side overlay and form the geographic (regional) and sectoral (smart specializations) map of niche in services to SMEs. Extended with the information necessary to obtain for the supply-side of the competence map, the tool can work even more effectively by means of the benchmarking features. As the project leader, guarantees that the tool will be active even the project ends up, there is full sustainability secured.

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

The results of applying the tool helped us identify the services and datasets that companies need and make ROs aware of it. It was important to get an overview of the ROs to be able to work on the missing services in the future. Moreover, what has been learned from this tool is basically the complexity of RIS ecosystems. In fact, there is a significant space in the regional and transregional ecosystems for ROs to fill-in, considering their role in achieving the goals of S3 implementation. It is especially true in the field of future offerings and datasets that ROs could provide. In general, chambers of commerce, clusters as well as other networks have been identified as the most active and supportive ROs which offer valuable services. Last but not least, although the participating organizations currently use many free services provided by the ROs, there is still a range of datasets and services identified as missing/tailorable at this point. As more actions are to be undertaken within the SMART_watch project (i.e. ROs networking), it will become part of the transnational cooperation effort.

References to relevant deliverables and web-links

If applicable, pictures or images to be provided as annex

- D.T2.1.1 - Testing functionality and relevance of Cmap with the stakeholders and end users - consultation
- D.T2.1.2 - Regional (country) reports on the pilot actions - consultation workshops' results / outcomes
- D.T2.1.3 - Report on the pilot actions results / outcomes
- D.T2.2.1- Design of the competences map - demand side overlayer
- D.T2.2.2 - ICT tool - competences map overlayer on the market demand

<https://benchmark.smartspecialisation.tech/>

<https://cmap.smartspecialisation.tech/>