

OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)

Version 2

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| Project index number and acronym | CE1223 |
| Lead partner | Fondazione Politecnico di Milano |
| Output number and title | O.T3.1 Pilot Application (PA) and demonstration of applicability of innovative technologies to WISEs sector |
| Investment number and title (if applicable) | N/A |
| Responsible partner (PP name and number) | PP.13_BARKA Barka Foundation for Mutual Help |
| Project website | https://www.interreg-central.eu/Content.Node/INNO-WISEs.html |
| Delivery date | April 2020 |

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

The activities undertaken within Pilot Action had the aim of evaluating feasibility of planned actions among the WISEs of different regions. It was very important to understand if our actions answer the needs of the WISEs, if the project will be useful and will support their way to digital transformation. Digital transformation is a process not only of gaining technical competences, but it is also a process of changing the mind-set of WISEs representatives. Digital transformation requires for example the skills how to explore opportunities for future developments, how to minimize the risk of unexpected events, how to identify the benefits/difficulties of a digital transformation project. It also involves investments. WISEs still lack the skills and understanding of the importance of these processes. This is why our PA very often were more of a training actions/couching actions to show and teach how to use the available tools, why they are important, what are the benefits of using them. It was not only a dissemination of the results and tools on the platform, but much more step-by-step teaching process and guidance to show that this cultural changes towards digital transformation is needed and is inevitable. Polish WISEs are very good in taking care of the vulnerable groups of people, but very often their economical results are below profitability. They are not familiar with technology and often think that is something additional to their daily work and they do not have time and recourses (people and money) for that.

Our PA was a perfect opportunity to show the WISEs that both these elements are essential for the well-being of their WISE and can go together with their mission. Within this actions we could help making purpose and benefits tangible and understandable for enterprises involved in Poland. Besides the workshops on platform using, we also organized 3 trainings which concerned the topics relevant and chosen by WISEs to help them in their business development. WISEs representatives also participated in the MOOC training. Thanks to the feedback of all WISEs the project partners had a range of feedback on the platform, the tools, the MOOC to better design this support in their digital growth.

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

NUT 1: PL
NUT 2: PL41, Wielkopolskie
NUT 3: PL418, Poznański

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 pilot action was planned with the aim of evaluating feasibility of planned actions among the WISEs. It was very important to understand if our actions answer the needs of the WISEs, if the project will be useful and will support their way to digital transformation. Within the PA the WISEs had the chance to start the process of digital transformation in the technical part, but also in terms of changing the mind-set. Thanks to workshops on platform using the WISEs had the chance to get to know certain digital tools. Thanks to masterclass they had the chance to exchange the experiences with other WISEs from EU. And thanks to the 3 trainings which we organized they gain very concrete knowledge on sales, social media or internet fundraising (the topics were fixed with the WISEs to choose the most important ones). Overall the PA improved digital competences of involved WISEs. This is a good start in their digital transformation path, which is important if the WISEs want to be sustainable on the market.

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

The sustainability of the pilot action results and transferability to other territories and stakeholders was taken into consideration from the very beginning of the project. The fact that partners are from many different regions made it more universal in terms of the results. The technological platform and training materials provided by partners are available online for the viewers at all times. The platform was translated to seven languages, which make it more accessible for other UE and not only UE countries. Because of this the WISEs involved in the project can still use all the tools and materials in their daily work to improve their managerial and technological competences. Three partners (ENSIE, ACT e CGM) have signed a protocol and built a long-term strategy to manage the project results and develop them together in the future. The partners who signed the protocol are networks of WISEs in their regions, this is why the results of the platform will be widespread among WISEs.

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

Digital transformation is a quite new concept for Polish WISEs. These entities are still quite weak in the open market, so they often struggle with everyday survival. WISEs in Poland employ and work with people who are excluded because of their mental problems, physical health, long-term unemployment, homelessness, addictions. Because of that the work they do is mainly basic and do not require high competences. Digital competences are still perceived in Poland as high competences. Most of the WISEs do not put effort in this area, because they focus more on working out peoples' problems. They are very often highly specialized in the social part of WISEs existence. Digital transformation is a huge challenge for them. It requires change of mindset, culture, processes. It requires some knowledge of the tools and systems of how to measure the benefits. For many WISEs in Poland this aspect of their work was not important, but thanks to the international cooperation within the project they had the chance to get to know other WISEs for example from Italy which were very inspirational to Polish WISEs. Because of the international character of the project the weakest WISEs could learn from the WISEs from the countries where both digital skills and WISEs importance in the society are on a higher level.

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-discrimination

- relevant regulatory requirements - N/A
- Environmental issues - N/A
- The principles of equal opportunities and non-discrimination are the fundamental principles of WISEs which not only employ people from vulnerable groups, but also work to integrate these who can be discriminated by the society

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

Deliverable D.T3.1.1 Methodological Guidelines for Pilot Actions (essential for a rational planning of all the steps and timing of pilot action)

Deliverable D.T3.2.2 Technological Platform <https://wisebusiness.eu/>

Deliverable D.T3.2.3 Reports from Pilot Actions implementation (important for a general overview on strategies used by different PPs and on the target reached.)

Deliverable D.T3.2.5 Technological Platform User manual (essential for PPs for upload contents and tools)

Deliverable D.T3.2.6 Pilot Action overall Report on Mutual Learning

Deliverable D.T3.3.3 Partners' Protocol on a long-term strategy to improve WISEs technological and management competences