

# Newsletter

## Summary

### Import Workshops:

Ústi Region

Region of Central  
Macedonia

Genoa

Florence

Debrecen

Government of  
Catalonia

Birmingham

### Dear Reader,

The 5<sup>th</sup> period of PURE COSMOS project was focusing on the Import Workshops. The Import Workshop at each project partner offered a chance for the partners and the MAs to enter into a structured dialogue around the topic of the project. The Import Workshop is a crucial step in consolidating the learning process started in the previous periods of the project. The workshop involves relevant experts on the aspect of the good practice that the hosting region proposed to import and it helps the importing region not only to import the selected good practices but to draft their Regional Action Plans.

### Import Workshop in Ústi Region

Import Workshop in Ústí region was held within April 9-11 2018 in Ústí nad Labem, CZ and was focused on One Stop Shop establishment and operation. The task of the meeting was to establish the model of coordination and integration of services for entrepreneurs, based on transfer of good practices presented in PURE\_COSMOS project.



The experts from project partners; Birmingham GrowthHub (UK) and Thessaloniki (EL) discussed in depth the issue with staff of the Regional Office and key regional stakeholders in place a provided them with advice and recommendations. The structure and roles of regional partnerships and service providers, the coordinating role of Regional Office, partner's motivation together with definition of performance indicators were communicated. The findings and results of the workshop thus contributed to the Regional Action Plan development.

## Contact

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### Import Workshop in Region of Central Macedonia

The Development Agency of Eastern Thessaloniki's local Authorities –ANATOLIKI SA, in cooperation with the Central Macedonia Region organized an Import Workshop on April 27th, 2018 at the Regional Authority Building, where a representative of the Government of Catalonia presented the Regional One Stop Shop of Catalonia. Apart from the representatives of the Central Macedonia Region and ANATOLIKI SA, representatives



of Thessaloniki Chamber of Commerce and Industry (TCCI), the Municipal Point of Single Contact in Thessaloniki and the Association of Information Technology Companies of Northern Greece (SEPVE) were invited to participate in the workshop. The Catalan partner analyzed the stages of implementing the Catalan OSS, the obstacles that were overcome, the services offered, the interconnections with other levels of public administration, the legislative interventions that were made to simplify the administrative burden and the next steps to enrich the digital business service.

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## Import workshop in Genoa

The Import Workshop of the Municipality of Genoa took place on 3 July 2018 at the premises of Hub 2 Work, Palazzo Tursi, Genoa.

Representatives of the Municipality of Genoa illustrated:

- the state of play of the project in its crucial transition from a phase of mutual learning among Partners to a phase of implementation of a Regional Action Plan by each Partner
- the definition of Genoa's RAP
- the strategic role of the One Stop Shop model in the more general context of the Municipality's actions for business development.



Experts from Partner organizations, Government of Catalonia, Birmingham City Council and Development Bank of Saxony-Anhalt, gave essential and illuminating contributions through their respective presentations on:

- One Stop Shop model - covering all the procedures and services to support business lifecycle and unified services encompassing public administration
- Digital by default model – the use of digital planning tools by public authorities (e.g. 3D modelling & data driven tools) to enable greater interaction of SMEs and citizens in design and build of new planning developments, boosting business supply chain growth opportunities and better insights and transparency of city developments
- Models for SME funding in a regional development bank – to conduct activities for establishing, granting and managing funding schemes for SMEs and to offer financial products and services in different fields of funding of economic development.

In the course of a fruitful afternoon round table, guest experts, local stakeholders and representatives of the Municipality of Genoa discussed, among other themes:

- Strategies for attracting funding and financing sponsors at national and European level on the platform for business and employment policy, with the aim to increase economic growth of the area.
- How to stimulate and support SMEs in taking advantage of digitization and using the platforms that are made available for them?
- OSS: how to standardize modules and procedures?
- Digital Agenda – dynamic changes within Public Administration: how to adapt to regulatory and organizational changes?

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### Import Workshop of the Municipality of Florence

The Import Workshop of the Municipality of Florence took place on 10th October 2018 at the Teatro dell'Opera, venue of the Economic Development department. Representatives of the Municipality of Florence, Chambers of Commerce and Tuscany Region illustrated:

- the state of play of the project in its crucial transition from a phase of mutual learning among Partners to a phase of implementation of a Regional Action Plan
- the definition of Florence's RAP
- the strategic role of the One Stop Shop model at Regional level
- the role of third subjects in the OSS

Experts from Pure Cosmos Partner, Government of Catalonia, gave essential and illuminating contributions through their respective presentations on:

- One Stop Shop model - covering all the procedures and services to support business lifecycle and unified services encompassing public administration
- Digital by default model – the use of digital planning tools by public authorities to enable greater interaction of SMEs and citizens in design and build of new planning developments, boosting business supply chain growth opportunities and better insights and transparency of city development.

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### Import Workshop at Hajdú-Bihar County Government in Debrecen

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On 24 October 2018 during the County's regional stakeholder meeting Mr. Mike Wäsche from the tti Technologietransfer und Innovationsförderung Magdeburg GmbH. presented the „eBusiness-Lotse” project as a good practice. The three year long project in Saxony-Anhalt Region played a key role in SMEs actively applying ICT solutions in the following fields: IT safety, data protection, online marketing, process management, knowledge management, resource planning. The project was made possible with the funding from the Federal Ministry of Economic Affairs and Energy and supported 70.000 enterprises.

The regional stakeholder group of PURE COSMOS including the experts from National Tax and Customs Administration, Hungarian Chamber of Commerce, INNOVA Észak-Alföld Nonprofit Ltd., Foundation For Enterprise Development in Hajdú-Bihar County examined the regional implementation possibility of the project presented by Mr.Wäsche

Hajdú-Bihar County Government within PURE COSMOS project together with the regional experts continues to look at the possibilities to implement an initiative like „eBusiness-Lotse” project.



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### Import Workshop of the Government of Catalonia

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On September 20, the Business Management Office organized an import workshop under the slogan "Financing to open a business", of the European project Interreg PureCosmos, in which it has participated as a partner since 2017 with the project of the One Stop Shop. This workshop, which was held in Barcelona, was attended by two experts from the Saxony-Anhalt Regional Public Bank, who explained their experience in implementing the One Stop Shop model they have set up. In addition, they detailed the services and products they offer and the coordination with the corresponding Ministry of Economy as a competent administration in promoting the financing services in their territory. Also, this workshop was attended by the representatives of ACCIÓ, the Catalan Institute of Finance, Avalis and Avançsa.



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The seminar was very intense and the conclusions drawn from this workshop are that there are possibilities for improvement in the coordination and management of financing by the different administrations and units responsible for public funding services and products in Catalonia. In addition, this makes sense to launch this new line of inter-administrative coordination to facilitate access to companies.



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### Import Workshop of Birmingham

On 26 September stakeholders from GBSLEP, Innovation Alliance, University of Birmingham, Department of Business, Energy & Industrial Strategy and Birmingham City Council met with experts from Barcelona and Genoa specialising in open innovation and technology and professional services to take a deep dive into challenge areas of inclusive business growth, simplification of regulatory services and public procurement of innovation.



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An amazon style approach to simplifying regulatory compliance and using the 2022 Commonwealth Games as an exemplar approach was one of the key take away opportunities for further development alongside looking at how we can use data more effectively for regional economic forecasting that will identify early warning signs of downturns in sector growth and indicators of SME performance to enable improved and more timely business support interventions. With the huge drive for public sector reform, smart innovation and procurement are key enablers and the action plan will look at how Birmingham City Council and wider Combined Authority will create the ecosystems and mechanism to enable that change.

