

O.T1.2 REGIONAL ACTION PLAN

Output factsheet: Strategies and action plans

Version 1

Project index number and acronym	CE1119 InnoPeer AVM
Lead partner	Biz-Up - Business Upper Austria
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Responsible partner (PP name and number)	PP10 - DEMO
Project website	https://www.interreg-central.eu/Content.Node/InnoPeerAVM.html
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Summary description of the strategy/action plan (developed and/or implemented)

The aim of this action plan document is to present an elaborated set of proposed innovation support actions for each of the project partner regions to ensure a sustainable transfer of InnoPeer AVM project results into the regional innovation ecosystems of Central European partner countries.

The Action Plan itself is structured into four analytical steps:

1. definition of the challenges that each region faces;
2. development of regional visions which describe the pursued picture of the future situation in the relevant field in a mid- to long-term perspective;
3. the elaboration and concrete description of recommended innovation support actions to transfer and mainstream InnoPeer AVM results at the level of the partner region's innovation ecosystem in a short-term perspective;
4. the presentation of conclusions from the partner region's point of view about innovation policy actions that are needed for a sustainable transfer of the InnoPeer AVM results at the transnational Central European level.

As for the regional economic system of Emilia-Romagna, the Action Plan identified three main challenges: 1) a low level of digitalization at firm and value chain level; 2) the digital HR management and HR analytics opportunity; 3) a lack of strategic thinking about digital transformation. Starting from such challenges, the Action Plan depicts respective objectives to target: 1) the establishment of digital productions; 2) the implementation of digital HR management; 3) the development of data-based firms. In order to achieve them, the Action Plan proposes: 1) the creation of a training course and an open innovation networking platform dedicated to digitalization; 2) the development of an educational support about HR analytics and change management and the creation of interactions between firms and digital HR management experts; 3) the definition of training and coaching

initiatives dedicated to corporate managers for promoting digital transformation as corporate strategy.

NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

Emilia-Romagna (IT) - ITH5

Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

The initiatives defined by the Action Plan target first of all the regional SMEs, trying to involve their management and their employees. Through its initiatives the Action Plan aims to generate: a) a diffused knowledge of the digital technical solutions implied by Industry 4.0 and of their potential impact on their processes and products; b) competences and tools to be used to properly organize and manage the corporate human resources; c) the update of the management skills and instruments in order to define innovative business models and strategies able to compete at international level and to interact with international value chains.

Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders

Democenter will try to carry out these initiatives on the basis of its future European projects and of the new Smart Specialization Strategy of the Emilia-Romagna Region. All the proposed activities cannot be limited to a national context. International value chains are more and more crucial in the global production system and the European firms need to position themselves in the more strategic - and therefore more profitable - positions of these value chains. Therefore, thinking about the firms and actors e.g. industrial associations, research centres, start-ups we think it is strategic to foresee to implement the measures proposed not only at local/national level but also at a transnational one - setting up transnational collaboration programmes within the initiatives described to which the more promising firms can access while they participate to the initiatives carried out at local level.

Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation

The definition of the Action Plan for Emilia-Romagna benefited not only from the dialogue with local stakeholders and from the analysis of the measures already running in the region, but also from the peer review process with the other InnoPeer AVM partners. In this sense, the initiatives inserted in the Action Plan were compared with the ones defined for the other project regions and they could be discussed from a transnational perspective.

References to relevant deliverables and web-links
If applicable, pictures or images to be provided as annex

- D.T1.2.1: [Action Plan Workshops in Emilia-Romagna](#);
- D.T1.2.3: [Action Plan for Emilia-Romagna](#).

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