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D.4.1.3
ODEON Transferring Plan

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1. Abbreviations and Acronyms

D.E. = Data Economy

CLUSTER = Regional/local group of SMEs working in the same economic sector (for our project, green, blue and creative economy) which benefit from the 1 to 1 assistance and the training actions provided by Regional Hubs.

OD: Open Data

LOD: Linked Open Data

LP = Veneto region (VR)

PP1= Chamber of Economy of Montenegro (PKCG)

PP2 = Croatian Agency for SMEs Innovations and Investments (HAMAG BICRO)

PP3 = Technology Park Ljubljana Ltd (TPLJ)

PP4 = Greek Free Open Source Software Society (GFOSS)

PP5 = ARAGONESE SOCIETY OF AGRO-ENVIRONMENTAL MANAGEMENT GOVERNMEN T OF ARAGON (SARGA)

PP6 = Agency for Sustainable Mediterranean Cities and Territories (AViTeM)

PP7 = Padova Chamber of Commerce Industry Crafts Agriculture (CCIAA PD)

PP8 = KNOWLEDGE INNOVATION MARKET FOUNDATION (KIMbcn)

PP9 = REGION OF CRETE (KRITI)

PPs = Project Partners

PPP = Public Private Partnership

SMEs = Small and Medium Enterprises

WP3 = Work Package 3 – Testing

WP4 = Work Package 4 – Transferring

2. The ODEON Transferring Phase

This Transferring Plan was elaborated by AViTeM (PP6) within the execution of "Activity 4.1 Coordination of the Transferring Phase" and is addressed to the ODEON Project Partners (PPs). It aims to lay out proper actions to capitalize on ODEON activities, to exchange their results at cross-border level, within the ODEON partnership, to transfer these practices and experience beyond partner countries, and to identify synergies with Horizontal Projects and other networks (at national, MED and EU level), in order to extend the reach of the ODEON open data advocacy.

2.1 Context and Objectives

Objective: extend the impact of the project both quantitatively and qualitatively through:

- ➢ Involving more stakeholders that can add a value to the project in terms of effectiveness and durability
- ➢ Setting up formal tools to transfer the approach and progress made within ODEON's WP3 Testing phase
- ➢ Establishing an actual platform for open data advocacy, training and resources: the MED DATA Cluster

Transferability of main outputs delivered in the framework of the project

"All used protocols and results must be transferable to the Med area and therefore, the actions must be reusable and/or adaptable".

- ➢ Principles = comparability, reliability, etc.
- ➢ Make the project transferable/replicable, reusable and adaptable
- ➢ Transferability should be applicable to all Testing phase activities (WP3)

The transferability of main outputs will be ensured through the coordination with MED Programme authorities, EU networks, and Horizontal projects. Since Data related economy is a growing opportunity throughout all of Europe, partners will be ready to share methodology, know-how and documents with all Regions and Public authorities. The ODEON Federation should not be a closed club, but an opportunity open to all Regions willing to share the project's objectives. The partnership will check with MED programme the possibility to open it also beyond MED Area.

WP4 Transferring Rationale

The Transferring phase aims at enlarging the impact of the project, addressing specific actions to other actors interested to be involved with the ODEON activities, particularly with the Data HUBs and with the MED Data Cluster. The enlargement will be both in quantity and quality: more actors coming from the same project areas or others, added value participants able to increase the effectiveness of the Data HUB, the durability of the ODEON Platform, the added value of the MED DATA cluster.

This transferring plan is a roadmap to achieve these goals through:

a) sharing a common methodology and a common approach with the partners (this document)
b) the modelling of the main outputs within each Data Hub (Output 3.1: set of instruments to support entrepreneurial use/re-use of OD/LOD, Output 3.2 ODEON platform, and Output 3.3 MED Data Cluster).
c) the finalisation of concrete instruments/tools which will allow the organization of all necessary transferring activities addressed to Intermediaries (to enlarge the actors supporting the Data HUBs), to SMEs and Clusters (to increase the SMEs involved with the MED DATA Cluster and the large

transnational communities established), to Policy Makers and Innovation stakeholders (to strengthen the e-government policies and the feed of Data, the support for the entrepreneurial approach to OD/LOD).

d) protocols and agreements able to create necessary follow-up plans. The transferring activities will be at two levels: local level for the Data HUBs, Transnational/EU level for the MED DATA Cluster and the ODEON Platform. The transferring phase will take care of the durable integration of the ODEON Platform with on-going EU platforms (particularly YourDataStories platform).

2.2 Final Goals and main Deliverables of the Transferring Phase

Final Goals
a) **Consolidate the ODEON platform to improve the flow of data at MED level** (output 3.2)
b) **Consolidate the Data HUBs in each country and formally link them together** in order to grant them a transnational reach and put in common the various sets of tools experimented in each of the 9 project areas in the field of use/re-use of OD/LOD. (output 3.3)
c) **Establish a MED Data Cluster composed by SMEs**, start-ups operating in the Data Economy sector to strengthen their cooperation and their internationalization processes. Starting from the evaluation of the outcome from WP3 Testing phase, the ODEON project will bring in all necessary inputs to proceed with the modelization of tools and strategies to transferring and replicating the approach to other users and other project areas. (output 3.3)
d) **Set of instruments to support entrepreneurial use/re-use of OD/LOD** (output 3.1)

Main Deliverables of WP4:
<u>**Activity 4.1: Transferring Plan (this document)**</u> (Quantity: 1 tool).
Description: A plan will summarise all actions planned at transnational and local level and will identify synergies with Horizontal Projects, on-going projects and other EU Initiatives. The idea is to provide a framework for transferring activities through a benchmark of capitalization practices and an overview of ODEON activities that need to be consolidated and transferred at transnational level, for balance and mutual learning between project partners/Data Hubs, as well as for replication of the approach and activities in other areas.

Activity 4.2: Strengthening the OD/LOD market. (Quantity: 1 method (report), 2 tools (handbook and protocol)).

4.2.1. Report on the strategic role of OD for the MED growth

The report will identify most interesting elements from the Pilot Actions throughout the 9 project areas, including best practices and experiments, as well as learnings from stakeholder feedback, in order to give strong evidence to advocate for strengthening the implementation of the digital agenda and entrepreneurship. It will stress the marketing approach and required funding opportunities that appear as the next step to secure for OD/LOD economy development.

4.2.2. Handbook to support transferring activities

The handbook will give guidance and practical instruments and info how to conduct transferring activities addressed to SMEs/Researchers/Start-Uppers; Intermediary Organizations and Policy Makers. This tool, partly related to Output 4.1 Transferring Plan, should delve further in the technicalities/pedagogical content in order to help project partners implement their transferring activities in the framework of ODEON, but it should also be designed to be reused beyond project implementation, as a tool for future replication of ODEON activities.

4.2.3. Model of Protocols to strengthen the DATA HUBs' operativeness

The protocol will be elaborated to permit Partners define the agreements of cooperation with the public and private actors interested to join the Data HUBs, with the objective of formalizing Data Hubs in each project area, as well as at MED level, to develop an actual transnational exchange of service offer.

Activity 4.3: Data Economy Action Plan (Quantity: 1 tool).

Production of a tool including Policy Recommendations (Regional, National&MED level) for Integrating Data Economy to Regional RIS3 Strategies & Programmes & National Strategies, based on the ODEON experience and the feedback from policymakers active in each of the national Data HUBs, to try and find common converging points, as well as to identify imbalances that hamper the advancement of the digital agenda at MED level.

Activity 4.4: Sustainability Plan for ODEON Data Hubs (Quantity: 1 consolidated report and 1 plan).

4.4.1. Sustainability Plan for the Data MED Cluster and ODEON Platform

Strategic plan jointly developed between ODEON partners to set the framework and concrete actions ensuring the sustainability of MED DATA Cluster, as well as the continuity of ODEON Platform after the end of Project. The ambition here is, along with the benchmark of Output 4.1, to compile the progress made by ODEON on the road to advancing the cause of OD/LOD, along with the pre-existing work in the same field, and find a way to make them available, known and used by the largest number possible of stakeholders throughout project implementation areas. The ultimate objective is the appropriation by such stakeholders of the ODEON approach, so that the actions and services tested can continue to be implemented beyond project duration.

4.4.2. Sustainability plan for each DATA Hub

Each HUB - according to the pilot actions and the evaluation carried out - will elaborate a Sustainability plan. This detailed plan drafted by each ODEON Hub will be a good way to monitor the successes and challenges found by the project in each area, and will be a very powerful tool to exchange practices between the Hubs to strengthen each other's impact.

Activity 4.5: Transferring activities to strengthen the impact of ODEON project (Quantity: 3 events per workshop).

4.5.1 Workshop addressed to Policy Makers and Innovation stakeholders

Each project area will organize 1 technical workshop for Policymakers and Innovation stakeholders where main outputs concerning this target will be used to promote the participation to the DATA Hub and the enlargement of the areas interested.

4.5.2. Seminars addressed to SMEs, start-ups and Academia

Each area will organize technical seminars in view to promote entrepreneurship and to enlarge the number of SMEs interested to join the thematic groups established both at National and Transnational Level (3.8.2)

4.5.3. Seminars addressed to Intermediary organizations

The seminars will present the opportunity to be involved with the organization of the local activities within the DATA Hub and the opportunities to support Digital Single Market strategies both at Local and EU level.

2.3 Structure and Time Plan of the Transferring activities

PHASE 1: SETUP AND PREPARATORY DELIVERABLES (June-August 2020)

1. <u>P6 AVITEM</u> produces an overall transferring methodology that will support the whole phase = DONE
2. <u>P6 AVITEM</u> organizes a training course addressed to all PPs to transfer knowledge and instruments for the transferring activities = DONE
3. <u>P6+LP+P7</u> prepare the transferring plan for all Partners = THIS DOCUMENT

4. <u>All partners</u>: modelling the outputs of each Data Hub (activities and services provided) and communities created, for compilation at MED level and establishment of cross-border ties = PENDING
5. <u>All partners</u>: establishing a list of "valuable" stakeholders (policy makers, businesses and academics, intermediary organizations) that are yet to be involved in the approach = PENDING
6. Based on 4. and 5. <u>P6 AVITEM</u> will identify, with the help of <u>all partners</u>, potential for transferability and/or mutual exchange of skills and good practices between Data Hubs, to be implemented during Phase 3 = PENDING

PHASE 2: PRODUCTION OF INSTRUMENTS AND TOOLS (July-September 2020)

1. <u>P3 TPLJ</u> produces 4.2.1 Report on strategic role of OD/LOD
2. <u>P3 TPLJ</u> produces 4.2.2 Handbook for transferring activities
3. <u>P3 TPLJ</u> produces 4.2.3 Model of protocols for enhanced Data Hub operativeness
4. <u>LP Veneto Region</u> produces 4.3 Data Economy Action Plan

All 4 deliverables of Phase 2 are intellectual production based on the ODEON experience, as well as P3 and LP's expertise in both OD/LOD issues and cooperation management. These instruments and tools are crucial to the implementation of Phase 3 activities and to project sustainability in general.

PHASE 3: TRANSFERRING ACTIVITIES AND SUSTAINABILITY (September-November 2020)

Based on Phase 2 instruments and tools, and Phase 2 compilation and assessment of WP3 Testing results and learning, the following activities are foreseen as per the Application Form:

1. <u>All partners</u>: preparation of 4.4.2 Sustainability Plans for their Data HUB

2. <u>P4 GFOSS</u> compiles and consolidates 4.4.2 contributions in Report 4.4.1 Sustainability Plan for the MED Data Cluster, including the ODEON Platform.

3. <u>All partners</u>: implementation of 4.5 Activities (3 workshops) under supervision of P6 AVITEM and LP Veneto Region, along with Activities 3.7 (LP Veneto Region, see Annex).

NB: All activities should be planned to be implemented before the end of November 2020, so as to keep the month of December 2020 as a security extra-time in case of any contingency. In any case, the month of December 2020 will be devoted to compiling and capitalizing all the work done over project duration, ensuring the sustainability plan implementation is launched in collaboration with Data Hub stakeholders, and preparing the final reporting for project ODEON.

3. Synergies with other initiatives

ODEON aims to support the growth of clusters and SMEs linked to S3 in the areas involved with the exploitation of OD available with each Region focusing on one or more key sectors/applications such as Tourism, Agriculture, Environment, Energy, Culture, etc.

This objective is shared with several other EU projects and initiatives, which should be capitalized in ODEON. The innovative aspect of the project is it was designed to enable both private and public sector in the innovation process. For the private sector, we focus on building added value in the market while public will ultimately align their data provision strategy with the specific needs of users, resulting in prioritised domains and a better quality of the data and metadata provided.

Though the approach differs slightly, ODEON contributes to a wider EU effort of enhancing the quality of OD by strengthening consistency and standardisation of metadata, using European standards and centralising the Open Data, at both national and MED level.

This section of the Transferring Plan is a benchmark of EU projects, initiatives, strategies and tools that should be taken into consideration while wrapping up the ODEON experience, so as to insert it in that existing environment of knowledge production and network creation and ensure its sustainable contribution to the advancement of open data in Europe. For every example, we give a bullet point suggestion or recommendation as to how it can be used, replicated or enhanced in ODEON, beyond the synergy identified in submitting the initial ODEON project proposal.

3.1 Cooperation Projects

a) HOMER:

The HOMER (Harmonising Open Data in the Mediterranean through Better Access and Reuse of Public Sector Information) project demonstrates that open data can be shared across borders. Nineteen partners across eight countries (Cyprus, Spain, France, Greece, Italy, Malta, Montenegro, and Slovenia) worked together to share publicly held data and make it available to citizens and businesses.

In fact, according to Antonia Cobacho from the Andalusian Agency for Agriculture and Fisheries Management, "HOMER has been able to open several thousand public datasets enhancing digital transparency across the Mediterranean. The datasets increase the economic development by the creation of tools and applications which contribute to improving the quality of life of citizens, as well as strengthening the ability of the population to contribute to the definition of, and participation in, public affairs. The lessons learned from the governance and harmonisation points of view can be a good reference for other cooperation initiatives at European regional level."

The project's main achievement was to create an open, multi-lingual web portal to share information. This portal shares 4 650 datasets on a wide range of topics from agriculture to tourism. This was a major challenge and involved overcoming cultural, linguistic, legal and technical barriers. The project wasn't just about creating a portal, it was also about making sure that people knew about it and could benefit from the available information. This was achieved through two pilot actions. One action focused on citizens and the other focused on creating economically valuable apps and services.

- The first action involved establishing citizen participation workshops to find ways to improve the quality of life in the local areas by making use of the available data. The people who were involved were not IT experts and came up with specific local problems that could make use of data in finding solutions. The workshops showed how the available datasets could help make local authority services more efficient and citizen-focused. A methodology for citizen mobilization in the definition of projects and policies was produced.

- The second pilot action aimed to raise awareness of the available data to both citizens and businesses. This was done by organising 'hackathons' which bring computer programmers, graphic designers and project managers together to work intensively to develop software applications. Initially, six national hackathons were organised. Before the events universities, IT high schools and SMEs worked together to collect ideas and think of possible ways to use the available data. Finally, a transnational hackathon, Hack4Med was organised. The event resulted in the creation of 36 web services and mobile apps. The winning team won a trip to Manchester to attend the 'Future of Everything Festival' and was able to pitch their work to a panel of start-up funding specialists.

Making data available and exploitable is one of the key objectives of the EU's Digital Agenda. The project is an excellent example of how public sector actors can share information across borders. Those involved in the project have ensured the sustainability of their project by establishing action plans and protocols on sharing more information. They also developed a manifesto and guidance documents that can be used by other organisations who want to identify obstacles and solutions for the creation of this pan-European open data portal. The project is also open to new participants who wish to share their data in the future.

> **In this sense, ODEON comes as a good opportunity to update the HOMER data portal and remobilize its network during Transferring activities, if it has not been the case yet throughout WP3 Testing activities.**

b) LinDA

LinDA (Enabling Linked Data and Analytics for SMEs by renovating public sector information) is an EC co-funded project under the 7th Framework Programme comprised of leading Linked Open Data technology researchers and SMEs and Industries that have seen a clear benefit in adopting the Linked Data paradigm to increase their competitiveness and become world leaders in their service offering activities.

Following up on the recent developments in the fields of Linked and Open Data, LinDA provides an infrastructure of technologies and methods for porting the advantages of the above-mentioned technological fields to the actual production line of enterprises, with a focus on EU SMEs. In doing so, LinDA addresses one of the most significant challenges of the usage and publication of Linked Data, the renovation and conversion of existing data formats into structures that support the semantic enrichment and interlinking of data, thus minimizing the required effort and cost as well as potential semantic conflicts and ambiguities. The LinDA ecosystem of publication and consumption Apps will significantly motivate SMEs to follow the Linked Data paradigm for the publication of open data therefore realizing the full potential of linking, analysing and mashing-up data as well as stimulating new, innovative business models.

LinDA was a 2-year collaborative research and development project that spanned from 2013 to 2015 and was coordinated by the DSSLab research group at National Technical University of Athens (Greece). Consortium partners included: Fraunhofer FOKUS (Germany), UBITECH (Greece), University Of Bonn (Germany), Piksel (Italy), Critical Publics (United Kingdom), Hyperborea (Italy) and TTNews24 (Italy).

The results of the LinDA project are designed to have an impact on the efficiency of the information management of enterprises, especially SMEs that in most cases cannot afford the development and maintenance of dedicated information analysis and management departments. As such, the cost-efficient development of innovative services and data analytical services that are linked to the available public data provides SMEs a strong competitive advantage in the market, thus contributing to the competence of the European industry.

> ➢ **The project tools and deliverables can be found <u>on the website</u>: they are valuable services that may be offered to ODEON Data Hub members and beneficiaries.**

c) YourDataStories

YourDataStories brings an innovative solution whose innovation potential spreads across many directions, from leveraging best practices and proven technologies across Europe, to exploiting the social Web for accessing citizens, and to supporting sustainable public services across borders. Building on top of the "Transparency Portal" initiative of the Greek government, YourDataStories can be viewed as a way to showcase and transfer the existing expertise to European level, in an attempt to transform governments and governance in Europe. At the same time, YourDataStories seeks to exploit and embed in this effort the benefits of the social Web, establishing an innovative bidirectional channel between the Social and Semantic Web. Finally, YourDataStories aims to support sustainable services, supported by a marketing ecosystem of applications offering cross-border services of public finance flows across Europe."

The revolution in information technology over the last years has proven its ability to process huge amounts of data and made evident that big data can change the world. Open Government Data (OGD), from being an obscure possibility a few years ago, is spreading across the globe at a phenomenal rate, delivering the promise to spur innovation, to deliver better services for less money, to improve planning, to increase transparency, and to reduce corruption. In this context, YourDataStories envisions to bring this promise closer to reality, through a highly customisable online platform for data exploitation focused in the financial flows that are critical for transparency, collaboration and participation. Connections between users, ranging from governmental bodies to journalists and to citizens, are facilitated by powerful and established tools, not only to discover relevant information but also to remix it with diverse and dynamic data sources: YourDataStories acts like an interactive canvas to enable data citizens to (re)write their own data history.

> ➢ **This canvas and network is an interesting asset for the cross-border exchange foreseen within ODEON WP4 activities as well as for future referencing of ODEON approach, activities and results at EU level.**

3.2 EU strategies

a) The S3 Platform

The S3 Platform provides advice to EU countries and regions for the design and implementation of their Smart Specialisation Strategy (S3), including features such as thematic platforms (see below), EU macro-regional strategies, guidance and targeted support, governance and monitoring, networking and peer review, and even S3 beyond European borders.

Its main objectives are to:

- Provide guidance material and good practice examples
- Inform strategy formation and policymaking
- Facilitate peer-reviews and mutual learning
- Support access to relevant data
- Train policymakers

It also includes provides a combination of mapping tools that allow users to identify regions' economic domains of specialisation and aim at facilitating interregional cooperation and the creation of partnerships among various actors throughout Europe.

As we know in the ODEON context, the EC Cohesion Policy encourages regions and Member States to build regional coalitions to support the creation of new European value chains, in areas associated with strategic growth. To support this goal, starting in 2015, the European Commission services launched three thematic smart specialisation (S3) platforms. These platforms were set up to provide an interactive and participatory environment supporting interregional cooperation in the context of smart specialisation areas related to Agri-Food, Energy and Industrial Modernisation **(equivalent to the "Green Economy" priority of ODEON).**

In particular, the thematic S3 platforms are contributing to building an increasing number of interregional partnerships across the EU. These collaborative networks have the ultimate goal of establishing European ecosystems for transnational and interregional collaboration in regions and countries with similar or complementary S3 priorities. Together, partner regions analyse and tackle various obstacles related to the implementation of their smart specialisation strategies. Thematic partnerships help regions to improve their regional knowledge base, leading to new paths of development and a better position in global value chains and to transnational joint strategies of innovation: **the ODEON Data Hubs should definitely intent to enter those partnerships for mutual strengthening.**

The thematic platforms offer a structure to exploit synergies across partnerships and across sectors. These platforms are joint initiatives, managed and coordinated by the Joint Research Centre (JRC), with the support of several EC's Directorates-General including Regional and Urban Policy (REGIO), Agriculture and Rural Development (AGRI); Energy (ENER); Internal Market, Industry, Entrepreneurship and SMEs (GROW) and Research and Innovation (RTD). In addition, to get a wider view for cooperation, interactions with other EU initiatives (such as the Interreg Europe Policy Learning Platform, European Institute of Innovation & Technology (EIT) and Knowledge Innovation Communities) are also developed.

> ➢ **The dedicated S3 Platform is a goldmine of resources, recommendations, reports, tools and contacts that are very interesting for ODEON wrap-up and sustainability of Data Hubs and MED Data Cluster, through incorporating our activities and networks within the S3 strategies at regional and national level in each partner country.**

b) EU Macro-Regional Strategies (MRS)

The EU Macro-Regional Strategies (MRS) serve as multi-level platforms bringing together in an organised way national, regional authorities, sectorial ministries and agencies, managing authorities of programmes, academia, research, entrepreneurs, local associations and other stakeholders such as civil society to tackle the common challenges. Bottom-up approach supported by the MRS is very important for the S3 strategies, **similar to the Testing approach in ODEON WP3**.

Cooperation in S3 at macro-regional level helps explore whether and how S3 priorities envisaged in national and regional strategies differentiate, or are complementary to, their neighbouring countries/regions. It also leads to the creation of strategic linkages to tackle common challenges when engaging in joint S3 initiatives.

By participating in macro-regional strategies, regional and national policymakers have an opportunity to[1]:

- Discuss the transnational dimension of S3, its importance, relevance, and practical issues
- Learn about available analytical tools and implementation instruments, including value chain activities through cross-cluster and cross-region cooperation
- Examine various cooperation opportunities and steps to be taken in order to stimulate transnational cooperation in areas of smart specialization

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[1] Implementing Smart Specialisation Strategies: A Handbook, 2016/ Chapter IV

- Explore common interests and set up collaborative projects
- Jointly consider how to mobilise relevant funding sources that will support their projects
- Provide more appropriate common or coordinated replies to global issues, and thus increase the competitiveness of the macro-region.

Collaboration in S3 on macro-regional level could allow partners to take advantage of European regional diversity, as a group of regions might develop strategies based on co-evolution and complementarity. Such a collaborative approach to policymaking can be expected to boost critical mass and knowledge complexity while further supporting ongoing entrepreneurial discoveries in various types of regions[2].

The macro-regional dimension in S3 provides a wider choice of combinations of actors, areas and expertise for strategic transnational R&I partnerships in the relevant S3 priority domains. MRS aim bringing together initiatives in different sectors, which represent key challenges of the strategy, such as saving the sea **(ODEON's Blue Economy priority)** or increasing prosperity. The challenges are connected to a wide range of policies, which are organised in policy areas or priority areas (PA). Almost all strategies address wellness and prosperity of the region through research and innovation, which is an important policy area for macro-regional cooperation: in EUBSR – PA Innovation; in EUSDR – PA Knowledge Society; in EUSALP – PA Economic Growth and Innovation. These policy areas coordinated by the National Coordinators (NCs) are the core strategic bodies gathering actors for macro-regional collaboration in R&I and smart specialisation.

To facilitate a dialogue and interaction around S3 topics in the four existing EU macro-regions, the S3 Platform works closely with the MRS Priority Area coordinators in organising S3 seminars and workshops inviting a wide range of participants involved in the design and implementation of S3 strategies. These events provide arenas for launching a dialogue and initiating transnational multi-stakeholder consortia for developing collaboration opportunities within S3 priorities or horizontal measures to improve the national and regional RIS3s.

- ➢ **Between the Alpine and the Adriatic-Ionian Macro-Region, there is definitely room for the ODEON partnership to actively contribute and benefit from these transnational multi-stakeholder consortia: this would enable our MED Data Cluster to remain active and vivid beyond project duration.**

c) The EC European Digital Strategy

There are 4 major entry points to the EC European Digital Strategy:

1. Technology that works for people:

Development, deployment and uptake of technology that makes a real difference to people's daily lives. A strong and competitive economy that masters and shapes technology in a way that respects European values. That includes the following topics:

- Digital Skills & Jobs
- Artificial Intelligence, Cloud computing and Blockchain
- High-Performance Computing and Quantum Technologies
- Connectivity
- 5G and Internet of Things
- Cybersecurity

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[2] Mariussen Åge; Rakhmatullin Ruslan; Stanionyte Lina. JRC Science for Policy Report. Smart Specialisation: Creating Growth through Trans-national cooperation and Value Chains, 2016

- Digital Inclusion
- Photonics and Electronics

2. A fair and competitive digital economy

A frictionless single market, where companies of all sizes and in any sector can compete on equal terms, and can develop, market and use digital technologies, products and services at a scale that boosts their productivity and global competitiveness, and consumers can be confident that their rights are respected. That includes the following topics:

- Data
- Online platforms and eCommerce
- Copyright
- Digitising European Industry
- Start-Up Europe
- The Digital Economy and Society Index (DESI)

3. An open, democratic and sustainable digital society

A trustworthy environment in which citizens are empowered in how they act and interact, and of the data they provide both online and offline. A European way to digital transformation which enhances our democratic values, respects our fundamental rights, and contributes to a sustainable, climate-neutral and resource-efficient economy. That includes the following topics:

- Disinformation
- Media and Digital Culture
- Trust and ePrivacy
- eHealth, eGovernment
- Smart Cities
- Safer Internet
- Women in ICT

4. Europe as a global digital player

The EU is committed to setting global standards for emerging technologies and will remain the most open region for trade and investment in the world, provided that anyone who comes to do business here accepts and respects our rules. That includes the following topics:

- Foreign Policy
- Standardisation
- Next Generation Internet

> ➢ **It is clear that many topics included in the EC European Digital Strategy are at the core of our activities, and especially relevant to Data Hub activities, including hackathon ideas and projects identified and supported throughout the ODEON project. This should be mentioned when advocating for ODEON approach sustainability.**

d) The Digital Agenda for Europe

Following up on the Lisbon Strategy, the Digital Agenda for Europe (DAE) was conceived as one of the seven flagship initiatives of the Europe 2020 strategy adopted by the Commission. Published in May 2010, it sets out to define the key enabling role that the use of ICTs will have to play if Europe wants to

succeed in its ambitious 2020 goals. In order to ensure a fair, open and secure digital environment, the Commission consequently built the Digital Single Market Strategy on three pillars: providing better access for consumers and businesses to digital goods and services across Europe, creating the right conditions for digital networks and services to flourish, and maximising the growth potential of the digital economy.

Since the opening up of the telecommunications market to full competition on 1 January 1998 and the beginning of its implementation, the Digital Single Market Strategy has delivered the main legislative proposals set out in it as priorities.

1) To provide better access for consumers and businesses to digital goods and services across Europe, and to provide the EU with an advanced system of user rights and protection for consumers and businesses, including:
- *Lower prices for electronic communications and the end of roaming charges in 2017*
- *Better internet connectivity for all with a comprehensive basic broadband coverage,*
- *Better protection of consumers in telecommunications with legislation on privacy and data protection*

2) In order to create the right conditions for digital networks and services to flourish at the EU level, the Body of European Regulators for Electronic Communications (BEREC) provides for cooperation between national regulators and the Commission, promoting best practices and common approaches, while at the same time avoiding inconsistent regulation that could risk distorting competition in the single market in telecommunications.

3) **The Digital Agenda for Europe aims at maximising the growth potential of the digital economy, by promoting digital skills and high-performance computing, digitising industry and services, developing artificial intelligence and modernising public services. New rules on the portability of digital services were adopted to allow consumers who have paid for online content services in their home country to access them when visiting another country within the EU and started to be applied from 2018.**

A Europe fit for the digital age is now a key priority of the EU. In its recent series of communications on artificial intelligence and data strategy, the Commission highlighted the creation of a single market for data, in particular industrial and commercial data, as key driver of the digital economy.

➢ **The above two paragraphs come to show that the ODEON approach and priorities are consistent with ongoing EU priorities and may very well apply for a follow-up initiative at transnational level.**

e) The Digital Transformation Monitor

The Digital Transformation Monitor aims to foster the knowledge base on the state of play and evolution of digital transformation in Europe. The site provides a monitoring mechanism to examine key trends in digital transformation. It offers a unique insight into statistics and initiatives to support digital transformation, as well as reports on key industrial and technological opportunities, challenges and policy initiatives related to digital transformation.

Note that this resource centre and observatory is now to be found on the **Advanced Technologies for Industry (ATI)** website, along with numerous resources on a wide range of topics: data dashboard, technology centre mapping, policy briefs, technology watch, sectoral watch, product watch, international reports, EU reports…

➢ **This resource centre could be key to the activities and strategic planning of several Data Hub stakeholders, which should be informed in case they do not use it already.**

d) The Enterprise Europe Network

The Enterprise Europe Network helps companies innovate and grow on an international scale. It is the world's largest support network for small and medium-sized enterprises (SMEs) with international ambitions. The Network is active in more than 60 countries worldwide. It brings together 3,000 experts from more than 600 member organizations. The Enterprise Europe Network can help businesses find the right international partners to grow and expand abroad.

The services offered are free, and may include finding distributors, suppliers, production partners, transfer of new technologies, licenses, franchises, national or international B2B meetings, etc.

The network has experts who can coach on entrepreneurship, innovation or technology transfer, to help strengthen competitiveness and innovation at local, European or wider level. These services are primarily intended for SMEs, but they can also benefit organizations supporting the private sector, or research and higher education organizations in Europe.

The EEN also maintains a large database with thousands of requests and offers for business, technology or research cooperation from companies and research and development organizations. When a partner is found, a Network expert is present for advice and support throughout the partnership process. It is easily accessible on the Enterprise Europe Network site, partners tab, and you can create alerts.

Last but not least, the EEN regularly organizes different types of business-oriented events, such as brokerage events, trade missions and conference and workshops, which can lead to interesting partnership opportunities. The event calendar is easily accessible on the site, events tab, and you can also create alerts.

➢ **The Enterprise Europe Network is an easy-access and interesting opportunity for our Data Hub stakeholders and beneficiaries, especially project holders and start-ups supported throughout ODEON activities. Their platform and network are a serious option to consider for the projects that seek internationalization of their production/partnership/market.**

3.3 How to take advantage of such synergies in ODEON Transferring phase

The two previous sections summarize parallel initiatives to be taken into consideration for the Transferring of ODEON project. Over WP4 Transferring Phase, 3 main phases have been designed:

- PHASE 1: SETUP AND PREPARATORY DELIVERABLES

- PHASE 2: PRODUCTION OF INSTRUMENTS AND TOOLS

- PHASE 3: TRANSFERRING ACTIVITIES AND SUSTAINABILITY

Phases 2 and 3 concentrate the most opportunities to establish operational connections with the other projects and initiatives regarding open data. Hereafter, a synthetic table identifying how they can be taken into consideration throughout the implementation of said WP4 Deliverables.

DELIVERABLES	Description and synergies to tap into
D.4.2.1. Report on the strategic role of OD for the MED growth	The report will identify most interesting elements from the Pilot Actions to strengthen the implementation of the digital agenda and entrepreneurship. It will stress the marketing approach required and the opportunities for the traditional sectors. **=> The S3 Platform is a goldmine of resources, recommendations, reports, tools and contacts that can be very inspiring in drafting this report and incorporating its conclusions within the S3 strategies at regional and national level.** **=> Compliance with both the EC European Digital Strategy and the Digital Agenda for Europe is a key point to advocate for the potential of ODEON Pilot Actions and their replication beyond project duration.**
D.4.2.2. Handbook to support transferring activities	The handbook will give guidance and practical instruments and info how to conduct transferring activities addressed to SMEs/Researchers/Start-uppers, Intermediary Organizations and Policy Makers. **=> The YourDataStories canvas may be an interesting tool to provide to data stakeholders to illustrate the accessibility of data platforms to citizens.**
D.4.2.3. Model of Protocols to strengthen the DATA HUBs' operativeness	The protocol will be elaborated to permit Partners define the agreements of cooperation with the public and private actors interested to join the Data HUBs **=> Compliance with both the EC European Digital Strategy and the Digital Agenda for Europe is a key point to advocate for the potential of ODEON Pilot Actions and their replication beyond project duration.**
D.4.3.1. Data Economy Action Plan in MED	Policy Recommendations (Regional, National&MED level) for Integrating Data Economy to Regional RIS3 Strategies & Programmes & National Strategies. **=> The S3 Platform is a goldmine of resources, recommendations, reports, tools and contacts that can be very inspiring in drafting this report and incorporating its conclusions within the S3 strategies at regional and national level.** **=> The Macro-Regional Strategies are definitely to be taken into account in drafting this action plan, as the ODEON MED Data Cluster would benefit from developing ties with these transnational multi-stakeholder consortia.**
D.4.4.1. Sustainability Plan for the Data MED Cluster and ODEON Platform	Strategic plan jointly developed to set the framework and concrete actions ensuring the sustainability of MED DATA Cluster, as well as the continuity of ODEON Platform after the end of Project. **=> The S3 Platform is a goldmine of resources, recommendations, reports, tools and contacts that can be very inspiring in drafting this report and incorporating its conclusions within the S3 strategies at regional and national level.** **=> The Macro-Regional Strategies are definitely to be taken into account in drafting this action plan, as the ODEON MED Data Cluster would benefit from developing ties with these transnational multi-stakeholder consortia.**

D.4.4.2. Sustainability plan for each DATA Hub	Each HUB - according to the pilot action and the evaluation carried out - will elaborate a Sustainability plan **=> Compliance with both the EC European Digital Strategy and the Digital Agenda for Europe is a key point to advocate for the potential of ODEON Pilot Actions and their replication beyond project duration.**
D.4.5.1 Workshop addressed to Policy Makers and Innovation stakeholders	Each project area will organize 1 technical workshop for Policymakers and Innovation stakeholders where main outputs concerning this target will be used to promote the participation to the DATA Hub and the enlargement of the areas interested **=> HOMER and LinDA are good practices that may be used to illustrate the coherence of ODEON in the greater picture of open data development towards policymakers and innovation stakeholders.** **=> The YourDataStories canvas may be an interesting tool to provide data stakeholders to illustrate the accessibility of data platforms to citizens.** **=> Compliance with both the EC European Digital Strategy and the Digital Agenda for Europe is a key point to advocate for the potential of ODEON Pilot Actions and their replication beyond project duration.** **=> Both the Digital Transformation Monitor and the European Enterprise Network are valuable EU resources to be presented during this workshop as potential short-term opportunities.**
D.4.5.2. Seminars addressed to SMEs, start-ups and Academia	Each area will organize technical seminars in view to promote entrepreneurship and to enlarge the number of SMEs interested to join the thematic groups established both at National and Transnational Level (3.8.2) **=> HOMER and LinDA are good practices that may be used to illustrate the coherence of ODEON in the greater picture of open data development towards private sector and research.** **=> Both the Digital Transformation Monitor and the European Enterprise Network are valuable EU resources to be presented during this workshop as potential short-term opportunities.**
D.4.5.3. Seminars addressed to Intermediary organization	The seminars will present the opportunity to be involved with the organization of the local activities within the DATA Hub and the opportunities to support Digital Single Market strategies both at Local and EU level. **=> HOMER is a good practice that may be used to illustrate the coherence of ODEON in the greater picture of open data development towards intermediate organizations.** **=> Compliance with both the EC European Digital Strategy and the Digital Agenda for Europe is a key point to advocate for the potential of ODEON Pilot Actions and their replication beyond project duration.** **=> Both the Digital Transformation Monitor and the European Enterprise Network are valuable EU resources to be presented during this workshop as potential short-term opportunities.**

Annex 1: WP4 Description of Tasks, Activities and Deliverables

The General Work Plan for the implementation of WP4, reported in the following pages, is commented afterwards in the next paragraphs.

ACTIVITIES	DELIVERABLES	start	end	finalization	Description	Partner responsible
WP 4: Transferring		July 2020	December 2020			AVITEM
4.1 Coordination of the Transferring Phase	D 4.1.1. Methodology for the implementation of Transferring phase	April 2020	This report	June 2020	The Methodological framework that will be applied in the final WP of the project to ensure the smooth implementation of the foreseen activities and the effective transfer of the project's outputs to the interested target groups.	AVITEM
4.1 Coordination of the Transferring Phase	D.4.1.2. Training course on the Transferring phase	April 2020	July 2020	July 2020	All partners will follow a training course to learn what has to be transferred, the instruments to be used and how to do it. The training will focus mainly on the ODEON Federation and the ODEON Manifesto to be finalised within this Phase	AVITEM
4.1 Coordination of the Transferring Phase	D.4.1.3. ODEON Transferring plan	April 2020	July 2020	December 2020	A plan will summarise all actions planned at transnational and local level and will identify synergies with Horizontal Projects, on-going project and other EU Initiatives.	AVITEM

ACTIVITIES	DELIVERABLES	start	end	Finalization	Description	Partner responsible
4.2 Strengthening the market opportunities connected with the exploitation of OD/LOD	D.4.2.1. Report on the strategic role of OD for the MED growth	June 2020	September 2020	December 2020	The report will identify most interesting elements from the Pilot Actions to strengthen the implementation of the digital agenda and entrepreneurship. It will stress the marketing approach required and the opportunities for the traditional sectors.	TPLJ
4.2 Strengthening the market opportunities connected with the exploitation of OD/LOD	D.4.2.2. Handbook to support transferring activities	June 2020	September 2020	November 2020	The handbook will give guidance and practical instruments and info how to conduct transferring activities addressed to SMEs/Researchers/Start-uppers; Intermediary Organizations and Policy Makers.	TPLJ
4.2 Strengthening the market opportunities connected with the exploitation of OD/LOD	D.4.2.3. Model of Protocols to strengthen the DATA HUBs' operativeness	June 2020	September 2020	December 2020	The protocol will be elaborated to permit Partners define the agreements of cooperation with the public and private actors interested to join the Data HUBs	TPLJ
4.3 Action Plan	D.4.3.1. Data Economy Action Plan in MED	June 2020	September 2020	December 2020	Policy Recommendations (Regional, National&MED level) for Integrating Data Economy to Regional RIS3 Strategies & Programmes & National Strategies.	Veneto Region

ACTIVITIES	DELIVERABLES	start	end	Deadline	Description	Partner responsible
4.4 Sustainability of Data HUB and MED DATA Cluster	D.4.4.1. Sustainability Plan for the Data MED Cluster and ODEON Platform	June 2020	November 2020	November 2020	Strategic plan jointly developed to set the framework and concrete actions ensuring the sustainability of MED DATA Cluster, as well as the continuity of ODEON Platform after the end of Project.	GFOSS
4.4 Sustainability of Data HUB and MED DATA Cluster	D.4.4.2. Sustainability plan for each DATA Hub	June 2020	November 2020	December 2020	Each HUB - according to the pilot action and the evaluation carried out - will elaborate a Sustainability plan	GFOSS
4.5 Transferring activities to strengthen the impact of ODEON project	D.4.5.1 Workshop addressed to Policy Makers and Innovation stakeholders	September 2020	November 2020	December 2020	Each project area will organize 1 technical workshop for Policymakers and Innovation stakeholders where main outputs concerning this target will be used to promote the participation to the DATA Hub and the enlargement of the areas interested	AVITEM
4.5 Transferring activities to strengthen the impact of ODEON project	D.4.5.2. Seminars addressed to SMEs, start-ups and Academia	September 2020	November 2020	December 2020	Each area will organize technical seminars in view to promote entrepreneurship and to enlarge the number of SMEs interested to join the thematic groups established both at National and Transnational Level(3.8.2)	AVITEM
4.5 Transferring activities to strengthen the impact of ODEON project	D.4.5.3. Seminars addressed to Intermediary organization	September 2020	November 2020	December 2020	The seminars will present the opportunity to be involved with the organization of the local activities within the DATA Hub and the opportunities to support Digital Single Market strategies both at Local and EU level.	AVITEM

ACTIVITIES	DELIVERABLES	start	end	Deadline	Description	Partner responsible
3.7 Promotion of Cooperation to enhance Internationalization	D.3.7.1. International Exchange of Data expertise / Info-day	March 2020	November 2020	November 2020	Organization of 2 International services able to gather local projects identified and coached in view to set-up joint cooperation, identify possible synergies and promote the internationalization of the sectors.	Veneto Region
3.7 Promotion of Cooperation to enhance Internationalization	D.3.7.2. Setting up an international service to promote the cooperation in MED area	March 2020	November 2020	November 2020	A service will be set-up in the platform to support the exchange of knowledge, opportunities and information on the topics developed with 2 transnational events	Veneto Region
3.7 Promotion of Cooperation to enhance Internationalization	D.3.7.3. Strengthening the MED DATA Cluster operativeness	March 2020	November 2020	November 2020	DATA HUBs will organize a presentation of ODEON in Bruxelles addressed to representative of the Digital SMS, the European Open Data Portal in view to create necessar links, start the cooperation and define agreement for the next steps.	Veneto Region

*Activity 3.7 in the table above is part of WP3 Testing Phase, however given the coronavirus constraint, implementation has to be postponed and converted into online events. This challenge will be overcome by using this Activity as support to the overall ODEON WP4 Transferring phase.

Annex 2: Methodological Implementation of Activities and Deliverables including 3.7

Activities and Deliverables are grouped based on the overall Work Plan and the implementation phases indicated. Methodologies for actions and related tools are described and commented, having regard to any interdependencies and/or overlaps between Activities and Deliverables.

Activity 4.1 Coordination of the Transferring Phase: foreseen for the entire duration of WP4.

The activity will set-up all necessary actions to carry out transferring activities. This activity and its deliverables are responsibility of PP6 AVITEM:

1) this document, an overall transferring methodology framework is elaborated to support the coordination of the WP and all activities;

2) a training course addressed to the partners will help them appropriate this methodology framework and the approach before implementation of the activities, including knowledge, methods, tools and instruments available for these activities. This course will be in the form of a 2 hour webinar for partners.

3) as a result of the training and the methodology developed, an overall Transferring plan for ODEON project will be elaborated. It will identify proper actions, synergies with Horizontal Projects and other networks (at national, MED and EU level).

Activity 4.2: Strengthening the market opportunities connected with the exploitation of OD/LOD: *July-December 2020*

The activity will elaborate all necessary instruments required for the transferring activities to the target users identified:

1) a Report on the strategic role of OD/LOD for the MED growth as a result of the Piloting phase and its evaluation focusing on the marketing orientation of use/re-use of OD/LOD.

2) one handbook to support the transferring activities that will give guidance and practical instruments to carry out transferring activities to SMEs, Clusters, Academia and Research institution, intermediaries and policymakers.

3) one protocol to permit Partners to finalise agreement of cooperation for the follow-up actions of the Data HUBs in form of Public-Private Partnerships. P3 coordinates the activities with the support of all PPs.

Activity 4.3: Action Plan: *July-December 2020*

1) a Data Economy Action plan for the MED Area will be elaborated. It will summarize the outcome of the project activities in form of recommendations addressed to policymakers to strengthen the impact of e-government policies, the availability of Data through the Public Information System, the entrepreneurial approach for their use. Synergies and benefits for Industry 4.0 and Social Innovation will be proposed.

Activity 4.4: Sustainability of Data HUB and MED DATA Cluster: *July-December 2020*

This activity will collect all relationships established during the project, together with the evaluation of the performances of the services tested and will elaborate two different sustainability plans:

1) sustainability plan addressed to the ODEON Platform and the MED Data Clusters whose communities and transnational services are hosted and provided through the platform.

2) sustainability plan addressed to the Data HUBs for the follow-up activities. The MED Data Cluster and the ODEON Platform will be linked to on-going OD/LOD platforms (YourDataStories) and will act as a specialized section for the MED area, bringing added value and critical mass and exchanging data, proposals, marketing opportunities. Follow-up plans for Data HUBs will be linked to agreements signed (with the 4.2.3 protocols).

4.5: Transferring activities to strengthen the impact of ODEON project: *September-December 2020*

The activity carries out transferring actions supported by the tools and methods developed with the previous tasks. Particularly:

1) each area will organize 1 workshop addressed to Policy Makers and Innovation stakeholders to promote Data Economy, Data HUBs, ODEON Platform and MED Data Clusters.

2) one technical seminar addressed to SMEs, Industrial Associations and clusters to increase the number (and the sectors) interested to be assisted by the Data HUB with the services tested and to join the 3 thematic groups established at transnational level (green/blue growth; Creative Industries);

3) one seminar addressed to intermediary organizations to increase their interest on the Data Economy, improve their knowledge and participate in the HUBs.

NB: Activity 3.7 Promotion of Cooperation to enhance Internationalization has been added to the previous table and the time plan of WP4, as its implementation can be heavily connected with the 4.5 transferring activities and provide them with a crucial transnational aspect. This could turn the challenge faced by the partnership during the coronavirus epidemic for the implementation of transnational events, into an opportunity to maximize their impact by being articulated with 4.5 activities and capitalizing on more results from WP3 Testing that should be finalized.

As a reminder, activity 3.7 is strictly connected with the establishment of the MED Data Cluster and should strengthen the attitude of SMEs and Start-ups operating with OD/LOD and the Data Economy to work at transnational level, to organize large communities able to share knowledge and contents, to identify common opportunities of funding and business. The ODEON platform will organize these transnational services aiming at collecting and achieving these results; moreover, the platform will host large communities that will promote the exploitation of OD/LOD applied to sectors/sub-sectors connected with Creative Industries, Green Growth and Bllue Growth. The MED Data cluster will organize an info day in Brussels to cooperate with other EU networks.

SMEs and start-ups will be addressed by the following services: support for the internationalization, support to establish transnational cooperation on selected topics connected with Data Economy, OD/LOD and the MED Strategic Sectors (blue/green growth and Creative industries). Operators will be involved with transparent and fair public procedures. Public criteria will be applied to identify those to be assisted and involved within the pilot actions.

D.3.7.1. International Exchange of Data expertise/ Info-day:

Organization of 2 International services able to gather local projects identified and coached in view to set-up joint cooperation, identify possible synergies and promote the internationalization of the sectors.

D.3.7.2. Setting up a international service to promote the cooperation in MED area

The service will be set-up in the platform to support the exchange of knowledge, opportunities and information on the topics developed with 2 transnational events.

D.3.7.3. Strengthening the MED DATA Cluster operativeness

DATA HUBs will organize a presentation of ODEON in Bruxelles addressed to representative of the Digital SMS, the European Open Data Portal in view to create necessar links, start the cooperation and define agreement for the next steps.

❖ Responsible PPs for the implementation of this group of activities/deliverables: LP (D.3.7.1; D.3.7.2; D.3.7.3). Definition of international services based on methodology developed in D.3.3.1 and feedbacks from other activities. Collaboration among all PPs/Hubs is essential in the clusterization process. Appropriate methodology and tools need to be identified and shared before starting activities.