

OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)

Version 3

Project index number and acronym	PROJECT CE1492 4STEPS Towards the application of Industry 4.0 in SMEs CUP E48H19000080004
Output number and title	O.T3.1 - Pilot actions on improvement of business activities
Investment number and title (if applicable)	
Responsible partner (PP name and number)	Marcella Contini (LP 1 CNA Emilia Romagna)
Project website	https://www.interreg-central.eu/Content.Node/4STEPS.html
Delivery date	02/2022

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

CNA Emilia-Romagna supports the directives presented by the Italian government within the "Industry 4.0" national plan, and is investing in the implementation of a network of Digital Innovation Hubs at regional level, able to support and guide companies towards the new production model of Industry 4.0, a key issue in the project "4-Steps".

In this logic, CNA Emilia-Romagna, in order to improve the business / production processes of companies in the Emilia-Romagna region, has organized a path reserved to DIHs, with the collaboration of RELAB. A path consisting of 3 pilot actions (D.T3.1.1 and D.T3.1.2 and DT3.1.3) which had the objective (DT3111 and DT312) to provide tools to support companies in the scenarios dictated by change, and identify new solutions that could bring an innovation in the development of processes, products and services.

Through the support of a pool of experts, a path was built according to the Design Thinking methodology reserved for the representatives of the DIHs of CNA Emilia-Romagna, in order to converge their experience and knowledge in new projects and activities for companies.

The path was built on the Design Thinking methodology, a valid tool that allows you to work and propose new ideas to companies. Thanks to this solution, DIHs will be able to support SMEs and accelerate their digital transformation. Pilot Action 3 (D.T3.1.3) was created with the collaboration of the RELAB partner and had two parts.

The first part consisted in the presentation of a tool to analyze the positioning, from a 4.0 perspective, of SMEs in Emilia Romagna and the impact of digitization on businesses and supply chains with respect to the 9 dimensions of the "Technology Maturity Level".

Thanks to this tool it is possible to investigate the state of health of companies and the distribution of technologies in the manufacturing sectors in order to be able to make assessments.

The data taken into consideration derive from the companies that participated in the pilot actions, selected on the basis of their knowledge of specific sectors and the SME supply chains that compose them.

The activity continued with the intervention of Alex Zanon, who explained how learning new knowledge can also take place through new tools and enabling technologies.

The second part consisted in the activity of Mackaton aimed at disseminating digital content to companies for a transition to a new business model 4.0. It is developed in collaboration with RE: Lab s.r.l

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

Emilia Romagna is a Region of great excellence, with a production fabric made up of innovative and cutting-edge companies, which have been able, over the years, to generate supply chains and related activities capable of guaranteeing high quality productions, through a dynamic and innovative ecosystem. The experts Prof. Di Bartolo and Prof. De Matteo believed the Design Thinking methodology to be the most suitable for constructing a path that could help the managers of the 10 DIHs design change in companies and work to propose new ideas. The SMEs in Emilia Romagna have confirmed a widespread interest in issues related to Industry 4.0 and a generalized willingness to consider possible investments in digital technologies in their organizations, aware that this new industrial revolution will be one of the main strategic elements for the competitiveness of companies in the coming years. For this reason, it was necessary to define a tool and a methodology that could transform ideas into business opportunities. In this scenario, the Design Thinking methodology becomes an increasingly valid development model to address the culture of design: a useful tool for planning scenarios conditioned by change, which enable companies to grow on a global scale. The path will help DIHs identify solutions, through the use of valuable tools that will enable them to work and propose new ideas to businesses.

Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

CNA Emilia-Romagna, through the support of RELAB and a pool of experts, has built a path that follows the Design Thinking methodology reserved for the representatives of the DIHs of CNA Emilia-Romagna, in order to converge their experience and knowledge in a development project for the company. The goal is: to provide tools, services and relations for the companies interested in knowing the programs and opportunities regarding Industry 4.0 better.

The path will allow DIHs to generate innovative solutions and ideas, through the use of valuable tools, which will ensure DIHs to work and propose new projects to companies.

A DIH, thanks to the activities developed in the 3 pilot action actions, will be able to play a role in supporting and accelerating digital transformation in SMEs, expanding the diffusion and adoption of digital technologies in companies.

The pilots were structured by also assessing the impact in terms of industry resilience. In this sense, dialogue among stakeholders was facilitated with innovative tools suitable for a new virtual interaction. In addition, tools were provided to facilitate structural and business reorganizations, especially considering the new needs that have emerged in a market context affected by the impact of a global pandemic.

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

The meetings organized in the 3 pilot actions have attracted a lot of interest from the managers of the 10 DIHs, who have understood the importance of a deeper knowledge of the issues of Industry 4.0, as an opportunity to build a real business strategy. The aim of the path was to "raise the awareness" of the DIH on the opportunities offered by Industry 4.0 and the 9 main enabling technologies, capturing some best practices and innovation strategies to enhance the opportunities offered by digital transformation on business development.

Following the activities developed in the pilots, the representatives of the DIHs of CNA Emilia-Romagna have expressed an interest in continuing to invest in initiatives and projects with a focus on Industry 4.0, and thus learn valuable new tools to work with and propose new ideas to companies. The meetings aroused the interest of the participants and initiated a fruitful comparison and discussion, on topics such as research and development and digitalization of production processes, with a view to Industry 4.0. Given the interest aroused by the initiative, we believe that the model can be replicated in other similar realities.

A DIH, thanks to the methodologies developed during the meetings, will be able to play a role in supporting and accelerating digital transformation in SMEs, expanding the diffusion and adoption of digital technologies in companies.

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

PILOT 1

The four workshops were reserved and the invitations were sent by email to the 10 DIHs of CNA. For this reason, the initiatives have not been disseminated on the project website. Attached photos and agendas.

The first appointment of the path “Process and product design. Methods of creativity and innovation to accompany companies in their development ” - DESIGN OF THE PROJECT Listening and generation of ideas was held on Thursday 24th June 2021 from 10.00 a.m. to 1.00 p.m. in webinar mode.



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Primo appuntamento
IDEAZIONE DEL PROGETTO

D.T3.1.1 LAB ON BUSINESS
IL DESIGN DI PROCESSO E DI PRODOTTO
Metodologie di creatività e innovazione per accompagnare le imprese nello sviluppo

GIOVEDÌ 24 GIUGNO 2021 dalle ore 10:00-13:00

Facilitatori:
CARMELO DI BARTOLO
VALENTINA DE MATTEO

Per accedere alla videoconferenza, richiedere il link alla segreteria:
cnahub@cnaemiliaromagna.it

CNA HUB 4.0 

The appointment of the path “Process and product design. Methods of creativity and innovation to accompany companies in their development ” - DESIGN OF THE PROJECT Listening and generation of ideas was held on Wednesday 1st September 2021 in webinar mode, organized in 2 work groups.



D.T3.1.1 LAB ON BUSINESS
IL DESIGN DI PROCESSO E DI PRODOTTO: TEAM WORKING

MERCOLEDÌ 1 SETTEMBRE 2021

Gruppo 1: Dalle ore 9.00 alle ore 10.30
Gruppo 2: Dalle ore 10.00 alle ore 11.30

Facilitatori:
CARMELO DI BARTOLO
VALENTINA DE MATTEO

Per accedere alla videoconferenza, richiedere il link alla segreteria:
cnahub@cnaemiliaromagna.it

CNA HUB 4.0

CNA Emilia-Romagna

The appointment of the path “Process and product design. Methods of creativity and innovation to accompany companies in their development ” - DESIGN OF THE PROJECT Listening and generation of ideas was held on Friday 10th September 2021 in webinar mode, organized in 2 work groups.



D.T3.1.1 LAB ON BUSINESS
IL DESIGN DI PROCESSO E DI PRODOTTO: TEAM WORKING

VENERDÌ 10 SETTEMBRE: ore 9.00-12.00
Gruppo 1: Dalle ore 9.00 alle ore 10.30
Gruppo 2: Dalle ore 10.00 alle ore 11.30

Facilitatori:
CARMELO DI BARTOLO
VALENTINA DE MATTEO

Per accedere alla videoconferenza, richiedere il link alla segreteria:
cnahub@cnaemiliaromagna.it



The second appointment of the webinar course “Process and product design. Methods of creativity and innovation to accompany the companies in development ” - SKILLS AND CREDIBILITY The sustainability of a project was held on Thursday 23rd September 2021 from 10.00 a.m. to 1.00 p.m. For more information download the agenda.



Secondo appuntamento: COMPETENZE E CREDIBILITA'
La sostenibilità di un progetto

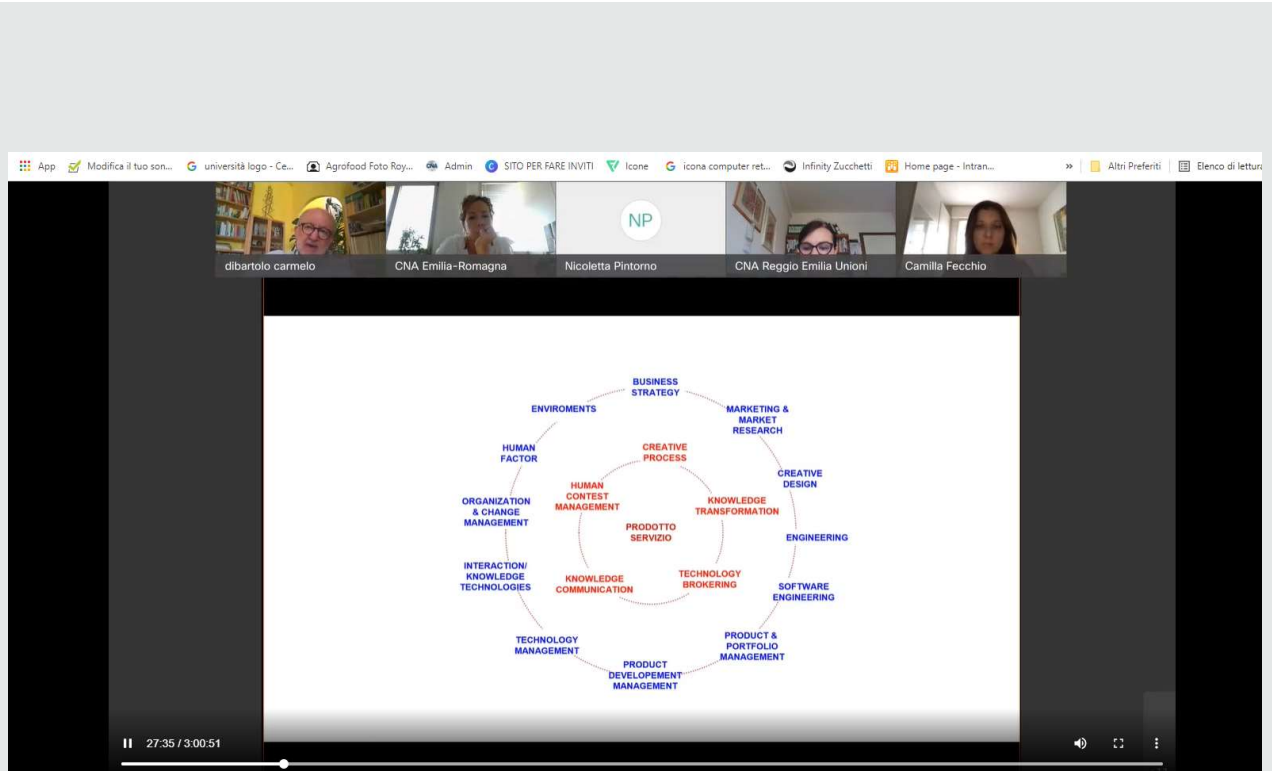
D.T3.1.1 LAB ON BUSINESS
IL DESIGN DI PROCESSO E DI PRODOTTO
Metodologie di creatività e innovazione per accompagnare le imprese nello sviluppo

GIOVEDÌ 23 SETTEMBRE: ore 10.00-13.00

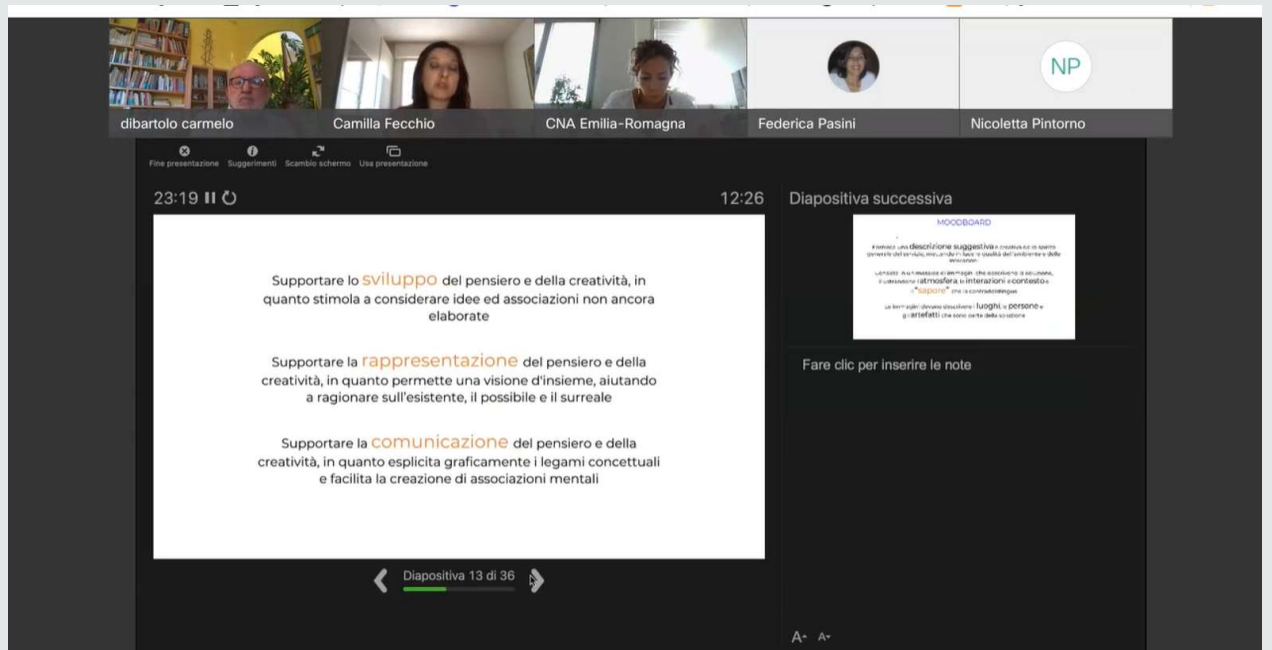
Facilitatori:
CARMELO DI BARTOLO
VALENTINA DE MATTEO

Per accedere alla videoconferenza, richiedere il link alla segreteria:
cnahub@cnaemiliaromagna.it





The screenshot shows a Zoom meeting interface. At the top, there are browser tabs and a toolbar. Below that, a row of video thumbnails shows participants: dibartolo carmelo, CNA Emilia-Romagna, Nicoletta Pintorno (with a green 'NP' icon), CNA Reggio Emilia Unioni, and Camilla Fecchio. The main area displays a presentation slide with a circular diagram. The diagram has 'PRODOTTO SERVIZIO' at the center, surrounded by 'HUMAN CONTEST MANAGEMENT', 'KNOWLEDGE COMMUNICATION', and 'KNOWLEDGE TRANSFORMATION'. The outer ring includes: BUSINESS STRATEGY, MARKETING & MARKET RESEARCH, CREATIVE DESIGN, ENGINEERING, SOFTWARE ENGINEERING, PRODUCT & PORTFOLIO MANAGEMENT, TECHNOLOGY BROKERING, TECHNOLOGY MANAGEMENT, INTERACTION/ KNOWLEDGE TECHNOLOGIES, ORGANIZATION & CHANGE MANAGEMENT, HUMAN FACTOR, and ENVIORNENTS.



The screenshot shows a Zoom meeting interface. At the top, there are video thumbnails for participants: dibartolo carmelo, Camilla Fecchio, CNA Emilia-Romagna, Federica Pasini, and Nicoletta Pintorno (with a green 'NP' icon). The main area displays a presentation slide with the following text:

Supportare lo **sviluppo** del pensiero e della creatività, in quanto stimola a considerare idee ed associazioni non ancora elaborate

Supportare la **rappresentazione** del pensiero e della creatività, in quanto permette una visione d'insieme, aiutando a ragionare sull'esistente, il possibile e il surreale

Supportare la **comunicazione** del pensiero e della creatività, in quanto esplicita graficamente i legami concettuali e facilita la creazione di associazioni mentali

At the bottom, there is a navigation bar showing 'Diapositiva 13 di 36' and a 'Diapositiva successiva' button. A small 'MOODBOARD' image is visible on the right side of the slide.

PILOT 2

The four workshops were reserved and the invitations were sent by email to the 10 DIHs of CNA. For this reason, the initiatives have not been disseminated on the project website. Attached photos and agendas.

The first appointment of the path “THE DESIGN OF PROCESS AND PRODUCT: TEAM WORKING” was held on Wednesday, 6 October 2021 - 10.00 a.m. -12.00 a.m. in webinar mode.



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D.T3.1.2 how to develop innovation
THE DESIGN OF PROCESS AND PRODUCT: TEAM WORKING

Wednesday, 6 October 2021 - 10.00 a.m. -12.00 a.m.

Group 1: Focus on a packaging company

To access the videoconference, ask the link at:
cnahub@cnaemiliaromagna.it

CNA HUB 4.0 

The appointment: Plenary discussion and sharing of Case History Group 1 was held on Tuesday, 12 October 2021 - 09:00-11:00 A.M. in webinar.



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D.T3.1.2 how to develop innovation
THE DESIGN OF PROCESS AND PRODUCT: TEAM WORKING

Tuesday, 12 October 2021 - 09:00-11:00 A.M.

Plenary discussion and sharing of Case History Group 1

Facilitators:
CAMILLA FECCHIO
VALENTINA DE MATTEO

To access the videoconference, ask the link at:
cnahub@cnaemiliaromagna.it

CNA HUB 4.0 

The appointment of the path “THE DESIGN OF PROCESS AND PRODUCT: TEAM WORKING” was held on Wednesday, 20 October 2021 - 09.00-11.00 A.M.



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D. T3.1.2 how to develop innovation
THE DESIGN OF PROCESS AND PRODUCT: TEAM WORKING

Wednesday, 20 October 2021 - 09.00-11.00 A.M.

Group 2: Focus on a healthcare company

Facilitators:
CAMILLA FECCHIO
VALENTINA DE MATTEO

To access the videoconference, ask the link at:
cnahubs@cnaemiliaromagna.it

CNA HUB 4.0 

The **THIRD APPOINTMENT** of the webinar course “THE DESIGN OF PROCESS AND PRODUCT: TEAM WORKING - Methodologies of creativity and innovation to support companies in their development: Plenary discussion and sharing of Case History Group 2 and final considerations at the presence of the companies” was held on Thursday, 21 October 2021 - 10:00 a.m. -1:00 p.m.



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THIRD APPOINTMENT
COMMUNICATING THE PROJECT

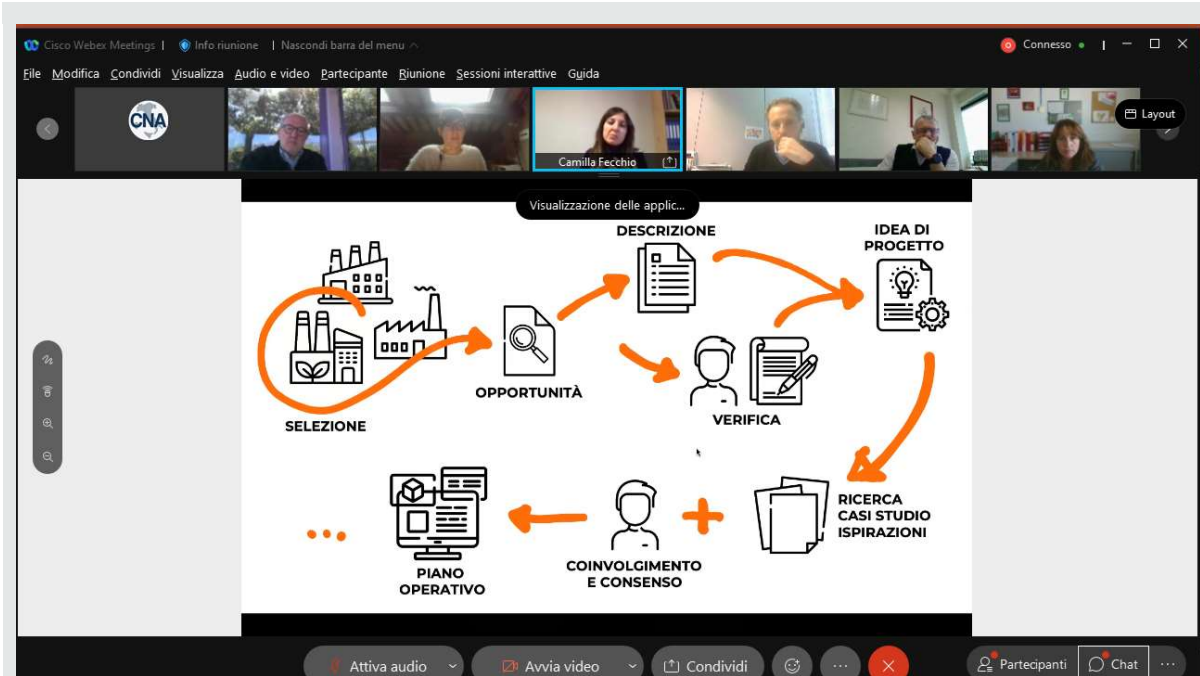
D. T3.1.2 how to develop innovation
THE DESIGN OF PROCESS AND PRODUCT: TEAM WORKING
Methodologies of creativity and innovation to support companies in their development:
Plenary discussion and sharing of Case History Group 2 and final considerations at the presence of the companies.

Thursday, 21 October 2021 - 10:00 a.m. -1:00 p.m.

Facilitators:
CAMILLA FECCHIO
VALENTINA DE MATTEO

To access the videoconference, ask the link at:
cnahubs@cnaemiliaromagna.it

CNA HUB 4.0  **WEBINAR**



PILOT 3

Pilot 3 is organized in 3 initiatives:

“Regional and European Innovation Network: new opportunities for companies” was held on Friday, 21 January 2022 from 11.00 a.m. to 1.00 p.m. in video communication mode

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D.T3.1.3 Training on innovative financing

Regional and European Innovation Network: new opportunities for companies

Friday, 21 January 2022 from 11.00 a.m. to 1.00 p.m.
in video communication mode

To access the videoconference, request the link at:
cnahub@cnaemiliaromagna.it

Program:

Marcella Contini, Head of Industrial Policy Department CNA Emilia-Romagna
Regional and European Innovation Network: new opportunities for companies

Roberto Montanari, co-founder of Re:lab
Presentation of data and regional report on the technological maturity of companies

Alex Zanan, People Change Management Project Leader SCS Consulting
How enabling technologies can inspire skills development




Two Mackathon activities reserved for companies in webinar: “Mackathon for Digitalization”

- Monday, 7th February 2022, from 10.00 a.m. to 11.30 a.m.
- Friday, 25th February 2022, 10.00 a.m.- 4.00 p.m. (lunch break between 1.00 and 2.00 p.m.);



MACKATHON FOR DIGITIZATION
Monday, 7th February 2022
From 10.00 a.m. to 11.30 a.m.

Webinar in preparation of the event reserved to the selected ICT companies



Dear All,

following the *call for interest* you took part in, your companies have been selected to participate in the Mackathon that CNA Bologna will organize at the end of February to facilitate the contact among you and the companies with a need of digitization, experimenting a co-design methodology.

In order to illustrate the operation of the Mackathon in detail and to enable you to fully prepare your participation in the challenge, you are invited to take part in the preliminary webinar organized on February 7th, as you committed to do by participating.

The detailed agenda will be sent in the next few days.

[>>> CLICK HERE TO ACCESS THE WEBINAR](#)



MACKATHON FOR DIGITIZATION

Friday, 25th February 2022
10.00 a.m.- 4.00 p.m.
(lunch break between 1.00 and 2.00 p.m.);

Online - through the Zoom platform

This initiative will involve 10 manufacturing companies and 12 suppliers of technology which will challenge each other to participate in the co-design. How it will develop, in brief:

- Introductory meeting to explain the assessment criteria to award the final prize and the priority criteria for choosing suppliers;
- Phase of customers selecting suppliers in the context of the three categories included in the call;
- Pairing and launch of the co-design, structured in 5 phases;
- Presentation of the project ideas and delivery of the works for an evaluation by CNA.