

# D.T2.2.2 REGIONAL WORKSHOPS: DIGITAL SKILLS FOR THE LABOR FORCE

---

D.T2.2.2: The Future of Organizing: towards an  
Organizational Culture of Dynamic  
Entrepreneurs, Digital Skills and Innovation  
Vorarlberg University of Applied Science  
(PP4)

---

10.12.2020





## 1. Name of the event, implementing date and place

**5<sup>th</sup> Industrie 4.0 Summit**  
Conference theme: “digital:regional”  
10<sup>th</sup> Dec 2020  
Virtual / Graz (Styria, Austria)

## 2. Number and types of participants/target groups

The 5<sup>th</sup> Industrie 4.0 Summit 2020, organized by the Platform Industrie 4.0, took place on the 10<sup>th</sup> December 2020 as a virtual conference. With close to 500 participants, the Industrie 4.0 Summit is considered the largest conference within the field of Industry 4.0 and Digital Transformation in organizations. The event is tailored for organizational opportunities, challenges and innovation about Industry 4.0 technologies and organizational digital transformation in Austria. The Industrie 4.0 Summit is dedicated to the topics of technology, innovation and digital transformation and presents successful digitization projects from Austria as well as from an international context. Politicians, managers, decision makers and entrepreneurs were able to interconnect and network with major stakeholders from the field of Industry 4.0 and digital transformation.

The supporting program of the Industry 4.0 Summit offered countless opportunities, incl. key note presentations at live session (main stage, side stages), video sessions, online booths, AI-based networking with other participants and exciting discussion rounds.

Target groups reached:

- Politics
- Business & industry
- Business innovators and business support organizations
- Start-ups and entrepreneurs
- Academia



The exact number of participating target groups cannot be provided since A) there was no registration needed (the registration was organized by the host of the Industry 4.0 Summit; the registration allowed to participate within all keynote presentations, workshops and booth sessions) and B) it was a constant entering and leaving of provided digital workshop.

But as the organizer reported:

Insgesamt haben circa **500 individuelle BesucherInnen am Summit aktiv teilgenommen** – und sind durch das Logo auf der Startseite auch auf Sie aufmerksam geworden.

(In total, approximately 500 individual visitors actively participated in the Summit - and also became aware of you through the logo on the homepage.)

### 3. Topics tackled and links to deliverables, outputs

The main topic of the High Tech Summit was “digital:regional” - under this roof, the following sub-topics were tackled:

- Artificial Intelligence & Ethics
- IoT Security
- International Collaboration: Austria & Australia  
Australian Manufacturing through Platforms; Australian innovation, technology and manufacturing policies, life-saving technologies, Additive Manufacturing: high speed metal 3D printing
- Parallel sessions  
Industry 4.0 in Austria  
Security for Industry 4.0  
Digital Twin
- Booth presentations, including the 4Steps booth und its tailored workshop  
Digital Skills for the Labor Force: The Future of Organizing: towards an Organizational Culture of Dynamic Entrepreneurs, Digital Skills and Innovation

Programme: please click on the link -> <https://plattformindustrie40.at/5-summit-industrie-4-0-das-programm-ist-da/>

Project Partner “FHV” organized a virtual booth and a virtual workshop titled “The Future of Organizing: towards an Organizational Culture of Dynamic Entrepreneurs, Digital Skills and Innovation”. The virtual booth and the virtual workshop contributed to the partner’s activities within WP2 - Activity A.T2.2 Preparing the CE citizens towards the digital future (deliverable: .T2.2.1: Regional workshop: Digital skills for the Labor Force).



Objective of FHV/4Steps participation at the Industrie 4.0 Summit was to disseminate the 4Steps project to representatives from S3: business, industry, society, government & academia. In doing so, FHV performed the regional Workshop “Digital Skills for the Labor Force: The Future of Organizing: towards an Organizational Culture of Dynamic Entrepreneurs, Digital Skills and Innovation” and pro-actively engaged the targets groups and stakeholders into the 4Steps projects.

Additionally, FHV virtually presented the 4Steps project to participants of the Industrie 4.0 Summit and exhibited project communication materials (e.g. poster, roll-up, project powerpoint, video, etc.). The presentation’s at the digital booth were accompanied with networking discussions and chat conversations about the impact of Digital Transformation in organizations and Industry 4.0 paradigm for managers, decision makers and employees.

## 4. Expected effects and follow up

The (digital) presence at the Industrie 4.0 Summit is of major importance for the 4Steps project in Austria. The Industrie 4.0 Summit brings together the target groups and stakeholders of 4Steps at one place. The 4Steps project can take advantage to targeted disseminate the 4Steps project and raise the awareness of the community towards the objectives and targets of the project.

Through our (FHV’s) presence at the Industrie Summit 4.0, we expect positive effects on our Digital Innovation Hub entitled Business Intelligence & Innovation. These effects can be:

- Increased industrial cooperation and collaboration with interregional & national industry
- Networking with participating stakeholders out of academia, government, business and industry
- Cooperation and collaboration with be-friended and new Interreg projects, e.g. Ecos4in project, CEUP2030, etc.
- Marketing and awareness raising about the Digital Innovation Hub “Business Intelligence & Innovation”

## 5. Annexes: e.g. agenda of the event, pictures, media coverage web-links etc



Agenda:

# WORKSHOP ON 'DIGITAL SKILLS FOR THE LABOUR FORCE'

---

The Future of Organizing: towards an  
Organizational Culture of Dynamic Entrepreneurs,  
Digital Skills and Innovation

10.12.2020

FH Vorarlberg / 4Steps Project

---

Vorarlberg University of Applied Science  
Fachhochschule Vorarlberg





Produzierende klein- und mittelständische Unternehmen sind das Herzstück der Industrie der Europäischen Union. Diese Unternehmen beschäftigen Millionen von MitarbeiterInnen und liefern einen wichtigen Beitrag zum Brutto-Inlands-Produkt des jeweiligen Landes. Die Digitale Transformation stellt diese Unternehmen allerdings vor große Herausforderungen: Welche Strategien muss man entwickeln, um die Digitale Transformation zu bewältigen? In welche Technologien muss/kann investiert werden? Welche Technologien setzen sich schlussendlich durch? etc.

Während viele Manager und Entscheidungsträger in diesen Unternehmen die Digitale Transformation als Chance sehen, sind die Bedürfnisse der MitarbeiterInnen noch wenig berücksichtigt. MitarbeiterInnen haben aber eine bedeutende *-wenn nicht sogar die wichtigste-* Rolle in dem Prozess der Digitalen Transformation. Ihre Aktivität und Akzeptanz des Wechsels von Traditionen hin zu digitalen Technologien entscheidet über den Erfolg der Digitalen Transformation in den Unternehmen.

Der Workshop „The Future of Organizing: towards an Organizational Culture of Dynamic entrepreneurs, digital skills and innovation“ befasst sich mit den MitarbeiterInnen der Zukunft und welche digital Skills diese haben sollen/müssen. Im Mittelpunkt stehen dabei die Forderung und Förderung von T-shaped people: dynamische und innovative MitarbeiterInnen die eine vertiefende Spezialisierung (vertikale Fähigkeiten) haben aber auch themenübergreifende Fähigkeiten der Organisation bereitstellen. In Key-Note Präsentationen mit anschließenden Round Table Diskussionen werden diese Fähigkeiten im Spannungsfeld Wirtschaft/Industrie und Innovation präsentiert und diskutiert.

## **Fact-Box**

Datum:	10.12.2020
Workshop VM:	09:45 – 10:30h
Workshop Mittag:	13:15 – 14:00h
Workshop NM1:	15:00 – 15:45h
Workshop NM2:	16:45 – 17:30h
Format:	digital
Teilnahme-Link:	automatisch, durch die Registrierung beim Industrie 4.0 Summit



## **Key-Note Presentations**

### **Welcome (& Moderation)**

Prof. (FH) Dr-Ing. Jens Schumacher (FH Vorarlberg, 4Steps)

### **Prologue: 4Steps–Towards the application of Industry 4.0 technologies in SMEs**

Dr. Michael Hellwig (FH Vorarlberg, 4Steps)

### **Business Cycles and Innovation: Schumpeter's Dynamic Entrepreneur**

Dr. Florian Maurer (FH Vorarlberg, 4Steps)

### **How "virtual" enables virtuous innovation: Learning from extreme cases**

Prof. Dr. Petra Kugler (OST – Ostschweizer Fachhochschule)

### **A European Project Tour: From Lessons Learnt to Capitalisation**

Mag. Walter Schrittwieser (MIND CONSULT & RESEARCH)

### **Meet the presenter(s)**



## Agenda

### **Workshop VM, NM 1&2 – 09:45-10:30h & 15:00-16:00h & 16:45-17:30h (Video-Session):**

09:45 – 09:55h & 15:00 – 15:05h & 16:45 – 16:50h

Welcome

09:55 – 10:05h & 15:05 – 15:15h & 16:50 – 17:00h

Prologue: 4Steps – Towards the application of Industry 4.0 in SMEs

10:05 – 10:15h & 15:15 – 15:25h & 17:00 – 17:10h

Business Cycles and Innovation: Schumpeter's Dynamic Entrepreneur

10:15 – 10:25h & 15:25 – 15:35h – 17:10 – 17:20h

How "virtual" enables virtuous innovation: Learning from extreme cases

10:25 – 10:35h & 15:35 – 15:45h – 17:20 – 17:30h

A European Project Tour: From Lessons Learnt to Capitalisation

10:35 – 10:45h & 15:45 – 16:00h

Meet the presenter (live)

### **Workshop Mittag: 13:15-14:00h (Live-Session)**

13:15 – 13:20h Welcome

13:20 – 13:25h Prologue: 4Steps – Towards the application of Industry 4.0 in SMEs

13:25 – 13:30h Business Cycles and Innovation:  
Schumpeter's Dynamic Entrepreneur

13:30 – 13:35h How "virtual" enables virtuous innovation: Learning from extreme cases

13:35 – 13:40h A European Project Tour: From Lessons Learnt to Capitalisation

13:40 – 13:59h Meet the presenters

Im Anschluss an die Präsentation werden von dem Session Moderator eine Frage an den/die jeweiligen Präsentator/in zugelassen. Weitere Fragen können in der anschließenden Round Table Diskussion gestellt werden.

Wenn sie nicht sprechen, bitten wir sie das Mikrophon auf lautlos zu stellen.





Videos produced:

**Welcome (& Moderation)**

Prof. (FH) Dr-Ing. Jens Schumacher (FH Vorarlberg, 4Steps)

<https://www.youtube.com/watch?v=kl1NvWyVMic&t=7s>

**Prologue: 4Steps–Towards the application of Industry 4.0 technologies in SMEs**

Dr. Michael Hellwig (FH Vorarlberg, 4Steps)

<https://www.youtube.com/watch?v=ENpP2kHB8pQ&t=284s>

**Business Cycles and Innovation: Schumpeter’s Dynamic Entrepreneur**

Dr. Florian Maurer (FH Vorarlberg, 4Steps)

<https://www.youtube.com/watch?v=rkYxLW37O8g&t=572s>

**How "virtual" enables virtuous innovation: Learning from extreme cases**

Prof. Dr. Petra Kugler (OST – Ostschweizer Fachhochschule)

<https://www.youtube.com/watch?v=GlhJjsBZO4I&t=4s>

**A European Project Tour: From Lessons Learnt to Capitalisation**

Mag. Walter Schrittwieser (MIND CONSULT & RESEARCH)

[https://www.youtube.com/watch?v=j\\_Cn8kFHGfk&t=615s](https://www.youtube.com/watch?v=j_Cn8kFHGfk&t=615s)



## Pictures

The screenshot shows a Hopin virtual event interface. At the top, the browser address bar displays <https://app.hopin.com/events/5-summit-industrie-4-0/expo/280847>. The event title is "5. Summit Industrie 4.0 Plattform Industrie 4.0 & AIT Austrian Institute of Technology". The interface includes a navigation sidebar on the left with options like "Welcome", "Main Stage", "Sessions", "Networking", and "Aussteller". The main content area displays a presentation slide from Microsoft PowerPoint with the following text:

**MANY THANKS FOR YOUR ATTENTION**

Dr. Florian Maurer  
 Vorarlberg University of Applied Sciences  
 4Steps

[www.interreg-central.eu/4steps](http://www.interreg-central.eu/4steps)  
 florian.maurer@fhv.at  
 +43 (0) 5572 792 7128

facebook.com/4steps  
 linkedin.com/in/4steps  
 twitter.com/4steps

TAKING COOPERATION FORWARD

Below the slide, there are video thumbnails for "You", "Petra Kugler", and "Petra Kugler [S...]", along with a "Moderation Panel" and a "0 requests in the queue" indicator.

The screenshot shows a Hopin virtual event interface. The browser address bar displays <https://app.hopin.com/events/5-summit-industrie-4-0/expo/280847>. The event title is "5. Summit Industrie 4.0 Plattform Industrie 4.0 & AIT Austrian Institute of Technology". The interface includes a navigation sidebar on the left with options like "Welcome", "Main Stage", "Sessions", "Networking", and "Aussteller". The main content area displays a presentation slide with the following text:

**Transfer Projects**

» Data Science based Best Practice projects show possible solutions for current questions of our industry partner. Gained results are open for everyone. Current research efforts are in the domain of:

- Mobility coaching for E-Mobility
- Predictive Maintenance and Smart Farming
- Predictive Maintenance via DataAnalytics as a Service
- Semi-supervised Natural Language Processing
- Automated Mobility and regional Data Hubs

On the right side of the interface, there is a "Booth" section with a "4Steps" logo and a "Success!" button. The "Time Left" indicator shows 7h:55m.




Sign in | Hopin x 4Steps x Preview of 5. Summit Industrie... x Hopin: Online venue for virtual... x Flo Maurer - YouTube x


https://app.hopin.com/events/5-summit-industrie-4-0/expo/280847

5. Summit Industrie 4.0 Plattform Industrie 4.0 & AIT Austrian Institute of Technology Time Left 8h:19m 186

4Steps Toggle to turn on live sessions



5. Summit Industrie 4.0 AT

FB WI, IFU Prof. Dr. Petra Kugler 10.12.2020 

Booth Chat Polls People

interreg CENTRAL EUROPE 4STEPS

4Steps - Towards the application of Industry 4.0 in SMEs

Workshop on 'Digital Skills for the labour force': The Future of Organizing: towards an Organizational Culture of Dynamic Entrepreneurs, Digital Skills and Inn... Show More

Success!


https://app.hopin.com/events/5-summit-industrie-4-0/expo/280847

5. Summit Industrie 4.0 Plattform Industrie 4.0 & AIT Austrian Institute of Technology Time Left 8h:26m 174

4Steps Toggle to turn on live sessions

JOSEF A. SCHUMPETER (4)

Dynamic Entrepreneur



interreg CENTRAL EUROPE 4STEPS

Booth Chat Polls People

interreg CENTRAL EUROPE 4STEPS

4Steps - Towards the application of Industry 4.0 in SMEs

Workshop on 'Digital Skills for the labour force': The Future of Organizing: towards an Organizational Culture of Dynamic Entrepreneurs, Digital Skills and Inn... Show More

Success!