

OUTPUT FACT SHEET

Strategies and action plans

Version 1a

Project index number and acronym	CE1119 InnoPeer AVM
Output number and title	O.T1.4 Strategy document for the sustainable institutionalization of the Advisory Board beyond project duration
Responsible partner (PP name and number)	LP Business Upper Austria
Project website	https://www.interreg-central.eu/Content.Node/InnoPeerAVM.html
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Summary description of the strategy/action plan (developed and/or implemented), explaining its main objectives and transnational added value

The initialization, management and continuous enlargement of the InnoPeer AVM Advisory Board (AB) was one of the major goals of the InnoPeer AVM project. The main functions of the Advisory Board are 1) to provide expert inputs and guidance in strategic questions concerning the digital transformation of regional SMEs to the project partnership and a growing number of innovation system actors in Central Europe, and 2) to represent the Central European agenda of SME digitalization at the national and European level. Both AB functions create a unique added value in support of Central European SMEs in the process of digital transformation.

In the final project phase the partnership developed a strategy document for the institutionalization of the Advisory Board beyond project duration to pave the way for the sustainable transfer of InnoPeer AVM strategic results and recommendations to the regional innovation systems of Central European countries and regions.

The strategy document describes the basic principles of cooperation for transforming the existing project advisory board into a permanent Think Tank which is envisaged as a permanent consultative entity for improving regional digitalization strategies and advocating the agenda of Central European SMEs in digital transformation at the transnational and European level:

- Cooperation on a voluntary basis, based on the commitment of all actors for the benefit of regional SMEs
- Widening of the geographical coverage by including the Danube macro-region and Eastern European EU member states and neighbourhood countries
- Gradual enlargement of the involved actor networks involving experts/advisors from all target regions
- Thematic focus on 1) upskilling of regional SMEs for digital transformation and their integration in digitalized value chains, 2) capacity building in labour market and business support institutions to provide adequate support for target SMEs and 3) development of support instruments to foster digital innovation in Central and Eastern Europe

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

Upper Austria (AT) - AT31
Emilia-Romagna (IT) - ITH5
Veneto (IT) - ITH3
Bavaria (DE) - DE2 with DE21 Oberbayern, DE27 Schwaben
Lower Silesia (PL) - PL51
Western Transdanubia (HU) - HU22

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

It is expected that the transformation of the project advisory board into a permanent think tank will help increasing the visibility of SMEs from Central and Eastern Europe in the transnational and European discussion of digital transformation.

The focus on the qualification needs and innovation potential of target SMEs will strengthen regional innovation systems and allow for the development of tailored support measures in order to accelerate digital transformation as well as SME-driven digital innovation in the economies of the target countries. The wide scope of expertise of advisory board / think tank members, ranging from digital technologies to human resource management and business model development, corresponds with a systemic approach towards digital transformation which is needed for SMEs to cope with industry 4.0 challenges and enter digital value chains in the long run.

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

The creation of a sustainable strategic cooperation frame for transforming the existing project advisory board into a permanent think tank lies in the focus of this output document. To offer clear benefits to the already committed advisors that have by now declared their willingness for continued cooperation and also to those experts who will be invited to join the think tank beyond InnoPeer AVM project duration, the InnoPeer AVM partnership agreed 1) to prolong management efforts on the basis of newly approved Interreg projects (e.g. in Central Europe and Danube Transnational Programme) and 2) to hold at least one annual conference meeting as an attractive platform activity for discussing digital transformation of regional SMEs, either as an online event or as a face-to-face meeting. The InnoPeer AVM lead partner who was already responsible for advisory board management during InnoPeer AVM implementation is ready to take over follow-up activities for the upcoming one or two years. This will be a crucial phase for inviting new members from the enlarged target region, mainly covering Western Balkans and Eastern European countries in the Danube macro-region. All project partners expressed their readiness to involve further actors from their regional innovation systems in the dissemination of think tank activities and further roll-out. During this follow-up period further follow-up activities will be discussed with the committed think tank members and all involved stakeholders for further development of this cooperation network.

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

The Strategy for the institutionalization of the AVM Board beyond project duration (Output O.T1.4) is based on the following project deliverables under project activity A.T1.4 (Establishment and coordination of the InnoPeer AVM Board):

- D.T1.3.1 Description of member positions / functionalities of the InnoPeer AVM Board
- D.T1.3.2 Initial list of invited/nominated Board members from all PP regions
- D.T1.3.3 Compilation of minutes of regular Board meetings and consultations between Board and PPs
- D.T1.3.4 Summary of external expertise inputs from committed/prospective Advisory Board members
- D.T1.3.5 Summary of consultations between the project partnership and the Board
- D.T1.3.6 Report on the involvement of the InnoPeer AVM Board at EU level
- D.T1.3.7 Report on PP´s activities for the acquisition of Advisory Board members
- D.T1.3.8 Official constitution document of the InnoPeer AVM Advisory Board
- D.T1.3.9 Mid-term report on InnoPeer AVM Board activities
- D.T1.3.10 Strategy for the sustainable institutionalization of AVM Board beyond project duration

https://www.interreg-central.eu/Content.Node/InnoPeerAVM.html#Deliverables_and_Outputs

All deliverables are included in the relevant project reports.