THINGS+ NEWSLETTER #6

October 2020

News from THINGS+ Project Final Conference



THINGS+ is a cooperation project co-funded by the Central Europe Interreg programme that is considered a best practice, because it managed to involve a wide number of final beneficiaries and create a real and long-lasting change. As a proof of this, all stakeholders show benefits from participating in the project activities; companies with real market innovations, new processes and new market penetrations, policy maker with new knowhow, supporting measures and strategic plans; innovation agencies with new up-to-date

tools for daily support to local businesses. More than 126 SMEs and 220 people were upskilled. In final conference, a summary of project results was shown, including networking among participants from different countries. Main topics of the conference were EU directives & support to SMEs innovation, good examples from SMEs for service innovation, service innovation methodology, which was tested during the project, policy recommendations for future innovation policies addressing smart products. Two round tables with different stakeholders brought additional insights into the THINGS+ project. They enriched the project with extra points of view, different Q&A, and a stronger bond among participants due to active participations and a quite thankful audience. For video session of lectures and round tables with interesting debate, you can click here. Big thanks go to all supporting organizations in consortium, which create new direction of

servitization for SMEs and guide them on this new path. On the project webpage several outputs, tools, reports and useful contents addressing the servitization topic can be downloaded from the project digital library

Read more **HERE**.



The certification as **Servitization Manager** - the first and only case available on the market for professionals from all over Europe - is a label issued by **CEPAS** (company of the Bureau Veritas Group) grounded on the service innovation methodology developed and already successfully tested on 100 companies in the framework of the THINGS+ project. A Servitization Manager is a specialist able to coach manufacturing SMES in the transformation of their business model to seize the opportunities of the Service Economy. The certificate of servitization manager can be issued to both the professional who is employed by the company and to independent consultants. Thanks to the standardisation of the service manager profile, certified professionals will be able to offer companies, especially SMEs, a guarantee of quality and reliability about specific skills and knowledge, tailored to the needs of the manufacturing industry.

Read more **HERE**.

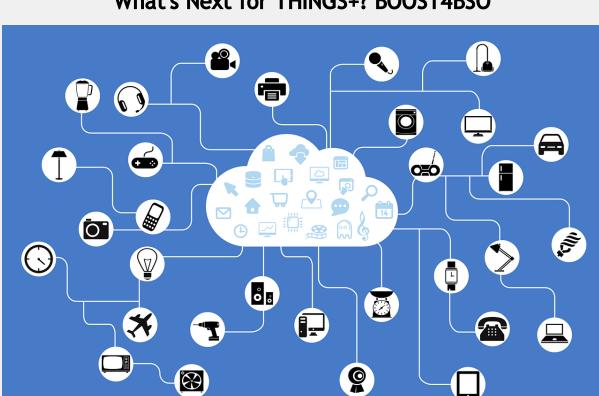
A video about the THINGS+ Servitization Methodology



Big companies add a service dimension to their physical products and offer much more. They started to bundle services and products, delivering additional value for the customer.

Watch an interesting Youtube video on servitization.

What's Next for THINGS+? BOOST4BSO



Based on the outstanding outcomes issued by THINGS+, Boost4BSO is a capitalization project funded by the Programme Interreg Central Europe whose aim is to support innovation agencies in providing effective and efficient support services to local companies covering all key aspects of transformation towards I4.0. The project consortium consists of 7 BSOs and 1 excellence center from Central European countries committed to jointly develop a comprehensive BSO competence pack and implementation toolbox to support local SMEs at different levels of transformation towards I4.0. Boost4BSO combines an innovative systemic approach of co-developing I4.0-related BSO capacities and SME competences to develop a comprehensive package of I4.0 support services, suitable to the different levels of SME maturity to offer a tailor-made approach. The project is built upon previous tools and concepts coming from other EU funded projects, by integrating the training curriculum from InnoPeer AVM with the product/service innovation approach from Things+ (both Interreg CE) and enriching this BSO competence pack with practical SME upscaling cases from IoT4Industry project (funded by H2020 programme).

Read more **HERE**.

THINGS+ in Numbers





posters and experience the project from the beginning to its end. See the posters **HERE**.

Policy Recommendations



Eager to know how service innovation can be pushed in traditional industry? Check out the policy paper "Smart solutions for smart products in Central Europe -Recommendations to increase the opportunities for servitization in manufacturing industries".

Download PRP HERE

Based on the experience and feedback from a bench of 100 companies that tested the THINGS+ SDervice Innovation methodology and the two years' work of a group of innovation experts that led a transregional and multi-level policy dialogue these Policy Recommendations were created. Policymakers are highly encouraged to use them when developing future support for SMEs and BSOs. As a roadmap, it has two parallel tracks. One is policy recommendations regarding SMEs (increase awareness regarding servitization among SMEs, stimulating research teams, pushing SMEs towards implementation, increase export potential, logistic support for enterprises) and second is policy recommendations regarding Business Support Organizations (capacity building, creating & developing a network of contacts, creation & monitoring of Regional Operational Programmes).

which every SMEs and BSOs can gain ideas and vision of their future development towards sustainable global competitiveness.

Policy Recommendations from THINGS+ project are quality and insightful overview from

Conclusion - Overview of the Project & its Results



and business innovation experts. All that in more than 100+ manufacturing SMEs. When looking at results, more than 90+ new service concepts were developed, 30+ new commercialized services and 8 new foreign markets reached as a direct result of the implemented service, designed on the principle of the servitization methodology; a stepby-step method to enrich an existing product with a service, resulting in higher customer loyalty, subscription-based recurring revenue, and market expansion, among other benefits.

To conclude with words from the Leading partner, Mrs. Francesca Pozzar: "Digitisation is a change, and a change needs competencies! With them, we

will build lasting confidence." Read the full conclusion and learn more about the companies we helped HERE.

THINGS+ partners



infringement becomes known to us. To unsubscribe click here.