

Action plan

Part I – General information

Project: Future Ecom - Exploiting digitisation to increase B2B e-commerce

Partner organisation: GILDE Business- and Innovation-Center Lippe-Detmold

Country: GERMANY

NUTS2 region: Lippe (North-Rhine-Westphalia)

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Part II – Policy context

The Action Plan aims to impact:

- Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- Other regional development policy instrument

Future Concept Lippe 2025 – Strategy to ensure the future viability of the district of Lippe

The “Zukunftskonzept Lippe 2025” / “Future Concept Lippe 2025” is the central integrated development concept for the district of Lippe. Its main objective is to ensure the future viability of the region and it describes the common strategy on digitization, economy etc for the next decade.

As a policy instrument, Future Concept Lippe 2025 is oriented towards broadly based target systems which, by their very nature, can only provide a rough orientation and cannot describe in detail the instruments and measures that will help to achieve the objectives.

This is precisely where this Action Plan comes in. The strategy of the policy instrument is reviewed and secured by the implementation of the Action Plan. The Action plan takes up the policy instrument's objective of promoting digitisation in SMEs directly. Through communication with the companies, the events enable the path taken by the policy instrument to be secured or, if necessary, readjusted. The Action plan thus serves to improve the policy instrument Future Concept Lippe 2025.

Part III – Details of the actions envisaged

ACTION: Toolbox for the path to digital transformation

1. The background

At all interregional exchange meetings, valuable insights were gained for the policy instrument "Future Concept Lippe 2025". These will be transferred to the SMEs in Lippe over the next two years. Of particular relevance for the companies in Lippe is the development of Global B2B Ecommerce and the area of E-Sales & Marketing. At the project meetings in Finland, Greece and Denmark, various trading platforms were presented, practical examples of companies were presented and it was shown which conditions have to be fulfilled for platforms to be successful. Impressive and an example for development possibilities of the trade in Lippe was also the company example from Greece about the application possibilities of geo-fencing.

Inspiring for the future concept Lippe 2025 were also the presentations of blockchain technology for the logistics sector. Blockchain will introduce new developments for e-procurement. Our aim is to make the knowledge gained in Finland in this area available to the companies in Lippe.

Although we ourselves are working on the topic of Smart Production within the framework of our consortium, we have received valuable information on this field of action from our project partners during the meetings. In Greece, the company Centaur presented the possibilities of Building Information Modeling BIM for structural engineering, the construction industry and architects. These economic sectors have a very high priority in Lippe.

The action plan developed will provide a substantial and practical concept for promoting the implementation of digitisation in SMEs in the Lippe district. The results will make it possible to improve regional strategies and policies and to develop tailor-made support programmes for specific target groups and topics.

The policy instrument of the district of Lippe (Zukunftskonzept Lippe 2025) is divided into 10 key objectives: Digitisation, economy, work, education, mobility, health, family, participation, village development and environment). The action plan pays tribute to the first three of these key objectives. To achieve these key objectives, the district of Lippe intends to establish an innovation network for small and medium-sized enterprises (SMEs).

The main focus of the innovation network is the topic of digitisation. Smaller companies in Lippe in particular run the risk of losing touch in the course of the digitisation of business processes. SMEs must be taught how they can adapt their own business model to digitisation. To this end, good examples from other companies must be made available to them. The action plan supports this project and provides practical tools that were gained during phase 1 of Future Ecom in the participating partner regions.

2. Action

This action plan influences the policy instrument of the district of Lippe by describing measures which serve to achieve the objectives associated with the policy instrument and to operationalise the objectives, some of which are very general. The influence of the action plan on the policy instrument does not necessarily mean that parts of the policy instrument are subject to extensive change. Rather, it is to be expected that the action plan will lead to a fine-tuning of the system of objectives and that the previously broadly based objectives will be supplemented by a more differentiated system of objectives.

The action plan offers the opportunity to use the instruments and measures described here as prototypes in the implementation and further development of the policy instrument and to subsequently roll out the best practices experienced here more widely through the economic development of the Lippe district: The aim here is to scale the concepts and methods proven in the toolbox on a regional basis and to implement them successfully throughout Lippe in the long term.

Above all, the Lippe District Economic Development Department is the decisive player in spreading the relevant toolbox-instruments in the region (for example, through various events) and communicating measures specifically to SMEs, which can then be implemented directly on site. The strategic goal is to ensure that the various instruments in the toolbox are permanently anchored in a larger scale and integrated into the service spectrum of the district economic development department for SMEs in the long term.

The toolbox contains various instruments which are intended to contribute to raising the awareness and qualification of SMEs in Lippe with regard to the effects of digitisation on the current and future development of e-commerce. The instruments are divided into three groups:

- Visit of 3 demonstration plants:

Companies in Lippe will gain an insight into the practical work of organisations offering services to SMEs that want to change their business model with the help of digitisation. Offered are visits in the surroundings of the district of Lippe, e.g. to the Founders Foundation in Bielefeld and Garage 33 in Paderborn, but also possibilities to use the Smart Factory OWL in Lemgo. With these organisations, companies can develop ecommerce solutions (Founders Foundation and Garage 33) or have their ecommerce approach tested (Smart Factory OWL).

- 2 expert talks:

Expert talks on selected topics are organized and offered to SMEs. An expert talk is planned with Bitcoin Deutschland AG in Herford. This will focus on the significance of the block chain for e-procurement and the relevance of Bitcoin for future payment transactions. A further technical discussion will be held with Innocent OWL in Paderborn. Here the focus will be on the question of what effects the platform economy has for SMEs and how these companies can use e.g. IoT platforms.

- 2 Excursions

Good business practice is particularly important for SMEs. Smaller companies are often inspired by them. It is therefore important to show SMEs practical e-commerce solutions via excursions. The company examples will be related to the field of Smart Production in one case and to e-sales and marketing in the other. The selection of the company examples will be done in the project phase 2

3. Players involved

- County of Lippe (County Administration)
- Technical University OWL
- Chamber of Industry and Commerce IHK Lippe zu Detmold
- Chamber of Trade HWK OWL (Craft Trades Association OWL)
- InnoZent OWL (Innovation Network OWL)
- Weidmüller Interface (Company)

The district of Lippe is responsible for the policy instrument "Future Concept Lippe 2025". Representatives of the district of Lippe are intensively involved in the implementation of the project, as the district of Lippe is to implement the contents of the Action Plan. Together with the project partner GILDE, the district of Lippe (Economic Development Department) will plan the measures defined in the Action Plan and offer them to the target group of SMEs.

The Technical University TH OWL has scientific know how and establishes the connection to the Smart Factory OWL. The Smart Factory OWL enables companies to develop and test new ecommerce solutions.

The IHK Lippe and the HWK OWL transport the offers of the Action Plan to the companies. They are important partners to get a strong response from the companies.

InnoZent OWL represents an organisation with a strong expertise in platform economies and is therefore an important partner for the expert discussions.

Weidmüller is involved as a company in the development of the Action Plan. In addition to the participating Chamber of Industry and Commerce and the HWK, this is intended to ensure that the contents of the Action Plan are relevant to practice. Weidmüller will also be available as a good example of digitisation and e-commerce in the context of the planned excursions.

4. Timeframe

The Action Plan will be implemented in semesters 5 to 8. According to the existing planning in the period 01.08.2020 to 31.7.2022. A total of at least 7 events are planned, two in 2020, three in 2021 and again two in 2022.

5. Costs

For each event approx. 5.000 € material costs are calculated. This covers costs for speakers, venue, catering, costs for invitations and other material costs. In addition, flat-rate personnel costs of approx. 10,000 € per event are calculated. For a total of 7 events, costs of approx. 105,000 € are thus incurred.

6. Funding sources

The financing is secured by budget estimates of the district of Lippe and the project partner GILDE.

Date: 03.08.2020

Signature: 

Rolf Merchel
(Managing Director)