ACTION PLAN

INNO INDUSTRY - Improving innovation delivery of policies within 4.0 industry in Europe

Centro Region, Portugal

Partner 5 – CIEBI - Business and innovation Centre of Beira Interior

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Part I – General information

Project: **INNO Industry - Improving innovation delivery of policies within industry 4.0 in Europe**

Partner organisation: **CIEBI. Business and innovation Centre of Beira Interior**

Country: **Portugal**

NUTS2 region: **Centro**

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Part II – Policy context

The Action Plan aims to impact: X Investment for Growth and Jobs programme

        ☐ European Territorial Cooperation programme

        ☐ Other regional development policy instrument

Name of the policy instrument addressed: Regional Operational Programme 2021-2027

The current Regional Operational Programme 2014-2020 was the instrument initially addressed to the INNO INDUSTRY and is now at the end of its implementation. We are currently at the verge of a new EU financial period 2021-2027 and the new national Partnership Agreement and Operational Programme are being prepared.

For this reason, a change was made to what was originally planned. Therefore, the policy instrument we want to influence is no longer the Regional Operational Programme 2014-2020, but the new Regional Operational Programme 2021-2027.

The policy responsible body for the ROP is the Centro Regional Coordination and Development Commission.

How the action plan should contribute to improve the policy instrument

Implementation of the action envisaged in this Action Plan, based on close cooperation of relevant stakeholders (local universities and student ecosystem; local Farmers community; technological startups and companies) will be focused on the transfer of knowledge, presentation of solutions, products and services from the agro sector and the development of start-up initiatives.

The county of Fundão, where the action will be implemented, is characterized by its geographical diversity, from forested and mountainous areas and rural areas with a strong agricultural dominance, the production of fruit, in particular the famous cherry and peach, as well as the wine and the olive oil. Today, the city of Fundão is an important local centre of commerce, services and industry, mainly micro and SMEs. Despite its peripheral position in territories of low density, the county of Fundão has had an increasing capacity of fixation and of attraction, from the specificities of its territory and its economy, from the interventions in infrastructure and equipment and its functional organization, reinforced by a policy to support the enhancement of creativity and innovation.

Agriculture is increasingly a technological and knowledge activity whose sustainability depends on the ability to harmonize productive, technological and environmental issues without neglecting its economic and social structure. Undoubtedly, the region's future depends on the competitiveness and internationalization of agro forestry companies and products, stimulated by the increase of R & D in partnership with companies and entities of the scientific system.

This action intends to improve policy management within the frames of the future ROP 2021-2027, by providing:

- Recommendations for adapting support instruments to investment needs
- Identify financial support needs of participants for technology and project development
- Identify typology of expenses to be included in future calls to support research and innovation activities
- Identify typology of projects and incentive systems for the digitalization process

SWOT ANALYSIS of Centro (PT16) fostering clusters to support digital transformation

As starting point for mutual learning and the development of actions for improvement all partners analysed the status quo, i.e. **strengths, weaknesses, opportunities and threats** of:

- policies for clusters and digital transformation of companies as well as

- already existing cluster activities to support digital transformation.

On **28 November 2019**, CIEBI organized a workshop **with 24 participants** representing Centro region innovation ecosystem, which resulted in a SWOT Analysis addressing to following dimensions:

1. Relevant Policies (Strategies and Funding Programmes) for clusters and/or digital transformation.

2. Support for companies / cluster members for digital transformation

3. Support for cluster management (or similar) organisations

4. Main players: coordination & interaction in triple helix

5. Cluster activities to support digital transformation

With the help of the INNO Industry 4.0 Action Plan, we want to improve the following **weaknesses**:

a) Lack of awareness in SMEs on the benefits of digital improvement
b) Lack of coordination and interaction between different actors
c) Week cooperation between innovation system actors
d) Low levels of maturity and knowledge of SMEs on digitalisation

And seize the following **opportunities**:

a) Focus on niches with value added for the region
b) New concepts to address digital challenges
c) Disseminate success stories, better communicate opportunities of digitalisation

Part III– Details of the actions envisaged

Action 1: Hackathon - IoT Digital event

1.1 - The Background

INNO INDUSTRY is an EU Interreg funded project bringing together 10 European regions, with the objective to increase rate of clusters that develop activities to support the transformation towards Industry 4.0 by 2022 through the improvement of regional and national policies.

The project aims to provide added value by improving current regional policies to foster clusters to be stronger and prepared to adapt industry for the technological trends of Industry 4.0., providing specific action plans adapted to each region integrating the interregional learning outcomes in their regional frameworks according to regional requirements.

The SWOT analysis carried out in INNO Industry in November 2019 revealed room for improvement, especially the need to promote better coordination and cooperation between innovation system actors and SME awareness about the benefits and challenges of digitalisation.

Relevance of INNO Industry / Lessons learned

The Centro Regional Coordination and Development Commission (CCDR-C) as responsible body for the policy instrument and several relevant stakeholders from the Centro region innovation ecosystem integrated the Regional Stakeholder Group of INNO Industry project since the beginning and were intensively involved in the interregional learning process as well as in the regional interaction among all stakeholders to ensure the proper articulation and follow-up of the Action Plan with the objectives of the OP.

Several Regional Stakeholder Workshops were carried out in order to dicuss the SWOT analysis and receive contributions and suggestions on the good practices shared by the project partners and identified those considered most relevant and with better implementation potential in our region bearing in mind the definition and elaboration of the Action Plan.

Main source of inspiration came from the **Good Practice "X-industry hackathons"** shared by the project partner of Latvia (Ministry of Economics of the Republic of

Latvia) which was presented and discussed during the 2nd Good Practices Online Meeting held in September 15, 2020.

Later on, during a regional stakeholder meeting, on May 13, an idea for the action plan based on the GP **"X-industry hackathons"** was presented to the stakeholders involved in the project in order to get feedback and contributions from them. Further details on the development of the action plan were also discussed, which is the basis for the development of the first draft.

The **X- Industry Hackathon** performed by Latvia, inspire us to adopt this format as a challenge for next year.

A hackathon is a great way to drive engagement and hands-on learning, on educational and community-building resources.

As mention in Hackathon Latvia presentation, using Cross-industry collaboration results in innovations, a process where several community organizations come together to collectively focus their expertise and resources on a complex issue of importance to a community.
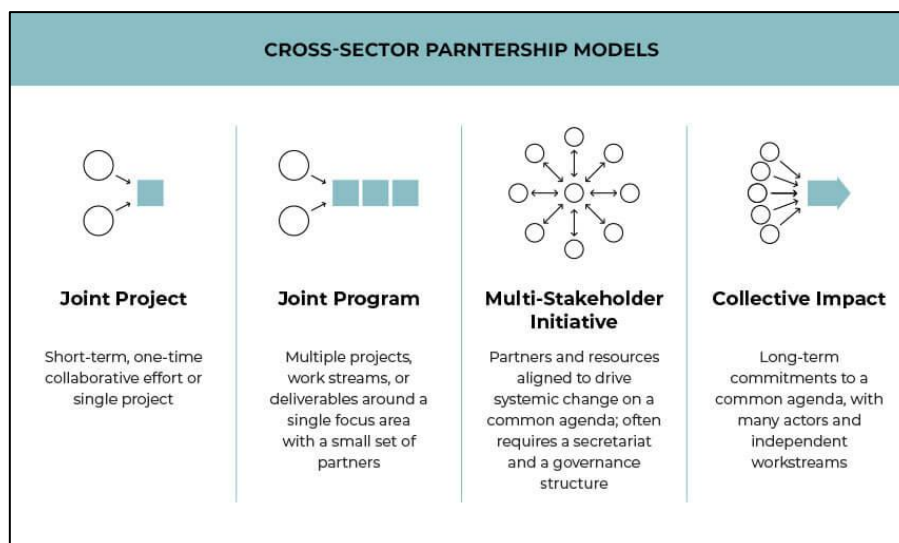
A hackathon is a practical event in which teams made up of both technical and business experts get together to collaborate intensively on creative projects. The aim is to design, build and present the most innovative solutions to business problems, and then pitch a final concept, prototype or presentation to the stakeholders.

The hackathon format is simple: a company presents its business challenge, and an IT company looks for a solution according to its competences. This collaboration is to

create new digital products and foster company growth. Going digital is the keystone of development in any industry.

Organisers of the hackathons select the best industry experts to deliver valuable lectures on business development, fundraising, the art of presentation, and how to implement innovation, all aimed at helping the teams achieve results more successfully and acquire knowledge in developing their business.

Hackathons are a short way to innovation and a great opportunity to develop and introduce new solutions to the market faster and with fewer resources. The method is not only profitable for corporations or companies in the technology industry, but it can also make sense for smaller companies and companies from other sectors to take part in a hackathon.

Hackathons are an interesting model to identify gaps and needs within the policy instrument addressed to the project, in order to introduce the necessary changes in current innovation and research policies to get a real smart transformation of the industry.

The organisation of this event will allow us the preparation of a report with recommendations/suggestions for improvement of the next Regional Operational Programme (ROP). The monitoring will be done by CIEBI and the follow-up of the ideas resulting from the Hackathon will help us to identify what obstacles exist and need to be overcome in order to finance certain R&D and innovation activities through the ROP 2021-2027.

1.2 - Description of Action

Unlike the usual hackathons that usually take place in a short period of time (a two-day event), this one will be implemented throughout a year according to the following planning:

Step 1: 3 months before

- Participant and volunteers recruiting
- Communication tasks (social networks, videos, pictures, partners)
- Definition of main goal and competition style
- Stakeholders and partners involvement

Step 2: 1 Month before

- Preparation and resources documentation
- Logistic planning (meals, breaks)
- Draft Development of the agenda
- Ideation, planning and brainstorming sessions
- Working Team formation.

Step 3: 1 Week before

- Mailing list to all participants
- Preparation and volunteers training, mentors presentation

Programme

Day 1 – May – Kick off

- Welcome session

- Presentation of main stakeholders, mentors and participants

- Card brainstorming, idea presentation

- Break session – networking and socialize

- Team formation and mentors joining

Next 3 Months – August – Menthoring Phase and projects application

- Kick session; daily agenda presentation

- Lunch break

- Progress sharing and analysis

- Mentors meeting problem solving

- Social game

- Social dinner

Next 3 months – October – Evaluation and final presentations

- Agenda presentation

- Pitching training sessions

- Pitching final sessions

- Voting (physical and virtual)

- Winners Presentation

- Networking; pictures; closing session

This dynamic will be used to stimulate the creativity of the participants, encourage the development of innovate products with potential to be implemented, recruit young talents, promote innovative and differentiated projects, get solutions to the day-to-day challenges in the agriculture sector.

It will be given a challenge to participants to find out the better solution and execute in a specific time.

The event is focused on the transfer of knowledge, presentation of solutions, products and services from the agro sector and the development of start-up initiatives.

Layout
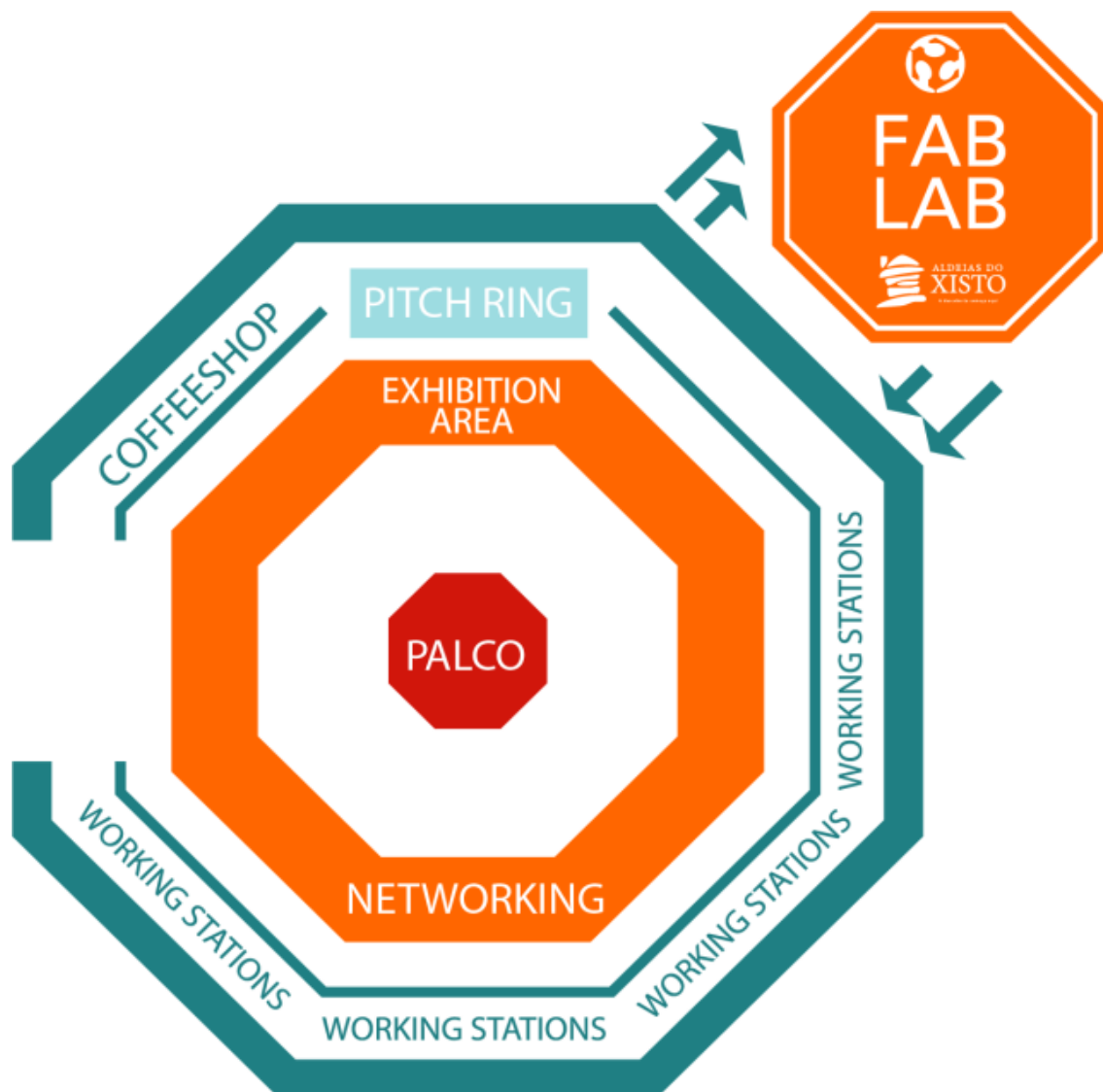
Stage: Where the lectures, the live podcast and the round table will take place.

Roundtables: There will be rooms where several participants can enter and discuss about digital transformation.

One of the main goals of the event is to share knowledge, so it's a valuable moment where people can share ideas with "quick chats".

There will be many people allocated in a room based on their core business, and then the participants can enter the rooms wherever they want, and share about themselves and their business.

Speed networking: Rooms with two people randomly selected from the list of registered participants, to meet each other and share ideas.

Digital exhibition: Room where will take place digital painting, Digital Urban Art, for example.

Incubator companies allocated in our premises will have the opportunity to show their projects.

With the possibility of an online event, we will arrange a solution so that IT People Group can participate.

Small movies presenting the startups based in our ecosystem.

1.3 - Players involved

- Municipality of Fundão
- Incubator and FabLab from Fundão
- Agrotech IoT Centre
- Local universities and student ecosystem
- Local Farmers community
- Technological startups and enterprises

CIEBI - Business and innovation Centre of Beira Interior CIEBI is the entity promoting this action plan and is involved in the following activities:

- Participation in work meetings with partners and players involved
- Use own business and entrepreneurship networking to mobilise participants
- Mobilising and engagement of relevant stakeholders in different actions
- Monitoring of the action plan implementation
- Discussing and exchange experience on the results of the implementation
- Report with recommendations/suggestions for improvement of the next Regional Operational Programme (ROP) 2021-2027.
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Municipality of Fundão is a privileged partner assuming a key strategic role in the implementation of the action, providing its significant experience in promoting collaborative events, stimulating local community creativity, proactivity and entrepreneurship capabilities. One of their most efficient projects, although is not an hackathon, is a technological bootcamp called ignite your future that mixes national schools, programmers, industry, young innovators and makers during a week full of challenges, creativity and opportunities which became a success.

Here are some of the lessons they learned from past experiences:

➢ Planning, Time Management, Partners and stakeholder's engagement are key factors;

➢ Good Communication and Marketing skills are extremely important;

➢ Monitoring and Evaluation are good practices to improvement;

Agrotech IoT Centre is a support and promotion structure for innovation and entrepreneurship promoted by the Municipality of Fundão, which aims to leverage the integration of IoT solutions in the economy, especially in rural-based activities. In the demonstration center of technology applied to agriculture, start-ups of the agro sector have the opportunity to test in real environment (agricultural fields of the county in different production chains) the technologies they develop to answer the main challenges of the agro sector. Taking advantage of the entrepreneurship and innovation ecosystem that has been created in Fundão in recent years, companies in the field of experimentation can also take advantage of the potential of the research centre on plant biotechnologies recently created.

The Agrotech IoT Centre aims to:

• Leverage the integration of IoT solutions in the economy, especially in rural-based activities;
• Attract new entrepreneurs and investors, strengthening the connection with universities and polytechnics;
• Strengthen the conditions for the hosting of product development teams and solutions based on technological processes;
• Consolidate an ecosystem of development and validation of IoT technology that serves as an interface between research and the market;
• Unlock financial constraints for the development of entrepreneurial initiatives based on IoT technology;
• Disseminate best practices in the development and application of IoT in rural-based businesses;

1.4 - Timeframe

Kick off – May 2022

Next 3 Months – August 2022 – Menthoring Phase and projects application

Next 3 months – October 2022 – Evaluation and final presentations

1.5 - Costs

- Organization costs (meals, stages, communication, logistics, prizes)
- Urban art Artists, entertainers hiring

1.6 - Funding sources

- Stakeholders own resources to cover staff costs
- Other resources provided by companies and players involved
- Funds from Agrotech project - TBC

1.7 - Monitoring and indicators

- Number of participants
- Number of companies participating/benefitting from the event
- Weekly reports and meetings starting 3 months before hackathon
- Number of recommendations for ROP 2021-2017

1.8 - Endorsement of the action plan

Date	
Signature	
Stamp of the organisation (if available):	