

OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)

Version 3

Project index number and acronym	CE1569 ProsperAMnet
Output number and title	O.T3.3 Pilot actions for implementing the service export radar into CE leading to transregional linkages
Investment number and title (if applicable)	
Responsible partner (PP name and number)	Jihočeská hospodářská komora PP5
Project website	ProsperAMnet - Interreg (interreg-central.eu)
Delivery date	15. 3. 2022

Summary description of the pilot action (including investment, if applicable) explaining its experimental nature, demonstration character and transnational added value

The pilot action RADAR was developed by the University of Szeged by using the artificial intelligence.

The pilot action aims to verify how SMEs stand in the field of export services. The pilot action brought an analysis of the interest and the current state of services of companies. At the same time, it showed how companies stand in comparison with other companies.

The pilot action aimed at bringing organisations together across the regions of central Europe. Thanks to the radar, the company was able to test its readiness for the new market before it started exporting. The pilot action was designed to identify opportunities, opportunities and support for companies in their decision-making.

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The demonstration character is how easy or difficult it is to get to competitive markets and what is the competition there.

NUTS region(s) concerned by the pilot action (relevant NUTS level)

PP5 used for the pilot action mostly companies from the NUTS 2 (Southwest CZ) and NUTS 3 (South Bohemian region). Few companies that implemented the pilot action do not have the headquarters in NUTS 3 but they have offices in South Bohemian region or they do business there.

Investment costs (EUR), if applicable

South Bohemian Chamber of commerce did not use any investment costs in this output.

Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

The expected impact of implementing the pilot action is to improve the quality of export services. By comparing competitors, firms can better prepare for new markets so that they are competitive. Export companies in particular SMEs that start or want to enter new markets and improve the export services of companies can lead to prosperity and strengthen the economic situation of the whole region.

The radar was presented as part of a round table discussion, attended by both companies and institutions. A round table was organised in each region, where stakeholders were invited and the advantages of the pilot action of the project were discussed.

Sustainability of the pilot action results and transferability to other territories and stakeholders

Responsible partner will ensure the sustainability of the radar and its future use. As the tool is developed with artificial intelligence, it can be regularly updated and new data built on a continuous basis, which can lead to the expansion of radar functions. Artificial intelligence is a prerequisite for the digital transformation that is an integral part of the 21st century. Due to its extensive use, the radar can also be adapted to other areas. The radar could be used in the future by other institutions that support exports. It is necessary to take into account the technological parameters of the radar and it is necessary to simplify it for easy understanding and use.

If applicable, contribution to/ compliance with:

- relevant regulatory requirements
- sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced
- horizontal principles such as equal opportunities and non-discrimination

Horizontal principles were respected and integrated, there were equal opportunities are respected and there is no discrimination. The pilot action had no negative impact on the environment.

References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links

If applicable, additional documentation, pictures or images to be provided as annex

<https://www.prosperamnet.eu/radar/>