

0.T2.3

Output factsheet: Tools

Version 1

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Lead partner	Upper Silesian Agency for Entrepreneurship and Development
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Responsible partner (PP name and number)	FH JOANNEUM Gesellschaft mbH (PP 11)
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Summary description of the key features of the tool (developed and/or implemented)

Based on the previous activities, a tailored tool set (services, competences) for a model of a Business Support Organisation / Regional Observatory was outlined that provides an overview of ideal services to end users and policy makers at the same time. However, since Business Support Organisations / Regional Observatories can take many different shapes and functions, these services may vary accordingly. Ultimately, the model of a Business Support Organisation / Regional Observatory can help new and existing organisations to improve and by that contribute to a sustainable growth of the Central Europe regions in Smart Sectors.

As a first step, current and future SMEs' needs were identified with regards to possible support from BSOs (the "DEMAND side"), then existing Business Support Organisations and Regional Observatories were analysed. From these, the best functioning Regional Observatories were selected to make use of four best practices (i.e. Styrian Business Promotion Agency (AT), Wood Cluster (AT), Environment Park Clever (IT) and UNISG-University of Gastronomic Sciences of Pollenzo (IT)). These best practices were described in detail and SWOT analyses were carried out. The tool was largely developed based on study visits and workshops of the best performing ROs (two held in Austria from the 27th March to the 29th March 2019, two in Italy from the 16th to the 19th of September 2019).

The model of a Business Support Organisation / Regional Observatory itself is also laid down in a matrix system to better handle the complex issue of branches, functions and activities. However, this should only be seen as a recommendation. Every country or even region should develop its own model. The model of a Business Support Organisation / Regional Observatory is then also described in a Business Model Canvas, in order to make the whole environment clearer, especially in terms of its key partners, its key clients, its value propositions etc., but also taking into account sustainability issues such as its social (inclusive) and environmental impact. These things will become more and more important and have to be taken into account in all future events.

That means, the model of a good, or rather an ideal Business Support Organisation / Regional Observatory comprises the possible content of such an organization, its functions and its values (functional model) as well as the design and structure of such an organisation (operational model). On top there is a manual, a checklist and some

suggestions especially for the improvement of existing organizations. Such an ideal organization cannot only fully support businesses but also provide policy makers with valuable information.¹

NUTS region(s) where the tool has been developed and/or implemented (relevant NUTS level)

The tool was created in Styria and was implemented in: Jihozapad, Styria, Hungary, Veneto, Slovenia, Slaskie, Mecklenburg-Vorpommern, Piemonte and Lubelskie.

Expected impact and benefits of the tool for the concerned territories and target groups

The impact and benefits of the model are based on two approaches. First it should motivate RO's in tailoring and mastering services which are demanded by SMEs. Furthermore, the quality/volume of services can also be analysed. The more the ROs know about the demand, the better the RO's can fit their business models. In many cases, it is not the single, business driven approach but rather a more business environment-based approach. Finally, the checklist provides a possibility for ROs to see how they differ from the developed functional model to a good practice-driven RO and based on the suggestions offered what they could possibly change to enhance their performance.

With the EU looking for transnational investment schemes and also with regard to further harmonization, this seems to be a valuable source of information for ROs and EU /policy makers alike.

Sustainability of the tool and its transferability to other territories and stakeholders

The functional model of a Business Support Organisation / Regional Observatory together with the operational model and the manual can be easily used by Business Support Organizations / Regional Observatories across all the regions of CE (EU). Its transferability, is therefore mainly set on its multiorganizational applicability (to start with HEIs and business parks or development agencies, etc.) and common implementation of the supply-demand logic (how is the market of services targeted/responding). The tool verifies the functions of those organizations. It is developed with the self-learning mechanism enabling to maintain its sustainability in the organizations even though external factors may change with time. Sustainability will also be achieved by means of several organizations further applying the tool within the framework of collaboration under the already launched network of Business Support Organisation / Regional Organisation in CEE.

Lessons learned from the development/implementation process of the tool and added value of transnational cooperation

¹ About future steps and strategies for the further development and improvement of the RO but also for the Smart Specialisation Strategy as such.

The results of the analysis of the best practices (workshops and study visits) helped us to identify the specific services of the various ROs. It was important to get an overview over the many different forms that Business Support Organisations / Regional Observatories can take in order to be able to define the similarities that will help also others to improve their performance.

In this context, the complexity of RIS ecosystems has become very clear. In fact, there is significant room in the regional and transregional ecosystems for Business Support Organisations / Regional Observatories, considering their role in achieving the goals of S3 implementation. It is especially true in the field of future offerings and datasets that Business Support Organisations / Regional Observatories could provide. In general, it is the ownership structure, the broad participation, the sufficient resources and the competent staff that are key issues of such organisations. On top, the transnational network of such organisations that has been and is created within the project and project consortium, mostly by means of the C-map tool and will add further value to transnational cooperation of such organisations.

References to relevant deliverables and web-links

If applicable, pictures or images to be provided as annex

D.T1.5.2 Regional reports on the audits' results

D.T1.6.2 Online benchmarking tool for competences mapping

D.T2.1.2 Regional (country) reports on the pilot actions - consultation workshops' results / outcomes

D.T2.2.2 ICT tool - competences map overlayer on the market demand

D.T2.3.1 Study visits in 3 best performing observatories (3 study visits; 3 workshops; 3 reports)

D.T2.3.2 Reports on the best practices, and operational models for the observatories