



Project Acronym: SMART-SPACE

Project title: ASP478

D.T 2.3.4.

Cluster Guidance

WP n°: T2: The implementation of the Alpine Digital Innovation Hub to boost smart innovation in AS

Task n°: Activity A.T2.3.4

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Type: R - Report

Dissemination level: CO = confidential

Revision: FINAL

Due Date: 30 June 2018

Date of submission: 26 July 2018

SMART-SPACE – Deliverable D.T2.3.4 Cluster Guidance

Deliverable History

This deliverable history should be removed from the document once it has been finalized. It can then be stored as a separate document on the server, next to the final version.

Version	Date	Status	What's new?
0.1	30/11/2017	Draft	First draft of the deliverable
0.2	25/07/2018	Final	Final version

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Executive Summary

The document “Cluster Guidance” is a “promotional guidance” for the platform dedicated to the intermediary organizations

The document explain:

- the short time service that provide the platform to help a SME
- the long time added value of the platform for them which is the benchmark of other Clusters, on the same thematic, for future collaboration

The Cluster Guidance is based on the result of the survey D.T. 1.3.4 done during WP1.

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1. Introduction

The document “Cluster Guidance” is a “promotional guidance” for the platform dedicated to the intermediary organizations

2. Objective of investigation/objective of the deliverable

The document should explain:

- the short time service that provide the platform to help a SME
- the long time added value of the platform for them which is the benchmark of other Clusters, on the same thematic, for future collaboration

The document should help a manager or a employee of an intermediary organization to understand within 1 minute:

- what are the expected services that a intermediary should propose to a SME for digital transformation
- what are the tools and where finding the tools to help the intermediary organization

The intermediary organization for digital support should have a competency of “Front Desk”: a centralized first point of contact for SMEs

The main concern should be “which one of my partners can solve the problem presented by the SME best?”

The expert competencies can be “Out” of the organization

3. Applied approach/methodology adopted

The Cluster Guidance is based on the result of the survey D.T. 1.3.4 done during WP1.

The following needs were expressed by the intermediary organizations:

- 26% more awareness & education;
- 22% more funding;
- 18% EU benchmark creation, standard of comparison.

The result of the survey give several points to highlight :

- Networks : knowledge about other organization (agencies, universities, research institution, government officials...)
- Basic understanding of Digitization and I4.0: having at least a good understanding of these processes and a basic knowledge of the relevant technologies

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- General understanding: general knowledge about grant & incentive programs and investors (private, public, crowdfunding etc.)
- Best practice examples: Gathering and learning from experiences and sharing them with peers. Focus not only on SMEs with low digitization
- Trend monitoring: Whether it be tech, science, business models or other relevant professional fields, the rate of innovation is becoming faster and faster. It will be crucial to be familiar with current and upcoming trends of various professional fields.
- Agility :the organisational structures of Intermediary organisations as well as SMEs of the future will be required to be more and more flexible due to the rapid pace of innovation and new disruptive technologies nowadays.

4. Results

The creation of the Cluster Guidance is done in several languages to help the understanding of the platform.

The frame is send to all partners and is adapted with each partners logo.

5. Annexes

Cluster Guidance: English / French / Italian / German

BECOME THE KEY ACCELERATOR OF THE DIGITAL TRANSFORMATION OF SMES

**YOU
ARE**



A CLUSTER



AN INTERMEDIARY ORGANISATION

And face the industrial change management to guide SMEs?

**YOU
NEED**



A fast training to understand the issues of Industry 4.0 and a benchmark of best practices from other European regions?



Some tools to explain Industry 4.0 and to support an industrial change management?

One place, one click, get the answer!

Smart Space platform provide you all the keys to succeed in guiding companies in digital transformation:

Simplify the service by guiding SMEs to the best suited digital solution

Redirect SMEs to the right partner organization

Have a **fast response time** to questions

Acquire a better knowledge of SMEs needs

Improve the local competitiveness by assisting in **creating these missing services**

 **SHORT TERM BENEFITS**

 **LONG TERM BENEFITS**

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What you will find in the platform ?

NETWORKS

Knowledge about other organization (agencies, universities, research institution, government official etc.)

BEST PRACTICE EXAMPLES

Gathering and learning from experiences and sharing them with peers. Focus on SMEs which succeeded in their transformation.

BASIC

UNDERSTANDING OF DIGITIZATION AND I4.0

Having at least a good understanding of these processes and a basic knowledge of the relevant technologies.

TREND MONITORING

Whether it be tech, science, business models or other relevant professional fields, the rate of innovation is becoming faster and faster. It will be crucial to be familiar with current and upcoming trends of various professional fields.

GENERAL

UNDERSTANDING

General knowledge about grant & incentive programs and investors (private, public, crowdfunding etc.)

AGILITY

The Intermediary organisations, as well as SMEs, will be required to be more and more flexible, a list of experts is available on the platform to find the best skill to support a project.

COME AND JOIN US !



DEVENEZ L'ACCÉLÉRATEUR CLÉ DE LA TRANSFORMATION NUMÉRIQUE DES PME

**VOUS
ETES**

▶ **UN POLE**

▶ **UN SERVICE AUX ENTREPRISES**

Et faites face à la gestion du changement industriel pour guider les PME ?

**VOTRE
BESOIN**



Une formation rapide pour comprendre les enjeux de l'industrie 4.0 et un benchmark des meilleures pratiques des autres régions européennes ?



Des outils pour expliquer l'industrie 4.0 et soutenir la gestion du changement industriel ?

Un lien, un clic, obtenez la réponse !

La plate-forme « Smart Space » vous fournit toutes les clés pour réussir à guider les entreprises dans la transformation numérique :

Simplifier le service en guidant les PME vers la solution numérique la mieux adaptée

Rediriger les PME vers la bonne organisation partenaire

Avoir un **temps de réponse rapide** aux questions

Acquérir une meilleure connaissance des besoins des PME

Améliorer la compétitivité locale en aidant à **créer les services manquants**



BENEFICES COURT TERME



BENEFICES LONG TERME

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Que trouverez vous sur la plate-forme ?

RESEAUX

Connaissance des organisations (agences, universités, institutions de recherche, agences gouvernementales, etc.)

AVOIR DES BASES DE L'INDUSTRIE4.0

Avoir une bonne compréhension de ces processus et une connaissance de base des technologies pertinentes.

COMPREHENSION GENERALE

Connaissance générale des programmes de subventions, et d'aides, et des investisseurs (privé, public, financement participatif, etc.)

EXEMPLES DE BONNE PRATIQUE

Rassembler et apprendre des expériences et les partager avec des pairs. Focus sur les PME qui ont réussi leur transformation.

VEILLE DES TENDANCES

Qu'il s'agisse de technologie, de science, de modèles d'entreprise ou d'autres domaines professionnels pertinents, le proportion d'innovation devient de plus en plus rapide. Il sera crucial de se familiariser avec les tendances actuelles et à venir.

AGILITE

Les services aux entreprises, ainsi que les PME, devront être de plus en plus flexibles, une liste d'experts est disponible sur la plate-forme pour trouver les meilleures compétences pour soutenir un projet.

VENEZ NOUS REJOINDRE !



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Partner Logo

WERDEN SIE DEN SCHLÜSSELBESCHLEUNIGER DER DIGITALEN TRANSFORMATION FÜR DEN KMU

SIE SIND



EIN CLUSTER



EIN BUSINESS-SERVICE

Und sich dem management des industriellen wandels stellen, um KMU zu führen?

IHR

BEDÜRFNIS



Schnelles Training zum Verständnis von Industrie 4.0-Themen und ein Benchmark für Best Practices aus anderen europäischen Ländern?



Tools zur Erklärung von Industrie 4.0 und zur Unterstützung des industriellen Veränderungsmanagements?

Ein Link, ein Klick, erhalten Sie die Antwort!

Die Smart Space-Plattform bietet Ihnen alle Schlüssel, um Unternehmen bei der digitalen Transformation erfolgreich zu begleiten:

Vereinfachen Sie den Service, indem Sie KMU zur bestmöglichen digitalen Lösung führen

Leiten Sie KMU an die richtige **Partnerorganisation weiter**

Haben Sie eine **kurze Reaktionszeit auf Fragen**

Um eine bessere Kenntnis der **Bedürfnisse der KMU** zu erlangen

Hilfe zur Verbesserung der lokalen **Wettbewerbsfähigkeit**

 KURZFRISTIGE VORTEILE

 VORTEILE LANGFRISTIG

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Was wirst Sie auf der Plattform finden?

NETZWERKE

Kenntnisse von Organisationen (Behörden, Universitäten, Forschungseinrichtungen)

HABEN BASES VON INDUSTRY4.0

Haben Sie ein gutes Verständnis für diese Prozesse und ein Grundwissen über relevante Technologien.

ALLGEMEINES VERSTÄNDNIS

Allgemeinwissen über Förderprogramme und Unterstützungsprogramme, und Investoren (privat, öffentlich, Crowdfunding etc.)

BEISPIELE FÜR GUTE PRAXIS

Sammeln und lernen Sie Erfahrungen und teilen Sie sie mit Gleichgesinnten. Konzentrieren Sie sich auf KMU, die sich erfolgreich verändert haben.

UHRENTRENDS

Ob es sich um Technologie, Wissenschaft, Geschäftsmodelle oder andere relevante Geschäftsbereiche handelt, der Anteil von Innovationen wächst schneller. Es wird entscheidend sein, sich mit aktuellen und zukünftigen Trends vertraut zu machen.

BEWEGLICHKEIT

Unternehmensdienstleistungen wie auch KMU müssen immer flexibler werden. Eine Liste von Experten ist auf der Plattform verfügbar, um die besten Kompetenz zur Unterstützung eines Projekts zu finden.

KOMM ZU UNS !



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DIVENTA L'ACCELERATORE CHIAVE DI TRASFORMAZIONE DIGITALE PER LE PMI

**VOI
SIETE**

▶ **UN CLUSTER**

▶ **UN ORGANIZZAZIONE INTERMEDIARIA**

E state affrontando la gestione del cambiamento industriale per accompagnare le PMI in questa trasformazione?

**IL
VOSTRO
BISOGNO**



Una formazione rapida per comprendere le principali problematiche dell'industria 4.0 e un benchmark delle migliori pratiche di altre regioni europee?



Strumenti per spiegare l'industria 4.0 e accompagnare la gestione del cambiamento industriale?

Un link, un click, ottieni la risposta!

La piattaforma Smart Space vi offre tutte le chiavi per accompagnare con successo le aziende nella trasformazione digitale:

Semplificare il servizio accompagnato le PMI verso la migliore soluzione digitale

Reindirizzare le PMI verso il partner giusto

Avere un **tempo di risposta veloce** alle domande

Acquisire una conoscenza migliore dei bisogni delle PMI

Migliorare la competitività locale aiutando a **creare servizi mancanti**



BENEFICI A BREVE TERMINE



BENEFICI A LUNGO TERMINE

www.smartspacehub.eu

Cosa troverai nella piattaforma?

RETI

Conoscenza di organizzazioni (agenzie, università, istituti di ricerca, agenzie governative, ecc.)

ESEMPI DI BUONE PRASSI

Impara e prendi esempio da altre esperienze e condividile con i compagni. Focus sulle PMI che hanno affrontato questa trasformazione con successo.

CONOSCENZA DEI PRINCIPI BASE DI INDUSTRIA4.0

Avere una buona conoscenza di questi processi e una conoscenza di base delle tecnologie pertinenti.

MONITORAGGIO DEI TREND

Che si tratti di tecnologia, scienza, modelli di business o altre aree di business rilevanti, la percentuale di innovazione sta crescendo sempre più velocemente. È fondamentale familiarizzare con le tendenze attuali e future.

COMPRESIONE GENERALE

Conoscenza generale di sussidi e programmi di aiuto e investitori (privati, pubblici, crowdfunding, ecc.)

AGILITÀ

Le organizzazioni intermedie, così come le PMI, dovranno essere sempre più flessibili, un elenco di esperti è disponibile sulla piattaforma per trovare le migliori competenze per supportare un progetto.

UNISCITI A NOI!



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Interreg
Alpine Space



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EUROPEAN REGIONAL DEVELOPMENT FUND

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