

## **O.T3.2**

# **NETWORK OF ACCREDITED BE-READI POINTS**

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WPT3 - Alpine Space is READI - Regional Chamber of Craft and  
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## 1. Introduction

The established BE-READI Network is a collaborative Alpine Space network, organized at regional level and consisting of host organizations established in the Alpine space area. Its primary target audience are European small and medium sized businesses interested in developing second life business ideas and engaging digital innovation. The Network has been integrated into the regional business and innovation support infrastructure, in order to cooperate efficiently with all relevant regional stakeholders, service providers and other European Networks.

Within the scope of the project partners have developed the accreditation system documents, animation in regional surroundings as well as necessary training activities for new network members. The official kick off of all network members (project members and new members) has been organized on May 31st, 2022 as a networking event.

## 2. Structure of the network

The Steering Committee, consisting of members of project partners, is coordinating the operational aspects of governance, putting in place the necessary governance and Network support structures. Governance mechanisms includes channels for both, Network partners and stakeholders, as well as networking and capacity building activities (meetings, training activities, internal communication tools, shared IT infrastructure etc.). The Steering committee is also responsible for the accreditation of new BE-READI Points.



### **3. Geographic structure and coverage**

The BE-READI Network is present in all regions of the Alpine space project area to provide its services in close proximity to SMEs. In most countries, it is mostly covered at NUTS2 regions.

### **4. Scope and range of activities**

The Network carries out the following types of activities:

1. Advice, support and information activities;
2. Promotion of Network services and communication activities;
3. Cross-border partnering activities for business cooperation;

Every member is invited to provide the full range of activities in the region and to run the promotion and communication activities.

The standard services of the Network are provided free of charge to SMEs. However, registration fees for events, seminars and workshops may be charged, as well as the consultancy costs of external experts. Likewise, additional services for SMEs that substantially build on and make use of knowledge built up during BE-READI Network project may be provided against a reasonable fee.

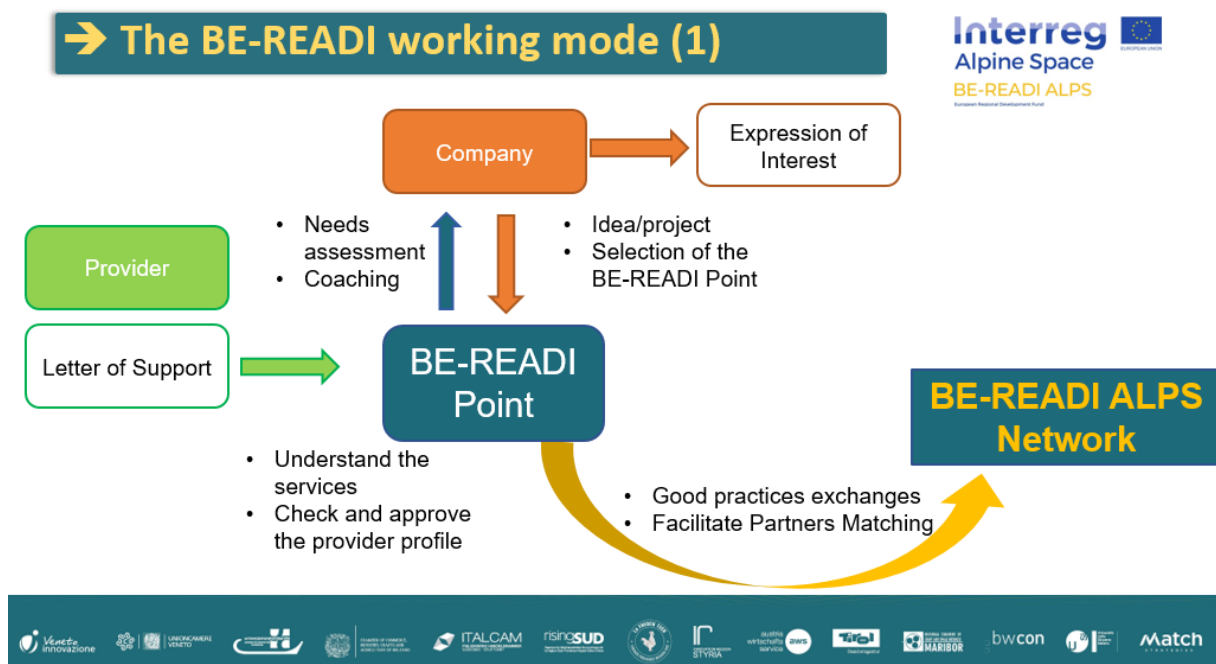


## 5. Developed BE-READI Points working mode

Each BE-READI Point is the local entry to provide the network services both to mature companies and potential digital and innovation providers.

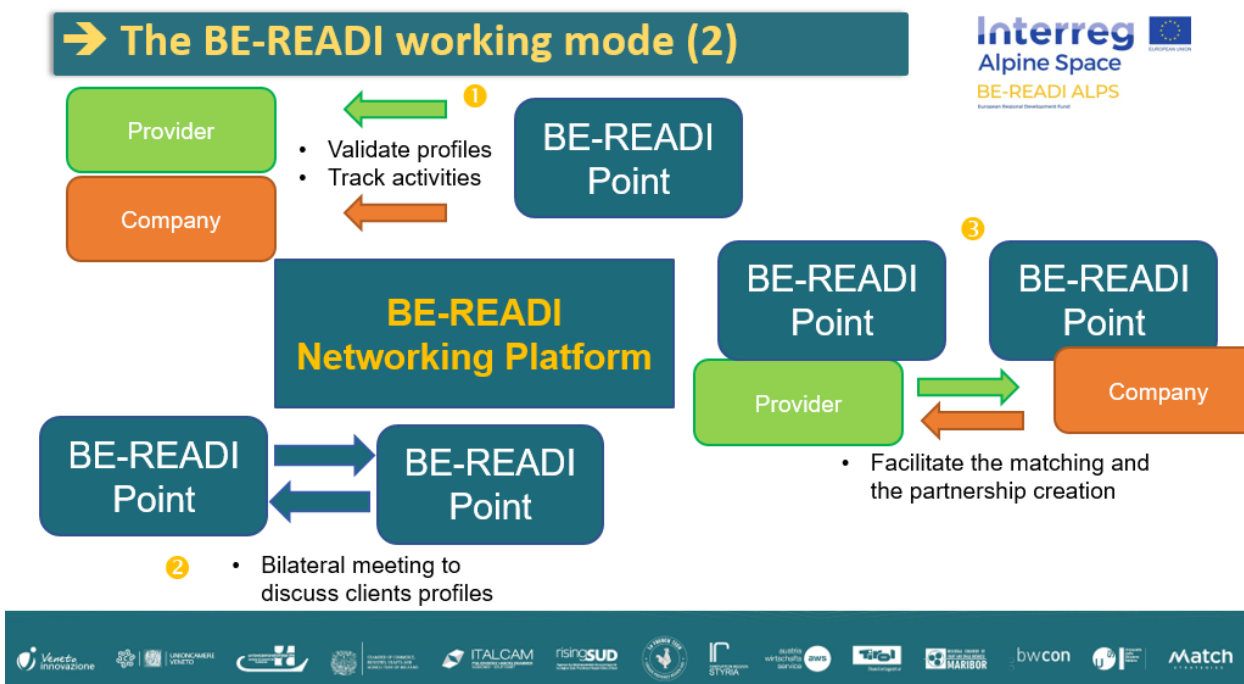
Mature companies are asked to start the “BE-READI Journey” filling in an online synthetic form called “Expression of Interest”. The EoI includes the following basic elements:

- The reference person to be contacted by the BE-READI Point
- A short and synthetic idea of the second life project
- The possibility to select the BE-READI Point the company would like to start the cooperation with



Providers instead have the possibility to find potential clients entering in the BE-READI community. They have to specify their competences and solutions provided filling in the “Letter of Support”. Each BE-READI Point has to check the provider’s profile and approve it to allow the provider entering the BE-READI Community.

The BE-READI Point provides the services package only to mature companies, assuring an orientation and coaching to check the project feasibility and to understand the specific partnership needs. The BE-READI Point is also connected to the other BE-READI Points in the Network.



The cooperation among the BE-READI Points is focused to

- exchange good practices about methodologies and tools to better respond to companies' requests
- discuss clients' profiles in order to find suitable matching and partners
- organise or mutually support matchmaking events
- put in common suitable resources to provide collective services to companies in the Alpine regions (e.g. training)

## 6. Network members

The Network is made up of individual host organizations who are defined as "BE-READI Points". The type of host organizations represented in the Network varies according to regional and national circumstances. All the Points are in a position to deliver high quality support services to businesses and have a proven track record of working with SMEs.

During the duration of the BE-Readi Alsp project the following membership has been created:

### Project partner members

- Veneto Innovazione spa (IT)
- Unioncamere del Veneto (IT)
- Unioncamere Lombardia (IT)
- CCIAA Bolzano (IT)
- Italienische Handelskammer München (DE)
- BWCON (DE)
- RISINGSUD (FR)
- French Tech Grande Provence (FR)
- Innovation Region Styria (AT)
- Austria Wirtschaftsservice (AT)
- Standortagentur Tirol (AT)
- Območna obrtno podjetniška zbornica Maribor (SI)
- Università della Svizzera Italiana (CH)
- Associazione Match (CH)



## **New members**

- CCIAA Trentino (IT)
- CCIAA Vicenza (IT)
- French Tech Aix-Marseille (FR)
- Holzcluster Steiermark (AT)
- INNOLAB (AT)
- Interkommunaler Gewerbepark Karnische Region (AT)
- OOZ Logatec (SI)
- OOZ Novo mesto (SI)
- RDA Podravje-Maribor (SI)
- Technologiezentrum Deutschlandsberg GmbH (AT)
- Trentino Sviluppo (IT)

## **7. Coherence with other host organisation activities and visibility within the host organisation**

BE-READI Points were embedded in host organisations, who are coordinating their core tasks with the proposed Network activities in order to contribute to the excellence of the Network and the services to be delivered. The host organisations were expected to provide strong support for the implementation of the proposed actions and to contribute to the excellence of the Network and the services to be delivered. The management of Network host organisations was required to integrate the Network as a strategic element in their organisation's portfolio and to ensure that BE-READI Network activities receive a high degree of visibility and 'connectivity' with other activities carried out by the organisation.





## 8. Cooperation with regional and national stakeholders

The BE-READI points include other organisations supporting SMEs in their region. At the same time, they had to provide that their activities do not duplicate existing services provided by other organisations in the same geographic area. The BE-READI services were embedded in the respective regional business and innovation support service infrastructure with the following aim of this approach:

- to seek complementarities and avoid duplication with existing services;
- to create a basis for positioning the BE-READI Network as 'specialists for the development of second life business ideas in the regional support environment;
- to identify and provide added value services with a European dimension that fit into and complement the existing regional business and innovation support system

This implied a high degree of regular stakeholder involvement in Network activities at all levels (local, regional, national) and constant dialogue with other support service providers.

All relevant major service providers in the region were supposed to be invited. Depending on the local conditions, this included actors such as local authorities, associations; representative organisations of SMEs; Business and Incubation Centres; universities; certification bodies; regional development agencies; innovation agencies and chambers not involved in the Network; clusters; bodies providing advice on “second life” issues, access to finance, internationalisation, and other relevant support service providers.



## **9. Collaboration with other European networks or initiatives in the region**

BE-READI Network members have practiced to work closely with representatives of other European networks (for example Enterprise Europe Network) in their region on a regular basis in order to provide a coherent support service to businesses. Mutual agreements to signpost clients to the most suitable service provider have been considered where appropriate.

## **10. Organisational competences & Staff**

BE-READI Network members expressed high level of necessary skills and expertise to implement the required activities. The professional capacity to successfully support, advise and inform SMEs and a longstanding experience are key qualifications for Network partners. In order to demonstrate their capacity, network members were required to:

- Show that they have the capacity to reach out to all SMEs interested in receiving networks services, and to address all parts of the SME community, including services and crafts;
- Provide their ability to work with foreign organisations and digital technology-oriented networks.

Host organisations were required to ensure that all staff members assigned to the BE-READI Network have adequate qualifications to fulfil their tasks to high quality standards. The staff members should have experience in working directly with SMEs. They should be able to analyse the needs of SMEs and help implement appropriate support services on the basis of this analysis.



The working language for the international activities of the BE-READI Network was English. Host organisations have therefore ensured that core staff members had a strong command of the English language to interact efficiently at professional level with colleagues of the Network from other countries.

## **11. Regional Network coordinators**

Regional Network members have been recommended to the role of a coordinator in their region. The coordinator oversees the general functioning of the regional network and ensures that the common workflows between partners, other Network partners are respected. It was also the coordinator's role to make sure that there was a constant and adequate flow of information between all partners and to promote a collaborative working environment. The network members promoted the Network and its services to the wider business support system in the region and organized joint promotion activities with key local partners.

## **12. Accreditation procedures**

The accreditation procedure foresees that a candidate members fill in and sign the following documents:

1. BE-READI Point candidate description: a matrix where a description of the organisation and its competences is needed. Furthermore, it is required to identify the contact person who will act as reference point for the local companies and the other BE-READI Points in the Network
2. Institutional Commitment for a new BE-READI Point: the formal signed declaration to give the commitment to join the network
3. The Personal Data and Confidential Information Protection Agreement for the project: the working mode foresees that the company's data are shared among the BE-READI Points to support the matchmaking activity. Therefore, all the BE-READI Points



have to formally agree on the personal data and confidential information protection document.

Once the candidate organisation signed the requested document, the LP launched the voting procedures open to SC members. The documents filled in by the candidate organisation were stored and shared in the intranet and SC members had two weeks to deepen them and express their votes. At the end of the procedure, the LP formally communicated the accreditation procedure outcomes and the induction path of the new Point starts.

### **13. Trainings for network new members**

During the project duration the BE-READI ALPS project members had a mentoring role over new network members coming from their regions. They have organised several local trainings and guide new members in the direction of providing high-quality services. The activities have been provided on-line as well as in the form of face-to-face meetings on the location of newcomers.

