

Newsletter

Summary

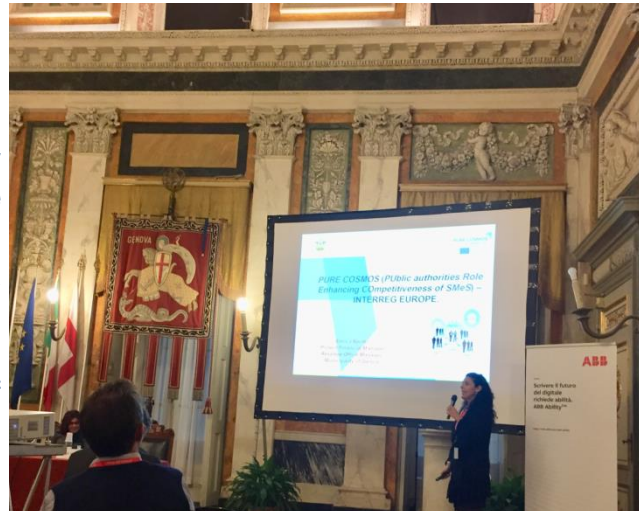
Dear Reader,

The 4th period of PURE COSMOS project was spent with the deeper examination of the different good practices collected – they can be found in the Good Practice Register. Together with their regional stakeholders the project partners chose the good practices that can be useful for them and examined the possibilities of the adaptations. Afterwards they compiled their Regional Action Plan Maps (RAP maps) in which they detail their good practice adaptation procedure, the compilation of their Action Plan and the relevant policy change

Genoa Smart Week

In November 2017 on the one-week-long event of conferences, technical and educational workshops, national and international events focused on several thematic areas: **Enterprise 4.0 – Industry 4.0, Urban Platform – Innovation for the transformation of cities, Business Models & Solutions for the development of a smart city, Green Solutions for Urban Regeneration.**

Genoa Smart Week hosted many partners of **European projects** involving **PURE COSMOS** as well.



Study visit in Genoa

The first study visit organized by the Municipality of Genoa took place on 30 January 2018, where the topics were: the general state of the digitalization process in Italy, with a look at the European agenda and the Italian one; the payment system and the PagoPA platform; the experience of the Municipality of Genoa; information technology solutions.

Study Visit in Barcelona

On 29-30 November in Barcelona the talks were about the Internationalization Vouchers Program that aims to connect Catalan SME's that want to consolidate their business and the Alternative Financing Catalogue that is meant to finance Catalan companies in a non-traditional way, with providers different from banks.

The 2nd day themes such as Article 10 and OSS model were discussed, these two elements have been essential in Catalonia to simplify and to improve the procedures of public administration, moreover they were indispensable to provide entrepreneurs with the possibility to quickly start up a business and to obtain assistance through the lifecycle of their companies.

2nd Study Visit in Magdeburg – E-business-Lotse and Center of Competence “Mittelstand”

On 14 February 2018 the Development Bank of Saxony-Anhalt hosted two good practices of their region: the Center of Competence “Mittelstand” 4.0 and the “E-business-Lotse” (E-business-Navigator), both central contact points focused on increasing digital skills of SMEs - like process management, data protection and IT security. Project partners from Italy, Greece, Spain, UK and Hungary visited the Center of Competence “Mittelstand” 4.0 which supports SMEs when using digital solutions and those which want to use them.

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Customer Journey
Mapping

RAP Maps

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Customer Journey Mapping – A customer’s perspective on the application process at the Investment Bank of Saxony Anhalt



Customer Journey Mapping or in other words: “Looking through the customer’s eyes” – in two workshops we did just that. Experts from the Development Bank (IB) came together with policy owners, representatives from the chambers of industry and commerce, and customers who have used the targeted funding programs before in August 2017 and April 2018 for the two Customer Journeys.

The Customer Journey Map is presented to stakeholders at the 7th regional stakeholder meeting in Magdeburg

Within these workshops, we put ourselves into the shoes of two fictional funding applicants: Rolf, 61, who wants to use consulting services for his industrial company, and Johanna, 40, who owns a physiotherapy practice and wants to provide her employees with further trainings.

As a result, we were able to pinpoint concrete starting points for improvement measures and have already started translating them into RAP actions.

Regional Action Plan Maps – RAP Maps – of the partners

The RAP Maps finalised in the 4th period show partners how to travel from Application Form to Regional Action Plan according to the following:

The RAP of the **Regional Authority of Central Macedonia** will include an OSS for services to be offered to the entrepreneurs, the creation of (pre-incubators) in RCM and vouchers for SMEs to be extrovert, in wider markets. At the **Municipality of Genoa** the municipal machine is showing a certain rigidity to adapt to a new organisational model and it coincided with significant changes that have taken place in legislation and have led to a radical rethinking of previous processes. A reengineering of body’s processes could be applied by means of a central computer system (OSS) that allows to provide services that are currently fragmented. **Ústí Region** found inspiration for development of “OSS concept”, representing the coordination and promotional contact point for SME services provision. In the Action Plan they would like to focus on OSS business model, partnership and organisational development, quality and performance indicators, ICT support and sustainable financing scheme development. According to the new OSS plan (2018-2021) the planned actions of the **Government of Catalonia** are: increasing the use of OSS services, implementing new services at OSS, guarantee standardization of intervention regimes and procedures in the territory, companies need to know the available services and can benefit from them. The Regional Action Plan will help the **Greater Birmingham& Solihull Local Enterprise Partnership** to address some of its key priorities in supporting businesses to scale as well as maintaining a focus on start-ups. It recognises a need for better access to finance and funding; digitisation of services and greater demand led collaboration of SMEs with the public sector to respond to critical urban challenges such as health, housing and unemployment. **Hajdú-Bihar County Government** wants to improve the efficiency of information flows, strengthen the publicity of available digital solutions and increase the ability/willingness/skills of business actors to interact electronically. The via the adaptation of E-business-Lotse (DE) and So New (GR) good practices.