

Output Factsheet

Output title: T1.2: Mapping of competences in key knowledge fields of digitalization

Summary of the output (max. 2500 characters)

As the preliminary assessment revealed a deficit in mapping of key knowledge hubs in the field of digitalization and in evidence of emerging value-chain collaboration, the main objective of this output was to conduct the analysis on the latter from both ERDF and IPA countries (wherein data deficits were the most significant).

Based on the capitalization of available results from finalized and ongoing Interreg projects related to the topic and on the methodology prepared by CCIS (and validated by WP leaders), the following activities have been implemented within this output:

- ✓ transnational mapping of existing knowledge hubs in academia and R&D (based on 9 regional analyses and minimum of 18 practice cases (from AT, BiH, DE, HR, HU, ME, RO, RS and SI))
- ✓ focusing on relevant technologies for digital transformation and expertise hubs in the field of organisational and HR management, development of labour and business conditions;

showing the thematic strengths and weaknesses of the participating regions and the corresponding demands for transnational know-how transfer through capacity building and qualification of SME/industry employees and entrepreneurs.

The following conclusions have been drawn - as in the past digital transformation primarily impacted the operational level of business processes, it is now impacting also the strategic level. Not only agile management methods are becoming more commonly applied also in SMEs, digital transformation has had an impact on the establishment of new networks and cooperation, including the level of openness for international engagement. Furthermore, readiness for change, agility of employees, transfer activities (flexible transition of experts between industry and institutions of knowledge) and level of collaboration with the industry have been assessed as the most important for the future (next 3-5 years). Although the role of HR development has been shifting towards becoming a digital business partner, to achieve readiness for change and agility of employees, as well as to ensure the appropriately skilled experts needed for the successful digital transformation and digital value-chain creation, collaboration between SMEs, enterprises and knowledge institutions is a prerequisite, as well as investing in and awareness raising about the importance of HR development. Developing competencies is crucial for every company introducing digital transformation and HR should predict and enable gaining new knowledge or developing competencies, all achieved in a timely manner so that the strategies could be implemented successfully. Some level of collaboration has been reached in all regions, however, as shown above in the analysis, some have gone further and can provide knowledge and know-how in the upcoming project activities.

Contribution to EUSDR actions and/or targets (max. 1500 characters)

The output contributes to the EUSDR, namely to Priority Areas 7 (Knowledge Society), 8 (Competitiveness of Enterprises), 9 (People&Skills), and 10 (Institutional Capacity&Cooperation), and through contribution to these Priority Areas it contributes also to the following target groups – institutions of knowledge, SMEs/enterprises and business support and labour support organisations. By mapping regional and transnational competences relevant for the digital value-chain creation, the output is providing new insights into the existing knowledge on one hand, into the thematic strengths and weaknesses and corresponding demands of the transnational know-how and knowledge transfer on the other, and all together it addresses the need for upskilling of regional companies and their employees, thus contributing to the following objectives and targets:

- fostering cooperation and exchange of knowledge between SMEs, academia and the public sector in areas of competence in the Danube Region (PA8)
- improving business support to strengthen the capacities of SMEs for cooperation and trade (PA8)
- supporting enterprises enterprises through high performing training and qualification schemes (PA8)
- eliminating cross border barriers and bottlenecks to people and business -Seamless Europe for a liveable Danube Region (PA8)
- contributing to a closer cooperation between educational, training, labour market and research institutions, in particular on transnational, regional and bilateral levels (PA9)
- developing RIS3 in all Danube countries (or their regions) (PA7)
- establishing structures to contribute to the facilitation of cross-border capacity building and cooperation through facilities such as cooperation platforms, knowledge transfer, and project development for cross-border public services (PA10).

Performed testing, if applicable (max. 1000 characters)

n/a

Integration and use of the output by the target group (max. 2000 characters)

Through the activities of mapping the regional competences and collecting the practice cases showcasing the evidence of already emerging digital value-chain collaboration the following target groups have been involved by both gathering and providing information: local/regional/national public authorities, sectoral associations and agencies, business support and labour support organisations, institutions of knowledge (universities, institutes, VET centres), SMEs and enterprises (namely from the sectors already identified in the application form - metal industry, machine building, engineering, electro industry, electronics/robotics and ICT). The analysis conducted will serve not only as the evidence-base for the development of the upcoming project activities, such as Toolbox for capacity building of LSO/BSO and specialists'/entrepreneurs' trainings (WP T2), but it will also contribute, especially combined with O.T1.1, to all relevant stakeholders in local/regional/national context, as it offers up-to-date insight into the level of development of knowledge related to the digital value-chain creation. Furthermore, the mapping of regional competences, in conjunction with the results of WP T4 - Transnational Strategy Roadmap and Regional Action Plans – can be used by the above-mentioned target groups for defining activities on policy level to overcome identified gaps.

Geographical coverage and transferability (max. 1500 characters)

The mapping of regional competences in key knowledge fields of digitalization and collection of practice cases showcasing the evidence of emerging digital value-chain collaboration covered the following countries from the Danube Region: Austria, Bosnia and Herzegovina, Croatia, Germany, Hungary, Montenegro, Romania, Serbia and Slovenia, with the additional support provided by the associated partners from some of the above-mentioned countries and additionally Moldova.

The performed transnational mapping of key competences will be made available to the public via the projects website and communicated in targeted actions to the RIS3 responsible institutions in the project partner regions/countries. The applied methodologies can be replicated for analysing other regions/countries outside the project area. Additionally, the outputs of this work package will be used in the development of regional action plans and hence be transferable at policy level.

Durability (max. 1500 characters)

The methodologies developed and applied to deliver the outputs main results can be used beyond the project life cycle, with minimal updates and corrections. The results obtained within the output provide up-to-date insight from the most relevant stakeholders in the field of digitalisation. The transnational mapping of key competences can be used in further funded projects, related to digital transformation.

Synergies with other projects/ initiatives and / or alignment with current EU policies/ directives/ regulations, if applicable (max. 1500 characters)

In regional analyses, DanubePeerChains has strongly capitalized on available results from finalized or ongoing Interreg projects, namely based on the experience in the project InnoPeer AVM wherein the competence assessment template has been developed. During the process of competence assessment and collecting data, all project partners have contacted relevant regional/national institutions/initiatives (e.g. Digital Innovation Hubs, prototyping or fabrication labs, institutes, etc.) in both R&D and Academia.

The results obtained within the mapping of key knowledge hubs and collecting practice cases as the evidence of emerging value-chain collaboration will be further communicated with the competent RIS3 institutions from partner countries and beyond. As elaborated above, this output is also aligned with the EUSDR and its Action Plan (revised in April 2020). As also already mentioned, this output will be used in the development of regional action plans and therefore be transferable to policy level. Within the WP T1, the qualification gaps and companies' demands identified will be discussed in detail and used for tailoring the support and qualification measures, planned in WP T2 and T3, and lead there to further transferable outputs.

The results of the output, namely the transnational mapping of key competences for digitalisation can also be used as an evidence-base in further funded projects.

Output integration in the current political/ economic/ social/ technological/ environmental/ legal/ regulatory framework (max. 2000 characters)

This output provides an evidence-base on the current and future-relevant competences needed for digitalisation and digital value-chain creation and thus represents a valuable input into the topic, as it was conducted by and/or involved the relevant stakeholders, especially in IPA countries where the information has been lacking.

The knowledge hubs identified already demonstrate the evidence of either well-established, established with the need of improvement or emerging collaboration between industry and institutions of knowledge which is a precondition for successfully bridging the competences' gap in the ever-evolving field of digitalisation. The results have already been and will be further communicated with the relevant RIS3 actors and competent institutions in all participating countries.