

Report

on the

Priority Area 8 “Competitiveness”

Cross-fertilisation Innovation and Technology Transfer Workshop

With thematic focus on Tourism and Digitalization

- 24.05.2018 -

The Main Objective – identifying opportunities for cooperation among the Danube area in the thematic fields Innovation and Technology Transfer as well as Innovative Ecosystems for SMEs

Introduction

The objective of the **Report** is to identify opportunities among the area in the thematic field of Pole 1 (Innovative Ecosystems in SMEs) and Innovation and Technology Transfer, with a special focus on **cross-area** contribution of relevant actors to the **achievement of EUSDR Priority Area 8 objectives**, on the one hand, and **cross-pole** support of the Interreg DTP Capitalisation Strategy through adopted projects on the other. The highlighting of potential synergies by addressing the opportunities can enhance the implementation of the EU Strategy for the Danube Region (EUSDR) and could serve as a basis for the work of the Priority Area Coordinator 8 (PAC 8). With regards to the **7th Annual Forum** of the EUSDR, taking place in Sofia on 18 and 19 October, 2018 a **thematic focus was put on tourism and digitalization** (Priority Area 3). The findings of the Cross-fertilisation Innovation and Technology Transfer Workshop will be presented at the 7th Annual Forum of the EUSDR.

The Workshop had an interactive format by engaging the participants to give their contributions on the focussed topic. On the basis of a qualitative structured workshop, the participants filled in an interactive matrix in order to identify **opportunities for cooperation** in the thematic field of Innovation and Technology Transfer as well as of Pole 1 (Innovative Ecosystems in SMEs). To identify the contribution of Priority Area 8 (PA 8) cooperation opportunities with regard to Priority Area 3 (PA 3) thematic focus on tourism and digitalization, the relevant objectives provided the basis of the matrixes. The specific objectives of PA 8 and PA 3 were selected with respect to the relevance of the topic and the value. The value and significance of the PA 8 objectives was elaborated within the Capitalisation Workshop held on 19 October 2017 during the 6th Annual Forum of the EUSDR. The results can be found here: <http://www.interreg-danube.eu/uploads/media/default/0001/13/7b079e3c9cfca631cc0c480a413e1e19e17ad372.pdf>.

Priority Area 8 Objectives		Priority Area 3 Objectives	
To foster cooperation and exchange of knowledge between SMEs, academia and the public sector	O ₁	Develop a Danube Brand for the entire Danube Region based on already existing work	O ₁
To improve business support to strengthen the capacities of SMEs for cooperation and trade	O ₂	Support the implementation of a harmonised monitoring system, dedicated to tourism, able to provide complete and comparable statistical data in all the 14 states part of the EUSDR	O ₂
To improve framework conditions for SMEs in areas where competitive infrastructure is missing	O ₃	Develop green tourist products along the Danube Region	O ₃
To support enterprises through high performing training and qualification schemes	O ₄	Ensure the sustainable preservation of cultural heritage and natural values by developing relevant clusters, and networks of museums, interpretation and visitors centres within the Danube Region	O ₄

Figure 1: Relevant Objectives of Priority Area 8 and Priority Area 3.

The interactive workshop was moderated and organised by the coordinator of Thematic Pole 1 of the Danube Transnational Programme (DTP), Daniela Chiran, who is also coordinator of the PA 8 Working Group Innovation and Technology Transfer. Around 30 representatives of the EUSDR Priority Area 7 and 8, the DTP Thematic Poles 1, 2 and 3 as well as representatives of the field of enterprises (SMEs), public authorities and higher education and research participated in the PA Cross-fertilisation Workshop. After the welcome speech, held by Ms Judit Schrick-Szenczi (Ministry for Economic Affairs, Labour and Housing Baden-Württemberg, Germany), Priority Area 8 Coordinator, further presentations on a thematic overview served as a starting point for the following workshop sessions within the thematic fields of tourism and digitalization. The presentations of relevant actors were further linked to the objectives of Priority Area 3 and Priority Area 8.

For the afternoon session the participants were split in three thematic groups at different tables, which were formed to address the similar topics within the thematic fields, with a special focus on contribution of PA8 objectives in regard to PA 3 objectives (figure 2). The thematic groups were formed by the relevant stakeholders identified in the previous Capitalisation Workshop in 2017, namely “Higher Education and Research” (HE&R),

“Public Authorities” (PA) and “Small and Medium Sized Enterprises” (SMEs) and were split as follows:

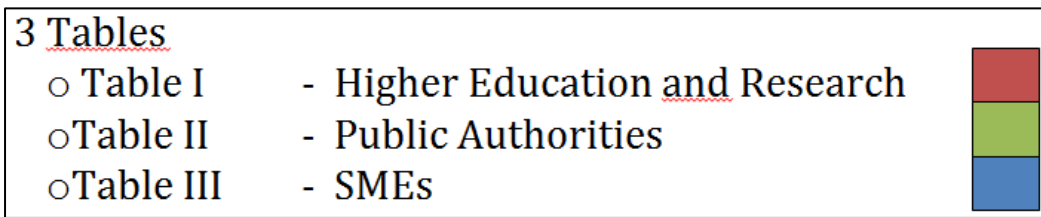


Figure 2: Distribution of Participants due to relevant stakeholders identified.

The stakeholder group of “Civil Society” was not present at the workshop yet their field of activity was adopted by the other groups. Due to the limited representation their outcomes were not taken into consideration for the following analysis. Each thematic group was provided paper based matrixes, including the objectives of PA 8 and PA 3as well as the relevant stakeholders (table 1).

Contribution of Priority Area 3 objectives (tourism) with regard to Priority Area 8 objectives

Stakeholder Group	Objective	Opportunity/Advantage	Barrier/Disadvantage
Small and medium-sized enterprises (SMEs)	O ₁		
	O ₂		
	O ₃		
	O ₄		
Higher Education & Research (HE&R)	O ₁		
	O ₂		
	O ₃		
	O ₄		
Public Authorities (PA)	O ₁		
	O ₂		
	O ₃		
	O ₄		

Civil Society	Objective	Opportunity/Advantage	Barrier/Disadvantage
	O ₁		
	O ₂		
	O ₃		
	O ₄		
	O ₁		
	O ₂		
	O ₃		
	O ₄		

Priority Area 8 objectives	Priority Area 3 objectives
O ₁ : To foster cooperation and exchange of knowledge between SMEs, academia and the public sector	O ₁ : Develop a Danube Brand for the entire Danube Region based on already existing work
O ₂ : To improve business support to strengthen the capacities of SMEs for cooperation and trade	O ₂ : Support the implementation of a harmonised monitoring system, dedicated to tourism, able to provide complete and comparable statistical data in all the 14 states part of the EUSDR
O ₃ : To improve framework conditions for SMEs in areas where competitive infrastructure is missing	O ₃ : Develop green tourist products along the Danube Region
O ₄ : To support enterprises through high performing training and qualification schemes	O ₄ : Ensure the sustainable preservation of cultural heritage and natural values by developing relevant clusters, and networks of museums, interpretation and visitors centres within the Danube Region

opportunities/advantages
 barriers/disadvantages

	Table I	Table II	Table III
Round I	SME	HE&R	PA
Round II	PA	SME	HE&R
Round III	HE&R	PA	SME

Table 1: Paper based matrixes handed out to the participants.

Each of the stakeholder groups was asked to perform two tasks, whereby each group had a moderator who was responsible for time management and for collecting results. The first task involved the **identification of barriers or disadvantages and opportunities or advantages for cooperation** that occur regarding the PA 8 and PA 3 objectives. Within the

matrixes experiences, recommendations and possible activities on how to support and foster the priorities and the work of the Priority Area Coordinators of the EUSDR were filled in individually by each participant. Afterwards they tried to make findings as an actor from the other two fields left following the *Thinking Hats* methodology.

Following the barriers/disadvantages and opportunities/advantages were discussed on group level and the findings were summed up by the moderators on a flipchart. After the finalisation of the two-part workshop, a short presentation of results for each group followed. The final results based on the matrixes and the identified barriers or disadvantages and opportunities or advantages for cooperation shall be the subject of the report.

Starting from the above presented workshop design the report will focus on the identification of opportunities for cooperation among the Danube area in the thematic fields Innovation and Technology Transfer as well as Innovative Ecosystems for SMEs. The analysis of the findings of the relevant stakeholders helps to define recommendations and possible activities on how to support and foster the priorities and the work of the Priority Area Coordinator of the EUSDR.

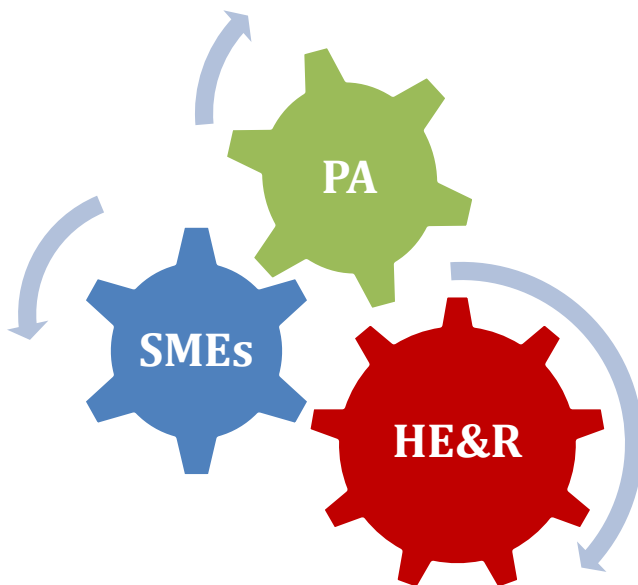


Figure 3: Interaction of the relevant stakeholders.

Contribution of Priority Area 8 objectives with regard to Priority Area 3 objectives (tourism)

	Higher Education & Research (HE&R)		Public Authorities (PA)			Small and medium-sized enterprises (SMEs)			
	PA8	→	PA3	PA8	→	PA3	PA8	→	PA3
Table I: Higher Education & Research (HE&R)	O1	sensitivity of regional brands; teaching development of consciousness	O1	O1	P1 can cooperate with museums to ease the procedure for tourist offer (museum nights)	O4	O1	involving customer; get impact on client satisfaction measurement	O3
	O1	agile projects support SMEs in green tourism	O3	O3	public standing bridge the gap for green product development	O3	O3	disruptive innovation blockchain; change the game of green economy	O3
	O2	academia and SME can support each other through smart special strategy	O4	O3	clustering SME through tax instrument supports the preservation of cultural heritage	O4			
	O3	digital sensor platform support monitoring system with real time data	O2						
	O4	platform to integrate tourist services of different supplier	O2						
Table II: Public Authorities (PA)	O1	Understand - multiculturalism - regional specificity regarding mobility, exchange, research	O2, O4	O1	Partnerships among cities/countries in DR --> GP practices museums, GC communication	O4	O1	Alignment of quality standards for touristic services	O2
	O2	develop new business models for traditional products	O1, O3	O1	Open data/Public statistic data for tourism in the DR	O2	O1	Food security/safety/traceability	O3
	O3	Bad framework conditions in counties for universities and applied research to work with SMEs	O4	O1	lack of institutional capacity	O1	O1	lack of public procurement/short supply chain	O3
				O1	large diversity of local branding	O1	O3	lack of money/short supply chain	O3
				O2	local markets'; creating a trademark of local products. Danube Region trade brand (AGORA; partnerships)	O2	O4	Innovation management: Training	O3
				O3	lack of political will & outdated mind setting	O1-4	O4	Marketing Management: Training; cross border hubs and clusters	O4
							O1	good services can be put in a brand for the Danube region	O1, O2
						O1	increase the visibility by competition	O1, O2	
						O1	lack of cooperation and coordination of SMEs	O1, O4	
						O2	unfair competition between danube region	O2, O4	
						O2	increase the performanes and qualifications of SMEs	O1, O3, O4	
						O3	extend cooperation between SMEs, academia & public sector	O2	
						O3	Expensive products of green solutions	O3	
						O4	offer a better access for SMEs to the competitive infrastructures	O3	
						O4	differences in position of presentations		
Table III: Small and medium-sized enterprises (SMEs)									

Table 2: Findings of the stakeholder groups

Results of the Cross-fertilisation Innovation and Technology Transfer Workshop with thematic focus on Tourism and Digitalization

Table 2 shows the results of the stakeholder groups “Higher Education and Research” (HE&R), “Public Authorities” (PA) and “Small and Medium Sized Enterprises” (SMEs) who discussed possible links and topics which are related to objectives of Priority Area 8 and Priority Area 3. At first, the various stakeholder groups (left column) discussed their very own specific field and gave their experiences, recommendations and possible activities on how to support and foster the priorities. Afterwards they tried to make findings as an actor from the other two fields left following the *Thinking Hats* methodology.

The stakeholder group of the “Higher Education and Research” discussed at the beginning possible thematic synergies between objectives of PA8 and PA3 regarding the field of HE&R. They found out, that the “sensitivity of regional brands” relates to PA8 objective 1 as well as to PA3 objective 1. The finding “Agile projects support SMEs in green tourism” in contrast was identified to interrelate with PA8 objective 1 and PA3 objective 3.

Further, the groups also discussed the other stakeholder fields. In our example the group of “Higher Education and Research” made findings as an actor from the field Public Authorities and SMEs. In the field of PA they identified the cooperation with museums as a cross-cutting topic of PA8 objective 1 and PA3 objective 4.

Contribution of Priority Area 8 objectives with regard to Priority Area 3 objectives (tourism) - Advantages, Opportunities Barriers, Disadvantages				
	PA8		PA3	
HE & R	O1	sensitivity of regional brands; teaching development of consciousness	O1	
	O1	agile projects support SMEs in green tourism	O3	
	O2	academia and SME can support each other through smart special strategy	O4	
	O3	digital sensor platform can support monitoring systems with real time data	O2	
	O4	platform to integrate tourist services of different supplier	O2	
	O1	Understand - multiculturalism - regional specificity regarding mobility, exchange, research	O2, O4	
	O2	develop new business models for traditional products	O1, O3	
	O3	Bad framework conditions in countries for universities and applied research to work with SMEs	O4	
Public Authorities	Q1	P1 can cooperate with museums to ease the procedure for tourist offer (museum nights)	O4	
	O1	Partnerships among cities/countries in DR --> GP practices museums, GC communication	O4	

	01	Open data/Public statistic data for tourism in DR	02	
	03	public standing bridge the gap for green product development	03	
	03	clustering SME through tax instrument; support preservation of cultural heritage	04	
	01	lack of institutional capacity	01	
	01	large diversity of local branding	01	
	02	local markets'; creating a trademark of local products. Danube Region trade brand (AGORA; partnerships)	02	
	03	lack of political will and outdated mind setting	01-4	
SMEs	01	involving customer measurement and get thereby impact on clients satisfaction	03	
	01	Alignment of quality standards for touristic services	02	
	01	increase the visibility by competition	01, 02	
	01	good services can be put in a brand for the Danube region	01, 02	
	01	Food security/safety/traceability	03	
	03	disruptive innovation blockchain change; the game of green economy	03	
	04	Innovation Management: Trainings	03	
	04	Marketing Management: Trainings; cross border hubs and clusters	04	
	01	lack of cooperation and coordination of SMEs	01, 04	
	02	unfair competition between SMEs in the Danube region	02, 04	
	02	increase the performances and qualifications of SMEs	01, 03, 04	
	01	lack of public procurement/short supply chain	03	
	03	extend cooperation between SMEs, academia & public sector	02	
	03	lack of money and short supply chain	03	
	03	Expensive products of green solutions	03	
	04	offer a better access for SMEs to the competitive infrastructures	03	
	04	differences in position of presentations		

Table 3: Synergies between PA8 and PA3 objectives listed by opportunities and barriers.

Table 3 shows the results of the stakeholder groups “Higher Education and Research” (HE&R), “Public Authorities” (PA) and “Small and Medium Sized Enterprises” (SMEs) who identified different opportunities and advantages as well as barriers and disadvantages for HE&R, PA

and SMEs in the field of tourism which relate to the objectives of PA8 as well as PA3. The graphic gives an overview of these findings.

Whereas for example the sensitivity of regional brands is an opportunity for Higher Education and Research, bad framework conditions are barriers for universities and the applied research to work with SMEs. Public Authorities would foster open data or public statistic data for tourism in the Danube Region for public understanding to bridge the gap for green product development. Barriers for this undertaking can occur due to the lack of political will and an outdated mind setting.

Thematic Synergies between the Objectives of PA 8 and PA 3

How can PA 8 Objective 1 support PA 3 Objectives?

HE&R	PA3 Objectives	
Priority Area 8 Objective 1: To foster cooperation and exchange of knowledge between SMEs, academia and the public sector	sensitivity of regional Brands	O1
	Understand - multiculturalism - regional specificity --> mobility, exchange, research	O2,O4
	agile projects support SME in green tourism	O3
Public Authorities Priority Area 8 Objective 1: To foster cooperation and exchange of knowledge between SMEs, academia and the public sector	large diversity of local branding	O1
	lack of institutional capacity	O1
	Open data/Public statistic data for tourism in the DR	O2
	Partnerships among cities/counties in DR --> GP practices museums, GC communication	O4
	P1 can cooperate with museums to ease the procedure for tourist offer (museum nights)	O4
SMEs Priority Area 8 Objective 1: To foster cooperation and exchange of knowledge between SMEs, academia and the public sector	good services can be put in a brand for the Danube region	O1,O2
	increase the visibility by competition	O1,O2
	lack of cooperation and coordination of SMEs	O1,O4
	Alignment of quality standards for touristic services	O2
	involving customer; get impact on client satisfaction measurement	O3
	Food security/safety/traceability	O3
	lack of public procurement/short supply chain	O3

Table 4: Thematic Synergies between PA 8 objective 1 and PA3.

How can PA 8 Objective 2 support PA 3 Objectives

HE&R	PA3 Objectives	
Priority Area 8 Objective 2: To improve business support to strengthen the capacities of SMEs for cooperation and trade	develop new business models for traditional products & son	O1,O3
	cooperation between/can support each other academia/SME o smart special strategy	O4
Public Authorities Priority Area 8 Objective 2: To improve business support to strengthen the capacities of SMEs for cooperation and trade	local markets'; creating a trademark of local products. Danube Region trade brand (AGORA; partnerships)	O2
SMEs Priority Area 8 Objective 2: To improve business support to strengthen the capacities of SMEs for cooperation and trade	increase the performances and qualifications of SMEs	O1,O3, O4
	distortion of competition	O2,O4

Table 5: Thematic Synergies between PA 8 objective 2 and PA3.

How can PA 8 Objective 3 support PA 3 Objectives?

HE&R	PA3 Objectives	
Priority Area 8 Objective 3: To improve framework conditions for SMEs in areas where competitive infrastructure is missing	digital sensor platform support monitoring system with real time data	O2
	Bad framework conditions in countries for universities and applied research to work with SMEs	O4
Public Authorities Priority Area 8 Objective 3: To improve framework conditions for SMEs in areas where competitive infrastructure is missing	lack of political will & outdated mind setting	O1-O4
	public standing bridge the gap for green product development	O3
	clustering SME through tax instrument; support preservation of cultural heritage	O4
SMEs Priority Area 8 Objective 3: To improve framework conditions for SMEs in areas where competitive infrastructure is missing	extend cooperation between SMEs, academia & public sector	O2
	Expensive products of green solutions	O3
	lack of money/short supply chain	O3
	disruptive innovation blockchain; change the game of green economy	O3

Table 6: Thematic Synergies between PA 8 objective 2 and PA3.

How can PA 8 Objective 4 support PA 3 Objectives?

HE&R	<u>PA3 Objectives</u>	
Priority Area 8 Objective 4: To support enterprises through high performing training and qualification schemes	a platform to integrate tourist services of different supplier	O2
SMEs Priority Area 8 Objective 4: To support enterprises through high performing training and qualification schemes	Innovation management: Training	O3
	offer a better access for SMEs to the competitive infrastructures	O3
	Marketing Management: Training; cross border hubs and clusters	O4
	differences in position of presentations	

Table 7: Thematic Synergies between PA 8 objective 2 and PA3.

Beginning with PA 8 objective 1, the tables 4-7 illustrate the relation of the findings in the fields of “Higher Education and Research” (HE&R), “Public Authorities” (PA) and “Small and Medium Sized Enterprises” (SMEs) with the four objectives of PA 8 (left side). In the right column, the specific objectives of PA3 are listed in relation to the findings. In general, the tables show how the different PA 8 objectives can be linked to the objectives of PA 3.

The sensitivity of regional brands is located under objective 1 of the PA 8 “To foster cooperation and exchange of knowledge between SMEs, academia and the public sector” and could support the PA 3 objective 1 “Develop a Danube Brand for the entire Danube Region based on already existing work”. Another fostered field by Public Authorities would be open data or public statistic data for tourism in the Danube Region to bridge the gap for green product development. This finding is linked to the PA 3 objective number 2 “Support the implementation of a harmonised monitoring system, dedicated to tourism, able to provide complete and comparable statistical data in all the 14 states part of the EUSDR”. There were no findings in the field of the Public Authorities stakeholders regarding PA 8 objective 4.

Thematic Synergies between the Objectives of PA 8 and PA 3 – Overview

Priority Area 8 Objective 1: To foster cooperation and exchange of knowledge between SMEs, academia and the public sector	PA3 Objectives	
	sensitivity of regional Brands	O1
	large diversity of local branding	O1
	lack of institutional capacity	O1
	good services can be put in a brand for the Danube region	O1,O2
	increase the visibility by competition	O1,O2
	lack of cooperation and coordination of SMEs	O1,O4
	Open data/Public statistic data for tourism in the DR	O2
	Alignment of quality standards for touristic services	O2
	Understand - multiculturalism - regional specificity regarding mobility, exchange, research involving customer; get impact on client satisfaction measurement	O2,O4
	Food security/safety/traceability	O3
	lack of public procurement/short supply chain	O3
	agile projects support SME in green tourism	O3
	Partnerships among cities/counties in DR --> GP practices museums, GC communication	O4
	P1 can cooperate with museums to ease the procedure for tourist offer (museum nights)	O4

Priority Area 8 Objective 2: To improve business support to strengthen the capacities of SMEs for cooperation and trade	PA3 Objectives	
	develop new business models for traditional products & son	O1,O3
	increase the performances and qualifications of SMEs	O1,O3,O4
	local markets'; creating a trademark of local products. Danube Region trade brand (AGORA; partnerships)	O2
	unfair competition in the Danube region	O2,O4
	cooperation between/can support each other academia/SME over smart special strategy	O4

Priority Area 8 Objective 3: To improve framework conditions for SMEs in areas where competitive infrastructure is missing	PA3 Objectives	
	lack of political will & outdated mind setting	O1-O4
	digital sensor platform support monitoring system with real time data	O2
	extend cooperation between SMEs, academia & public sector	O2
	public standing bridge the gap for green product development	O3
	Expensive products of green solutions	O3
	lack of money/short supply chain	O3
	disruptive innovation blockchain; change the game of green economy	O3
	clustering SME through tax instrument; support preservation of cultural heritage	O4
	Bad framework conditions in countries for universities and applied research to work with SMEs	O4

Priority Area 8 Objective 4: To support enterprises through high performing training and qualification schemes	PA3 Objectives	
	a platform to integrate tourist services of different supplier	O2
	Innovation management: Training	O3
	offer a better access for SMEs to the competitive infrastructures	O3
	Marketing Management: Training; cross border hubs and clusters	O4
	differences in position of presentations	

Table 8: Overview of the thematic synergies between the objectives of PA 8 and PA 3.

Table 8 shows an overview of the link of the findings of the stakeholder groups and the four objectives of PA 8. The results are listed in respect to the specific objective of PA 8; regardless the specific thematic field (HE&R, PA, SMEs). The right column includes the specific objectives of PA3 regarding the findings they relate to.

Recommendations on further collaboration between the PAC of Priority Area 8 and the Priority Area 3 of the EUSDR

Policy Recommendation no 1: Creating a digital platform for tourism services.

Policy Recommendation no 2: Improve framework conditions for innovation in tourism.

Policy Recommendation no 3: Implementing a concrete project to foster quadruple helix cooperation in tourism.

16.07.2018

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