

## Table of Contents

INTRODUCTION.....	4
EVENTS REPORT.....	5
<i>WESTERN GREECE</i> .....	5
<i>APUGLIA</i> .....	9
Conclusion / Executive Summary.....	16
APPENDIXES.....	18



## INTRODUCTION

Within this deliverable we present the outcomes of the bottom-up approach in order to collect users' needs in Western Greece and Apulia in relation with Government to Business (G2B) e-services.

The **common methodology** used for the collection of user needs was as follows:

- For the 5 pre-defined application areas the two Regions selected specific applications (from the deliverable 3.1) to be presented as showcases to stakeholders (business support organizations, regional government officials, SMEs representatives)
- Workshops / focus groups were organized in Western Greece and Apulia with the participation of stakeholders in order to collect their feedback on the tools presented (on usefulness, importance, applicability etc)
- For each event a specialised questionnaire have been designed base don the types of stakeholders participating (see Appendix)
- The information collected have been analysed taken under consideration the regional policy documents (e.g. RIS3) of the two regions.
- Based on this feedback, in a next step the specific plans for e-tools development in Apulia and Western Greece are being prepared as long as the specifications for a common innobarometer tool.

## EVENTS REPORT

### *WESTERN GREECE*



Photo from the info day in Agrinio

Under the project “egov\_INNO – E-government services and tools from regional governments and regional development bodies to support and coordinate the regional research and innovation capital “, 3 Information Days took place in Patras, Pyrgos and Agrinio on 13, 14 and 15 March 2019 respectively, as long as 2 meetings (1 with regional Government officials and a second one with the Chambers of Commerce board).

The presentation of the method of development of the “EGOV\_INNO” action plans, of the international practices in selected application areas as well as the analysis of the availability of statistics on entrepreneurship and innovation, the way of collection and processing have been presented in the framework of the information days.

Finally selected practices, covering all categories of applications (as identified from the project) has been presented to the participants (representatives from SMEs, business support organizations, local governments, academia).

Specialized questionnaires have need designed for the collection of their feedback on the usefulness and importance of the presented tools (see Appendix).

Analysis of the collected feedback is given below:

For the five preselected application areas all participants were presented with some example tools and they were asked if they evaluate the positively (as a general comment).

1. e-tools to monitor and support the process of financing for investment plans of enterprises,
2. e-services to accelerate the process related with starting a business with emphasis on start-ups,
3. information services for enterprises with emphasis on young innovators (e.g. database of incubator services, co-working spaces etc),
4. social networking tools to support smart match-making and collaboration of enterprises (supporting their networking and clustering) as well as linkage between the business and the R&D community
5. business intelligence applications to monitor the regional and cross-border entrepreneurship and innovation

For the application areas 2, 3,4 and 5 more than 60% of the participants gave a positive evaluation (score 4 or 5).

In a next step, all participants were asked to evaluate specifically in terms of

- **compatible with their needs**

The tools of category 2, 3,4 are evaluated as more compatible with needs

The tools of category 5 are evaluated as the less compatible

- **relevance with their activities**

The tools of category 2,3, 4 and 5 are evaluated as more relevant

All other categories are in the same position in terms of their evaluation on this issue

- **applicability**

All participants are reluctant in terms of applicability for the presented tools.

Especially for the category 1 most of them evaluate them as non-easily applicable.

- **importance**

In terms of general importance for the innovation eco-system of the Region, all categories are evaluated positively, with tools of categories 1,2,4 and 5 to be considered as the most important ones.

**Conclusions:**

- Tools of category 1 are considered as non-easily applicable
- Tools of category 2, 3, 4 are considered as most useful

- Tools of category 5 are having mostly positive evaluation in all sub-factors, apart from compatibility with SMEs actual needs

As a general conclusion, it seems that the most important and relevant tools for the Region of Western Greece are:

2.e-services to accelerate the process related with starting a business with emphasis on start-ups,

3. information services for enterprises with emphasis on young innovators (e.g. database of incubator services, co-working spaces etc),

4.social networking tools to support smart match-making and collaboration of enterprises (supporting their networking and clustering) as well as linkage between the business and the R&D community

5.business intelligence applications to monitor the regional and cross-border entrepreneurship and innovation (target group: regional government and business support organizations and not SMEs directly).

Based on the Region's strategic document for Smart Specialization, the most important goals related with Information and Communication Technologies in Western Greece are:

- Increasing investment in knowledge and excellence
- Strengthening research and innovation in the business sector

One of the identified means to achieve this, is to provide ways to "Strengthening research and innovation infrastructures in their clusters" with emphasis on Young innovators and new companies.

As a result, from the strategic point of view, all 5 types of preselected applications are compatible with the Regional needs since they are all contributing to

- Create and support businesses with emphasis on new business
- Support collaborative mechanisms
- Provide valuable tools for the regional government in order to collect all needed information for properly organise needed activities

So, by combining the outcomes from the policy documents analysis and the feedback gained from the workshop, we identify the e-tools of category 2, 3, 4 and 5 as most relevant and applicable for Western Greece.

Going one step ahead and based on additional feedback collected from stakeholders, the following example e-tools have been identified as possible useful ones:

1. An e-tool that fosters innovation using ideas put forward by the general public.
2. An on-line business plan builder.
3. An on-line set of courses.
4. An on-line directory of useful links and services.
5. A smart e-tool matching employers and prospective employees.
6. A smart e-tool matching businesses seeking funding with potential investors/sponsors.
7. A smart e-tool matching people interesting in selling and buying ready-made businesses.
8. A smart e-tool matching businesses seeking expert advice and experts, consultants, mentors.
9. A smart e-tool matching businesses interested in research and development collaboration.
10. A smart e-tool matching businesses interested sharing working spaces.
11. An on-line forum.

A second series of events / questionnaires have been used in order to ask stakeholders for the specific importance of these tools. The main conclusion is they could support and have a useful role in the operation of all *e-tools*, especially 3, 8,9 and 11 (the analysis leading to these results is given in Appendix).





Photos from the second series of events

Phtos

## *APUGLIA*



Workshop with stakeholders

On April 18, 2019, in the headquarters of the Apulia Region, a Focus Group was convened with the reference stakeholders, to select the 15 most significant practices and most responsive to the needs of the Apulia Region's companies. During the meeting some aspects of the project and methodology were shared and some practices for each axis were illustrated and discussed.

At the end of the meeting, all participants filled in a questionnaire, indicating the most important topics for developing G2B services in support of businesses in the Apulia Region.

In the questionnaire, four topics were listed for each axis, selected from 86 good practices identified in the previous project phases. All the stakeholders were asked to select the relevance (from 1 to 4) of each topic. Finally, based on their experience, stakeholders were asked what needs of the companies should be mainly considered for development of Government2Business services in favour of companies in the Apulia Region.



Workshop with stakeholders

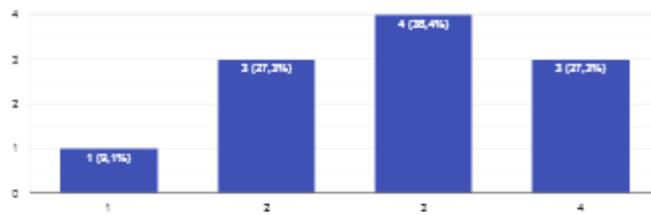
Results obtained are shown below, for each axis (pre-defined application areas):

**Axis 1**

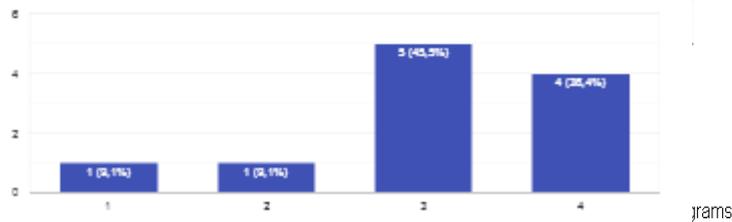
## Axis 2

a) Facilitating cross-border activities and attracting foreign direct investments

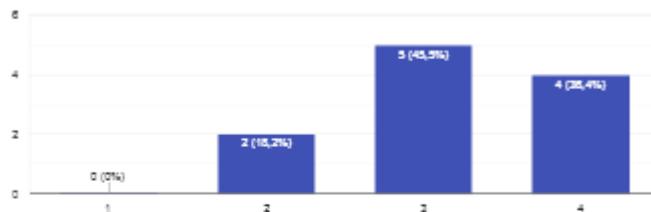
a) Promote the support of specialized consultancy



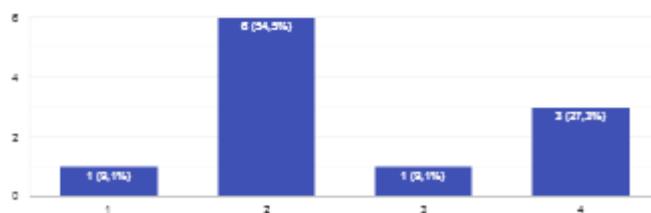
b) Services for reducing the regulatory burden on businesses



c) Support the development of tax incentives for start-ups

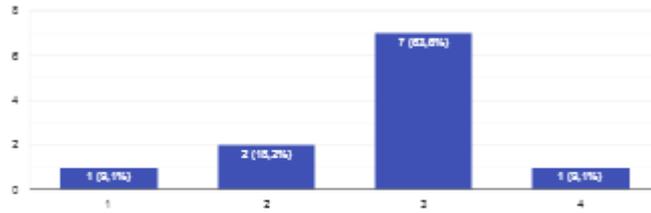


d) Facilitate the relationship with non-EU-Schenghen start-ups

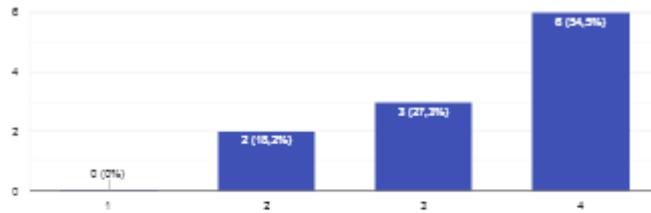


### Axis 3

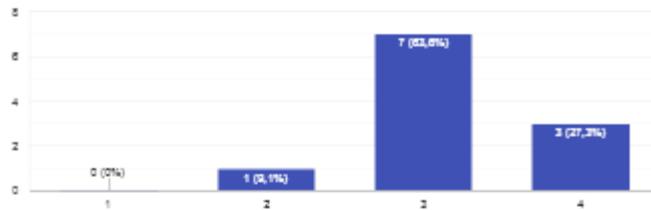
a) Support development of laboratory networks and coworking spaces



b) Develop services for the transfer of skills, access to good practices and sponsorship tools



c) Encourage the development of community of entrepreneurs

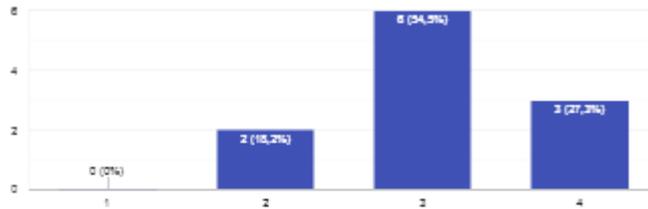


d) Facilitate information on funding programs (Regional, National, EU, International)

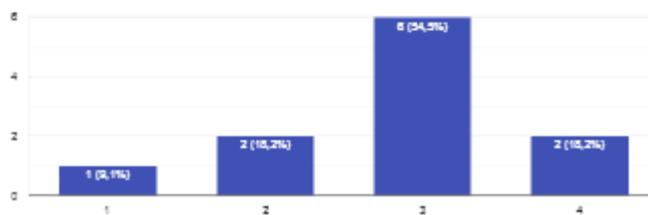


## Axis 4

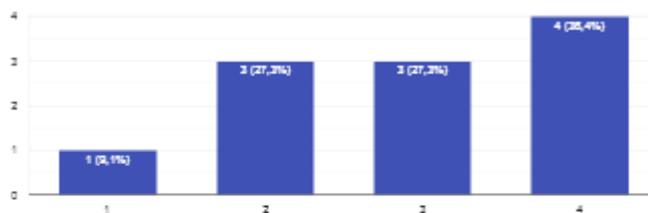
- a) Matchmaking platforms to encourage cooperation with university and business research institutes



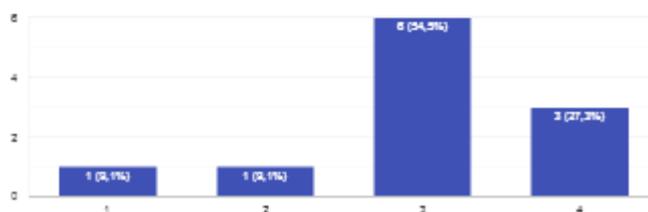
- b) Training and entrepreneurial mentoring services



- c) Platforms for scale-up of business ideas and crowdfunding support

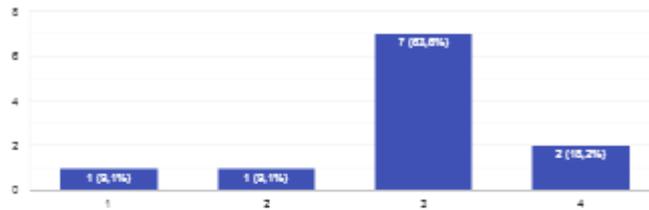


- d) Tools for the implementation of circular economy systems

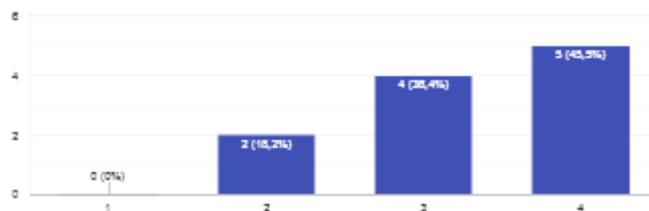


## Axis 5

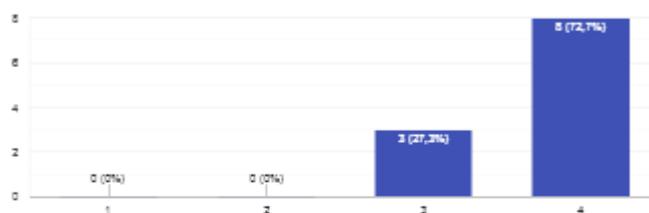
- a) Promote open innovation processes and the circulation of information on innovative tenders (PCP, PPI, etc.)



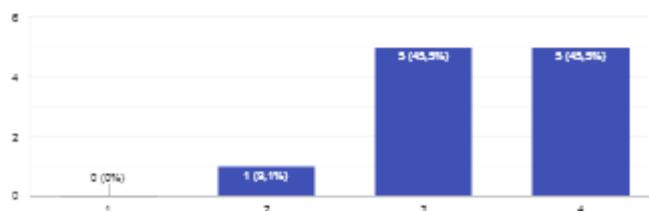
- b) Encourage access to high quality reports and statistics that are easy to understand and use



- c) Encourage access to databases on commercial entities involved in specific activities, location of central offices and branches



- d) Support the definition of transition indicators in the innovation processes of the socio-economic system



As analysed in this survey, according to the stakeholders, the most important needs of the Apuglian companies to be considered for the development of Government2Business services are:

1. Public capitalization.
2. Simplification of legislation and all bureaucratic aspects for access to European funds.
3. Companies need to know the areas of innovation that the 'government' considers strategic and functional to the overall development of the territorial system, to have a strategic vision on the policies of governance and support to entrepreneurship, regularity and continuity of support initiatives and service, to have certain times in the performance of financing procedures, to have transparent decisions.
4. Services that promote simplification for businesses

In the same time they find (based on the scored presented above) all types of applications as potentially useful and applicable (with emphasis on types 1, 3 and 5).

Based on the Apuglia RIS strategy, the Region in order to achieve its goals will assign priorities to Government2Business actions addressing innovation development for:

- sustainable manufacturing;
- human and environment health;
- digital and creative communities.

By combining the outcomes from the policy documents analysis and the feedback gained from the focus groups organized, we identify the e-tools of category 1, 3 and 5 as most relevant and applicable for Apuglia.

## Conclusion / Executive Summary

The presented work provided a detailed overview of the bottom-up approach used by the project in order to collect users' needs in Western Greece and Apuglia in relation with Government to Business (G2B) e-services. A **common methodology** was used for the collection of user needs based on a series of events and the collection of feedback from relevant stakeholders and SMEs.

The conclusions of this work were as follows:

In terms, of relevance, usefulness and applicability the most relevant category of e-services needed for the Region of Western Greece are the ones related with

2. e-services to accelerate the process related with starting a business with emphasis on start-ups,
3. information services for enterprises with emphasis on young innovators (e.g. database of incubator services, co-working spaces etc),
4. social networking tools to support smart match-making and collaboration of enterprises (supporting their networking and clustering) as well as linkage between the business and the R&D community
5. business intelligence applications to monitor the regional and cross-border entrepreneurship and innovation (target group: regional government and business support organizations and not SMEs directly).

However, the outcomes of the evaluation coming from the users, supports the additional conclusion that functionalities combining several of the above categories of applications could be useful to be included in an integrated tool to be developed and applied.

For Apuglia the combination of

1. e-tools to monitor and support the process of financing for investment plans of enterprises,
3. information services for enterprises with emphasis on young innovators (e.g. database of incubator services, co-working spaces etc),

in an integrated e-tool is the most suitable and connected with regional needs for business innovation support.

For both regions the existence of business intelligence applications to monitor the regional and cross-border entrepreneurship and innovation are also identified as of high importance and therefore the planned development of a combined innobarometer application is highly relevant and documented.

As a next step, and based on the feedback received from the process of D.3.3 development, three concrete action plans will be developed to describe the specific tools needed to be developed (in short term during the project period and in longer term) for

- The Region of Western Greece
- The Apuglia Region
- A common Innobarometer application

## APPENDIXES

Questionnaires used to gather feedback from the focus groups and workshops

- A. Questionnaire used in the Italian side
- B. Filled in questionnaires (electronically collected) from the Italian side
- C. Questionnaires used in the Greek side
  - Filled in, first series of questionnaires
  - Second series of questionnaires t
- D. Analysis of the second series of workshops/questionnaires with stakeholders in Western Greece