



European
Commission

The partnership planning for 2021

Draft Work Plan, Progress
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VSCT Pilot Action-Draft Work Plan

Contains the actions to be realized throughout the Pilot phase (Jan 2022). A living document, flexible to reflect on evolving needs and outcomes achieved during implementation...

Today: ...present the structure of WP, actions foreseen and realized so far with contribution of regions
.....and have your views and questions on the draft...

Contains 6 phases, 6 task areas;

Structure- TA 1 - *Operational Structure Set Up*

Learn- TA 2 - *Mapping Exercises (stakeholders, bottlenecks, services, business ideas)*

Connect- TA 3 - *Matchmaking and Regional Connections (regional stakeholders)*

Demonstrate- TA 4 - *Portfolio of Business Cases (support with concrete actions)*

Commercialise and Upscale- TA 5 - *Support Tools for Innovation and Commercialisation (support BCs)*

Sustain- TA 6 - *Sustain the Partnership (Partnership Roadmap)*



Task Area 1: Operational Structure Set-up

Objective: Set-up structure to carry out operational and organizational work, realization of objectives, and communication

TA 1.1. Coordination Office (M1-M2): ensure proper implementation and delivery of the partnership related tasks, internal/external communications

TA 1.2. Regional endorsers (M2-M12): form a network of contact persons/institutions (each region) to support tasks in relation to partner regions

TA 1.3. Organization of Technical Meetings (M2-10): 3 technical meetings - the interim meeting to align planning (February 2021), the kick-off with stakeholders and EC (March 2021) and the roadmap presentation event.

TA 1.4. Communication Activities (M2-12): Partnership, its activities and results will be constantly communicated to a wide range of stakeholders (via regions). TMO Communication Hub and communication entities of the regional stakeholders will play a key role:

- Partnership Website (co-hosted within the TMO Website) (M3),
- Co-using social media channels, newsletters, news channels of partners,
- Partnership and its results will be promoted in the events participated/organized by partners,
- Communication materials will be prepared and delivered to partners (*managed centrally by Coordination Team*)

TA 1.5 Contracting External Experts (M2-8): Needs for external expertise/support will be identified together with regions. Discussion with EC for validation, budgetary plan and contracting.

Deliverables	D 1.1. Coordination Office is established (M2) D 1.2. Regional endorsers are identified (M1-M12) D 1.3. Partnership Website (co-hosted within the TMO Website) (M3)
Regions	Leader: Thuringia, Germany Contributors: all

Support from Regions	Nomination of Regional Endorsers Dissemination of Information / Communication
Timing	M1-M12



Progress so far...

- Coordination Team is set-up; Thuringia+TMO work force to support realization of tasks
- Regional starting advisors are identified to support Coordination Team for regional activities/communication channels
- Regional Endorsers Meeting organized in 18 February 2021, 1st Technical Meeting (Kick-Off) being organised
- [VSCT Pilot Action Website](#) is on air (via TMO website-thanks to Communication Hub), will be enriched and updated with actions and their results + communication material (e.g. press releases) will be further prepared in line with regions expectations → reg. stakeholders contacts



Press Release

Time Machine Organisation (TMO)
to coordinate S3 Partnership on Sustainable and Digital Tourism

Background – support action

Within the framework of the European Union's coronavirus response and recovery plan, the Commission initiated a *new support action for interregional partnerships*, aiming to mobilise regional and national innovation actors to address the impact of coronavirus. This new pilot action, which builds on the successful experience of a similar action on "interregional innovation projects" launched in late 2017, now supports *interregional partnerships in four different areas: coronavirus-related innovative solutions, circular economy in health, sustainable and digital tourism, and hydrogen technologies in carbon-intensive regions.*

Selected partnerships benefit from the Commission experts' support, providing, among others, advice on how to best combine EU funds to finance projects. In addition to this hands-on support from the Commission, each partnership can benefit from external advisory service of up to € 100.000 for scale-up and commercialisation activities. The money comes from the European Regional Development Fund (ERDF).

Successful submission and start of the pilot phase

TMO was authorized by the state of Thuringia/DE to answer the *Call for expression of interest for Covid-19 Response and Recovery Partnerships - Pilot Action for Interregional Innovation* launched by DG REGIO and submit a partnership application in the area "sustainable and digital tourism" that was selected for funding in January 2021.

In this one-year Pilot Action the following 7 European regions will join forces:

- 📍 Thuringia, Germany (lead)
- 📍 Saxony, Germany
- 📍 Lower Austria
- 📍 Cyprus
- 📍 Paris, France
- 📍 Amsterdam, Netherlands
- 📍 Galicia, Spain

The interregional cooperation intends to *develop advisory and support structures* for research institutions, companies, regional authorities and cultural institutions such as museums or heritage sites to get advice and help in establishing new digital formats.

Business cases emerging from the regions will be supported through concrete actions including co-investment models, IP and certification support, business coaching and consultancy, linked with EU funding instruments.



Website



Task Area 2: Mapping Exercises

Objective: Mapping exercises across regions to analyse stakeholder (needs), barriers against commercialization, innovation uptake, identifying innovation projects, synergy areas, existing structures and services to top up.

The results will set the baseline of the partnership tasks (planning and implementation).

TA 2.1. Stakeholder Mapping (M2-M4): An **online survey** for mapping of stakeholders (competences, interests, needs), co-investment projects, bottlenecks and challenges in regions. This helps to identify:

- key players in regions for co-investment projects, gatekeepers for development of business cases
- potential business cases/ideas
- services and service providers to support commercialisation
- bottlenecks and barriers against commercialisation and scale-up

Regional partners are critical to disseminate survey to their networks to reach our target audience..

TA 2.2. Service and Project Mapping (M2-M4): Desk research to identify links to and synergies with networks, servicing entities and funding structures on regional, national and European levels. EU funded projects to link up business cases via using CORDIS, EIT-KICs, etc.

Deliverables	D 2.1. A list of relevant stakeholders, services and projects is produced (M4)
Regions	Leader: Thuringia, Germany Contributors: all
Support from Regions	Dissemination support of the survey to potential stakeholders
Timing	M2-M4



Progress so far...

We set up and launched a [Survey](#) (open from March until June 2021) to **map and identify possible business cases, services and service providers on regional and EU level, as well as barriers against commercialisation and innovation uptake and specific needs for support.**

Identify bottlenecks/services

Vote/prioritise today possible set of bottlenecks against commercialisation and scale-up and services needed

- Gathered through TM CSA Phase, regional coordination meetings, available studies of S3 platforms, early findings of the Survey

The screenshot shows a web browser window with the URL <https://ec.europa.eu/eusurvey/runner/VSCT-Survey>. The page title is "Interregional Partnership 'Virtual and Smart Cultural Tourism' - Stakeholder Survey". There is a checkbox for "Save a backup on your local computer (disable if you are using a public/shared computer)". A yellow box indicates "Fields marked with * are mandatory." A disclaimer box states: "Disclaimer: The European Commission is not responsible for the content of questionnaires created using the EUSurvey service - it remains the sole responsibility of the form creator and manager. The use of EUSurvey service does not imply a recommendation or endorsement, by the European Commission, of the views expressed within them." Below the disclaimer are navigation buttons for "Pages": "Start" (active), "About you", and "Thank you". The page features the European Union flag and the logo of the Interregional Partnership Virtual and Smart Cultural Tourism. The main heading is "Virtual and Smart Cultural Tourism Consultation Process". The text describes the survey's aim: "The aim of this survey is to gather stakeholder input for designing and implementation interregional structures and support mechanisms for successful innovations, scale-ups and commercialization of business cases in the field of Virtual and Smart Cultural Tourism. The project sees Virtual and Smart Tourism as the application of digital technologies to learn, discover, experience and consume cultural attractions in a tourism destination." It also mentions that the survey is a Pilot partnership supported by the European Commission under the ERDF. A list of goals for the survey response is provided: "Your response to survey questions will be used to identify: possible business cases to receive support via VSCT Pilot in synergy with Regions and European Commission, barriers against commercialization and market-uptake encountered by regional actors, specific needs of support for successful innovations and commercialization." At the bottom, there is a paragraph about the VSCT-Partnership, stating it is coordinated by the Time Machine Organisation and involves five regions: Lower Austria, Greater Amsterdam, Galicia/Spain, Paris/France, Saxony/Germany, and Cyprus led by Thuringen, Germany. The Pilot was launched in January 2021 and will last for one year, aiming to implement effective solutions for bringing innovations to the market.



Task Area 3: Matchmaking and Regional Connections

Objective: Activities will be carried out to identify business ideas and investment areas those are build on the results of the mapping exercises. These identified areas of cooperation will be baseline for business cases.

TA 3.1. Regional Workshops (M3-5): Identify, develop and explore shared business opportunities among regional stakeholders

- regional governments
- clusters
- research and technology institutions
- chambers
- industry
- innovation agencies
- business mentors
- investors
- SMEs

Stakeholders will cooperate to identify synergies for joint projects. Interactions of stakeholders will be managed in/across regions. Centrally managed, Coordination Team will be the main operational power here. Support from regions to reach appropriate stakeholders.

The result: elaborated business needs, bottlenecks and challenges to commercialization and scale up.

TA 3.2. Matchmaking & Knowledge Exchange Platform (M4-5): An online knowledge exchange platform will be established to enable communication and matchmaking among regional stakeholders. Help identifying business cases.

Deliverables	D 3.1. A longlist of business case proposals and bottlenecks is produced (M5)
Regions	Leader: Thuringia, Germany Contributors: all
Support from Regions	Co-hosting and communication of workshops
Timing	M3-M5



Progress so far...

Regional Coordination Meetings are realized with the regional starting advisors and partners (9th-17th of March)

- Discussions of regional perspectives of the Pilot Action
- Elaborations with regards to tasks/actions
- Early discussions on bottlenecks and business ideas
- Regional Workshops early scheduling (options)
 - ✓ Paris: 10 May, 21 May
 - ✓ Galicia: Around 21 June
 - ✓ Amsterdam: Beginning of June
 - ✓ Lower Austria: to be scheduled in May
 - ✓ Cyprus: 13 May
 - ✓ Saxony: 20 May, 28 May
 - ✓ Thuringia: to be scheduled in May
- April: Coordination Team will further work to organize workshops (propose format & content) in collaboration with regions

As VSCT Pilot with ERRIN: Plan to organise **Digitisation, Cultural Heritage and Smart Tourism Infoday and Matchmaking Event** following official launch of calls Horizon Europe, ERASMUS +, Creative Europe, INTERREG, COSME (wide coverage of new programmes-offer funding for DCH and ST)

- Public event; focus on bringing together VSCT, ERRIN community + beyond
- Introduce funding opportunities proposed by the EC, through direct involvement of EC officials and NCPs to present calls (**informative session**) and enable collaboration among participants for the calls for proposals covered in the event (**matchmaking session**).
- Plan to link this event to matchmaking exercises, business idea development pipelines and building synergies with EU funding



Task Area 4: Portfolio of Business Cases for VSCT

Objective: To deliver a set of 4-8 business cases by the end of 2021, including financial pipelines. Those elaborated business cases will be translated into concrete actions /and will enter to commercialization phase.

TA 4.1. Define Business Cases for Demonstration (M5-M7)

A list of 4-8 business cases will be selected, forming the basis of commercialization phase. Ideally one for each region, more are possible. This portfolio produced out of connect phase is entering into demonstration phase here and will serve both for the design/use of support services (TA 5).

TA 4.2. Actions for Prototypic Business Cases Demonstration (M8-12): The business cases will be elaborated to propose concrete actions to be taken at regional or interregional scales. Guidance will be enabled in support of business planning for the defined business cases in conjunction with TA5:

- co-investment models
- IP and certification support
- business coaching
- training
- consultancy
- cooperation with industry
- overview and access to EU/regional funding

Deliverables	D 4.1. List of 4-8 Business Cases for Demonstrations (M7) D 4.2. Actions for Business cases are identified and reported (M12)
Regions	Leader: Thuringia, DE Contributors: all
Support from Regions	Contribution to identification of Business Cases and actions for them.
Timing	M5-M12



Task Area 5: Support Tools for Innovation and Commercialisation

Objective: Compilation of a set of services to be offered and aligned in accordance with bottlenecks and business cases

- Model: co-use of existing regional/EU services (e.g. EU servicing entities, services of the TMO).
- Compilation of services based on demands emerging from bottlenecks (TA2) and business case pilots (TA4).
- In turn services will be used to support the pilot cases (TA4) – a further extension of highly demanded tools will be part of the sustainability planning (TA6)

TA 5.1. Innovation Toolbox (M6-12): This toolbox will be built based on specific needs of business cases (TA4) and will be based on EU-scale/regional support instruments & services to address identified bottlenecks. This may contain support for:

- business planning, launch new ventures/start-ups and new value chains
- access to existing regional/EU business seed-funding
- overview and support to access EU and regional funding
- co-use of regional infrastructures
- Mentoring for and access to digital skills
- IPR management

TA 5.2. Competence Building (M4-12): trainings and consultancy will be offered to regional actors to address their needs for developing skills and access to knowledge i.e. developing business models, access to digital tools and entrepreneurship skills.

- **Time Machine Academy:** enabling co-use of TM Academy for digital tool trainings.
- **Training support:** access to training services and mechanisms offered by regions in a tailored way for the business cases.

Deliverables	D 5.1. A Toolbox for Innovation build on extant services serve most urgent bottlenecks is developed and offered to stakeholders (M12)
Regions	Leader: Thuringia, Germany Contributors: all
Support from Regions	Enabling co-use and tailoring of existing support and training tools and mechanism.



Task Area 6: Sustain the Partnership

Objective: make use of the results obtained through the pilot phase and develop a roadmap for its scale up phase → 2 years vision following the pilot phase.

- *Build on barriers, dysfunctional framework conditions identified against commercialization and innovations*
- *Include concrete actions tailored for business cases*
- *Build on extant regional and European structures, funds and support mechanisms*

TA 6.1. Roadmap Preparations (M10-13): The roadmap will entail concrete action to support business cases (Business and Investment Planning for BCs) and to boost commercialization and to upscale investments/projects. Also, the results obtained via tasks will be included to reflect on lessons learnt perspective.

An interregional alliance is foreseen based on shared objectives, cross-functional support schemes, structures, communication channels.

TA 6.2. Sustainability Plan (M5-13): The sustainability of the roadmap and the interregional alliance (via this pilot phase) will be discussed with EC (together with regional partners) to define scale-up opportunities via synergic use of EU/regional funding and initiatives. A forward looking exercise (integral part of the roadmap).

Deliverables	D 6.1. Partnership roadmap is prepared and made available (M13)
Regions	Leader: Thuringia, Germany Contributors: all
Support from Regions	Feedback / Revisions of the planning documents
Timing	M5-M13



	Tasks*	Jan.	Feb.	Mar.	Apr.	May.	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.
Structure	Coordination office		✓											
	Technical meetings		✓	✓										
	Regional endorsers		✓											
	Website			✓										
	External Experts													
Learn	Online survey			✓										
	Desk research													
	List of stakeholders													
Connect	Reg. Workshops													
	Matchmaking													
	BCs Long List													
Demonstrate	BCs Short List													
	Actions for BCs													
Commercialise	Innovation Toolbox													
	Competence building													
Sustain	Partnership Roadmap													

* Tasks in bold: actions and planning are launched



Thank you!

Please share your feedback, questions and comments on the foreseen actions!