INNOGROW: "Green & Digital Growth workshop"
(On site & virtual event, organized by BSC Kranj)

Wednesday, 7th September 2022 (09:30 – 15:30 CET)	
Teams link: [LINK TO THE MEETING](#) Meeting ID: 363 330 241 762 Passcode: mvvYhv	
09:15 – 09:30	**Log in to TEAMS – Technical check [online]**
	Establishment of connections and preparation of audio-visual settings
09:30 – 09:40	**Welcome and introduction**
	Official welcome and opening statement, Introduction to the workshop, agenda overview Lidija Kovac, BSC Kranj, hosting partner
	Opening Statement Region of Thessally, Lead Partner
Presentations of good implementation cases of digital tools and/or practices that support green growth trajectories in INNOGROW regions	
09:40 – 10:00	**Digital Tools and/or practise that support green growth trajectories in Hungary** Innovation Non-Profit Ltd **12:00 Mobile Farmer App**, Gabor Heves, Pannon Novum Nonprofit LTD **12:10 VillageFood Portal**, Gabor Heves, Pannon Novum Nonprofit LTD
10:00 – 10:20	**Digital Tools and/or practise that support green growth trajectories in UK** The University of Newcastle upon Tyne **10:00 Gallery 45 – Northumberland,** Ian Merrell **10:10 "Local Heroes" – digital platform for local foods,** Matthew Gorton
10:20 – 10:40	**Digital Tools and/or practise that support green growth trajectories in Slovenia** Business Support Centre L.t.d., Kranj **10:20 Digital Solutions in projects,** Tomaž Zadravec, expert, DIH Agrifood Murska Sobota

	10:30 Digital Platform INNORURAL, Mr. Branko Kmetec, director, Institute for Innovation and Entrepreneurship, Maribor
10:40 – 11:00	**Digital Tools and/or practise that support green growth trajectories in Italy** Chamber of Commerce of Molise **10:40 Digital Innovative and sustainable tools to foster SMEs growth,** Giuseppe Cutillo - Digital Promoter, PID Digital Enterprise Point
	11:00 – 11:20 (Coffee break)
11:20 – 11:40	**Digital Tools and/or practise that support green growth trajectories in Italy** Lombardy Foundation for the Environment, FLA **11:20 Key Elements towards Digital Transition in Italy: Cloud and ultra Broadbands Networks,** Luciano Gavi, Alfa Soluzioni Srl
11:40 – 12:00	**Digital Tools and/or practise that support green growth trajectories in Bolgaria** Stara Zagora Regional Economic Development Agency **11:40 SynGReDiT:European Digital Innovation Hub Zagore – Synergy for Green Regional Digital Transformation of South -east region of Bulgaria,** Rumyana grozeva, SZ REDA
12:00 – 12:30	**Wrap up of the presented cases and Introduction to the Peer-review process,** Group discussion about the cases upon evaluation criteria, Q&A
12:30 – 13:00	**Conclusion with gathering specific measures that can be transferred in partners regions, ensuring green growth and resilience**
	13:00 – 13:10 Wrap up of the workshop

DIGITAL INNOVATIVE AND SUSTAINABLE TOOLS TO FOSTER SMES GROWTH

DIST 4 Growth

CAMERA DI COMMERCIO
DEL MOLISE

DIGITAL INNOVATIVE AND SUSTAINABLE TOOLS TO FOSTER SMES GROWTH

In September 2016, the Economic Development Ministry in Italy launched the "National Industry 4.0 Plan - Investments, productivity and innovation" which also introduces a national strategy on the theme of the 4th industrial revolution after what was started in the US, Germany and many other countries, European and non-European.

Industry, services and consumers are increasingly connected to each other, giving rise to new business models, processes and products, in the direction of what is defined as an "innovation ecosystem".

The response of the Italian Chambers of Commerce to the Industry 4.0 Plan (now Transition 4.0) consisted in the creation of a network of information, services and assistance points for businesses on digitalization processes, the "PID" – Punto Impresa Digitale - Digital Business Point.

DIST 4 Growth targets

- **Promoting the culture and the adoption of digital technology in Italian SMEs** of all economic sectors is the objective of Punti impresa digitale – PID a network of 88 desks located at the Italian Chambers of Commerce. Coupled to these desks, is the contribution of a **"virtual" network which employs the use of a wide range of digital tools: assessment tools, video and tutorial, forums and communities.**

- They deal with the dissemination of knowledge relating to the advantages deriving from investments in technologies in the Impresa 4.0 (now Transition 4.0) and assist companies in understanding their digital maturity by identifying the priority areas of intervention.
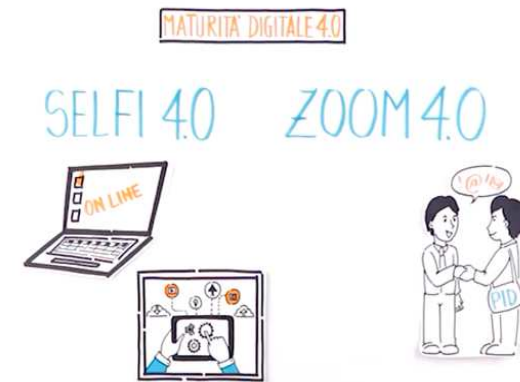
PURPOSES AND SERVICES

The Molise Chamber of Commerce with the PID project wants to **promote the spread** of the "digital culture" in all economic sectors, **facilitate the raising** of awareness of companies on the possible solutions offered by digital and its benefits and **economically support** digitalization initiatives in "Transition 4.0" implemented by local companies.

The DIST 4 GROWTH services provided are:

* **Information activities** (meetings and seminars on technologies 4.0 and their possible applications in the different sectors);

* **Training activities** (Seminars and training events for SMEs to spread the basic knowledge on digital technologies "Industry 4.0")

* **Digital assessment of companies** (measurement of the level of digital maturity, necessary to identify the best improvement strategies, through Selfie 4.0 and Zoom 4.0);

PURPOSES AND SERVICES

The DIST 4 GROWTH services:

- **Digital Skill Voyager** (dskill.eu - a tool to evaluate the digital skills of students, workers and managers with gamification techniques – available in Italian, English, German);

- **Economic support for digitalization** (vouchers for the purchase of training, consulting and technologies 4.0 with a non-repayable grant that this year reached about 60% of the investment)**;**

- **Mentoring services** (managers with strong skills in the field of technologies 4.0 provide their specialist support in choosing the best digitalization strategy to implement);

PURPOSES AND SERVICES

The DIST 4 GROWTH services:

- **Guidance services** (through the atlantei40.it portal, companies are oriented towards the national bodies that work to support innovation and digitalization of companies);

- **Cyber Security Check Up** (the Check-up gives you crucial information - obtained by analyzing the web / deep web and dark web - on the state of the art of your company: Number of compromised e-mails, Potential vulnerabilities, Attack surface. Upon completion of the analysis, a complete action plan will be provided with all the steps and corrective / improvement measures to make your business safe.)

PURPOSES AND SERVICES

The DIST 4 GROWTH Project has another bulk of activities carried out by a specific department of the Chamber of commerce of Molise, the Business Register. The 3 main services of this department related to the DIST4GROWTH project are:

- **Digital Signature** (the wireless token for mobile management of the digital identity, electronic signature and trust services for electronic transactions (elDAS) and recognised by the Agency for a Digital Italy (Agenzia per l'Italia Digitale - AgID);

- **The impresa.italia.it platform to access the entrepreneur's digital drawer** (an on line folder where are accessible all the information, acts and documents of your company such as: surveys, financial statements, company file, the status of the Business Register).

PURPOSES AND SERVICES

The last DIST 4 GROWTH Project activities:

- **ItalianBusinessRegister.it** (Where all data about Italian companies are official and certified. Where you can find over 6 million companies, 10 million people and 900,000 financial statements filed every year. Where you have fast access to company profiles, annual accounts and lists of companies, all the info are in Italian, English, German, French and Spanish).

registroimprese.it
I dati ufficiali delle Camere di Commercio

italianbusinessregister.it
Italian companies have only one address.

CONTACTS

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