

# AS-TRANSFER Final event

## Draft Programme

19<sup>th</sup> -21<sup>st</sup> October 2022

Bilbao

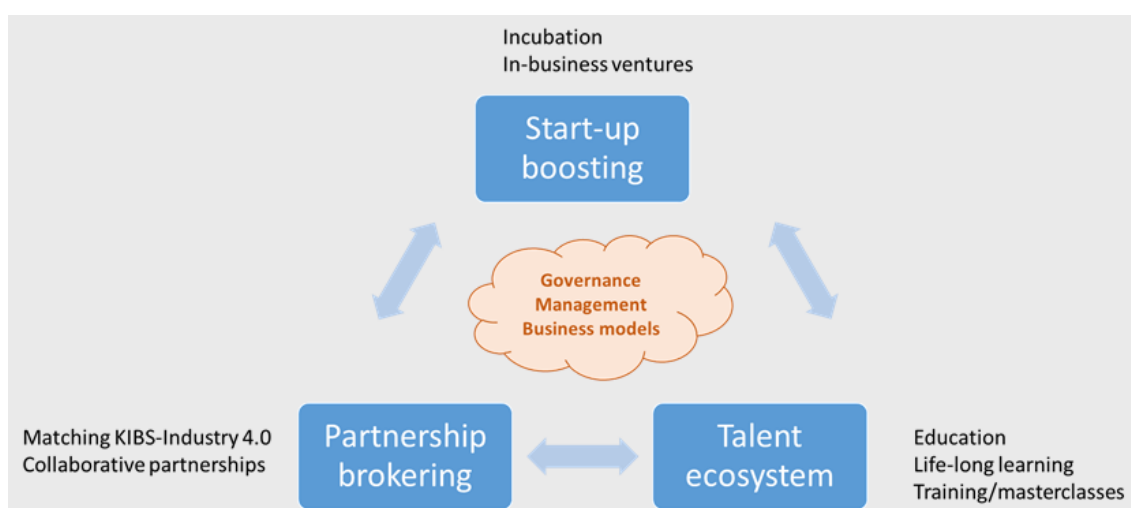
# ABOUT AS-TRANSFER

Manufacturing industries are still the beating heart of many European industrial city regions. But global competition is tough, and traditional business practices are under fire, challenged by digitalization and the urge to become sustainable. How can cities best deal with the challenges of the quite disruptive “Industry 4.0” era? Bilbao provides a good example: In its [AS-FABRIK](#) project, it developed a comprehensive concept that offers new training schemes, partnership&alliance formation, actions to speed up digitalization, and boosting innovative startups. In the [AS-TRANSFER](#) project, other cities with an industrial heritage will learn how Bilbao did it: Bielsko Biala, Tartu and Timisoara joined Bilbao in the AS-TRANSFER exchange project.

## Introduction

A brief recap: our AS-TRANSFER project was developed to transfer the lessons of Bilbao’s AS-FABRIK to the three partner cities in our network, Bielsko Biala, Tartu, and Timișoara. Bilbao’s AS-FABRIK has been developed from 2017 as an integrated concept to promote industry 4.0, and in particular the connection between manufacturing, advanced services, and education.

Our current exchange project does not envision a one-on-one copy-paste of Bilbao’s concept, but rather uses it as a source of inspiration for the project partners that want to strengthen different aspects of their industry 4.0 ecosystem. For our AS-TRANSFER exchange network, we identified the following modules on which we might be inspired by Bilbao and each other: Talent ecosystem (we discussed this topic during our virtual Tartu meeting), startup boosting, and Partnership Brokering.



# Focus: Governing the Industry 4.0 Ecosystem

In the closing event of AS-TRANSFER in Bilbao, we will focus on the governance of Industry 4.0 ecosystems. We know that a strong ecosystem relies on a good collaboration between manufacturers, service companies, knowledge/education institutes, startups, development agencies and governments of several levels. But each of these players has its own agenda, and it can be difficult to find common ground and a joined-up approach. A complicating factor is that the industry 4.0 ecosystem is not only situated in the city, but extends into the region; an effective approach requires collaboration between different layers of government.

During the event, we will discuss the following questions:

- What are the main challenges when it comes to governing the industry 4.0 ecosystem?
- How can different policy levels collaborate effectively? How to deal with political obstacles?
- How to engage other actors in the governance?
- What kind of new governance arrangements, institutions or intermediaries might be effective?
- How is the governance organised in Bilbao and the Basque country? What are the challenges and possible pathways?
- What good practices do we see in Europe and beyond? And how can we learn from them?
- How can AS-FABRIK be harnessed to play a strong role?

## Goals of the meeting

- ✓ Learning more about the effective governance of industry 4.0 ecosystems
- ✓ Discussing & analysing the situation in Bilbao & the Basque Country, and developing policy recommendations



- ✓ Sharing among European cities how they tackle various aspects of governance, taking stock of the achievements of the AS-TRANSFER network

## Wednesday 19<sup>th</sup> October

(only for *Tech Revolution 2.0*)

❖ **Venue:** Bilbao As Fabrik, Zorrotzaurre

- > **15:30** Welcome to Tech Revolution 2.0 partners – *Willem van Winden*
- > **15:45** Context from Bilbao and Basque Country – *Marije del Blanco*
- > **16:00** Introduction to Industry 4.0 – *Ceri Batchelder*
- > **16:30** AS FABRIK projects activities – *Eduardo Castellano (60')*

## Thursday 20<sup>th</sup> October

❖ **Venue:** Bilbao As Fabrik, Zorrotzaurre

- > **09:00** Opening – *Willem van Winden*
- > **09:10** AS TRANSFER meets Tech Revolution 2.0 – *Ceri Batchelder*
- > **10:15** Visit AS FABRIK + Q&A – *Luis Berasategi*

- > **10:45** Workshop to generate concrete and practical ideas to connect industry & knowledge intensive business services (KIBS)
- Introduction/perspective from *Simon Reid*, Head of Sectors at Growth Platform - Liverpool City Region Growth Company (15')
  - Explanation of the challenges in Bilbao/Basque Country – *Oihana Eizmendi* (15')
  - Workshop: future scenario for Bilbao – *Willem van Winden* (90')
- > **13:00** **Lunch**
- > **14:30** **AS TRANSFER:** Urbact evaluation – *Eddy Adams* and *Adele Bucella*  
**Tech Revolution 2.0:** learnings & final event – *Alison Partridge*
- > **16:00** *Site visit:* SIDENOR Smart Factory (2 hours)
- > **19:30** **Pintxo pote - Mercado de la Ribera**

# Friday 21st October

❖ **Venue:** Ensanche building

- > **08:30**      Coffe & registration
- > **08:45**      Opening – *Willem van Winden*
  - Purpose of the meeting & summary of previous days' work
  - Interactive questionnaire
  - Opening words of the councillor *Xabier Ochandiano*
- > **09:15**      Presentation from URBACT secretariat
- > **09:30**      Keynote by [Markku Sotarauta](#), professor of regional development studies, Tampere University: **Governance of Industry 4.0 ecosystems**
- > **10:00**      Presentation by [Miren Estensoro](#), senior researcher from Orkestra (Basque Institute of Competitiveness): **Governance of Industry 4.0 policies in Gipuzkoa: making knowledge services accessible for SMEs**
- > **10:30**      **Break**
- > **11:00**      Group discussions and interaction with the speakers regarding challenges to manage innovation ecosystems
- > **12:00**      Presentation carroussel: learning about the plans of the AS-TRANSFER partners
- > **13:00**      Wrapup and outlook on future plans & collaboration
- > **13:30**      **Lunch**
- > **15:00**      *Site visits for partners: Industry X Center (Accenture)*