**Transfer Canvas / Rzeszów**

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| **Where are we? (1)** | **How do we get there? (3)** | | | | **How far we want to go? (2)** |
| **The Challenge**   * No –existing one-stop shop support for SME’s and digital business within city office structure * Weak or no-existing cooperation inside the city office structure in the field of providing SME’s and digital business support * Diffused and chaotic data / information, relevant to the local SME’s in the city administration * Fragmented, weak enterprise support structure in the city * Limited focus on local SME’s and digital businesses as measure for local development * Weak (or non-existent) digital business community support in the city * Lack of regular or very selective contact with local SME and digital business * Limited political buy-in for enterprise support – focus on quick-win investment infrastructure projects | ***Milestones*** | | | | **Vision / Future scenario**  **URBAN LAB** – developed infrastructure along with granted financial resources allowed to create HUB in the Urban Lab facilities, dedicated to SME’s and digital businesses (open space, conference rooms, IT infrastructure )  **DEDICATED TEAM** - runs the Hub and SME’s and Digital Business support program.  **CONTACT OFFICER** - In every city department one person is appointed as a contact point in case of requests for specific and technical information coming from local SME’s and Digital Business  **ECONOMY COUNCIL** - meets regularly to provide advices and evaluate local business policies implemented in the city.  **OPEN DATA SERVICE** - is being developed to be precise source of data required by local business in standardized and easy way.  **NETWORKING** – in the form of discussion panels, conferences, informal meetings, etc. are being organise regularly to update know how about local business environment, expectations and complains, and to exchange ideas and contacts. |
| **31-12-2021**  Meeting with city officials including city mayor to establish common vision and clear goal within the frame of the project  Establishing general, a bird's eye view and consistent plan for implementation of all created ideas  Creation of ULG and organizing meetings in the scope of plan introductions  Economy City Council introduced and first meeting organised | **31-03-2022**  Responsible person selected/ recruited  Calendar of networking events prepared, introduced and externally communicated  First potential users identified | **30-06 2022**  Contact officers appointed  Clear procedures of contact and cooperation for Contact Officers prepared and implemented  Urban Lab Business Support Hub Team Selected | **31-12-2022**  Financing for development of Urban Lab Business Hub secured  Launchpad service pilot program launched  Key Account System pilot program launched  Series of events for the business community delivered  Network of robust and precise contacts prepared |
| **Relevance of Good Practice**   * Launchpad SMS support * Key Account Managers * Open space DMC * URBACT projects involvement * Clear and consistent external communication with local business   solution implemented in Barnsley will be guidance In the process of creation physical space and support programme for SME’s and digital business in Rzeszów.  General idea is to develop and expand city Urban Lab as SME’s and digital business support centre. |
| **Work so far in the field**   * City URBAN LAB – official physical space created in 2018 in the goal of   + improving the quality of life of city dwellers in line with the smart city idea ”. * Establishing common vision of future steps city needs to take and preparing main task to be implemented in the next phase * Organising meeting for main city actors in the field of business * Commencement of procedures to create the Economic City Council of Rzeszów as advisory body at the Mayor’s Office * Commencement of procedures in creation of necessary tools in the filed of SME’s and digital business support (*Digital Investors Map, Economy City Council, Dedicated Team of SME’s support, Preparation of clear internal cooperation between different departments in the field of business support* ) | **Stakeholders / partners**   * Local authority – including City Mayor as most important player in the field of authority, decision maker and local “champion” * Reginal IT Cluster * Centre for Vocational Education * Local SME’s and Digital Business representatives * Urban Lab Team * National Research, Development and Innovation Office | | **Necessary resources (including budget)**   * Budget for the operation of the hub * Grants to fund services, events and workshops * Space for events and meetings * Budget for marketing and communication | | **Elements of GP to take over**   * Business model of DMC * EB Key Account methodology * Accessing council services approach * Local events * Inward investment promotion * Launchpad process/method * Approach to measuring/ showcasing success * Consistent communication strategy and active marketing in field of business |
| **Assets**   * City budget possible to be involved * All city information and data collected in official sources * Wide range of contacts * High level of trust for the city in the local business environment * Experienced and high skilled stuff * National initiative with local actions to support entrepreneurs and digitization * Active cooperation with local and regional Business environment institutions | **Objectives**   * Securing financing (both local and external) for stable and continuous work of URBAN LAB Business Hub * Building skilled and adequate team of URBAN LAB Business Hub * Providing proper background and condition to organise regular Economy City Council ensuring active participation of participants * Preparing clear rules and procedures of cooperation for Contact Officers in every city department * Providing and organising regular work in the range of Open Data Development * Establishing Events calendar for local business events and meeting along with clear and consistent external communication |
| **Barriers**   * Lack of public founding in the early stage of the implementation (work into the scope of city departments budgets ) * Lack of budget granted and secured funds for URBAN Lab Development * High cost of running space similar to DMC * No champion/face for the process * Various public and private organizations active in enterprise support and digital transformation, but no coordination * bureaucracy | **Monitoring**   * Quarterly / Annual evaluations meetings of project managing team – in the scope of the project and later on team of Urban Lab Business Hub who will be responsible of developing the project * Quarterly / Annual meeting with city officials (city mayor) to provide report and to implement corrective actions in case of changes or correction of the set goals * Check list with final dates of implementation, assigned responsibilities and implemented measures * Report discussed by ULG, finalized, presented to the decision-maker (infographics!) | | | | **Indicators**   * Number of local events related to local business for SME’s and digital business * Number of Economy Council meetings * Ensure stable occupancy rate in the URBAN LAB Business Hub * Number of businesses involved in Key Account Management program * Number of data provided through Open Data Service |

**Roadmap**

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|  | Sept to Dec 2021 | Jan to Mar 2022 | Apr to Jun 2022 | Jul to Sep 2022 | Oct to Dec 2022 |
| **Partner meetings** | Meeting in Novska | Meeting in Roeselare | Meeting in Alytrus | Meeting in Rzeszów | Evaluation meeting in Barnsley |
| **ULG meetings** | 3 x ULG MEETINGS  1. 12.10.2021 - With City Mayor and WPM department and Project Team | 3 x Ulg meetings | 3 x ULG MEETINGS | 3 x ULG MEETINGS | 3 x ULG MEETINGS |
| **Local actions** | 1. Introductory Meeting with Economy Council  2. Study Visit in Nyiregyhaza  3. Internal Meeting with Urban Lab Team in terms of UL Development and Tech Rev Project Introduction | Wizyty zagraniczne  • Wdrażanie indywidualnego planu sieci  • Dostarczanie kwartalnych aktualizacji dotyczących  postępów w transferze  • Regularne posiedzenia Rady Gospodarki  • Plan rozwoju laboratorium miejskiego  • Stworzenie Dedykowanego Zespołu ds. Wsparcia Biznesu i Inwestorów  • Wybrano dedykowanego urzędnika kontaktowego w wydziałach miejskich  • Zidentyfikowani potencjalni użytkownicy  • Harmonogram regularnych wydarzeń zgodny z celami projektu  • Wyjaśnienie procedur związanych z biznesowym One Stop Shop  • Wybrani menedżerowie ds. kluczowych klientów  • Przedstawiony system Launchpad  • Otwarte usługi danych w ciągłym rozwoju i doskonaleniu  • Dedykowany zespół w ciągłym procesie uczenia się i rozwoju |  |  |  |
| **Communication** |  |  |  |  |  |