EXTERNAL NEWSLETTER

Horizon Scanning and Knowledge Transfer (HSKT) Hubs

HSKT Hubs – What we have built

The HSKT hub is created by:

    a. sourcing, storing and analysing business knowledge digitally

    b. developing tools for SMEs to innovate, grow, increase productivity

    c. applying the tools and supporting target SMEs

    d. transferring knowledge via the partnerships

    e. re-applying and evaluating success

    f. developing a learning network

The central (virtual) North Sea Region hub collates data and creates a searchable database. This hub is hosted by the Jheronimus Academy of Data Sciences in Den Bosche, The Netherlands, the vital data sciences partner in our project team.

The central hub:

    a. provides the project tools and

    b. identifies new approaches to existing data and provides new sources of guidance for SMEs for their 'data entrepreneurship journey'

HSKT TOOLS

Within the Futures By Design project, we work together on different tools and formats which we use to support organisations. The purpose is to help participating SMEs with their next step to become more data driven. The developed tools help to **outline the current situation, define the problem statement and explore the possibilities**.

Every tool has its own added value and is helpful in a different stage of becoming more data-driven. Before starting a project, it is useful to know the data maturity level of your organisation. Below is the recommended order in which the tools can best be used and create the most value.

The tools so far developed can be found below – and another series is due this spring as we learn from experience with SMEs what they really need.

- [Data Jumpstart + Data Report](#)
- [Preparing for FbD project](#)
- [Data inspiration booklet](#)
- [How to determine focus guide](#)
- [Data structure guide](#)
- [Data Explorer](#)
- [Zipcode Explorer](#)
- [Footprint tool](#)
- [Datasources checklist](#)
- [Data Brainwave](#)
- [Data Booster](#)
- [Data Ethics](#)
- [Data Security](#)

HORIZON SCANNING - GUIDANCE FOR SMEs

In the HSKT Horizon Scanning service we concentrate on:

- **Harvesting business knowledge** including information about technology, economy, economic forecasting, policy and markets.
- Interpreting these for SMEs and **develop tools for SMEs** to innovate, grow and increase productivity: How can an SME position itself to take advantage of such changes? How will such changes impact on markets, supply chains, business processes, investment?

Although the titles may seem to be about things that are distant from you and your company, that's the whole point of producing them. It is like saying to someone in 1992, have you heard about the internet (which became available for everyone from about 1994)?
Or, in 1994, telling people about something called an e-mail was on its way and might make a few differences. Or In 1995, saying that social networking would change the way we do things.

What we are doing is taking a look at changes we can foresee and asking how these can affect companies like yours. And it doesn't just stop there with Futures by Design. What we then offer is expertise via the FBD team to help you work on the changes you may need to make to help you face the future better.

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See the www.futuresbydesign.net website for details. The papers so far cover:

- AI
- Drones
- Web-scraping
- Clustering
- Digital currencies

We also scour the internet for useful guides for SMEs and these cover:

- Barriers and drivers for SME innovation
- Increasing the data maturing of SMEs
- A guide to the Internet of Things
- What it means to be data-driven and how to get there
- Why big data matters to small businesses
- The New Digital Edge: Rethinking Strategy for the Post-Pandemic Era
- Tailoring your digital strategy
- Digital road-mapping

News from the project partnership

Alexandersoninstitut

The Futures by design project won the possibility to present as a keynote speaker during the European week of cities and region's session „Drivers for local green transition and inclusive recovery - Unlocking the full potential of start-ups and SMEs". The futures by design project presented the project's processes and tools as well as success stories from the SMEs that participated in the project.

To see the full session click either on the picture below or on the following link:

Drivers for local green transition and inclusive recovery - Unlocking the full potential of start-ups and SMEs

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Session: Drivers for local green transition and inclusive recovery - Unlocking the full potential of start-ups and SMEs

Anglia Ruskin University (ARU)

Prof. Emanuele Giovannetti presented the paper "ICTs and the interplay of the Competitiveness vs. Complementarity and Explicit vs. Tacit dimensions of Cooperation for Innovation" at the 38th EBES Conference – Warsaw 12-14 January 2022 hosted by Faculty of Economics Sciences, University of Warsaw, Poland (hybrid with both in-person and online paper presentation). In the conference, 197 papers by 439 colleagues from 50 countries were presented.

Apart from that a webinar was held on 25th January for about 100 SMEs in the Huntingdon District Council area who were interested in a digital grant. The webinar focused on the support available to these businesses to ensure that they got maximum benefit from the grant.

atene KOM

In December 2021, the project partner meeting of the project "Futures by Design" took place in Bremen. Due to the current situation in connection with the pandemic, the project partner meeting took place both in Bremen and simultaneously online as a hybrid event. The atene KOM GmbH as the German project partner had invited to the meeting room of the newly opened "CASINO FUTUR" which with its modern equipment and its central location offered the project partners who had travelled to Bremen a good basis for the cooperation during the three days.

At the meeting the upcoming work steps were coordinated and the contents of data projects were further discussed. Almost all participating companies have been registered and have gone

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through the self-evaluation, whereupon they have tested the appropriate tools and given feedback on the applicability of individual tools. This has already resulted in a number of data projects. Through the close exchange with the companies in the project, there are insights into the topics that have priority especially in small and medium-sized companies with regard to data-based work.

Futures By Design partner meeting in Bremen at the venue CASINO FUTUR

Regarding the German SMEs, online marketing and online visibility were pointed out to be very important and urgent data topics. Therefore in the past months many of the SMEs in northwest Germany participated in different workshops that were organised by atene KOM, e.g. on Search Engine Optimization (SEO) and online marketing via Social Media. By optimizing their website data the SMEs will become more visible online which will lead to an increase in customers.

BLENDERS

Blenders is a (positive) impact organization. A lot of our work and projects are closely linked within the social and circular economy. Lately our efforts of promoting Futures by Design have shifted more towards our network in the social and circular economy. As coordinator in the Social-Circular Hub Kempen+ and through other advisory projects in this sector, we have been getting a better idea of the need and will to further professionalise, with data driven decision

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5

making being a clear enabler. On the one hand by looking more towards better use of data in their operational processes and strategic decision making and on the other hand the need for data to demonstrate/quantify the impact they are generating through impact measurements. These efforts are now starting to pay off and resulting in the start of extra projects, with several upcoming new projects in the pipeline.

Open Manufacturing Campus (OMC)

During the last period, OMC focused on an FBD project at '4ELAT Consulting BV', an SME that provides technological and management consultancy to companies. During the first interview, we collected the biggest concerns of the SME. The most important was the lack of time to spend on the core-business (actual consultancy time for companies).

OMC suggested the owner to log the time spent on non-value-added activities for two weeks. Analysis on the resulting data set showed that the biggest contribution came from the time spent in organizing and searching past e-mail communication with the different accounts. OMC looked for potential available solutions and suggested Salesflare, a simple yet powerful CRM for small businesses selling B2B. '4ELAT Consulting BV' implemented the proposed solution. After several weeks using it, the owner confirmed during the final meeting with OMC a significant reduction of time spent on managing the customer communication.

The OMC team learned from this case that before starting more complex projects, it is important to know relevant existing tools on the market. These may already help to catch the low hanging fruit.

University of Groningen

The University of Groningen is not so much involved in working directly with SMEs as they have a more analytical role in the project. The University uses the data that is generated in all SME projects in the participating region and analyze trends. This way they gain insights into the state of digitization and data maturity. The companies that the FBD partners work with are of all ages and sizes and from a broad range of industries. We are happy to see that data privacy and security rank well across all regions. Potential for improvement for SMEs often lies in their data quality or the tools used to work with their data. While there is no one-fits-all solution to the struggles of the very diverse SMEs participating in FBD, we do see that companies achieve an increase in innovation or efficiency as a result of the project.

More in-depth results will be made available soon.