

A Project overview

A.1 Project identification

Title

Enhancing regional and local hubs for attraction and retention of talents and investments

89/110

Acronym

MAGNET

6/18

Project ID

03C1082

Name of the lead partner organisation

LP01 Municipality of Reggio Emilia

Policy objective

Smarter Europe (policy objective 1)

Specific objective

SME competitiveness

Project duration

	Duration	Start date	End date
Core phase	36 months	The definite project start date will be set upon approval.	
Follow-up phase	12 months		
Closure phase	3 months		

Is this application a resubmission of a proposal that was not approved under an earlier call?

No

## A.2 Project summary

Please give a short overview of the project (in the style of a press release) focusing in particular on the issue addressed, the partnership and the overall objective. Please note that, should the project be approved, this summary will be published on the programme's website. (In English language)

Regional and local Hubs for attraction and retention of investments and talents are strategic points of contact that provide services and tools to support SMEs competitiveness and territorial development. Services range from facilitation and incentives to value proposition and stakeholder engagement. Many regions and cities are setting up these Hubs in order to support their policy implementation and integrate their strategies with the national and European frameworks. Different policy instruments create and regulate Hubs' operation which usually have a specific focus on promoting investments and attracting talent or more generally, the mission is economic development and innovation. MAGNET Partners strongly agree that the integration/interconnection of services and tools for investment and talent attraction/retention lead to improve economic growth with a positive employment impact, having a qualified workforce with respect to the needs of the strategic value chains. The tasks of the Hubs are often carried out by small teams that need to create a widespread network of collaboration within public administrations and their stakeholder ecosystems. MAGNET will promote the interregional exchange of good practices and experiences aimed at improving 7 Policy Instruments on four key sub-topics:

- 1) Organisational models of Hubs' contact points (back-front offices);
- 2) Stakeholder engagement to match the needs of the companies of local strategic value chains with investment and talent attraction;
- 3) Services/incentives managed/provided by the Hubs;
- 4) Hubs' value proposition and promotional activities.

PPs, coming from 5 different geographical areas, have Hubs with different levels of development. The Project will provide knowledge and inspiration to improve the efficiency and effectiveness of the hubs by addressing the underlying policies and strategies increasing the integration between attraction investments and talents and between regional and local levels.

1988/2000

B Partners / associated policy authorities

v1 | Submitted

Overview partners

Partner number ↑	Organisation	Role	Country	Geographical area	Interreg/ Norwegian funds	Total partner contribution	Total partner budget
1	Municipality of Reggio Emilia	Lead Partner	Italy (Italia)	South	243,695.20	60,923.80	304,619.00
2	ART-ER Joint Stock Consortium Company	Partner	Italy (Italia)	South	199,437.60	49,859.40	249,297.00
3	Centre for development of the East Planning Region	Partner	North Macedonia (Северна Македонија)	EuCandidate	87,654.40	21,913.60	109,568.00
4	Public institution Panevėžys Development Agency	Partner	Lithuania (Lietuva)	North	172,968.80	43,242.20	216,211.00
5	Agentia pentru Dezvoltare Regionala Centru	Partner	Romania (România)	East	163,745.60	40,936.40	204,682.00
6	Pannon Business Network Association	Partner	Hungary (Magyarország)	East	162,964.00	40,741.00	203,705.00
7	Gemeente Utrecht	Partner	Netherlands (Nederland)	West	235,394.40	58,848.60	294,243.00
					1,265,860.00	316,465.00	1,582,325.00

Overview associated policy authorities

Organisation ↑	Country
Emilia-Romagna Region	Italy (Italia)
Panevėžys City Municipality	Lithuania (Lietuva)
Municipality of Szombathely City with county rights	Hungary (Magyarország)

B.1.1 Organisation identity

v1 | Submitted

Country

Italy (Italia)

Organisation

Municipality of Reggio Emilia

Organisation role

Lead Partner

Partner financed through the Investment for Jobs and Growth programme (article 22(3) (d) (vi) of Regulation (EU) No 2021/1060)

Please select 'Yes' if the participation of the partner is financed directly by their regional operational programme and not through Interreg Europe (see programme manual for further information).

No

☒ 15% flat rate for 'Travel and accommodation'

By unticking the box above this partner will have to budget and report costs under Travel and accommodation on a real costs basis.

## Organisation details

Name in English

Municipality of Reggio Emilia

29/200

Name in original language

Comune di Reggio Emilia

23/200

 I want to change the partner name

Address

Piazza Prampolini, 1

20/200

Postal code

42121

5/200

City

Reggio Emilia

13/200

Country

Italy (Italia)

Nuts 1

Nord-Est

Nuts 2

Emilia-Romagna

Nuts 3

Reggio nell'Emilia

If you consider the **country** or **Nuts regions** of this organisation wrong, please contact [info@interregeurope.eu](mailto:info@interregeurope.eu).

VAT number (or other identifier)

00145920351

11/200

Website

<http://comune.re.it>

19/200

Legal status

Public body or body governed by public law

If you consider the legal status of this organisation is wrong, please contact [info@interregeurope.eu](mailto:info@interregeurope.eu).

v1 | Submitted

Type of partner

Local public authority



Co-financing rate (%)

80%

Department details if different from parent organisation

The department information only applies to the partner in this project.

Department name

"Research, Innovation and Internationalisation Unit" of the Municipality of Reggio Emilia

89/200

Address

Piazzale Europa 1

17/200

Postal code

42124

5/200

City

Reggio Emilia

13/200

B.2.1 Organisation identity

v1 | Submitted

Country

Italy (Italia)

Organisation

ART-ER Joint Stock Consortium Company

Organisation role

Partner

Partner financed through the Investment for Jobs and Growth programme (article 22(3) (d) (vi) of Regulation (EU) No 2021/1060)

Please select 'Yes' if the participation of the partner is financed directly by their regional operational programme and not through Interreg Europe (see programme manual for further information).

No

☒ 15% flat rate for 'Travel and accommodation'

By unticking the box above this partner will have to budget and report costs under Travel and accommodation on a real costs basis.

## Organisation details

v1 | Submitted

Name in English

ART-ER Joint Stock Consortium Company

37/200

Name in original language

ART-ER – Società consortile per Azioni

38/200

 I want to change the partner name

Address

Via Gobetti, 101

16/200

Postal code

40129

5/200

City

Bologna

7/200

Country

Italy (Italia)



Nuts 1

Nord-Est



Nuts 2

Emilia-Romagna



Nuts 3

Bologna



If you consider the **country** or **Nuts regions** of this organisation wrong, please contact [info@interregeurope.eu](mailto:info@interregeurope.eu).

VAT number (or other identifier)

03786281208

11/200

Website

<https://www.art-er.it/>

22/200

Legal status

Public body or body governed by public law





If you consider the legal status of this organisation is wrong, please contact [info@interregeurope.eu](mailto:info@interregeurope.eu).

v1 | Submitted

Type of partner

Agency



Co-financing rate (%)

80%

Department details if different from parent organisation

The department information only applies to the partner in this project.

Department name

0/200

Address

0/200

Postal code

0/200

City

0/200

B.3.1 Organisation identity

v1 | Submitted

Country

North Macedonia (Северна Македонија)

Organisation

Centre for development of the East Planning Region

Organisation role

Partner

Partner financed through the Investment for Jobs and Growth programme (article 22(3) (d) (vi) of Regulation (EU) No 2021/1060)

Please select 'Yes' if the participation of the partner is financed directly by their regional operational programme and not through Interreg Europe (see programme manual for further information).

No

☒ 15% flat rate for 'Travel and accommodation'

By unticking the box above this partner will have to budget and report costs under Travel and accommodation on a real costs basis.



Name in English

Centre for development of the East Planning Region

50/200

Name in original language

Центар за развој на Источен плански регион

42/200

 I want to change the partner name

Address

Vancho Prke 119, 2 flor

23/200

Postal code

2000

4/200

City

Stip

4/200

Country

North  
Macedonia  
(Северна  
Македонија)

Nuts 1

Северна Македонија (Severna Makedonija )



Nuts 2

Северна Македонија (Severna Makedonija )



Nuts 3

Источен (Istočen)

If you consider the **country** or **Nuts regions** of this organisation wrong, please contact [info@interregeurope.eu](mailto:info@interregeurope.eu).

VAT number (or other identifier)

N/A

3/200

Website

<https://eastregion.mk/en/about-us/>

34/200

Legal status

Public body or body governed by public law

v1 | Submitted

If you consider the legal status of this organisation is wrong, please contact [info@interregeurope.eu](mailto:info@interregeurope.eu).

Type of partner

Regional public authority

Co-financing rate (%)

80%

Department details if different from parent organisation

The department information only applies to the partner in this project.

Department name

0/200

Address

0/200

Postal code

0/200

City

0/200

B.4.1 Organisation identity

v1 | Submitted

Country

Lithuania (Lietuva)

Organisation

Public institution Panevėžys Development Agency

Organisation role

Partner

Partner financed through the Investment for Jobs and Growth programme (article 22(3) (d) (vi) of Regulation (EU) No 2021/1060)

Please select 'Yes' if the participation of the partner is financed directly by their regional operational programme and not through Interreg Europe (see programme manual for further information).

No

☒ 15% flat rate for 'Travel and accommodation'

By unticking the box above this partner will have to budget and report costs under Travel and accommodation on a real costs basis.

## Organisation details

Name in English

Public institution Panevėžys Development Agency

47/200

Name in original language

Viešojo įstaiga Panevėžio plėtros agentūra

42/200

 I want to change the partner name

Address

Kranto str. 25-35

17/200

Postal code

LT-35172

8/200

City

Panevėžys

9/200

Country

Lithuania  
(Lietuva)

Nuts 1

Lietuva

Nuts 2

Vidurio ir vakarų Lietuvos regionas

Nuts 3

Panevėžio apskritis

If you consider the **country** or **Nuts regions** of this organisation wrong, please contact [info@interregeurope.eu](mailto:info@interregeurope.eu).

VAT number (or other identifier)

LT100003080512

14/200

Website

<https://www.panevezysnow.lt>

27/200

Legal status

Public body or body governed by public law

v1 | Submitted

If you consider the legal status of this organisation is wrong, please contact [info@interregeurope.eu](mailto:info@interregeurope.eu).

Type of partner

Local public authority

Co-financing rate (%)

80%

Department details if different from parent organisation

The department information only applies to the partner in this project.

Department name

0/200

Address

0/200

Postal code

0/200

City

0/200



B.5.1 Organisation identity

v1 | Submitted

Country

Romania (România)

Organisation

Agentia pentru Dezvoltare Regionala Centru

Organisation role

Partner

Partner financed through the Investment for Jobs and Growth programme (article 22(3) (d) (vi) of Regulation (EU) No 2021/1060)

Please select 'Yes' if the participation of the partner is financed directly by their regional operational programme and not through Interreg Europe (see programme manual for further information).

No

☒ 15% flat rate for 'Travel and accommodation'

By unticking the box above this partner will have to budget and report costs under Travel and accommodation on a real costs basis.

## Organisation details

Name in English

Agentia pentru Dezvoltare Regionala Centru

42/200

Name in original language

Agentia pentru Dezvoltare Regionala Centru

42/200

 I want to change the partner name

Address

Str. Decebal, nr. 11

20/200

Postal code

510093

6/200

City

Alba Iulia

10/200

Country

Romania  
(România)



Nuts 1

Macroregiunea Unu



Nuts 2

Centru



Nuts 3

Alba



If you consider the **country** or **Nuts regions** of this organisation wrong, please contact [info@interregeurope.eu](mailto:info@interregeurope.eu).

VAT number (or other identifier)

11293515

8/200

Website

<https://www.adrcentru.ro>

24/200

Legal status

Public body or body governed by public law

v1 | Submitted

If you consider the legal status of this organisation is wrong, please contact [info@interregeurope.eu](mailto:info@interregeurope.eu).

Type of partner

Agency

Co-financing rate (%)

80%

Department details if different from parent organisation

The department information only applies to the partner in this project.

Department name

0/200

Address

0/200

Postal code

0/200

City

0/200

B.6.1 Organisation identity

v1 | Submitted

Country

Hungary (Magyarország)

Organisation

Pannon Business Network Association

Organisation role

Partner

Partner financed through the Investment for Jobs and Growth programme (article 22(3) (d) (vi) of Regulation (EU) No 2021/1060)

Please select 'Yes' if the participation of the partner is financed directly by their regional operational programme and not through Interreg Europe (see programme manual for further information).

No

☒ 15% flat rate for 'Travel and accommodation'

By unticking the box above this partner will have to budget and report costs under Travel and accommodation on a real costs basis.

## Organisation details

Name in English

Pannon Business Network Association

35/200

Name in original language

Pannon Gazdasági Hálózat Egyesület

34/200

 I want to change the partner name

Address

Gesztenyefa u. 4.

17/200

Postal code

9027

4/200

City

Győr

4/200

Country

Hungary  
(Magyarország)



Nuts 1

Dunántúl



Nuts 2

Nyugat-Dunántúl



Nuts 3

Győr-Moson-Sopron



If you consider the **country** or **Nuts regions** of this organisation wrong, please contact [info@interregeurope.eu](mailto:info@interregeurope.eu).

VAT number (or other identifier)

HU18984303

10/200

Website

<https://www.pbn.hu/>

19/200

Legal status

Public body or body governed by public law

v1 | Submitted

If you consider the legal status of this organisation is wrong, please contact [info@interregeurope.eu](mailto:info@interregeurope.eu).

Type of partner

Business support organisation

Co-financing rate (%)

80%

Department details if different from parent organisation

The department information only applies to the partner in this project.

Department name

0/200

Address

0/200

Postal code

0/200

City

0/200

B.7.1 Organisation identity

v1 | Submitted

Country

Netherlands (Nederland)

Organisation

Gemeente Utrecht

Organisation role

Partner

Partner financed through the Investment for Jobs and Growth programme (article 22(3) (d) (vi) of Regulation (EU) No 2021/1060)

Please select 'Yes' if the participation of the partner is financed directly by their regional operational programme and not through Interreg Europe (see programme manual for further information).

No

☒ 15% flat rate for 'Travel and accommodation'

By unticking the box above this partner will have to budget and report costs under Travel and accommodation on a real costs basis.

## Organisation details

Name in English

Gemeente Utrecht

16/200

Name in original language

Gemeente Utrecht

16/200

 I want to change the partner name

Address

Stadsplateau 1

14/200

Postal code

3521 AZ

7/200

City

Utrecht

7/200

Country

Netherlands  
(Nederland)



Nuts 1

West-Nederland



Nuts 2

Utrecht



Nuts 3

Utrecht



If you consider the **country** or **Nuts regions** of this organisation wrong, please contact [info@interregeurope.eu](mailto:info@interregeurope.eu).

VAT number (or other identifier)

NL002220647B01

14/200

Website

<https://www.utrecht.nl>

22/200



Legal status

Public body or body governed by public law

v1 | Submitted

If you consider the legal status of this organisation is wrong, please contact [info@interregeurope.eu](mailto:info@interregeurope.eu).

Type of partner

Local public authority

Co-financing rate (%)

80%

Department details if different from parent organisation

The department information only applies to the partner in this project.

Department name

0/200

Address

0/200

Postal code

0/200

City

0/200

B.i.1 Organisation identity

v1 | Submitted

Country

Italy (Italy)

Organisation

Emilia-Romagna Region

Organisation role

Associated Policy Authority



## Organisation details

Name in English

Emilia-Romagna Region

21/200

Name in original language

Regione Emilia-Romagna

22/200

 I want to change the partner name

Address

V.le Aldo Moro, 52

18/200

Postal code

40127

5/200

City

Bologna

7/200

Country

Italy (Italia)



Nuts 1

Nord-Est



Nuts 2

Emilia-Romagna



Nuts 3

Bologna



If you consider the **country** or **Nuts regions** of this organisation wrong, please contact [info@interregeurope.eu](mailto:info@interregeurope.eu).

VAT number (or other identifier)

80062590379

11/200

Website

<https://regione.emilia-romagna.it/>

34/200

Legal status

Public body or body governed by public law



If you consider the legal status of this organisation is wrong, please contact [info@interregeurope.eu](mailto:info@interregeurope.eu).

v1 | Submitted

Type of partner

Regional public authority



Department details if different from parent organisation

The department information only applies to the partner in this project.

Department name

0/200

Address

0/200

Postal code

0/200

City

0/200

B.ii.1 Organisation identity

v1 | Submitted

Country

Lithuania (Lietuva)

Organisation

Panevėžys City Municipality

Organisation role

Associated Policy Authority



## Organisation details

Name in English

Panevėžys City Municipality

27/200

Name in original language

Panevėžio miesto savivaldybė

28/200

 I want to change the partner name

Address

Laisvės sqr. 20

15/200

Postal code

LT-35200

8/200

City

Panevėžys

9/200

Country

Lithuania  
(Lietuva)

Nuts 1

Lietuva

Nuts 2

Vidurio ir vakarų Lietuvos regionas

Nuts 3

Panevėžio apskritis

If you consider the **country** or **Nuts regions** of this organisation wrong, please contact [info@interregeurope.eu](mailto:info@interregeurope.eu).

VAT number (or other identifier)

288724610

9/200

Website

<https://www.panevezys.lt>

24/200

Legal status

Public body or body governed by public law

v1 | Submitted

If you consider the legal status of this organisation is wrong, please contact [info@interregeurope.eu](mailto:info@interregeurope.eu).

Type of partner

Local public authority

Department details if different from parent organisation

The department information only applies to the partner in this project.

Department name

0/200

Address

0/200

Postal code

0/200

City

0/200

B.iii.1 Organisation identity

v1 | Submitted

Country

Hungary (Magyarország)

Organisation

Municipality of Szombathely City with county rights

Organisation role

Associated Policy Authority





## Organisation details

v1 | Submitted

Name in English

Municipality of Szombathely City with county rights

51/200

Name in original language

Szombathely Megyei Jogú Város Önkormányzata

43/200

 I want to change the partner name

Address

Kossuth Lajos u. 1-3.

21/200

Postal code

9700

4/200

City

Szombathely

11/200

Country

Hungary  
(Magyarország)

Nuts 1

Dunántúl



Nuts 2

Nyugat-Dunántúl



Nuts 3

Vas

If you consider the **country** or **Nuts regions** of this organisation wrong, please contact [info@interregeurope.eu](mailto:info@interregeurope.eu).

VAT number (or other identifier)

HU15733658

10/200

Website

<https://www.szombathely.hu/>

27/200

Legal status

Public body or body governed by public law

v1 | Submitted

If you consider the legal status of this organisation is wrong, please contact [info@interregeurope.eu](mailto:info@interregeurope.eu).

Type of partner

Local public authority

Department details if different from parent organisation

The department information only applies to the partner in this project.

Department name

0/200

Address

0/200

Postal code

0/200

City

0/200

## C.1 Issue addressed

What is the common regional development issue addressed by the project? Please make sure this information is coherent with the programme specific objective you selected in section A and with the description of the policy instruments in section D.

Innovative investments together with the availability of qualified workforce are key elements to ensure SMEs sustainable growth and competitiveness. The ability to engage and integrate stakeholders representing local/regional innovation ecosystems is a key asset, as the ability to align investors' industrial needs with the availability of a skilled local workforce. Over 65% of SMEs in the EU have difficulties in finding employees with the right skills (Eurobarometer2023). There is a great need to integrate services and resources dedicated to attracting investments and talents. The policy level must create better framework conditions to support Hubs that provide services/incentives to businesses and/or talents, helping integration with local communities/specialised value chains. Connection with a dense network of stakeholders, regional/local actors' interaction and investments/talent-focused activities integration, are

995/1000

Why is this issue important for European regions? Please be as specific as possible (data and statistics are welcome if possible).

Availability of a skilled labour force is an essential precondition for innovative investments. According to the "Investment barriers in the EU 2023" (EIB), as concerns SMEs, the scarcity of skilled labour not only hampers current production and business activities but also is a long-term impediment to investments. EIB survey shows that the most frequently mentioned long-term barrier to investments in the EU is the availability of skilled staff (85%). Hubs are strategic: a particularly relevant driver for international investments is the "Hub-searching strategy" where "firms look to establish an international presence near cluster areas or key industry locations that are dense constellations of potential customers, investors, partners and talented employees" (UN, 2024).

995/1000

How does the project contribute to the EU Cohesion policy? Does it also contribute to other European strategies or policies?

Hubs' activities for attracting/retaining investments and talents increase regions' attractiveness bridging the gaps between more/less advanced territories. EU cohesion policy helps ensure that there are no gaps between countries/different areas and regions of the same country. MAGNET contributes to a mix of local/regional policy instruments of 5 different areas: 1 ERDF for IJG, 2 Strategic Local Dev.Plans, 1 Regional Law for investments promotion, 1 Regional Economic Action Plan, 1 Strategic Development Program for resilience knowledge economy, 1 Regional Innovation Strategy in a new Country. PPs regions are a mix of leader, strong, moderate, emerging innovators-RIS2023. Subnational investment promotion agencies in the EU attract FDI particularly to less developed areas where institutional/market failures are stronger.

1000/1000

## C.2 Project's overall objective

The project's overall objective is to improve the implementation of regional development policies in the field of Smarter Europe (policy objective 1), in particular to improve the policy instruments described in section D of the present application.

Please further describe the project's overall objective below.

MAGNET aims to improve 7 Policy Instruments to better address and integrate the attraction and retention of investments and talents by enhancing the effectiveness of the regional and local Hubs in supporting SMEs sustainable growth and competitiveness.

Sub-objectives:

- Improve the positive impact of the investment promotion and talent attraction activities by responding to the needs of SMEs and their value chains;
- Increase SMEs efficiency and their ability to grow with new investments on regional territories;
- Increase the capacity of policy makers to coordinate actors and engage stakeholders involved in the attraction/ retention of investments and talents providing more effective and integrated services and incentives;
- Improve the territorial cohesion aligning the level of attractiveness of different areas learning each other;

996/1000

## C.3 Project innovative character

Please explain the innovative character of the project and of its expected results, in particular in comparison to similar initiatives/projects you are aware of.

Attraction of talents/investments together is innovative as usually considered separately. MAGNET's approach is different from Talent4S3 and Reward projects, even if capitalisation/integration is considered. Talent4S3 focuses only on talent attraction-skills to improve policies. Being ER Region a partner allows to create synergies/avoid overlapping. Reward's focus is university-industry collaboration as a means of retaining graduates while MAGNET's core is the relationships of investments/talent Hubs with actors of the strategic value chains/innovation ecosystem. The aim is to better fit regional attractiveness strategies with companies needs. Partnership has a new structure but LP has excellent relationships with PP2/4/6. LP/PP2 worked together on the COMPETE IN Project and they built a strong cooperation relationship in the field of attractiveness. Partnership is limited but covers all 5 areas and is

999/1000

For projects deriving from past Interreg experiences (follow-up projects), please clarify the added-value of this cooperation compared to the previous experience.

N/A

3/1000

## C.4 Project approach

Please describe the approach/methodology adopted to achieve the project's objectives within the core phase.

- How is the learning process organised at regional and interregional levels? If applicable, please describe the different steps you envisage to reach the project's objective.
- What is the purpose of the different types of activities proposed? In particular, how do they contribute to individual and/or organisational learning? How are these activities interrelated?
- How do you ensure the involvement of stakeholders in the learning process?

MAGNET's preparation started in 2023 with the challenge of working on attractiveness through a strong integration of both the investment/talent topics and different territorial levels. During the participatory process of preparing the proposal, PPs shared their information/needs in relation to the topic to align with the objectives. About 14 Good Practices(GPs) have been identified, to be further analysed/discussed together with new ones (SEM1-4) in 7PPs meetings, 4 Thematic Peer Reviews(TPR), 6 Study Visits(SV), at least 42 Regional Stakeholders Group (RSG) meetings.

In SEM4-6, PPs deepen their knowledge through exchanges, an Interregional seminar, 7 Transfer Workshops(TWs) in the process to convert these learnings into concrete actions for policy improvements. One or more potential pilot actions are explored related to the mutual learning process. PP2 coordinates the exch. of experiences and in SEM1 shares the methodology for a high quality GPs identification/selection/analysis/transfer process, to be presented in the Kick-Off meeting. PP2 supports PPs adopting methodologies already tested and based on its strong experience both in project's topics, GPs mapping and stakeholders engagement.

Common criteria are identified/discussed and a template provided as well as guidelines for the SVs-SEM2. RSGs - set up in M1-2 - are involved from the proposal and throughout the whole project implementation to get feedback on methodology, GPs, Policy Instruments(PI) improvements. TPR are both a capacity building tool and an interregional discussion arena for PPs, their associated policy authorities/stakeholders and are focused on the MAGNET 4 subtopics that PPs consider crucial to improve investment/talents Hubs strategies/policies: organisational models(back-front offices); stakeholder engagement to match the needs of the companies/value-chains with investment/talent attraction; services/incentives; Hubs' value proposition/promotional activities.

PPs/regional stakeholders select at least 28 GPs, each PP at least 1 per sub-topic. The 4 TPR clustering GPs in the 4 sub-topics are hosted by PP7/PP6(SEM2), PP5/PP4(SEM3) organising also 4 SVs giving prominence to the host territory and the possibility of specific insights, considering also GPs different from the TPR specific subtopic. Each TPR is dedicated to one subtopic and supported by an expert. Each PP presents its GPs/Policies/strategies in the sub-topic, shows the connection with the PI, explains main challenges highlighting synergies between investments/talents and different territorial levels. In TPRs each PP receives inputs both from the expert/peers(PPs).

TPR locations are chosen according to the vocation/PI/expertise of the hosting partner. SV's guidelines are provided by PP2. After the 4 TPRs, PP3 organises the Interregional Thematic Seminar(ITS) to structure and plan GPs Transfer Workshops(TW) in which LP/PP2 provide the methodology/common framework for the organisation of TW hosted in PPs regions. ITS will be

3988/4000

Please explain the approach/methodology envisaged for the **follow-up phase** (i.e. last year of the project)? To what extent are the stakeholders expected to be involved in the follow-up phase?

PPs monitor the effects of addressed policy instruments improvements and also if other policy improvements are achieved. Indicators are defined. Regions not achieving a policy improvement by the end of the core phase monitor implementation of their Local Action Plans and evaluate related results.  
If a pilot action is carried out, results are collected/shared in SEM7-8.  
RSGs remain active through constant updates.  
INTERREG Policy Learning Platform will be used to proceed with the exchange.  
LP organises 2 online meetings to monitor the process and PP7 hosts the final closure meeting to present the results of policy instruments improvements (and a possible pilot action) and their impact at local and regional level after one year. PPS will also discuss future plans/initiatives and potential collaborations on the project topics.

v1 | Submitted

838/1000

C.5 Project indicators

Output indicators

Code	RC087
Title	N° of organisations cooperating across borders
Target	68
Code	RC084
Title	N° of pilot actions developed jointly and implemented in projects
Target	0
Code	OI4
Title	N° of policy instruments addressed
Target	7
Code	OI5
Title	N° of interregional policy learning events organised
Target	19
Code	O16
Title	N° of good practices identified
Target	28

Result indicators

Code	RII2
Title	N° of organisations with increased capacity due to their participation in project activities
	53
Performance (%)	77
Code	RI3
Title	N° of policy instruments improved thanks to the project
	7
Performance (%)	100

## C.6 Communication strategy

Please indicate the overall objectives of the project's communication strategy.

External:  
 - Raise awareness/inform stakeholders at Reg/Nat/EU level on addressed issues;  
 - Persuade policy makers/implementers to improve 7 PI by 2027;  
 - Engage stakeholders as intermediaries in the exchange of experience and as supporter in PI improvement;  
 - Facilitate dialogue between policy makers for synergies with other policy instruments.  
 Internal:  
 - Enable a trustful cooperation and strong collaborative relationships;  
 - Spread sustainable, gender and diversity approaches.

484/500

Please describe the target groups of your communication strategy.

External:  
 - Regional, National, European politicians and public officials dealing with territorial attractiveness policies;  
 - Investments and talents services managers and staff;  
 - SMEs, industry and their intermediaries (Clusters, Associations);  
 - Investors and Talents;  
 - Civil Society Organizations and citizens;  
 - IE country NPCs;  
 - Development/Investment Promotion/Trade Agencies;  
 - European stakeholders–DG REGIO, DG GROW, other EU projects/initiatives.  
 Internal:  
 - PPs managers and staff.

495/500

Please explain the main communication tools and channels (including social media outreach) that will be used.

External:

- IE hosted website properly feeded and updated;
- 7 PPs' websites and about 60 stakeholders channels;
- 6 Newsletters;
- MAGNET and PPs social networks (i.e LinkedIn, Instagram, X);
- Videos, press releases;
- Networking with PLP;
- Brochure/poster/roll-up distributed to PPs;
- Presentations at external events; 1 international dissemination event.

Internal:

- Shared platform for joint work.

404/500

Please describe briefly how the communication strategy will be implemented and evaluated.

PP4 is responsible for overall communication, supported/supervised by LP. PPs assign a communication manager and commit to regularly provide contents for all dissemination tools. A detailed Communication Plan is developed in SEM1, including KPIs for monitoring/evaluation (participants, nr. presentations, followers, etc.). Standard templates provided. Guidelines integrated with IE ones delivered, including gender, diversity and inclusion perspectives (language, events, images).

481/500

Will the management of the project's communication be externalised?

No



## C.7 Horizontal principles

Please indicate to which extent the project contributes to EU horizontal principles, and justify your choice.

### Sustainable development

Type of contribution

Positive



Description of the contribution

MAGNET will contribute to achieve several sustainable outcomes:

- The exchange of GPs will focus on attracting investments consistent with sustainability goals. This will lead to a more efficient approach to achieving green development objectives;
- The project will empower Hubs to consider specific skillsets required for local green initiatives, leading to the attraction of talent directly relevant to sustainability goals;
- The exchange of experiences on GPs in services and incentives will stimulate Hubs in improving their offerings, taking into account more green approaches.

The project will also adopt a sustainable approach in carrying out its activities by:

- Using digital tools whenever possible to minimize paper consumption and promote environmentally friendly practices.
- Opting for online meetings whenever possible to reduce the carbon footprint associated with travel.

890/1000

### Equal opportunities and non-discrimination

Type of contribution

Positive



Description of the contribution

MAGNET takes into account equal opportunities and non-discrimination in all project activities and deliverables right from the beginning. Partners' staff and stakeholders will be made Attention on public procurement procedures and external expert/supplier in relation to the specific contents:

v1 | Submitted

- talent attraction strategies based on skills: ensuring equal opportunity for qualified individuals regardless of background;
- attraction of firms with inclusivity and transparency policies: the project will contribute in creating an attractive environment for companies that value equal opportunities;
- setting clear criteria to govern access to Hubs' services and tools ensuring fairness and avoiding any kind of discrimination.

734/1000

## Equality between men and women

Type of contribution

Positive



Description of the contribution

MAGNET gender perspective is in every activity/content since the beginning. PPs staff/stakeholders/experts/suppliers will be aware of the gender neutral/inclusive communication. Gender balanced events. Visual communication monitored. PPs share internal practices/guidelines for gender/inclusive communication. If ungovernable reasons prevent a gender neutral approach in output/deliverable/event, specific disclaimers will be used, underlining MAGNET sensitivity in counteracting gender stereotypes.

In investment/talents attraction: examining the services/incentives to attract firms, MAGNET fosters their offer to companies with strong gender equality practices; benefits are diverse workforce to attract firms that prioritize such values; encouraging Hubs to analyze recruitment practices/ensure they are free from unconscious bias. This could involve implementing

987/1000

## C.8 Project management

### C.8.1 Overall management

Please describe how the overall management will be ensured? Which body will make strategic project decisions and according to which rule? What will be the composition of this body? If relevant, how will the responsibilities be shared among the partners?

Management & coordination ensure effective/efficient project's implementation within the budget available/schedule agreed. Municipality of Reggio Emilia - experienced in IE projects coordination - is the LP responsible for financial administration, PPs coordination, communication rules/horizontal principles supervisor, legal management and main contact for JS. PP2 has a huge experience in project's topics/related investments and talents services, dedicated staff for stakeholders engagement methodology and capacity in acting as intermediary at a policy level. For these reasons, PPs agreed that ART-ER coordinates the exchange of experiences, even considering having two partners in the same area. PP4 coordinates communication and dissemination activities being responsible for communication plan drafting. Each PP assigns responsibilities for the exchange processes, for finances and communication in its own organisation to ensure a timely and qualitative delivery of activities. MAGNET Steering Committee (SC) is the main decision making body, responsible for the efficient smooth political/strategic project management. It is chaired by the LP and consists of one representative of each PP. PPs appoint members/substitutes before the Kick off meeting paying attention to gender balance. The SC meets 8 times. Decisions are taken by 2/3 majority. LP prepares and sends agenda and minutes. The SC officially approves all project relevant implementation issues, working plans,

1961/2000

### C.8.2 Day-to-day coordination

Please describe how the day-to-day coordination will be ensured.

LP creates a constant information flow with all PPs through email updates, phone/web calls; close cooperation is foreseen with actions' coordinators PP2/PP4. LP attends JS training and trains PPs on project & financial management (PP4 on communication); prepares the midterm review with JS; if needed, prepares requests for changes. LP supports and checks the PPs on their Progress Reports/internal quality management; prepares 8 PR. The LP oversees the day-to-day communication within the partnership and with JS, ensuring a rapid and efficient dialogue. A monitoring system shall secure the quality of results of the project. In 1st online meeting, PPs share objectives and expectations from MAGNET that are monitored through project's implementation. In its internal communication PPs will use e-mail as the basic form of communication with a formal emailing list. A free web based application will be used to ensure that the

991/1000

Will the project coordination be externalised?

No





### C.8.3 Financial management and reporting

v1 | Submitted

Please describe how the financial management and reporting procedures will be ensured.

LP is directly responsible for financial management. The Financial Manager (FM) closely works with PPs Coordinators/Financial Managers (PC/FM) supporting them in financial issues. PPs' FMs maintain transparent record of income/expenditure, preparing claims/payments, organizing FLC checks respecting national requirements-costs budgeted. Contract procedure with FLC starts in M1 to avoid delays, respecting public procurement rules. PPs provide to LP certified expenditure report and an independent FLC certificate. PC/FM check that expenditure/content reported by each PP corresponds to activities done, check correct integration of costs/activities in the joint progress report, submit it to JS in time. FM ensures that accounting documents are available after project end. For each SC meeting the FM prepares a financial update. If needed, FM prepares a request for budget reallocation respecting the programme rules. LP

995/1000

Will the financial management be externalised?

No



D Main policy instruments addressed

v1 | Submitted

Overview main policy instruments addressed

Number ↑	Name of the policy instrument	Name of the policy responsible authority	Involvement of the policy responsible authority	Investment for Jobs and Growth programme	Country
1	DUP – Documento Unico di Programmazione del Comune di Reggio Emilia 2024-2026	Municipality of Reggio Emilia	Partner	No	Italy (Italia)
2	Regional Law no. 14/2014 for the Promotion of Investments in Emilia-Romagna	Emilia-Romagna Region	Associated Policy Authority	No	Italy (Italia)
3	Regional innovation strategy	Centre for development of the East Planning Region	Partner	No	North Macedonia (Северна Македонија)
4	Strategic Development Plan of Panevėžys City Municipality	Panevėžys City Municipality	Associated Policy Authority	No	Lithuania (Lietuva)
5	Regional Operational Programme 2021-2027 for Centru Region - Priority 1, Action 1.5.2. Industrial Parks in RIS3 priorities	Agentia pentru Dezvoltare Regionala Centru	Partner	Yes	Romania (România)
6	"Szombathely 2030 - The Resilient Knowledge Economy" 10 year Strategic Development Programme for creating a Resilient Knowledge Economy	Municipality of Szombathely City with county rights	Associated Policy Authority	No	Hungary (Magyarország)
7	Economic Action Plan 2023-2026	Gemeente Utrecht	Partner	No	Netherlands (Nederland)

Overview pilot actions

Number ↑	Title	Policy instrument(s) concerned
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## D.1 Policy instrument 1

### D.1.1 Territorial context and general description

#### D.1.1.1 Territorial context

What is the state of play of the issue addressed by the project in the territory covered by the policy instrument? Which challenge needs to be overcome in this territory? Please be as specific as possible and provide detailed information on the characteristics of the territory.

Reggio Emilia, in the heart of the Italian Food Valley and Motor Valley, is characterised by its excellence in agri-food, mechanical-mechatronic, green economy, automotive, and education. With about 50,000 companies, an unemployment rate of 4.2%, an export propensity rate of 60%, Reggio Emilia has always been the epitome of a powerful work ethic, embracing the high value of the region's human and social capital. The presence of high level infrastructures aimed at supporting businesses makes Reggio Emilia a leader in innovation, research and technology. The city stands out for its lively international context and its multiculturalism.

Strengthening the competitiveness of the Reggio Emilia socio-economic system by making it more attractive for new businesses, talents and skills is undoubtedly one of the main challenges that our territory must face.

Reggio Emilia is therefore developing the Reggiane Innovation Park, a European Hub of services and functions with a very high potential for innovation, born from the regeneration of the

1443/1500

#### D.1.1.2 General description of the policy instrument

Please name the policy instrument addressed (for Investment for jobs and growth goal programmes, please provide the name of the operational programme concerned).

DUP – Documento Unico di Programmazione del Comune di Reggio Emilia 2024-2026

77/150

Is this instrument an Investment for jobs and growth goal programme (i.e. national or regional operational programme)?

No

Please indicate the geographical scope of this instrument

Local

Please select how the authority responsible for this policy instrument is involved in the project:

The authority responsible for this policy instrument is involved as...

Partner

Please select the authority responsible for this policy instrument.

LP01 Municipality of Reggio Emilia

Please describe the main features of this policy instrument (e.g. objective, characteristics, priority or measure addressed).

DUP Ob. 17 - "Work, economy, talents and businesses" tackles the transition, for Reggio Emilia, from an industrial economy to a knowledge economy. To guarantee the competitive growth of a territorial system based on knowledge, the process of territorial attractiveness will have to be consolidated in more structured ways, promoting a more solid interaction between government institutions, economic and research bodies, fostering the development of territorial Hub as city's one stop shop for investments and talents attraction.

The development of the Reggiane Innovation Park as a HUB for attracting investments and talents is the main pillar of this strategy. The main objectives are:

1- offer a comprehensive range of services and incentives that cater to the needs of businesses, investors, and skilled professionals. Additionally, integrating these efforts with the territorial value chains and crafting a compelling value proposition are key components for success.

2-build a strong value proposition, identifying and highlighting the unique strengths and advantages of the city, such as strategic location, skilled workforce, cost-effectiveness or specific industry clusters

Municipality of Reggio Emilia is the policy responsible authority.

1250/1500

#### D.1.1.3 Expected policy improvement

What type of improvement do you envisage for this instrument?

## New projects financed by the instrument

No



0/1500

## Change in the management of the instrument

No



0/1500

## Revision of the instrument itself

Yes



Two levels of improvement are foreseen:

1) Policy planning level: since the Municipality is the owner of the policy instrument tackled, it is foreseen to upgrade the instrument itself, by enhancing alignment of local priorities with the regional planning as far as attraction and retention of talents and investments are concerned, and by establishing new strategies according to the lessons learned in the international exchange of experiences process and used as base for policy instrument improvement. The result will be a reshaped set of priorities and a local shared strategy to foster Reggio Emilia "anchor capacity" to attract firms, knowledge, innovation and competences.

2) Project level: according to the GP that will be finally adopted at the end of the Transfer Worksop, the policy instrument will foresee at least 1 concrete new project to be implemented, focused on strengthening the Reggiane Innovation Park to become the city's one-stop shop for attraction of investments and talents, enhancing Reggio Emilia competitiveness. The idea is to

1279/1500

## D.1.2 Partner(s) addressing policy instrument 1

Partner

LP01 Municipality of Reggio Emilia

What are the partner's competences and experiences in the issue addressed by the project?

The "Research, Innovation and Internationalisation Unit", project coordinator, works on the topics of economic development, attraction of investments and talents, and innovation. The Unit is located in the Innovation Park with the aim to attract enterprises, talents and investment, through its logistics, technological and services-related platform designed to support, and interconnect local production with research centres. It focuses on innovation of specific territorial distinctive competences (Education, Mechatronics, Agrifood, Green economy) in line with the Regional S3, as driving force for the innovation of other productive sectors. To achieve these goals, the Unit is responsible for the design, development and implementation of services and national and international projects in close collaboration with the players of the

857/1000

How will the partner benefit from the cooperation? In case this partner plays a particular role in the project (e.g., responsible for a specific topic, for communication activities), please also indicate it here.

LP will benefit from cooperation, lessons learned, exchange of experiences and GPs regarding the project topic to reshape its policy instrument. As a result we expect to improve the local governance on attraction of investments and talents and boost the Innovation Park as an hub of advanced services for the entire city: a unique opportunity to overcome an occasional relationship model and implement a systemic approach to increase the attractiveness of the territory and its ability to attract businesses, skills and talents. LP will reinforce the cooperation system with Local Stakeholders, defining with them common visions for local development policies. All stakeholders represent key competences of the territory and can concretely build a local strategy for the attraction of investments and talents. The learning from the transnational exchange will affect the methods and delivery of services of each participating

978/1000

In case the partner is involved in several Interreg Europe applications/ projects, please justify this multiple involvement.

The "Research, Innovation and Internationalisation Unit" of the Municipality of Reggio Emilia, project coordinator, is not involved in any other Interreg Europe applications/ projects.

184/1000

### D.1.3 Stakeholder group relevant for policy instrument 1

Please provide an indicative list of the most relevant stakeholders (i.e., name of the organisation concerned) to be involved in the project. It is recommended to have no more than 12 entries.

You have 10 entries.

Chamber of Commerce, Industry, Crafts and Agriculture (CCIAA)

61/300

CNA (Confederation of Crafts and SMEs)

38/300

Legacoop Emilia Ovest (Cooperatives Association)

48/300

Unindustria Reggio Emilia (Business Association)

48/300

Fondazione REI (RTO)

20/300

IFOA (training institution and employment Agency)

49/300

Fondazione Reggio Children-Loris Malaguzzi International Center

63/300

STU REGGIANE (Urban Transformation Company)

43/300

CIS (training and consultancy Company)

38/300

University of Modena and Reggio Emilia

38/300

D.1.4 Pilot action under policy instrument

v1 | Submitted

Is a pilot action proposed to improve this policy instrument?

No

## D.2 Policy instrument 2

### D.2.1 Territorial context and general description

#### D.2.1.1 Territorial context

What is the state of play of the issue addressed by the project in the territory covered by the policy instrument? Which challenge needs to be overcome in this territory? Please be as specific as possible and provide detailed information on the characteristics of the territory.

Emilia-Romagna Region has a strong commitment towards attractiveness with two specific policies, the Regional Law n. 14/2014 for the Promotion of Investments and the Regional Law n.2/2023 to attract and retain talents. The two services Invest in Emilia-Romagna (IER) and it-ER International Talents Emilia-Romagna play a strong role in the implementation of the activities provided by these policies and represent two regional contact points that involve many public and private stakeholders and sectors at regional and local level. The Call for Proposals to Attract Investments in Emilia-Romagna (L.R. 14/2014) supported 85 investment programmes creating over 3,200 jobs with 372M€ of financed investments and 136M€ of grants (Jan 23). Anyway innovative investments find an obstacle in the skill shortages and a key challenge is to better support the hiring of high competences requested by the companies. Therefore, higher integration between activities related to investment promotion and talent attraction is necessary as well as strengthening the collaboration with the local territories and the stakeholders is needed. Emilia-Romagna is the first region in Italy for innovation (EIS-RIS 2023) and export per capita (Istat 2023) with a strong manufacturing sector and worldwide known specialisations e.g. Motorcycles and (Pasta) Making. University of Bologna is distinguished by the high level of research and innovation, stimulating a good number of

1451/1500

#### D.2.1.2 General description of the policy instrument

Please name the policy instrument addressed (for Investment for jobs and growth goal programmes, please provide the name of the operational programme concerned).

Regional Law no. 14/2014 for the Promotion of Investments in Emilia-Romagna

75/150

Is this instrument an Investment for jobs and growth goal programme (i.e. national or regional operational programme)?

No

Please indicate the geographical scope of this instrument

Regional

Please select how the authority responsible for this policy instrument is involved in the project:

The authority responsible for this policy instrument is involved as...

Associated Policy Authority

Please select the authority responsible for this policy instrument.

Emilia-Romagna Region

Please describe the main features of this policy instrument (e.g. objective, characteristics, priority or measure addressed).

The general objective of the PI is "the attraction and competitiveness of the economic system of Emilia-Romagna and the achievement of high levels of environmental and social sustainability, contributing to the implementation of the European strategy for smart, sustainable and inclusive growth" (Art. 1). The key strategic pillars are the promotion of innovative and sustainable investments, with the creation of qualified employment and integration with the regional value chains and ecosystem. The main tool provided by the law is the Agreement for the Settlement and Development of Enterprises (Art. 6). The Agreement allows putting together – in one procedure – incentives for different types of investment projects integrated in one investment programme. The Region published 7 calls for proposals "Attraction of investments in Emilia-Romagna" to get access to the Agreement since 2016.

1230/1500

#### D.2.1.3 Expected policy improvement

What type of improvement do you envisage for this instrument?

New projects financed by the instrument



Yes

v1 | Submitted

Improvement will be focused on the Call for Proposals "Attraction of investments in Emilia-Romagna" to support investments through the Agreements for the Settlement and Development of Enterprises, open to regional/national/foreign companies. Minimum requirements to apply in 2023 were R&D investment (> 1.5 million euros) and employment impact (>15 additional employees, at least 30% graduates).

Envisaged actions are aimed at integrating measures that connect investment and talent attraction:

- introduction of new types of projects with a dedicated call for proposals for specific objectives according to emerging needs of local value chains, especially in terms of skills.

682/1500

## Change in the management of the instrument

Yes



Improvement will be focused on the Call for Proposals "Attraction of investments in Emilia-Romagna" to support investments through the Agreements for the Settlement and Development of Enterprises, open to regional/national/foreign companies. Minimum requirements to apply in 2023 were R&D investment (> 1.5 million euros) and employment impact (>15 additional employees, at least 30% graduates).

Envisaged actions are aimed at integrating measures that connect investment and talent attraction.

Change in the management of the instrument through:

- a modification of the decision-making rules or of the composition of the managing committee in charge of implementing the PI, in particular with the engagement of the stakeholders;
- a more efficient way to publicise the calls for proposals, with a higher integration in the regional value proposition to attract new investments;

~~revision of the delay for evaluating the performance of the PI in particular integrating with the financial companies to understand initiatives in the operation of the investment~~

1109/1500

## Revision of the instrument itself

Yes



Improvement will be focused on the Call for Proposals "Attraction of investments in Emilia-Romagna" to support investments through the Agreements for the Settlement and Development of Enterprises, open to regional/national/foreign companies. Minimum requirements to apply in 2023 were R&D investment (> 1.5 million euros) and employment impact (>15 additional employees, at least 30% graduates).

Envisaged actions are aimed at integrating measures that connect investment and talent attraction:

- Introduction of new priorities/measures for selecting the projects supported by the PI, in particular related to hiring employees or according to emerging needs of specific value chains.

689/1500

## D.2.2 Partner(s) addressing policy instrument 2

### Partner

PP02 ART-ER Joint Stock Consortium Company

What is the policy relevance of this partner (the link to the authority responsible for the policy instrument addressed and its capacity to influence this instrument)?

Invest in Emilia-Romagna and it-ER International Talents Emilia-Romagna services are managed by ART-ER on behalf of the Regional Government. ART-ER supports the Region in defining/implementing the call for proposals "Attraction of investments in Emilia-Romagna" and provides technical assistance for each new call. ART-ER manages the contact point providing information and support for the companies that want to apply and is involved in the evaluation process.. ART-ER works together with the Directorate-General for Knowledge, Labor and Business Economics of the Emilia-Romagna Region to manage activities both related to attraction/retention of investments and talents. ART-ER is the regional Joint Stock Consortium born with the purpose of fostering the region's sustainable growth by developing innovation and knowledge, attractiveness and internationalization of the territory. It is the core of the regional innovation ecosystem coordinating Clust ERs, Technopoles, High Technology Network.

1000/1000

What are the partner's competences and experiences in the issue addressed by the project?

Invest in Emilia-Romagna has been active for about 20 years carrying out all the main activities related to investment promotion, such as analysis of the territorial context/sectors, image building, contact point for companies, support for incentives, location scouting, networking at international/national/local level, international events.. It-ER International Talents represents one of the most advanced experiences at national level on talent attraction. Its activities include: networking and participation to initiatives at local and international level in collaboration with other stakeholders; supporting the Regional Government in the implementation of the Regional Law on attraction and retention of talents (L.r. 2/2023); tools and services for analysis and promotion of the territorial attractiveness for talents; international campaigns to recruit strategic skills.. ART-ER has a long experience in the participation, coordination and management of Interreg and other EU projects.

995/1000

How will the partner benefit from the cooperation? In case this partner plays a particular role in the project (e.g., responsible for a specific topic, for communication activities), please also indicate it here.

As coordinator of the exchange of experiences, ART-ER can bring its strong experience and expertise on the issues related to the project as shown by the competences and relationships that we have developed and by the activities carried out so far. Besides the specific topics, ART-ER has also strong competences concerning stakeholder engagement, data analysis, mapping methodologies. Benefit: Benchmarking with other innovation regions / regional ecosystems to identify successful best practices and experiences both in investments and talents attraction and related services management; get inspired in defining measures to improve the governance relationships with the local territories and the regional stakeholders; acquire knowledge and competences in management of innovation ecosystem, models of hubs, stakeholder management, value proposition.

859/1000

In case the partner is involved in several Interreg Europe applications/ projects, please justify this multiple involvement.

We are partner in the following ongoing call 1&2 projects:  
1. DEBUTING; 2. BEST - DIH; 3. RESEES.  
Under 3rd call, ART-ER is involved as a partner in the following applications:  
SYNERGY-Building successful synergies in R&I funds at European, national and regional level for greater effectiveness and impact in smart specialisation strategies; RISEMED4EU-Regional Innovation for Smart Ecosystems in Health and Medicine in the EU; S4Tourism-Supporting S3 transition toward a more sustainable approach in tourism.  
ART-ER is composed of many departments and about 212 employees with different skills and competencies. Projects in which ART-ER participates in the third call are managed by different Areas/Units. Moreover, the administrative and financial staff consist of 11 people and have the ability and many years of experience in managing multiple projects. Synergies and resource

936/1000

## D.2.3 Stakeholder group relevant for policy instrument 2

Please provide an indicative list of the most relevant stakeholders (i.e., name of the organisation concerned) to be involved in the project. It is recommended to have no more than 12 entries.

You have 8 entries.

Clust-ER Innovate of the Emilia-Romagna region

46/300

Clust-ER Health of the Emilia-Romagna region

44/300

Emilia-Romagna Region

21/300

Metropolitan City and Municipality of Bologna.

46/300

Clust-ER Greentech of the Emilia-Romagna region

47/300

MUNER – Motor Vehicle University of Emilia-Romagna

50/300

Confindustria Emilia-Romagna

28/300

Clust-ER Mechatronics and Motor Industry of the Emilia-Romagna Region

69/300

## D.2.4 Pilot action under policy instrument

v1 | Submitted

Is a pilot action proposed to improve this policy instrument?

No



## D.3 Policy instrument 3

### D.3.1 Territorial context and general description

#### D.3.1.1 Territorial context

What is the state of play of the issue addressed by the project in the territory covered by the policy instrument? Which challenge needs to be overcome in this territory? Please be as specific as possible and provide detailed information on the characteristics of the territory.

The adoption of a national innovation strategy 2012-2020 marked the beginning of the innovation culture in the Republic of North Macedonia. The analysis found that there are few research projects, little funding allocated to research and development, and weak strategy to retain and attract investments and talents. In order to address these challenges, CDEPR collaborated with GIZ and SDC to develop a regional strategy that would support SMEs in enhancing their competitiveness and create an innovative economy over 2015–2019. Building an infrastructure to support attractiveness and innovation, CDEPR began with a series of activities that strengthened the collaboration between universities, academic spin-off and start-up companies, and innovative SMEs in the East planning region, thereby kicking off the process of strengthening regional competitiveness and exports. The developed Pre-Feasibility Study financed by UNDP in 2017 recognized the need for the establishment of a regional Hub for technology transfer and support of industry and entrepreneurship. The interregional innovation ecosystem we aim to create will foster an atmosphere that will facilitate attraction and retention of investments and talents and the growth of innovative businesses, particularly start-ups and spin-offs. In order to

1480/1500

#### D.3.1.2 General description of the policy instrument

Please name the policy instrument addressed (for Investment for jobs and growth goal programmes, please provide the name of the operational programme concerned).

Regional innovation strategy

28/150

Is this instrument an Investment for jobs and growth goal programme (i.e. national or regional operational programme)?

No



Please indicate the geographical scope of this instrument

Regional



Please select how the authority responsible for this policy instrument is involved in the project:

The authority responsible for this policy instrument is involved as...

Partner



Please select the authority responsible for this policy instrument.

PP03 Centre for development of the East Planning Region



Please describe the main features of this policy instrument (e.g. objective, characteristics, priority or measure addressed).

The PI aims to identify ways to boost regional attractiveness and innovation capacity while utilizing limited local, national, and EU funds. It also aims to maximize the region's capacity for R&D, existing business potential, and company capabilities regarding the adoption and use of modern technologies. According to the strategy, there isn't a self-sustaining environment for innovation and entrepreneurship that would help increase the number of rapidly expanding businesses that are able to innovate. The document consists of office research of current domestic strategies and documents pertaining to boost regional attractiveness, innovation, and competitiveness along with an analysis of best practices from developed countries, mainly from the EU. An analysis of the regional context and innovation potential that determined the conditions for the development of innovation through the establishment of an innovation/entrepreneurial Hub by identifying key stakeholders and outlining the next steps for implementation. Based on four strategic goals and eleven strategic priorities, the regional innovation strategy should be able to accomplish the following objectives in terms of enhancing the inventive climate in the East planning region:

- SO 1: Development of innovative human capital;
- SO 2: Development of innovation culture;
- SO 3: Development of infrastructure to support innovation;

1471/1500

#### D.3.1.3 Expected policy improvement

What type of improvement do you envisage for this instrument?

New projects financed by the instrument

No

0/1500

Change in the management of the instrument

No

0/1500

Revision of the instrument itself

Yes

A new, state-of-the-art strategy will be created, focusing on fostering ecosystem attractiveness that leverages the unique strengths and opportunities. An evaluation of the region will be done through a SWOT analysis and important resources including infrastructure, talent pools, industry clusters, research facilities will be identified. An examination of the difficulties and impediments to innovation, such as financial constraints, regulatory obstacles, and skill shortages, will also be conducted. The outcomes of the evaluation and feedback from stakeholders will be used to reframe the aims and objectives, with prioritization of goals determined by significance, practicability, and possible influence on the competitiveness and economic growth. Information will be provided for the infrastructure development with recommendations on the physical and digital infrastructure to support innovation, such as a regional Hub for talents and investments attraction, research parks, technology incubators, co-working spaces, broadband connectivity, and transportation networks. Focus will be on talent development to foster a skilled workforce through education and training programs tailored to the needs of emerging industries with a emphasis on STEM fields. Research will be put on the research and development

1390/1500

### D.3.2 Partner(s) addressing policy instrument 3

Partner

PP03 Centre for development of the East Planning Region

What are the partner's competences and experiences in the issue addressed by the project?

CDEPR has already an established database of business entities that have used the experience of the institution in seeking national funding or advocating for changes in the legislation. Being able to work on regional development includes the responsibility to create policies that provide better working conditions for the business sector, allocate funding for improving business infrastructure within the East planning region, and other activities which are of benefit to the development of the regional and local economy. With the network of collaborators and partners, CDEPR has the skills and experience in building strategic partnerships with organizations and individuals both within and outside the region to leverage resources and expertise, effectively communicate the value proposition of regional innovation initiatives to diverse audiences, as well as advocate for support from other

944/1000

How will the partner benefit from the cooperation? In case this partner plays a particular role in the project (e.g., responsible for a specific topic, for communication activities), please also indicate it here.

As a partner with less expertise, will be more likely to use novel ideas and cutting-edge technologies that will be shared among the rest of the partnership, and can therefore apply innovative ideas, improve communication, and simplify procedures by utilizing digital tools and platforms. Exchanging with other PPs will gain significant knowledge in how to lay the groundwork for the establishment of the future regional Centre for technology transfer and support of industry and entrepreneurship. The successful stories of the partnership can helpour businesses in finding cutting-edge technology that fit into their value chains, making it easier for innovations that boost productivity and sustainability; how businesses can optimize their value chains by utilizing outside knowledge and resources to create new solutions that are suited to their particular requirements, and how to improve the technical expertise of the employees by investing in the

992/1000

In case the partner is involved in several Interreg Europe applications/ projects, please justify this multiple involvement.

Since North Macedonia is a newcomer to the programme, CDEPR is involved in a few proposals for the sole purpose of using the knowledge of EU counterparts to exchange experience, share know-how and build on the capacity of the institution in topics of importance to the region's further development.

298/1000

### D.3.3 Stakeholder group relevant for policy instrument 3

Please provide an indicative list of the most relevant stakeholders (i.e., name of the organisation concerned) to be involved in the project. It is recommended to have no more than 12 entries.

You have 5 entries.

Directorate for Technological Industrial Development Zones

58/300

Chamber of commerce – regional office

37/300

Municipality of Shtip

21/300

Goce Delchev University

23/300

Fund for innovation and technological development

49/300



D.3.4 Pilot action under policy instrument

v1 | Submitted

Is a pilot action proposed to improve this policy instrument?

No

## D.4 Policy instrument 4

### D.4.1 Territorial context and general description

#### D.4.1.1 Territorial context

What is the state of play of the issue addressed by the project in the territory covered by the policy instrument? Which challenge needs to be overcome in this territory? Please be as specific as possible and provide detailed information on the characteristics of the territory.

As an industrial hub, Panevėžys faces a mismatch between industrial needs and the local talent pool, hindering economic development. The Strategic Development Plan aims to identify optimal strategies to leverage the region's resources and potential, thereby strengthening its competitiveness. The plan focuses on developing local talent through vocational and higher education institutions and attracting skilled professionals from outside the region. The Panevėžys Development Agency (PDA) plays a key role in implementing this plan by submitting information for progress reports, suggesting improvements, and executing relevant initiatives. Revising the document is crucial for strengthening the long-term impact of the plan, especially with the planned 100-hectare industrial area near a new international railway line crossing Panevėžys. This emphasizes the need for sustained investment and talent attraction. The plan outlines specific actions to improve business conditions and increase investment attractiveness, fostering cooperation among institutions, educational bodies, business associations, and other stakeholders. Effective governance is essential to achieve these goals, focusing on horizontal and vertical integration to enhance investment promotion and talent attraction. This includes mapping policies,

1492/1500

#### D.4.1.2 General description of the policy instrument

Please name the policy instrument addressed (for Investment for jobs and growth goal programmes, please provide the name of the operational programme concerned).

Strategic Development Plan of Panevėžys City Municipality

57/150

Is this instrument an Investment for jobs and growth goal programme (i.e. national or regional operational programme)?

No

Please indicate the geographical scope of this instrument

Local

Please select how the authority responsible for this policy instrument is involved in the project:

The authority responsible for this policy instrument is involved as...

Associated Policy Authority

Please select the authority responsible for this policy instrument.

Panevėžys City Municipality

Please describe the main features of this policy instrument (e.g. objective, characteristics, priority or measure addressed).

This is the main strategic development document that sets guidelines for the future of the city, covering the strategic goals, objectives, and measures for its development. One of the three development priorities of Panevėžys city municipality set out in this plan is called "Education and Business Community Developing the Economy of the Future." It focuses on the retention and attraction of talent and investment, with a comprehensive system of measures planned to be implemented by different stakeholders until the end of 2027. The intended measures cover different target groups: talents including students studying in higher and vocational education institutions, adults seeking retraining, highly qualified persons living abroad, as well as small and medium-sized enterprises and their employees. This is the main policy instrument guiding public sector institutions, educational institutions, business associations, and NGOs in their joint

1092/1500

#### D.4.1.3 Expected policy improvement

What type of improvement do you envisage for this instrument?

New projects financed by the instrument

No

v1 | Submitted

0/1500

Change in the management of the instrument

No

0/1500

Revision of the instrument itself

Yes

To improve the policy instrument, the Panevėžys Development Agency will focus on key areas aligned with planned project activities. With the rapidly changing geopolitical and economic situation globally and regionally, it is crucial to review the key areas in the Strategic Development Plan.

This improvement includes mapping and analysing policies, agreements, and tools representing best practices among territorial actors, addressing the role of incentives, and integrating investment and talent attraction teams.

Matching the needs of local value chains with investment promotion strategies is a priority. Public-private partnerships with schools, universities, innovative companies, governments, and training organizations will integrate international investments into local supply chains.

Integrating image building, place branding, location scouting, and value propositions can ensure a consistent and compelling representation of Panevėžys, attracting investments and talents.

Investment generation and aftercare could be enhanced by participating in international events and sharing tools to engage foreign companies already established in partner territories, leading to potential expansion investments.

1468/1500

## D.4.2 Partner(s) addressing policy instrument 4

Partner

PP04 Public institution Panevėžys Development Agency

What is the policy relevance of this partner (the link to the authority responsible for the policy instrument addressed and its capacity to influence this instrument)?

The Panevėžys Development Agency, established by the Panevėžys city and district municipalities, aims to improve business conditions, promote tourism, and implement city marketing. Owned by both municipalities, the agency co-authored the Strategic Development Plan of Panevėžys City Municipality and plays a key role in its implementation. The agency submits regular reports and suggests corrections for the plan. Annually, the municipality, guided by this strategic plan, announces a competition to improve business conditions. The competition aims to enhance business conditions and investment attractiveness in Panevėžys, promote business and investment in key economic areas, foster cooperation among public sector, educational institutions, and business associations, and create high-value-added jobs. The Panevėžys Development Agency manages and implements initiatives to achieve these goals, supporting the strategic plan's indicators.

942/1000

What are the partner's competences and experiences in the issue addressed by the project?

PDA possesses significant expertise in enhancing the business climate through collaboration with a wide network of specialists. The agency has a committed team that includes a talent projects manager, an innovation projects manager, and a communication team proficient in promoting local, regional, and international initiatives. PDA has successfully executed over 30 initiatives aimed at improving business conditions in Panevėžys. These projects combine various resources, stimulate growth in both the private and public sectors, and encourage innovation. The agency's initiatives bring together diverse organizations to nurture local talents and attract professionals. In the project, PDA will utilize its proficiency in policy analysis, sharing best practices, and enhancing cooperation among institutions. As the lead for project communication, PDA will apply its experience to showcase Panevėžys's investment and talent landscape, ensuring the project's success.

969/1000

How will the partner benefit from the cooperation? In case this partner plays a particular role in the project (e.g., responsible for a specific topic, for communication activities), please also indicate it here.

PDA will benefit from participating in the project by enhancing its leadership in initiatives aligned with global trends and the city's strategic plan. The project will enable to exchange best practices and analyze policies, improving collaboration among public institutions, educational bodies, and business associations. As the entity responsible for all project communication, PDA will leverage its expertise to strengthen international communication skills, effectively promoting regional investment and talent environment. This involvement will boost capacity for investment promotion and talent attraction, fostering innovation, creating skilled employment, and ensuring a steady supply of qualified human resources. By integrating SMEs into specialized supply and value chains, PDA will support sustainable development. Overall, this collaboration will bolster regional initiatives, enhance the region's appeal, and contribute to long-term

996/1000

In case the partner is involved in several Interreg Europe applications/ projects, please justify this multiple involvement.

PDA is considering becoming a partner in the Interreg Europe projects 'Gastronomic Tourism: Culture and Sustainability' and 'AI Digital Twin Ecosystem for Collaborative Public Service Development.' Our organization operates in several fields, including business environment improvement, tourism development, and location marketing, with specialized teams for each topic. All these applications are directly related to our activities and match our extensive expertise in these fields, although they cover different topics: strengthening the business environment, developing tourism services, and improving public services for citizens. This involvement will contribute to cross-sectoral experience and high-quality insights, supporting our overall regional strengthening initiatives and enhancing the region's attractiveness. By focusing on these areas and collaborating with partners and stakeholders, PDA aims to effectively address regional challenges and enhance Panevėžys's competitiveness.

994/1000

### D.4.3 Stakeholder group relevant for policy instrument 4

Please provide an indicative list of the most relevant stakeholders (i.e., name of the organisation concerned) to be involved in the project. It is recommended to have no more than 12 entries.

You have 9 entries.

Association of Lithuanian Free Economic Zones

45/300

Baltic Automotive Components Cluster – BACC

43/300

National Food cluster

21/300

Panevėžys Region Industrialists Association

43/300

Panevėžio kolegija/State Higher Education Institution

53/300

Panevėžys Training Centre

25/300

Regional Chambers of Commerce, Industry and Crafts

50/300

Panevėžys City Municipality

27/300

Invest Lithuania - The Lithuanian Investment Promotion Agency

61/300

D.4.4 Pilot action under policy instrument

v1 | Submitted

Is a pilot action proposed to improve this policy instrument?

No

## D.5 Policy instrument 5

### D.5.1 Territorial context and general description

#### D.5.1.1 Territorial context

What is the state of play of the issue addressed by the project in the territory covered by the policy instrument? Which challenge needs to be overcome in this territory? Please be as specific as possible and provide detailed information on the characteristics of the territory.

Through intersectoral links and multiplier effects, foreign investments provide a solid basis for long-term economic development and Centru Region currently offers a favourable climate for investors, a business infrastructure spread across all counties and a transport network in full process of modernization, able to ensure easy connections within and with the outside of the region. Through the total value of foreign direct investments of almost 9 billion euros, Centru Region is in the second position at national level, after the Bucharest-Ilfov Region. We want to increase the volume of investments in the economy, in line with the real potential of the region. In Centru Region, 18 industrial parks are operational, but unevenly distributed and many of them, close to maximum capacity. Based on an integrated approach, the intervention intended for industrial parks aims at the creation of new structures of this type as well as the expansion of existing ones. Both greenfield and brownfield structures (which capitalize on the existing built industrial heritage) are supported. In this direction, supported industrial parks facilitate territorial proximity between the elements of value chains, support interaction, cooperation and knowledge transfer between companies along value chains. These achieve territorial concentrations of

1401/1500

#### D.5.1.2 General description of the policy instrument

Please name the policy instrument addressed (for Investment for jobs and growth goal programmes, please provide the name of the operational programme concerned).

Regional Operational Programme 2021-2027 for Centru Region - Priority 1, Action 1.5.2. Industrial Parks in RIS3 priorities

122/150

Is this instrument an Investment for jobs and growth goal programme (i.e. national or regional operational programme)?

Yes



Please indicate the geographical scope of this instrument

Regional



Please select how the authority responsible for this policy instrument is involved in the project:

The authority responsible for this policy instrument is involved as...

Partner



Please select the authority responsible for this policy instrument.

PP05 Agentia pentru Dezvoltare Regionala Centru



Please describe the main features of this policy instrument (e.g. objective, characteristics, priority or measure addressed).

The Regional Program (PR) Centru 2021-2027 has a budget of approx. 1.4 billion euros with 1.18 non-refundable EU funds for the development of the six counties in Centru Region. The investments support will finance both public and private sector. The programme has as its general objective the development of Centru Region so that it becomes a cleaner region, attractive for its inhabitants and tourists, with a competitive economy based on knowledge and innovation in which the care for the environment and the rational and sustainable use of resources becomes a priority. The program has 8 priorities and an important share of its budget is allocated to support the regional RDI and business ecosystem. Under the SO "Sustainable growth and competitiveness of SMEs and job creation within SMEs, including through productive investment", one of the action addresses creation and development of business support infrastructure. Industrial parks could be more attractive and dynamic in creating opportunities and services aimed to lead to retention of impactful investments/of talents by integrating new services, practices into their strategy from the beginning and act as hubs for the attraction of investments and talents. The improvement of the policy instrument will target integration into the

1497/1500

#### D.5.1.3 Expected policy improvement

What type of improvement do you envisage for this instrument?

New projects financed by the instrument

No

v1 | Submitted

0/1500

## Change in the management of the instrument

Yes



RDA Centru is the Managing Authority for the policy instrument addressed within this project - PR Centru, PO1. A competitive region through innovation, digitisation and dynamic businesses, SO "Sustainable growth and competitiveness of SMEs and job creation within SMEs, including through productive investment", Intervention 1.5.2. Industrial Parks in RIS3 priorities, being in charge of its management and implementation.

RDA Centru intends to integrate the lessons learned within this project into the guidelines for the upcoming call for proposals for PO1, SO3, intervention 1.5.2. Industrial Parks in RIS3 priorities by setting up relevant criteria for supporting their development as Hubs for the attraction of investments and talents.

On the other hand, within the project RDA Centru aims to improve organisational models and value proposition for interregional attractiveness not only by setting up contact points but also by

1195/1500

## Revision of the instrument itself

No



0/1500



## D.5.2 Partner(s) addressing policy instrument 5

Partner

PP05 Agentia pentru Dezvoltare Regionala Centru

What are the partner's competences and experiences in the issue addressed by the project?

Besides the activity of Managing Authority, RDA Centru is in charge of regional planning, being involved in the elaboration and implementation of the Regional Development Plan for 2021-2027 and the Regional Smart Specialisation Strategy. RDA Centru has a strong network of partners and stakeholders along QH: Chambers of Commerce, technology and industrial parks, universities, clusters, SMEs, public authorities etc. with experience in implementing transnational projects and collaborates with local stakeholders in order to assess the existing regional policies, collect the needs and develop action plans for improving these policies. The Agency hosts an Enterprise Europe Network office being an important regional actor which helps SMEs to grow and adapt to the existing economic challenges and to enter international markets. It has experience in over 38 EU projects (COSME, H2020, Interreg Europe, Interreg Danube DTP etc.)

*Adding important notes with an overall budget of over 5 mil. EUR*

1000/1000

How will the partner benefit from the cooperation? In case this partner plays a particular role in the project (e.g., responsible for a specific topic, for communication activities), please also indicate it here.

Through the collaboration occurred by the project, RDA Centru will benefit from the expertise offered during the discussions and meetings related to the Regional Program and the possible improvements that can be made respecting the legal framework. Know how exchange and good practices transfer from other partners will ensure better management of the Regional Programme 2021-2027 for Centru Region, Priority 1. The sustainability and transferability of the project's outputs and results will be ensured by the involvement of all relevant stakeholders. Based on its regional priorities, RDA Centru promotes the investment sites from Centru Region and created an online tool which allows the presentation and promotion of locations made available to investors by various holders (UATs, industrial parks, business incubators etc.), through a dynamic and easy-to-use map. This tool will be also improved as a result of the

*information and expertise arising from the implementation of the project*

993/1000

In case the partner is involved in several Interreg Europe applications/ projects, please justify this multiple involvement.

Under the first call of Interreg Europe we are partner in 2 projects:

- ORIGINN – The main objective of the project is to improve the policy instruments that support the industrial transition in areas of smart specialization (with an emphasis on the agri-food sector) in the territories involved, by supporting innovation and the generation of new economic and social opportunities.

- CHERRY – The project aims to increase the contribution of cultural and creative industries to the growth of the local economy, social inclusion and innovation.

RDA Centru has a team with vast experience in the implementation of interregional cooperation projects which will guarantee an efficient implementation process, in case of approval. The Agency has more than 130 employees and has the administrative capacity to ensure the implementation of all these projects.

854/1000

### D.5.3 Stakeholder group relevant for policy instrument 5

Please provide an indicative list of the most relevant stakeholders (i.e., name of the organisation concerned) to be involved in the project. It is recommended to have no more than 12 entries.

You have 8 entries.

Association of Industrial, Technological, Scientific Parks and Business Incubators from Romania (APITSIAR)

106/300

Covasna County Council – Public Authority responsible for the administration of Sfantu Gheorghe Industrial Park and Targu-Secuiesc Industrial Park

146/300

Brasov County Council - Public Authority responsible for the administration of Carfil Braşov Industrial Park and Metrom Braşov Industrial Park

142/300

Sibiu County Council – Public Authority responsible for the administration of Sura Mica Industrial Park

103/300

Alba County Council- Public Authority responsible for the administration of Cugir Industrial Park

97/300

Municipality of Alba Iulia

26/300

Mures County Council – Public Authority responsible for the administration of Mures Industrial Park

99/300

The National Council of Small and Medium Private Enterprises in Romania (CNIPMMR)

81/300

D.5.4 Pilot action under policy instrument

v1 | Submitted

Is a pilot action proposed to improve this policy instrument?

No

## D.6 Policy instrument 6

### D.6.1 Territorial context and general description

#### D.6.1.1 Territorial context

What is the state of play of the issue addressed by the project in the territory covered by the policy instrument? Which challenge needs to be overcome in this territory? Please be as specific as possible and provide detailed information on the characteristics of the territory.

In 2022, 26,500 Hungarian citizens emigrated. This increase breaks a positive trend from recent years where the balance of returnees and new emigrants was gradually improving, with 2021 marking the first time in a long period that more people returned than left. The overall net migration slightly worsened, with a surplus of 9,450 in 2022 compared to 9,672 in 2021. This was partly due to a significant increase in the number of Hungarian citizens born abroad moving to Hungary. The dual citizenship of Hungarians living abroad since the early 2010s further complicates the picture. In Szombathely, Austria's work suction power is considerable. Regarding the local and regional value creation, unexploited global intensive growth potential relies on emerging digital technologies markets in less developed countries like Hungary. Despite existing relatively good I.40 digital physical infrastructure investments, a delayed understanding of rapidly changing customer needs is present due to a lack of skilled and motivated workforce. - Moving up the value chain is often difficult, so economic and innovation potentials cannot be harnesses. Therefore talent retention programs like "Hozzájárás" in Vase County and the local CP career pathway model programs are crucial to creating and improving the organizational

1427/1500

#### D.6.1.2 General description of the policy instrument

Please name the policy instrument addressed (for Investment for jobs and growth goal programmes, please provide the name of the operational programme concerned).

"Szombathely 2030 - The Resilient Knowledge Economy" 10 year Strategic Development Programme for creating a Resilient Knowledge Economy

135/150

Is this instrument an Investment for jobs and growth goal programme (i.e. national or regional operational programme)?

No



Please indicate the geographical scope of this instrument

Local



Please select how the authority responsible for this policy instrument is involved in the project:

The authority responsible for this policy instrument is involved as...

Associated Policy Authority



Please select the authority responsible for this policy instrument.

Municipality of Szombathely City with county rights



Please describe the main features of this policy instrument (e.g. objective, characteristics, priority or measure addressed).

The Szombathely2030 policy instrument is a 10-year economic development program. It is designed to promote a resilient knowledge economy through various initiatives aimed at industrial change, environmental sustainability, talents and investments attraction/retention and the integration of smart city solutions. Key features relevant to the project: Objective is to foster a high-value-added economy by supporting industrial change, enhancing the education and training ecosystem. This involves creating a multi-footed production structure and a knowledge-based economy while improving living conditions and a resilient local economy capable of withstanding crises by focusing on sectors like health, rehabilitation, and sustainability. Priority Areas:

- Establishing a robust health industry with a focus on rehabilitation, supported by thermal baths and regional facilities
- Environmental Sustainability by emphasizing the circular economy, green transport, and smart city solutions
- Implementing smart city technologies such as sensory parking, traffic management applications, air quality and noise monitoring, smart pedestrian crossings
- Developing comprehensive emerging digital technologies education programs
- Enhancing living conditions through smart city initiatives and green infrastructure projects
- Creating high-value job opportunities in the health sector, smart city projects
- Making residents in urban development projects and promoting inclusive policies

1486/1500

**D.6.1.3 Expected policy improvement**

What type of improvement do you envisage for this instrument?

New projects financed by the instrument

Yes



The review of the Policy Instrument will be done by the Municipality, with full support of PBN, focusing on:

- Creating new interconnected Hubs for investments and talents attraction
- Enhanced Talent Attraction Programs: Implement targeted initiatives like talents internship, further improvement of HEI scholarships, and partnerships with crossborder universities. The existing collaboration with institutions like the University of Pécs and Óbuda University can be expanded to include more international partners, even from the neighboring Austria;
- Support for Startups and Innovation by offering services such as legal advice, marketing, and international market access local value added fields, as rehabilitation, robotics, health;
- Green and Intelligent City Solutions further improvement smart transport solutions, green urban planning, and enhanced public services through digital platforms, like urban community places in the City center;
- Continue to develop the industrial infrastructure, particularly in the northern industrial park, to support new and existing businesses e.g ensuring better transport links and infrastructure;

1332/1500

Change in the management of the instrument

No



0/1500

Revision of the instrument itself

No



0/1500

## D.6.2 Partner(s) addressing policy instrument 6

Partner

PP06 Pannon Business Network Association

What is the policy relevance of this partner (the link to the authority responsible for the policy instrument addressed and its capacity to influence this instrument)?

PBN is responsible, within the framework of a contractual relationship, for designing and partially implementing the following PIs of Municipality of Szombathely: "Szombathely 2030 - The Resilient Knowledge Economy" 10 year Strategic Development Programme for creating a Resilient Knowledge Economy; "Sustainable City Development Strategy" and related actions of Szombathely; "100 Intelligent City Challenge": Through this programme, the city has drawn up a policy framework for the digitalisation of the city's infrastructure and economy. PBN has a contracted relationship with the City Council, with the Mayor Office and the Chancellor of the City. PBN is involved in proposing local government priority projects and is part of the ecosystem-level strategy development and implementation. PBN has proven capabilities to cooperate with the managing authority responsible for the PI.

884/1000

What are the partner's competences and experiences in the issue addressed by the project?

Pannon Business Network (PBN) was established in 2006, with the aim to contribute to the upgrade of the Western Hungarian business added value. With over 80 international applied research projects with 450+ European partners, having audited over 300 Hungarian manufacturing companies, PBN has an alone-standing knowledge of the Central European SME and mid-cap manufacturing market. The key competency related elements are: policy paper input provider - city and regional development programme coordinator; digital innovation hub service – representing EIT Manufacturing Hub functionality, PBN's division am-LAB is an Advanced Manufacturing DIH. university-connected technology transfer: tangible, added value applications are created from alone-standing digital devices.

998/1000

How will the partner benefit from the cooperation? In case this partner plays a particular role in the project (e.g., responsible for a specific topic, for communication activities), please also indicate it here.

During the exchange of experiences PBN will learn from regions having the same goal but being on different level of economic policy solutions. International good practices will contribute to better realization of the strategic planning related to digital transformation and the better coordination of the national, international funds. The good practices will help to improve the quality of regional development strategies and ensure policy-makers try and avoid the common weaknesses and apply the best one contributing to competitiveness, resilience and talents and investments attractiveness. The project and the knowledge shared will contribute to the region economic development. PBN can collect significant knowledge to successfully operate it's test environment called "am-LAB". The knowledge on partnership level will boost the possibilities in the topics of trainings,

926/1000

In case the partner is involved in several Interreg Europe applications/ projects, please justify this multiple involvement.

Pannon Business Network Association is participating in several Interreg Europe projects from the 1st Call. These projects will be phased out from 2025. Our experiences, also from the last financing period, our future estimations and our expertise validated by the Interreg Europe JS prove that PBN has all the necessary human resources and technical skills to implement projects simultaneously and can be extended flexibly as a response to increasing project workload.

469/1000

### D.6.3 Stakeholder group relevant for policy instrument 6

Please provide an indicative list of the most relevant stakeholders (i.e., name of the organisation concerned) to be involved in the project. It is recommended to have no more than 12 entries.

You have 10 entries.

Hungarian Innovation Association

32/300

Enterprise Europe Network Hungary

33/300

Hungarian Association for StartUps and SpinOffs

47/300

Hungarian Enterprise Development Foundation

43/300

Joint Venture Association

25/300

Ministry of Public Administration and Regional Development

58/300

Municipality of Szombathely City with county rights

51/300

National 5G Coalition

21/300

Széchenyi Capital Fund for Entrepreneurs

40/300

Vas County Chamber of Commerce and Industry

43/300

D.6.4 Pilot action under policy instrument

v1 | Submitted

Is a pilot action proposed to improve this policy instrument?

No



## D.7 Policy instrument 7

### D.7.1 Territorial context and general description

#### D.7.1.1 Territorial context

What is the state of play of the issue addressed by the project in the territory covered by the policy instrument? Which challenge needs to be overcome in this territory? Please be as specific as possible and provide detailed information on the characteristics of the territory.

Utrecht is the fastest growing city in the Netherlands and the largest city in the EU's most competitive region. Facilitating this expansion in the most healthy and sustainable way is central to the economic action plan of the city. It's objective of healthy urban living has been embraced by the whole region, with Utrecht, Heart of Health as the region's strategic positioning. Utrecht has a strong network of innovative businesses working on solutions to improve people's health as well as the living urban environment and the digital applications serving a healthy society. Under the umbrella of the Regional Development Agency ROM Utrecht Region, an ecosystem-based approach has been implemented to further develop its major economic clusters: Life Sciences & Health, Earth Valley and New Digital Society. With new potential investments, Utrecht focuses on businesses with a significant added value. At the same time, the labour market is under pressure because of its tightness. There is a high demand for skilled people in areas like IT, healthcare, construction and education. A stronger focus on specific skills and talent is needed to serve the interests of businesses in the region. The

1482/1500

#### D.7.1.2 General description of the policy instrument

Please name the policy instrument addressed (for Investment for jobs and growth goal programmes, please provide the name of the operational programme concerned).

Economic Action Plan 2023-2026

30/150

Is this instrument an Investment for jobs and growth goal programme (i.e. national or regional operational programme)?

No

Please indicate the geographical scope of this instrument

Local

Please select how the authority responsible for this policy instrument is involved in the project:

The authority responsible for this policy instrument is involved as...

Partner

Please select the authority responsible for this policy instrument.

PP07 Gemeente Utrecht

Please describe the main features of this policy instrument (e.g. objective, characteristics, priority or measure addressed).

The Economic Action Plan 2023-2026 envisions a healthy and sustainable local economy. The transition to a circular economy, the creation of room for entrepreneurship, a future-proof labour market and the strategic regional positioning of Utrecht have been defined as the key priorities for the coming years. As the local and regional economy are rather intertwined, the city has taken a leading position to strengthen the relationship with multiple stakeholders to improve the investment climate and attract and retain talent. The Internationale Welcome Centre Utrecht Region is an operational programme coming forth from this ambitions. The city of Utrecht, by means of its economic affairs division, is primarily responsible for implementing this action plan. One of the main goals of this initiative is to fulfil the demand on the labour market with international talent, both attraction as retention on the principle of a one shop stop: In the heart of the region a daily opened office has been set up where newcomers are able to register and ask any questions about living in the Utrecht region. Besides, the International Welcome Centre Utrecht Region organises all kind of events to help the international community expanding people's network to get access to information and to build up a social life in the region.

1487/1500

#### D.7.1.3 Expected policy improvement

What type of improvement do you envisage for this instrument?

New projects financed by the instrument

v1 | Submitted

No

0/1500

Change in the management of the instrument

No

0/1500

Revision of the instrument itself

Yes

The fact that Utrecht’s economic action plan is currently running until the end of 2026, would enable the city to evaluate and redesign this policy instrument by using the lessons learned through the exchange of experiences process along the Phase 1 of the MAGNET project.

When it comes to the attraction of talent, The International Welcome Centre Utrecht Region is participating in all kinds of local, regional and national initiatives to provide newcomers with the best services available. These are in line with the basic principles of 1) a good working labour market, 2) strengthening social cohesion and 3) profiling and branding of the region of Utrecht. In doing so, it collaborates with regional stakeholders such as the ROM in the field of multiplying the economy, while simultaneously engaging with numerous entrepreneurs through a partner program to assist newcomers in finding their way into the region. This partner network comprises some 90 companies. A few initiatives that have recently emerged and need to be further developed: participation at the MIT European Career Fair in Boston, United States; management of national job portal for English speaking jobs; a spouse program to activate the spouses to the labour market; organisation of social events, training programs for newcomers and entrepreneurs. These all contribute to a better alignment with the entrepreneurial ecosystem and the

1482/1500

## D.7.2 Partner(s) addressing policy instrument 7

Partner

PP07 Gemeente Utrecht

What are the partner's competences and experiences in the issue addressed by the project?

As Utrecht is by nature in particular regionally oriented in conducting its economic activities, it has extensive experience in building and managing partnerships that include different types of government, knowledge institutions and businesses. This relates very well to the multistakeholder approach needed in enhancing hubs for territorial attractiveness. Over the past few years, these partnerships have resulted in different efforts to improve investment and talent attraction. These are projects to further build upon.

524/1000

How will the partner benefit from the cooperation? In case this partner plays a particular role in the project (e.g., responsible for a specific topic, for communication activities), please also indicate it here.

In a way, the organizational set up of all actors involved in fulfilling Utrecht's economic challenges could serve as a blueprint to other European regions. On the other hand, the current good practices and experiences that the city and its regional partner ROM Utrecht Region and other stakeholder organisations can bring in, are still in their infancy and need to be further developed. There would be a lot to learn from other regions and their efforts too in terms of governance, specific projects or how to position a region. Building a strong European regional consortium across different parts of Europe would help Utrecht in strengthening the regional business climate.

676/1000

In case the partner is involved in several Interreg Europe applications/ projects, please justify this multiple involvement.

The city of Utrecht is currently involved in an application process as a partner. This project is coordinated by a different department. Title: Developing Regional SME Business Transfer Ecosystems.

197/1000

### D.7.3 Stakeholder group relevant for policy instrument 7

Please provide an indicative list of the most relevant stakeholders (i.e., name of the organisation concerned) to be involved in the project. It is recommended to have no more than 12 entries.

You have 11 entries.

Utrecht Marketing

17/300

International School Utrecht

27/300

Utrecht Talent Alliance

23/300

ROM Utrecht Region

18/300

Netherlands Foreign Investment Agency

37/300

Economic Board Utrecht Region

29/300

Utrecht University

18/300

Netherlands Enterprise Agency

29/300

Hogeschool Utrecht (University of applied sciences)

51/300

City of Amersfoort

18/300

Province of Utrecht

19/300

D.7.4 Pilot action under policy instrument

v1 | Submitted

Is a pilot action proposed to improve this policy instrument?

No

E.1 Core phase (Exchange of experience)

## Semester 1 (Core phase)

### Exchange of experience

MAGNET starts the exchange of experience and the mutual learning process with a focus on better understanding regional contexts and policy instruments status-quo, needs and ongoing challenges of each Project Partner (PP), Good Practices (GPs) selection.

In month 1, an online meeting is organized to share project objectives, implementation rules and in preparation of the kick off meeting/1st Interregional Project Meeting (IPM), partners shortly present themselves and policy instruments, needs and expectations; PP2, in charge of the exchange of experiences coordination, shows a methodological overview, getting input for GPs selection and the exchange process.

In months 2-3 each partner creates and formalizes the Regional Stakeholders Group (RSG) with proper agreements to strengthen commitment and to assure a multistakeholder approach to project activities.

In Month 4 the LP will host the Kick-Off Meeting (KOM - 1 day) in Reggio Emilia (Italy).

KOM Agenda: 1) Each PP presents stakeholders and shows a detailed presentation on local/regional contexts towards strengths and gaps in enhancing regional and local Hubs for attraction and retention of investments and talents. 2) PP2 presents the consolidated methodology - partially discussed in the previous virtual meeting - to map the current situation with needs and challenges, to collect the GPs, to cluster them and filter the ones with potential for selection by the Policy Learning Platform (PLP) experts and publication in the PLP database.

GPs are focused on this sub-topics: 1) Organisational models of Hubs' contact points (back-front offices); 2) Stakeholder engagement to match the needs of the companies of local strategic value chains with the investment and talent attraction; 3) Services/incentives managed/provided by the Hubs; 4) Hubs' value proposition and promotional activities.

All GPs are related to the management/governance of the Hubs, with focus on the relationship with the policy instrument and general strategy/policies in which the Hub is integrated. To ease the process of GPs and experiences exchange, PP2 will provide templates.

Experiences from previous Interreg projects will be presented by LP to aware PPs of previous projects on attractiveness and their corresponding regional contexts.

At the end of KOM Steering Committee Meeting (SCM n. 1) is held for discussing and planning financial, project management and communication issues.

2767/3000

### Communication

PP4, in charge of communication activities coordination, prepares a detailed strategy and plan, monitored with a set of KPIs. PP4 attends Interreg Europe programme training and coordinates with JS the website management and feeding.

Communication activities will regard:

- design of newsletter (NL) and issue of NL1; all PPs provide contents
- design of digital brochures in English and National languages by PP4, all PPs provide contents and translations
- selection of texts/photos for A3 poster and roll-up (agreed, printed and displayed by PPs);
- set up and management of social network and web campaign
- design of a news type story format to be used to share content on website
- 1 official project video preparation and at least 3 short video interviews from the KOM
- PPs will start to disseminate the project and inform their community about the activities, in particular through their own newsletters and social networks

997/1000

### Management

Ongoing management activities to ensure smooth implementation and reporting of the project

N° of interregional policy learning events organised

2

N° of good practices identified

0

## Semester 2 (Core phase)

### Exchange of experience

At the early beginning of SEM2, each PP drafts its activities summary done in semester 1 so that LP monitors progress and uses summaries for the joint report. This helps in executive workplan updating.

In Month 8 all PPs organize RSG n. 2 to identify and select 4 GPs at local level (1 GP for each sub-topic addressed by the project: 1. Desks/Contact Points, 2. Value Chain, 3. Services/Incentives, 4. Value Proposition). Each PP fills in GPs templates and PP2 provides guidelines for the organization of Study Visits (SVs).

In month 9 PP7 will host Thematic Peer Review (TPR - 1 day) n. 1 on the sub-topic "Organisational models of Hubs' contact points (back-front offices)" in Utrecht (Netherlands). TPR focus on:

- each PP present its GPs on the sub-topic;
- policies related to the definition/development of Desks/Contact Points of the Hub;
- connection with the Policy Instruments identified in the project;
- main challenges related to the sub-topic highlighting the connection between investments and talents activities.

Participation of an expert will stimulate the exchange of experiences and the discussion between PPs.

At the end of TPR, SCM n. 2 is held for discussing and planning financial, project management and communication issues.

The day after TPR n. 1, SV n. 1 (1 day) is realized by PP7. 4 representatives from each Partner (2 staff and 2 LSG members) take part.

In month 12 PP6 will host Thematic Thematic Peer Review (TPR - 1 day) n. 2 on the sub-topic "Stakeholder engagement to match the needs of the companies of local strategic value chains with the investment and talent attraction" in Szombathely (Hungary).

TPR focus on:

- each PP present its GPs on the sub-topic;
- policies related to the definition/development of strategic Value Chains;
- connection with the Policy Instruments identified in the project;
- main challenges related to the sub-topic highlighting the connection between investments and talents activities.

Participation of an expert will stimulate the exchange of experiences and the discussion between PPs.

The day after TPR n. 2, SV n. 2 (1 day) is realized by PP4. 4 representatives from each Partner (2 staff and 2 LSG members) take part.

2197/3000

### Communication

PP4 coordinates all the activities, LP supervises and agrees on the main strategy.

- Issue of NL2; all PPs contributes with regional info;
- PPs continue engagement in social network and web campaign;
- PPs provide news type story on Project website;
- PPs provide content for updating Project website;
- PPs disseminate the project and inform their members/partners about the activities, in particular through their own newsletters and social networks;
- Exchange and networking via INTERREG Policy learning platform proceeds.

527/1000

### Management

Ongoing management activities to ensure smooth implementation and reporting of the project

### N° of interregional policy learning events organised

2

### N° of good practices identified

28

## Semester 3 (Core phase)

### Exchange of experience

At the beginning of SEM3, each PP drafts its activities summary done in semester 2 so that LP monitors progress and uses summaries for the joint report.  
 In month 15 PP5 will host Thematic Peer Review (TPR - 1 day) n. 3 on the sub-topic "Services/incentives managed/provided by the Hubs" will be held in Alba Iulia (Romania).  
 TPR focus on:  
 - each PP present its GPs on the sub-topic;  
 - policies related to the definition/development of services/incentives managed by the Hubs;  
 - connection with the Policy Instruments identified in the project;  
 - main challenges related to the sub-topic highlighting the connection between investments and talents activities.  
 Participation of an expert will stimulate the exchange of experiences and the discussion between PPs.  
 At the end of TPR, SCM n. 3 is held for discussing and planning financial, project management and communication issues  
 The day after TPR n. 3, SV n. 3 (1 day) is realized by PP5. 4 representatives from each Partner (2 staff and 2 LSG members) take part  
 In month 16/17 each PPs organize RSG meeting n. 3 to provide proper updates on exchange of experience activities.  
 In month 18 PP4 will host Thematic Thematic Peer Review (TPR - 1 day) n.4 on the sub-topic "Hubs' value proposition and promotional activities" in Panevėžys (Lithuania).  
 TPR focus on:  
 - each PP present its GPs on the sub-topic;  
 - policies related to the definition/development of Value proposition;  
 - connection with the Policy Instruments identified in the project;  
 - main challenges related to the sub-topic highlighting the connection between investments and talents activities.  
 Participation of an expert will stimulate the exchange of experiences and the discussion between PPs.  
 The day after TPR n. 4, SV n. 4 (1 day) is realized by PP6. 4 representatives from each Partner (2 staff and 2 LSG members) take part.

1850/3000

### Communication

PP4 coordinates all the activities, LP supervises and agrees on the main strategy.  
 - Issue of NL3; all PPs contribute with regional info;  
 - PPs continue engagement in social network and web campaign;  
 - PPs provide news type story on Project website;  
 - PPs provide at least 1 update for the website;  
 - Exchange and networking via INTERREG Policy learning platform proceeds.

372/1000

### Management

Ongoing management activities to ensure smooth implementation and reporting of the project

### N° of interregional policy learning events organised

2

### N° of good practices identified

0



Semester 4 (Core phase)

Exchange of experience

At the beginning of SEM4, each PP drafts its activities summary done in semester 3 so that LP monitors progress and uses summaries for the joint report.

In Month 20 PP3 will host an Interregional Thematic Seminar (ITS - 1 half-day) in Shtip (North Macedonia) to organise and plan good practices Transfer Workshops (TW). PP2 introduces methodology and common framework for the organization of the TWs that will be held by PPs in SEM5 following this process: among the good practices presented and reviewed, each PP select 1 GP to be transferred at local level for the improvement of the policy instrument. Thus, exchange of experience proceeds via a peer to peer dialogue realized through Transfer workshops. Transfer workshops start at Month 3 of the SEM5, and continue until the end of SEM5. Each PP develops and implements a transfer workshop between the GP provider ("expert" region) and the region wishing to test and import the GP. The objective is to ensure a thorough understanding and engagement with the "nuts and bolts" of the GP and to concretely discuss, in each context, the ways of acquiring and adapting the GP identified in each territory. The workshop allows for a direct discussion with the "experts" from the provider region and the entire local stakeholder group at local level. The transfer workshops will be preparatory to a proper improvement of the policy instrument. All LSG participate in the transfer workshop, together with PP's organization staff and policy maker

Exporting PP: provide competences via own staff and 1 representative from the LSG, according to the needs of the hosting partner.

At the end of ITS, SCM n. 4 is held for discussing and planning financial, project management and communication issues.

The day after ITS n. 1, SV n. 5 (1 day) is realized by PP3. 4 representatives from each Partner (2 staff and 2 LSG members) take part.

In Month 22 SV n. 6 (2 days) is realized by LP and PP2 in Reggio Emilia and Bologna (Italy). 4 representatives from each Partner (2 staff and 2 LSG members) take part.

2259/3000

Communication

PP4 coordinates all the activities, LP supervises and agrees on the main strategy.

- Issue of NL4; all PPs contribute with regional info;
- PPs continue engagement in social network and web campaign;
- PPs provide news type story on Project website;
- PPs provide at least 1 update for the website;
- Exchange and networking via INTERREG Policy learning platform proceeds.

372/1000

Management

Ongoing management activities to ensure smooth implementation and reporting of the project

N° of interregional policy learning events organised

2

N° of good practices identified

0

## Semester 5 (Core phase)

### Exchange of experience

At the beginning of SEM5, each PP drafts its activities summary done in semester 4 so that LP monitors progress and uses summaries for the joint report.  
 In Months 27-30 each PP organizes TW on its territory. The TW will be shaped according to each local context and needs. The TW is targeted at local stakeholders and authorities' representatives. PPs RSG n. 5 is included in TWs activities.  
 The TW will be designed and organized with the support of a facilitator. TW will produce a Feasibility Report, a document to assess potential solutions for local needs, areas of improvement and determine which elements are viable to improve and enrich policy instruments.  
 At the end of the SEM5 an interregional online meeting will be held to: 1) share and discuss results and evidence from TWs. 2) prepare the international dissemination event to be held in SEM6.  
 In the final part of the online meeting SEM n. 5 is held for discussing and planning financial project management and communication issues.

998/3000

### Communication

PP4 coordinates all the activities, LP supervises and agrees on the main strategy.  
 - Issue of NL5; all PPs contribute with regional info;  
 - PPs continue engagement in social network and web campaign;  
 - PPs provide news type story on Project website;  
 - PPs provide at least 1 update for the website;  
 - Exchange and networking via INTERREG Policy learning platform proceeds.

372/1000

### Management

Ongoing management activities to ensure smooth implementation and reporting of the project

### N° of interregional policy learning events organised

8

### N° of good practices identified

0

## Semester 6 (Core phase)

### Exchange of experience

At the beginning of SEM6, each PP drafts its activities summary done in semester 5 so that LP monitors progress and uses summaries for the joint report. During SEM6, PPs will work on their territory to improve their policy instruments. PPs who do not succeed in providing improvements in their policy instrument will present a LAP. The action plan is incorporated into the progress report template for the core phase's last report. In Month 32 each PP organize RSG meeting n. 6 to finalize the improvement of policy instrument and select representatives that will participate in the international dissemination event. In Month 34 an international dissemination event is organized in Bruxelles, gathering executive and policy makers from the regions and from other relevant institutions with the aim to share with a broader audience elements of exchange of experiences and their results. PP2 is responsible for the organization taking advantage of ART-ER staff working in Brussels at the headquarters of the Delegation to the EU of the Emilia-Romagna Region, facilitating networks, connections with European regions and institutions and the organization of meetings and events. Policy recommendations on enhancing regional and local hubs for attraction and retention of talents and investments will be presented to foster the probability for results being replicated by and rolled out in other European regions. All PPs take part with relevant stakeholders and authorities' representatives.

1615/3000

### Communication

PP4 coordinates all the activities, LP supervises and agrees on the main strategy.

- Promotion, visibility and dissemination of the Transfer Workshop and of the final event to disseminate contents at local, national and international level;
- Issue of NL6; all PPs contribute with regional info;
- PPs continue engagement in social network (LinkedIn, Instagram) and web campaign;
- PPs provide news type story on Project website;
- PPs provide at least 1 update for the website;
- Exchange and networking via INTERREG Policy learning platform proceeds.

552/1000

### Management

Ongoing management activities to ensure smooth implementation and reporting of the project

### N° of interregional policy learning events organised

1

### N° of good practices identified

0

### N° of pilot actions developed jointly and implemented in projects

0

## E.2 Follow-up phase

Semester 7 (Follow-up phase)

Monitoring results of main phase and, if applicable, exchange of experience

All PPs are engaged in monitoring the first results of the policy improvements achieved in the core phase and the territorial impact of those improvements. Regions not achieving a policy improvement by the end of the core phase will monitor implementation of their LAP and evaluate related results. The whole partnership will remain active and all PPs regions will report actively on the progress achieved in their territories.  
In Month 39 the Steering Committee Meeting (SCM n. 7) is held online. Progress of activities will be reviewed. All PPs to inform about progress and activities on their territories. Monitoring procedures at local level are discussed.

718/3000

Communication

PP4 coordinates all the activities, LP supervises and agrees on the main strategy.  
- PPs continue engagement in social network and web campaign;  
- PPs provide at least 1 update for the website;  
- Exchange and networking via INTERREG Policy learning platform proceeds.

267/1000

Management

Ongoing management activities to ensure smooth implementation and reporting of the project

N° of interregional policy learning events organised

1

Semester 8 (Follow-up phase)

Monitoring results of main phase and, if applicable, exchange of experience

All PPs keep monitoring activities and results achieved. The whole partnership will remain active and all PPs regions will report actively on the progress achieved in their territories. In Month 45 PP7 will host Steering Committee Meeting (SCM n. 8, 1 day). Each PP presents the results of policy instruments improvements, their impact at local and regional level. Discussion among PPs on monitoring procedures is held. PPS will also discuss future plans/initiatives and potential collaborations on the project topics. RSGs remain active and updated through constant updates.

576/3000

Communication

PP 4 coordinates all the activities.  
- LP supervises and agrees on the main strategy;  
- PPs ensure regular updates of the project website with information on Policy instrument improvements and continue engagement in social networks and web campaigns;  
- Exchange and networking via INTERREG Policy learning platform proceeds.

324/1000

Management

Ongoing management activities to ensure smooth implementation and reporting of the project

N° of interregional policy learning events organised

1

## F Project budget

v1 | Submitted

## F.1 Budget breakdown per cost category and partner

Partner ↑	Country	Preparation costs	Staff costs	Office and administration	Travel and accommodation	External expertise and services	Equipment	Infrastructure and works	TOTAL BUDGET
LP01 Municipality of Reggio Emilia	Italy (Italia)	17,500.00	148,093.00	22,213.00	22,213.00	94,600.00	0.00	0.00	304,619.00
PP02 ART-ER Joint Stock Consortium Company	Italy (Italia)	0.00	130,191.00	19,528.00	19,528.00	80,050.00	0.00	0.00	249,297.00
PP03 Centre for development of the East Planning Region	North Macedonia (Северна Македонија)	0.00	55,680.00	8,352.00	8,352.00	37,184.00	0.00	0.00	109,568.00
PP04 Public institution Panevėžys Development Agency	Lithuania (Lietuva)	0.00	108,625.00	16,293.00	16,293.00	75,000.00	0.00	0.00	216,211.00
PP05 Agentia pentru Dezvoltare Regionala Centru	Romania (România)	0.00	130,140.00	19,521.00	19,521.00	35,500.00	0.00	0.00	204,682.00
PP06 Pannon Business Network Association	Hungary (Magyarország)	0.00	137,697.00	20,654.00	20,654.00	24,700.00	0.00	0.00	203,705.00
PP07 Gemeente Utrecht	Netherlands (Nederland)	0.00	180,483.00	27,072.00	27,072.00	59,616.00	0.00	0.00	294,243.00
<b>Total</b>		<b>17,500.00</b>	<b>890,909.00</b>	<b>133,633.00</b>	<b>133,633.00</b>	<b>406,650.00</b>	<b>0.00</b>	<b>0.00</b>	<b>1,582,325.00</b>
<b>% of Total budget</b>		<b>1.1%</b>	<b>56.3%</b>	<b>8.4%</b>	<b>8.4%</b>	<b>25.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>100.0%</b>

\* Real cost, no flatrate

## F.2 External expertise and services

v1 | Submitted

Item #	Description	Contracting partner	Type of costs	TOTAL
1	interregional partner meetings, regional stakeholder group meetings	LP01 Municipality of Reggio Emilia	Exchange of experience – meetings	2,400.00
2	interregional partner meetings, regional stakeholder group meetings	LP01 Municipality of Reggio Emilia	Exchange of experience – meetings	5,000.00
3	interregional partner meetings, regional stakeholder group meetings	LP01 Municipality of Reggio Emilia	Exchange of experience – meetings	5,200.00
4	interregional partner meetings, regional stakeholder group meetings	LP01 Municipality of Reggio Emilia	Exchange of experience – meetings	4,800.00
5	associated policy responsible authority, stakeholders	LP01 Municipality of Reggio Emilia	Exchange of experience – travel and accommodation external bodies	14,200.00
6	Support for exchange of experience activities: ecosystems analysis to identify GPs, support in RSG facilitation and engagement, organization, rationale and design of study visit, document drafting, Transfer workshop design, organization, management, facilitation, final documents (analysis of project outputs, interviews with main stakeholders, analysis of policy instruments)	LP01 Municipality of Reggio Emilia	Exchange of experience – external support	53,000.00
7	Posters, roll on printing	LP01 Municipality of Reggio Emilia	Communication – material	2,000.00
8		LP01 Municipality of Reggio Emilia	Management – expenditure control	8,000.00
9	interregional partner meetings, regional stakeholder group meetings	PP02 ART-ER Joint Stock Consortium Company	Exchange of experience – meetings	3,300.00
10	interregional partner meetings, regional stakeholder group meetings	PP02 ART-ER Joint Stock Consortium Company	Exchange of experience – meetings	3,500.00
11	associated policy responsible authority, stakeholders	PP02 ART-ER Joint Stock Consortium Company	Exchange of experience – travel and accommodation external bodies	14,400.00
12	support in coordinating the exchange of experience and methodology building/fine-tuning, mapping, guidelines and supporting materials drafting	PP02 ART-ER Joint Stock Consortium Company	Exchange of experience – external support	40,650.00
13	posters, roll up printing, translations	PP02 ART-ER Joint Stock Consortium Company	Communication – material	2,000.00
			<b>TOTAL</b>	<b>406,650.00</b>

Item #	Description	Contracting partner	Type of costs	
14		PP02 ART-ER Joint Stock Consortium Company	Management – expenditure control	5,200.00
15	interregional partner meetings, regional stakeholder group meetings	PP03 Centre for development of the East Planning Region	Exchange of experience – meetings	2,340.00
16	interregional partner meetings, regional stakeholder group meetings	PP03 Centre for development of the East Planning Region	Exchange of experience – meetings	2,960.00
17	interregional partner meetings, regional stakeholder group meetings	PP03 Centre for development of the East Planning Region	Exchange of experience – meetings	2,688.00
18	associated policy responsible authority, stakeholders	PP03 Centre for development of the East Planning Region	Exchange of experience – travel and accommodation external bodies	12,000.00
19	interregional partner meetings, regional stakeholder group meetings	PP03 Centre for development of the East Planning Region	Exchange of experience – meetings	1,796.00
20	expertise to support PI improvement	PP03 Centre for development of the East Planning Region	Exchange of experience – external support	14,400.00
21	Updated policy instrument translation	PP03 Centre for development of the East Planning Region	Exchange of experience – external support	900.00
22	project banner	PP03 Centre for development of the East Planning Region	Communication – material	100.00
23	interregional partner meetings, regional stakeholder group meetings	PP04 Public institution Panevėžys Development Agency	Exchange of experience – meetings	1,800.00
24	interregional partner meetings, regional stakeholder group meetings	PP04 Public institution Panevėžys Development Agency	Exchange of experience – meetings	5,000.00
25	interregional partner meetings, regional stakeholder group meetings	PP04 Public institution Panevėžys Development Agency	Exchange of experience – meetings	6,100.00
			<b>TOTAL</b>	<b>406,650.00</b>



Item #	Description	Contracting partner	Type of costs	
		Agency		
26	associated policy responsible authority, stakeholders	PP04 Public institution Panevėžys Development Agency	Exchange of experience – travel and accommodation external bodies	12,000.00
27	expertise to support GPs identification, selection and uploading in the PLP, GPs analysis and adaptation for PI improvement, stakeholders engagement	PP04 Public institution Panevėžys Development Agency	Exchange of experience – external support	18,150.00
28		PP04 Public institution Panevėžys Development Agency	Management – expenditure control	7,000.00
29	newsletter design + issue 1	PP04 Public institution Panevėžys Development Agency	Communication – material	1,500.00
30	design of digital brochures in English and National languages by PP4	PP04 Public institution Panevėžys Development Agency	Communication – material	3,000.00
31	selection of texts/photos for A3 poster and roll-up/slides structure	PP04 Public institution Panevėžys Development Agency	Communication – material	1,600.00
32	set up and management of social network and web campaign	PP04 Public institution Panevėžys Development Agency	Communication – material	9,000.00
33	design of a news type story format to be used to share content on website	PP04 Public institution Panevėžys Development Agency	Communication – material	1,200.00
34	1 official project video preparation and at least 3 short video interviews from the KOM	PP04 Public institution Panevėžys Development Agency	Communication – material	5,000.00
35	PPs continue engagement in social network and web campaign	PP04 Public institution Panevėžys Development Agency	Communication – material	1,700.00
36	PPs provide news type story on Project website	PP04 Public institution Panevėžys Development Agency	Communication – material	1,950.00
			<b>TOTAL</b>	<b>406,650.00</b>

Item #	Description	Contracting partner	Type of costs	
37	interregional partner meetings, regional stakeholder group meetings	PP05 Agentia pentru Dezvoltare Regionala Centru	Exchange of experience – meetings	4,800.00
38	interregional partner meetings, regional stakeholder group meetings	PP05 Agentia pentru Dezvoltare Regionala Centru	Exchange of experience – meetings	10,000.00
39	associated policy responsible authority, stakeholders	PP05 Agentia pentru Dezvoltare Regionala Centru	Exchange of experience – travel and accommodation external bodies	10,400.00
40	External support for the organisation of the exchange of experience, identification of GPs, support in the design of actions to improve the policy instrument.	PP05 Agentia pentru Dezvoltare Regionala Centru	Exchange of experience – external support	6,000.00
41	regional and interregional dissemination events	PP05 Agentia pentru Dezvoltare Regionala Centru	Communication – events	500.00
42	interregional partner meetings, regional stakeholder group meetings	PP06 Pannon Business Network Association	Exchange of experience – meetings	3,000.00
43	interregional partner meetings, regional stakeholder group meetings	PP06 Pannon Business Network Association	Exchange of experience – meetings	4,000.00
44	associated policy responsible authority, stakeholders	PP06 Pannon Business Network Association	Exchange of experience – travel and accommodation external bodies	13,600.00
45	posters, printing	PP06 Pannon Business Network Association	Communication – material	300.00
46	interregional partner meetings, regional stakeholder group meetings	PP07 Gemeente Utrecht	Exchange of experience – meetings	6,000.00
47	interregional partner meetings, regional stakeholder group meetings	PP07 Gemeente Utrecht	Exchange of experience – meetings	10,616.00
48	interregional partner meetings, regional stakeholder group meetings	PP07 Gemeente Utrecht	Exchange of experience – meetings	5,000.00
49	associated policy responsible authority, stakeholders	PP07 Gemeente Utrecht	Exchange of experience – travel and accommodation external bodies	18,000.00
			<b>TOTAL</b>	<b>406,650.00</b>

Item ↑ Description		Contracting partner	Type of costs	v1   Submitted
50		PP07 Gemeente Utrecht	Management – expenditure control	20,000.00
51	interregional partner meetings, regional stakeholder group meetings	PP05 Agentia pentru Dezvoltare Regionala Centru	Exchange of experience – meetings	3,800.00
52	interregional partner meetings, regional stakeholder group meetings	PP06 Pannon Business Network Association	Exchange of experience – meetings	3,800.00
53	interregional partner meetings, regional stakeholder group meetings	PP02 ART-ER Joint Stock Consortium Company	Exchange of experience – meetings	8,000.00
54	interregional partner meetings, regional stakeholder group meetings	PP02 ART-ER Joint Stock Consortium Company	Exchange of experience – meetings	3,000.00
			TOTAL	406,650.00

F.3 Equipment

v1 | Submitted

Item ↑	Description	Contracting partner	Type of costs	TOTAL
			TOTAL	0.00

F.4 Infrastructure and works

v1 | Submitted

Create a pilot action in the *policy instrument* section to add entries to "Infrastructure and works".

Item ↑	Description	Contracting partner	Type of costs	TOTAL
			TOTAL	0.00

## F.5 Project budget per co-financing source - breakdown per partner

v1 | Submitted

Partner ↑	Country	Total	Interreg funds	Interreg/ Norwegian funds rate (%)	Norwegian	Partner contribution from public sources	Partner contribution from private sources	Total partner contribution
LP01 Municipality of Reggio Emilia	Italy (Italia)	304,619.00	243,695.20	80.0%	0.00	60,923.80	0.00	60,923.80
PP02 ART-ER Joint Stock Consortium Company	Italy (Italia)	249,297.00	199,437.60	80.0%	0.00	49,859.40	0.00	49,859.40
PP03 Centre for development of the East Planning Region	North Macedonia (Северна Македонија)	109,568.00	87,654.40	80.0%	0.00	21,913.60	0.00	21,913.60
PP04 Public institution Panevėžys Development Agency	Lithuania (Lietuva)	216,211.00	172,968.80	80.0%	0.00	43,242.20	0.00	43,242.20
PP05 Agentia pentru Dezvoltare Regionala Centru	Romania (România)	204,682.00	163,745.60	80.0%	0.00	40,936.40	0.00	40,936.40
PP06 Pannon Business Network Association	Hungary (Magyarország)	203,705.00	162,964.00	80.0%	0.00	40,741.00	0.00	40,741.00
PP07 Gemeente Utrecht	Netherlands (Nederland)	294,243.00	235,394.40	80.0%	0.00	58,848.60	0.00	58,848.60
<b>Total</b>		<b>1,582,325.00</b>	<b>1,265,860.00</b>	<b>0.0%</b>	<b>0.00</b>	<b>316,465.00</b>	<b>0.00</b>	<b>316,465.00</b>

## F.6 Spending plan

v1 | Submitted

## Core phase

Partner ↑	Preparation costs	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6	TOTAL BUDGET
LP01 Municipality of Reggio Emilia	17,500.00	44,438.00	44,569.00	44,570.00	42,769.00	40,901.00	52,296.00	304,619.00
PP02 ART-ER Joint Stock Consortium Company	0.00	22,123.00	40,628.00	33,466.00	41,170.00	38,870.00	42,570.00	249,297.00
PP03 Centre for development of the East Planning Region	0.00	9,538.00	13,308.00	13,758.00	15,208.00	13,126.00	24,348.00	109,568.00
PP04 Public institution Panevėžys Development Agency	0.00	21,616.00	24,423.00	37,418.00	37,418.00	37,418.00	37,418.00	216,211.00
PP05 Agentia pentru Dezvoltare Regionala Centru	0.00	29,853.00	29,855.00	29,853.00	29,803.00	33,703.00	29,853.00	204,682.00
PP06 Pannon Business Network Association	0.00	27,239.00	31,339.00	28,941.00	28,138.00	31,138.00	27,738.00	203,705.00
PP07 Gemeente Utrecht	0.00	40,036.00	48,036.00	44,036.00	42,027.00	44,072.00	44,036.00	294,243.00
<b>Total</b>	<b>17,500.00</b>	<b>194,843.00</b>	<b>232,158.00</b>	<b>232,042.00</b>	<b>236,533.00</b>	<b>239,228.00</b>	<b>258,259.00</b>	<b>1,582,325.00</b>
<b>% of Total budget</b>	<b>1.1%</b>	<b>12.3%</b>	<b>14.7%</b>	<b>14.7%</b>	<b>14.9%</b>	<b>15.1%</b>	<b>16.3%</b>	<b>100.0%</b>

## Follow-up and closure phase

Partner ↑	Semester 7	Semester 8 and closure	TOTAL BUDGET
LP01 Municipality of Reggio Emilia	8,988.00	8,588.00	304,619.00
PP02 ART-ER Joint Stock Consortium Company	18,330.00	12,140.00	249,297.00
PP03 Centre for development of the East Planning Region	11,234.00	9,048.00	109,568.00
PP04 Public institution Panevėžys Development	10,250.00	10,250.00	216,211.00
<b>Total</b>	<b>89,469.00</b>	<b>82,293.00</b>	<b>1,582,325.00</b>
<b>% of Total budget</b>	<b>5.7%</b>	<b>5.2%</b>	<b>100.0%</b>

Partner ↑	Semester 7	Semester 8 and closure	TOTAL BUDGET
Agency			
PP05 Agentia pentru Dezvoltare Regionala Centru	10,881.00	10,881.00	204,682.00
PP06 Pannon Business Network Association	13,786.00	15,386.00	203,705.00
PP07 Gemeente Utrecht	16,000.00	16,000.00	294,243.00
Total	89,469.00	82,293.00	1,582,325.00
% of Total budget	5.7%	5.2%	100.0%



Partners

<b>LP01 Municipality of Reggio Emilia</b> LP01 MRE_PP Declaration_SIGNED.pdf   30/05/2024, 17:29   massimo.festanti@comune.re.it
<b>PP02 ART-ER Joint Stock Consortium Company</b> PP02 ART-ER_PP Declaration_SIGNED.pdf   03/06/2024, 14:05   massimo.festanti@comune.re.it
<b>PP03 Centre for development of the East Planning Region</b> PP03 CDEPR_PP Declaration_SIGNED.pdf   30/05/2024, 17:30   massimo.festanti@comune.re.it
<b>PP04 Public institution Panevėžys Development Agency</b> PP04 PDA_PP Declaration_SIGNED.pdf   30/05/2024, 17:30   massimo.festanti@comune.re.it
<b>PP05 Agentia pentru Dezvoltare Regionala Centru</b> PP05 ADRC_PP Declaration_SIGNED.pdf   30/05/2024, 17:31   massimo.festanti@comune.re.it
<b>PP06 Pannon Business Network Association</b> PP06 PBNA_PP Declaration_SIGNED.pdf   30/05/2024, 17:32   massimo.festanti@comune.re.it
<b>PP07 Gemeente Utrecht</b> PP07 GU_PP Declaration_SIGNED.pdf   30/05/2024, 17:32   massimo.festanti@comune.re.it

Associated policy authorities

<b>Emilia-Romagna Region</b> ERR APA Declaration_SIGNED.pdf   03/06/2024, 14:05   massimo.festanti@comune.re.it
<b>Panevėžys City Municipality</b> PCM APA Declaration_SIGNED.pdf   31/05/2024, 11:16   massimo.festanti@comune.re.it
<b>Municipality of Szombathely City with county rights</b> MS APA Declaration_SIGNED.pdf   30/05/2024, 17:33   massimo.festanti@comune.re.it