CRAFT - collaborative and strategic mapping of your regional competencies

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CRAFT - collaborative and strategic mapping of your regional competencies

Challenges

• Innovation : Technology // Day to day
• Structuration + Animation for more SMEs in Value Chains
• Networks as communities with strategic roadmaps
• Crossing fields, sectors, disciplines
• Regional attractiveness for companies and investors
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Opportunities

• Competences/Skills as well as Technologies of all actors of your regional ecosystem, especially labs and companies

• Great communities (clusters, associations, federations)
  • have personal contacts
  • know maturity and ambitions

• Strategic roadmaps/axes [by region and communities]
  • emergence of projects and partnerships
  • attract finance
  • bottom up
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- Universities
- Development agencies
- Clusters
- Regional authorities
- Technopoles
- Technical centers

SERVICES
- Online directories
- Economic studies
- Mapping
- Use cases 360°
- Multisector sourcing

PARTNERS

COLLABORATE
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CRAFT is about

• Mutualizing the redundant data
  share work load on getting and keeping up to date with general data

• Focusing on the facets that have greatest add value
  competencies (+ remarkable equipment and results)
  by strategic roadmaps of communities / RIS3
  in enterprise language and value chains

• Mapping the actors and promoting skills
  for the region and beyond (available resources and attractiveness)

• Sharing and connecting the valuable data
  across fields, industries, disciplines to support emergence of new
  projects, partnership and businesses
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CRAFT sounds beautiful, *but*

- information is power
  - data is felt as strategic and unique
- formalization is heavy duty
  - proper/useful level of detail
- industrial and process language is not common
  - vs academic and products
- legitimacy
  - mediation about vision and responsibilities

⇒ **CRAFT is about methodologies and strategies**
  - much more than web platform
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CRAFT today

• developed and operated by Bretagne Développement Innovation (Brittany, France)
• 3 other territories have joined the CRAFT methodology

- **Brittany** : S3 thematics (30 sectors) / academic (4 years, **9000 profils, 30 sectors, 80 partners**, 8000 companies, 700 research units, 200 training org, 400 innov & business supp.)
- **Paris Saclay** (ile de France) : academic / start up / S3 thematics (18 months, 150 profiles)
- **Pays de la Loire** : academic (12 months, gathering the data)
- **Wallonia** : academic / S3 thematics (starting with pilot)
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Needs to share as heart of an INNOSUP 5/6 project

• Formalise, improve, enrich the methodologies and strategies to develop such a collaborative platform at regional level and with the whole ecosystem;
  completed by a list of key success-elements for such an approach (setting up + measuring and maximising impact % regional readiness)

  => Practice guide for designing and implementing

• Have other regions involved as an incentive for regional partners and ground for larger deployment across Europe bottom up, grounded in the field, living as a community

  => Regional implementation and CRAFTER community
**Main activities and results**

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<tr>
<th>INNOSUP 5</th>
<th>DOP</th>
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<tbody>
<tr>
<td><strong>Activities:</strong> Peer learning: Workshops, early steps in implementation and feedback</td>
<td><strong>Partners:</strong> Innovation agencies with strong interest and/or first initiatives</td>
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<tr>
<td><strong>Implement CRAFT at regional pilot scale (local demonstrator)</strong></td>
<td><strong>Connect regional ecosystems as value chains, emerging sectors, clusters + Develop European community</strong></td>
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<tr>
<th>INNOSUP 6</th>
<th>Large Scale and documented Pilot</th>
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<tr>
<td><strong>Activities:</strong> Peer learning: Workshops + Formalization</td>
<td>Pilot implementation and feedback</td>
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<td><strong>Partners:</strong></td>
<td>Innovation agencies with strong interest and/or first initiatives + budget + 1FTE available (IT or strategy+networking)</td>
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*we would apply for either INNOSUP 5 or 6, not both*
Thank you for your attention!

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