



**Interreg**  
North Sea Region  
**GrowIn 4.0**

European Regional Development Fund



EUROPEAN UNION



# Agenda for the next 15 minutes

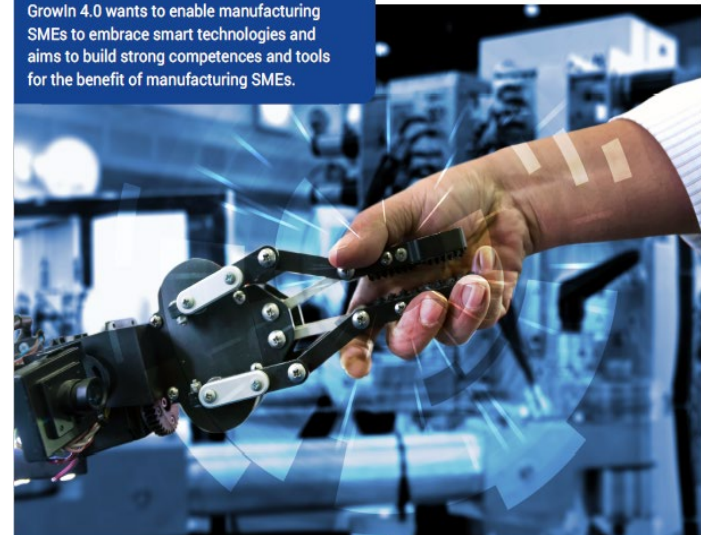
- ✓ The project GrowIn 4.0
- ✓ The project model
- ✓ Results and Findings
- ✓ Questions and Comments



## Have you made the transition?

**GrowIn 4.0** is taking you into the digital era!

GrowIn 4.0 wants to enable manufacturing SMEs to embrace smart technologies and aims to build strong competences and tools for the benefit of manufacturing SMEs.



Total budget received from the Interreg North Sea Region (2017-2020):  
€ 1.803.797million.

Total Project Budget: €3.607.589 million [www.northsearegion.eu/growin4](http://www.northsearegion.eu/growin4)

# GrowIn 4.0

*Is a project which aims to build competences in SMEs concerning digitalization in 5 north sea regions*



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HANZBOGHSCHOOL Groningen  
University of Applied Sciences  
OMC  
Hochschule für angewandte Wissenschaften  
SNN  
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MIDTLLAND  
Kampus voor Kennisontwikkeling  
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# GrowIn 4.0

*The overall purpose is to increase the innovation within Industry 4.0 and in this way increase the possibility for growth in the SME segment.*



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# GrowIn 4.0

*The GrowIn 4.0 project is a cooperation between universities, local business associations and public authorities i from BEL, DEN, GER, NL and UK*

Belgium	VOKA Open Manufacturing Campus Strategische Projecten Kempen Flanders Make
Denmark	Region Midtjylland Erhvervshus Midtjylland VIA University College
Germany	Allianz für die Region Athene.com Ostfalia University of Applied Science
Netherlands	Hanze University of Applied Science Samenwerkingsverband Noord Nederland
UK	Opportunity Peterborough Anglia Ruskin University TWI Ltd

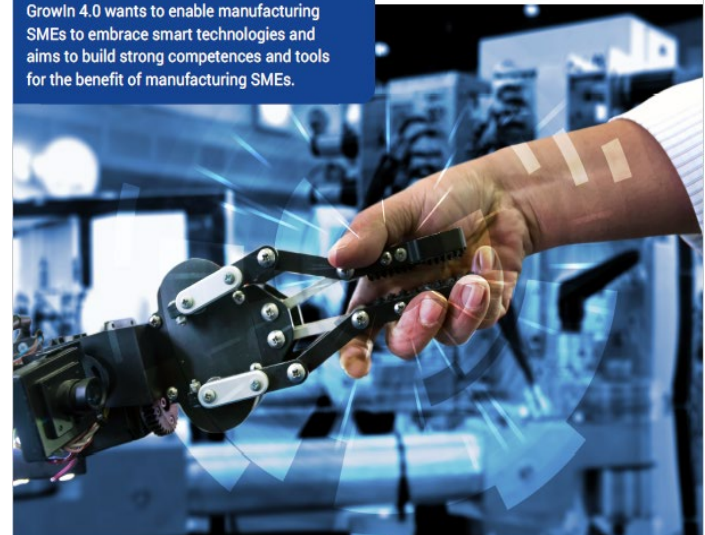
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*The project aims to develop and test tools which can help SMEs in their digital journey*



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# GrowIn 4.0

## 5 work packages:

- ✓ *Administration & management: VIA (DEN)*
- ✓ *Dissemination: VOKA (BEL)*
- ✓ *Business models: Anglia Ruskin (UK)*
- ✓ *Technology: Ostfalia University (GER)*
- ✓ *Competence development/organisational learning: Hanze (NEL)*



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# GrowIn 4.0

*Total project budget is 3,6 mio. Euro (50% self financing)*



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# GrowIn 4.0

*The project period is four years until Oct. 31<sup>st</sup> 2021 \**

*\* The project is extended to ult. April 2022*



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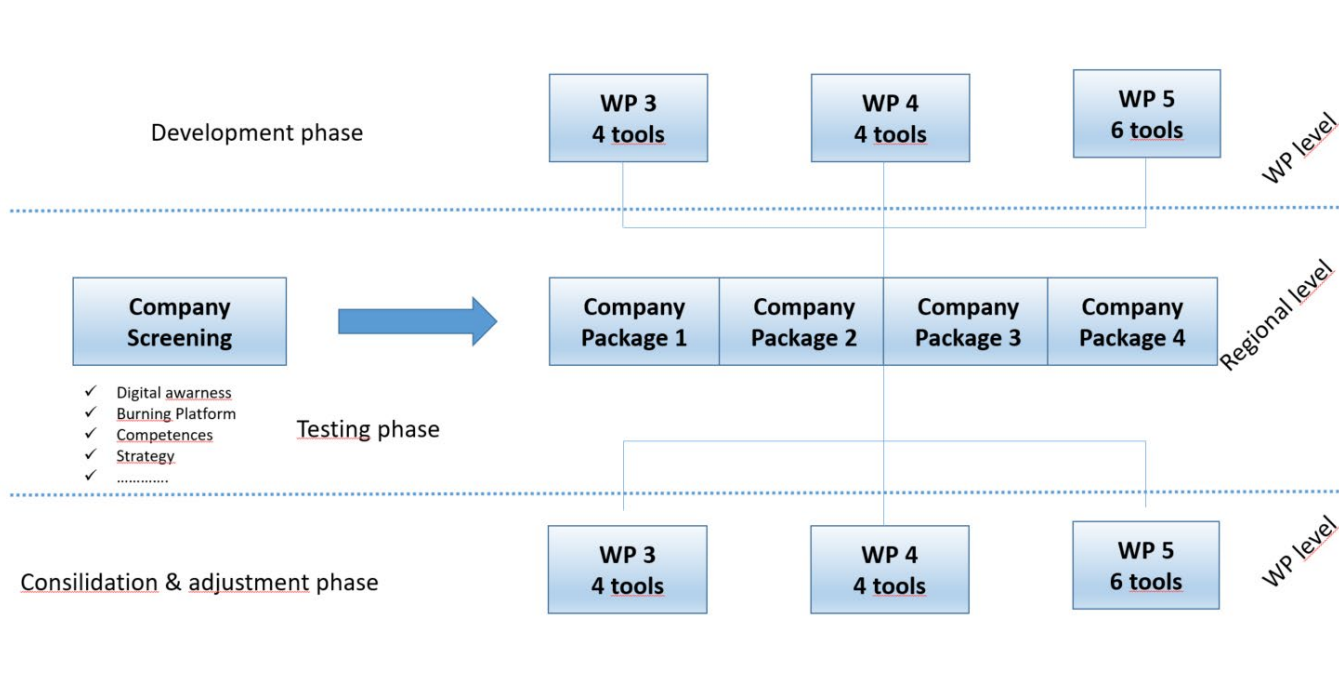


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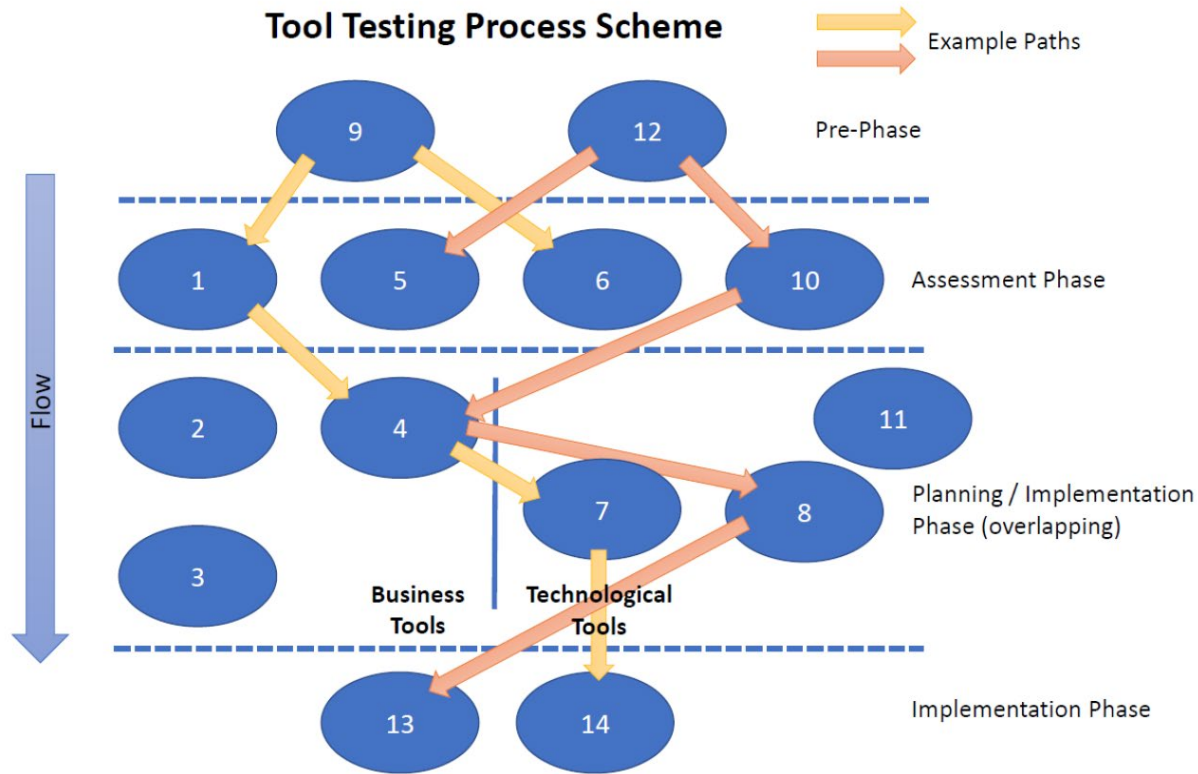
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# The "GrowIn 4.0 model"



# THE TOOLS WAS MADE FOR DIFFERENT PHASES



# The results



- ✓ *We have developed/tested 14 tools. 10 have survived*
- ✓ *We have made 256 tests in 118 companies*
- ✓ *We have been testing until the very end of the project. Testing is the same as learning*
- ✓ *We still work with how we can anchor our knowledge and the tools, so these can continue to make a difference for SMEs.*

*Due to covid, we haven't quite reached the finishing line for the project. We have applied for a ½ year continuation.*

We have learned that



*The digital readiness and matureness by the individual company is essential for the choice of tools and methods*

We have learned that



*The tools have to be in the native language.*

We have learned that



*Digitalising is good and necessary,  
but  
in the learning phase, it is the personal  
contact and hands on which is important*

We have learned that



*Results are important  
but  
the process towards the results gives the learning*



We have learned that



*Interests and choice of methods/tools depends on,  
in which region the company is situated*

# The selection proces



## Original tools

- 1) Assessment & readiness
- 2) Benefits Identification
- 3) Monetising benefits excel
- 4) Economic Valued Added
- 5) Made Different
- 6) IMPULS industry 4.0 Readiness OSC
- 7) Innovation Camps
- 8) CDR Facilitation (Collab.)
- 9) RoSF Game
- 10)RoSF Assessment
- 11)Big Data Game
- 12)Transition Workshop
- 13)Job Openings
- 14)Career Up

Test and selection

## Net list of tools (Oct. 31 2021):

- 1) Assessment & readiness
- 2) Benefits identification/tracking
- 3) Rate of Investment
- 4) Made Different
- 5) IMPULS industry 4.0 Readiness OSC
- 6) Innovation camps
- 7) Technology catalogue
- 8) Big Data Game
- 9) Transition Workshop
- 10)HR tool

<https://northsearegion.eu/growin4/>

# What we are going to do today



We will present and discuss 4 of our tools, where it is necessary to have a facilitator or moderator

- ✓ Benefits identification
- ✓ Transition workshop
- ✓ HR 4.0 Tool
- ✓ Ideation Camp

# What's to do in coming time



- ✓ We will establish a web-page where you can get access to all tools in your native language.
- ✓ The web page will be kept up-to date by the GrowIn partners
- ✓ Free of use
- ✓ We will work with a cross national survey investigating the actual interest and readiness for Industry 4.0
- ✓ The project ends April 30<sup>th</sup> 2022

1 point



*Most of the SMEs know they have to digitalize, but they do not know which processes they have to digitalize and when!*





*The degree of digitalization among SMEs is low. Most of the SMEs haven't started their digital journey yet, or are just in the beginning of it*





*The companies ask for:*

- *a sense of perspective*
- *technological insight*
- *guidance*
- *facilitated processes*





*A lot of companies are looking towards consultants  
but  
do not forget your own resources and competences*



*The key for success is often found among your own employees.....*