

SMART INNO Project
1° str./0006/2
IPA Adriatic CBC Programme 2007-2013

Activity 2.4: Special Events

Report on the Special Events' initiatives
Organized by
FB5 - Agenzia per l'Innovazione
during the SME Week 2015

Pesaro, Italy
On 17 - 19 - 27 December 2015

The IPA-Adriatic funded project SMART INNO

SMART INNO is a project funded by the European Union through the IPA Adriatic Cross Border Cooperation Programme 2007-2013, aiming at developing a smart networking system for monitoring and fostering Research and Innovation capacity in SMEs across Adriatic regions.

SMART INNO consortium, leaded by Province of Rimini, is composed by 18 beneficiaries of the Ionian - Adriatic Region (Italy, Albania, Bosnia Herzegovina, Croatia, Greece, Montenegro, Serbia, Slovenia) and includes relevant local actors such as universities, regional authorities, chambers of commerce, Innovation and Technology transfer centers as well as SMEs.

Description of the Special Events organized by Agenzia per l'Innovazione

- We have organized 3 events on web marketing and communication strategies for SMEs:
 - Digital Culture for SMEs - the strategic role of the website
 - Digital Culture for SMEs - webmarketing for SMEs
 - Tourism at the digital time, opportunity for the territory's growth
- All the events have been organized in Pesaro
 - Digital Culture for SMES (2 seminars) at "Innovation District 106", a space for innovation in Pesaro
 - Tourism at the digital time at "Pesaro Studi", a branch of the University of Urbino.
- Previous events have focused on startups. It was decided to differentiate the training courses and include artisans and SMEs. Some reports have in fact found that in Italy (and in Marche Region too), about 30% of SMEs have a web site and about 30% have an ecommerce. 96% of small and medium enterprises in the province of Pesaro-Urbino has never sold a product on the internet. It's clear that a culture of the digital tools is necessary to improve competitiveness for the business of artisans and SMEs. Website and mobile commerce are technologies that each entrepreneur has to learn to manage today. So we focused our special events in these topics, thanks to the incubator ID106 and the Municipality of Pesaro, and we made training for entrepreneurs.

- **Description of each day**



- 17-11-2015 Digital Culture for SMEs - the strategic role of the website: it has provided useful information to understand the importance of the company's website within the plan of web marketing. 24 participants.
- 19-11-2015 Digital Culture for SMEs - webmarketing for SMEs: it has provided useful information to understand the right channels to communicate with users and customers, even through social media. 29 participants.



- 27-11-2015 Tourism at the digital time, opportunity for the territory's growth: it has provided useful information to understand the proper use of social as it may lead to increase interest in a tourist destination and create value for all operators. 48 participants.

- **Conclusions / Added value of the 3 days for the benefit of SMART INNO project.**

Special events have provided useful tools critical to their own business, the events have created a substrate to bring the digital culture in practice. Through instruments widely distributed and scalable so the entrepreneurs can increase the competitiveness of their companies. This increasing is possible by promoting the activities and territory with repercussions throughout the supply chain and tourist accommodation.

The training days also allowed to better understand the role of the EU and the use of EU funds in projects such as SMART INNO. It is in fact thanks to SMART INNO that you can take advantage of the platform "Innovation Hub" presented to the audience.

- **Media coverage**

Press conference for "Digital Culture" on 10th november and articles published in newspapers the day after: "Corriere Adriatico", "Resto del Carlino" (local edition), "Il Messaggero" (local edition).

Articles published online: "Radio Prima Rete" (local radio's webpage) and other local websites (marchenews24; lascansione.net); Municipality of Pesaro; ID106.

Promotion at social media: facebook and twitter

Press releases for "Tourism at the digital time" on the page of the Municipality of Pesaro and facebook pages of the Municipality and Tourism of Pesaro.

Articles published online: Travel no Stop; Municipality of Pesaro; ID106.

Promotion at social media: facebook and twitter

In attachment to these report, there are:

- Agenda of the 3-days event (pdf/scanned version);
- Lists of presence (pdf/scanned version);
- Leaflet / other promotional materials you have prepared for the occasion (f.e. press packs, ...);
- Other pictures (f.e. of gadgets you have prepared for these days / of something you consider interesting to be put on a report..)