

## Output factsheet: **ATLAS Mapping Tool**

Version 1

<b>Project index number and acronym</b>	CE 393
<b>Lead partner</b>	Pomurje Technology Park
<b>Output number and title</b>	T2.1 ATLAS Mapping Tool
<b>Responsible partner (PP name and number)</b>	LP (Pomurje Technology Park), PP4 (Campden Bri)
<b>Project website</b>	<a href="http://www.interreg-central.eu/Content.Node/I-CON.html">http://www.interreg-central.eu/Content.Node/I-CON.html</a>
<b>Delivery date</b>	11/2017

### Summary description of the key features of the tool (developed and/or implemented)

Project I-CON strives to improve competences and skills of food related SMEs through tools and techniques.

Within the I-CON task Developing online interactive map, PTP in cooperation with other project partners, elaborated the online Atlas Mapping Tool (AMP).

The main objective of AMP is to provide users all relevant information to leverage joint cooperation possibilities.

AMT is online tool providing a visual depiction (geographic data) of joint possibilities (RIS 3 supporting measures) and solutions providers (technology, design and food safety) enabling regional SMEs to access the resources and opportunities necessary to meet their needs and reach the advancing knowledge.

I-CON Atlas Mapping Tool is in practice online tool to investigate food sector specific areas of mechatronics, food safety and geographic areas by selecting the data mapped from the menu.

Focus of Atlas Mapping Tool is on good practice cases that enable SMEs to get access to cost efficient solutions, able to assure quality and safety of their products and be better in risk management.

The goal of all partners and their regions, to create and offer the integrated knowledge hub for food processing SMEs by meeting their need for good, practical, real solutions in the domain of three food sector topics, is fully accomplished.

This online tool with geographic data positioning and identified solution providers underpin contacts to specific facilitator (either by competence or country), who will audit the issue of SME and forward "needs" to most competent transnational mentor in pool of experts.

The tool supports SMEs by providing geographic overview of the available services, support schemes and supportive ecosystem across the regions. Sample materials and links to helpful resources are provided where existing. By providing a visual depiction of joint possibilities the tool is supposed to play a powerful role in guiding policy, planning, and strategic actions to joint solutions as well as B2B instrument.

## NUTS region(s) where the tool has been developed and/or implemented (relevant NUTS level)

I-CON Atlas Mapping Tool was elaborated by

PTP-LP	SI011, Pomurska
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with active contributions in data of all other project partners:

Partner	NUTS
CCIS-CAFE-PP2	SI021, Osrednjeslovenska
BIZ-UP-PP3	3AT312, Linz-Wels
CBHU-PP4	HU101, Budapest
STRIA-PP5	HU231, Baranya
CNA ER-PP6	ITH55, Bologna
UNISEF-PP7	ITH34, Treviso
UHOH-PP8	DE111 Stuttgart, Stadtkreis
KIGPSiO-PP9	PL127, Miasto Warszawa
SCCI-PP10	SK010, Bratislavský kraj

## Expected impact and benefits of the tool for the concerned territories and target groups

Impact and benefits are in form of concrete support for food related SMEs in need, to reach: the solutions in the field of mechatronics, food safety and quality, food design issues; access to pool of experts/mentors and facilitators to link them with competent resources (either human or financial); skills to use available tools, improving SMEs competitiveness, reducing costs, improving performance, assuring repeatable quality and better handling of risk management.

After launching online Atlas Mapping Tool within the partnership, I-CON partners continue to enter data into the databases and use it on daily bases.

Both, “demand” (SMEs in need) and “supply” (mentors and good practice case solutions’ providers) gain from match-making process, where joint projects are to be reach, especially if both sides find appropriate funding solutions in the same hub, under section of RIS3 support instruments.

## Sustainability of the tool and its transferability to other territories and stakeholders

Regional dissemination workshops are foreseen in 4th period in all 3 topics.

Dissemination activities in food related SMEs community are organized in a way that enables SMEs, with or without assistance of facilitators, to use the tool on daily bases and get access to competent skills that enable them quicker introduction of new products on the market, decrease costs and lowers environmental impacts.

AMT permanently grows in data and attract various players from the sector that multiplies match-making possibilities, filling database with relevant data and assuring long time sustainability.

The focus of the activity itself is online interactive mapping tool that provides a visual depiction of joint possibilities. That enables understanding of how well regions, SMEs, RD Institutions and supportive environment are able to access the I-CON resources and opportunities.

The tool is an open web platform therefore available to SMEs and stakeholders that have interest.

## Lessons learned from the development/implementation process of the tool and added value of transnational cooperation

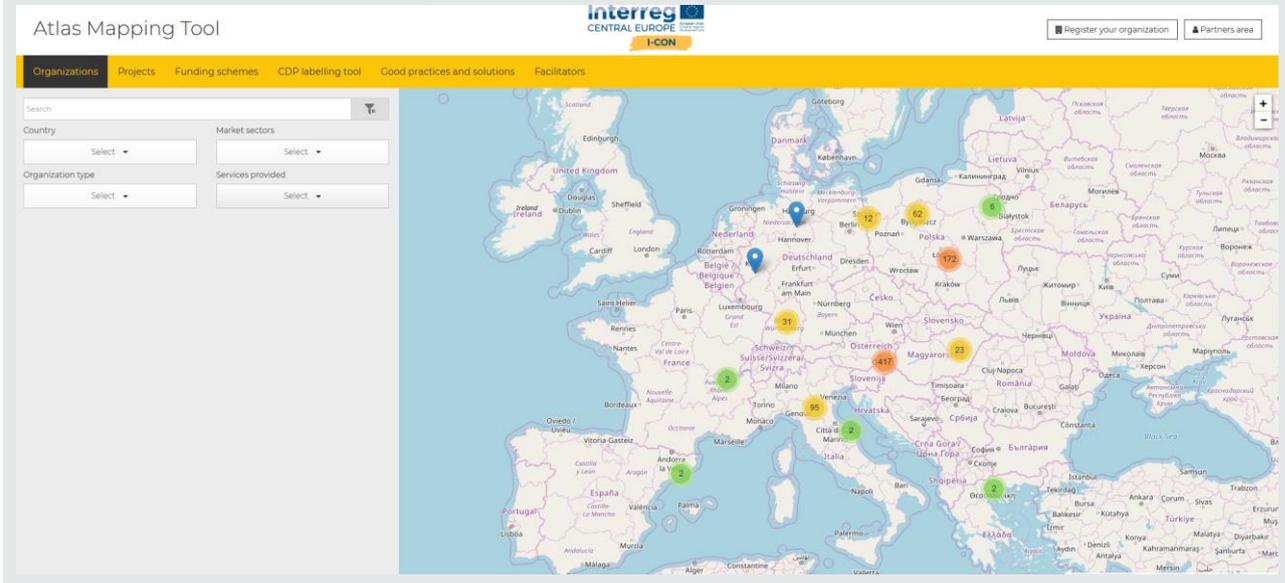
Complexity of the tool, necessity of proper collecting data and later “translation” into information flow that also project partners could identify with, was the most challenging aspect of AMT elaboration. In spite of LP expectation that identification of project partners with I-CON project general idea will be simple and short, lack of understanding brought the implementation at certain point to too complex design and by that to involve a concrete IPR issue, which was not foreseen at the beginning.

Differences in understanding were eliminated after several discussions with partners. Partners resumed the idea. By the active involvement of coordinating partner (CBHU), consortium managed to achieve minimum common understanding of functionalities. Phase of programming is in domain of LP as defined in AF. Inputs and experiences of partners caused some delays in starting phase but later contributed to better functionality and experience with a tool.

## References to relevant deliverables and web-links

If applicable, pictures or images to be provided as annex

<http://www.p-tech.si/icon-mapping/>



The screenshot shows the 'Atlas Mapping Tool' interface. At the top, there is a search bar and a navigation menu with the following items: Organizations, Projects, Funding schemes, CDP labelling tool, Good practices and solutions, and Facilitators. On the right side, there are two buttons: 'Register your organization' and 'Partners area'. The main area is a map of Europe with various colored markers (blue, yellow, green, orange) indicating project locations across different countries and cities. The map includes labels for major cities and countries across Europe, such as London, Paris, Berlin, Rome, and Moscow.