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Table of Contents

1. List of Abbreviations	3
2. Executive Summary	4
3. Methodology.....	5
4. Context of the Project Region	6
5. Focus, Objectives and Impacts	7
5.1. Identification of All Priority Needs	7
5.2. Identification of Needs to be Addressed in the Framework of FORESDA	8
5.3. Objectives and Expected Impacts.....	10
5.4. Links with other FORESDA Outcomes	11
6. Actions And Schedule	13
7. Key Implementation Steps	18
8. Responsibilities	21
9. Target Groups and Stakeholders	22
10. Resources and Budget.....	25
11. Communication Activities	26
12. Risk Analysis.....	27
13. Appendix I: LIAP Baden-Württemberg / Germany - Table Overview	28

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1. LIST OF ABBREVIATIONS

BW	Baden-Württemberg
CF	CyberForum
CN	Collaborative Network
FBI	Forest based industry
FORESDA	Forest-based cross-sectoral value chains fostering innovation and competitiveness in the Danube region
KIS	Key Implementation Step
LIAP	Project output 3.2 Local Innovation Action Plan
PP	Project Partner
RIS	Regional Innovation System
SME	Small and Medium Enterprise
WFG	Regional Economic Development Agency of Northern Black Forest (Wirtschaftsförderung Nordschwarzwald GmbH)

2. EXECUTIVE SUMMARY

One of the objectives of the FORESDA project, in the framework of WP3 activities, was to develop a joint Transnational Strategy (O.3.1), which aims to improve the framework conditions for new forest-based cross-sectoral value chains, and reflect this strategy in the Local Innovation Action Plan (O.3.2) for improved cross-sectoral innovation processes for the SMEs of the forest-based sector.

This document provides an overview of the challenges faced in the FBI sector in the project region Baden-Württemberg (Germany) and proposes local measures whose goal is to improve the framework conditions to increase innovation and competitiveness and faster development of the wood-based industry. In addition, the Local Innovation Action Plan also aims at the implementation of the Transnational Strategy through the definition of activities at the regional level.

3. METHODOLOGY

The following LIAP for improved technology transfer and innovation processes in SMEs of the forest-based sector is defined specifically for the project region Baden-Württemberg (Germany), as one of the main outputs of the FORESDA project ([Interreg Danube Transnational Programme](#)). All LIAPs should be developed in coherence with the set Transnational Strategy (O.3.1), which aims to improve the framework conditions for forest-based cross-sectoral value chains and describes how the project will address identified needs with respect to the regional innovation systems (RIS), and with a focus on cross-sectoral aspects. The LIAPs on the other hand, should specify the concrete implementation – activities, timeline, responsibilities, and measurable objectives – of the Transnational Strategy elaborated at the project level in each region. Accordingly, a validation workshop has been organized in each region, and the participants - relevant stakeholders from FBI and RIS environment - had the opportunity to discuss and contribute to the proposed actions and measures. Their comments and suggestions are integrated in the document and therefore the LIAP reflects the real market needs on the local level.

4. CONTEXT OF THE PROJECT REGION

Baden-Württemberg is, a very important location for the German forest-based industry, thanks to the richness of the forest and the proximity to the raw material,. The wood processing industry in the Federal State of Baden-Württemberg is characterized by a highly staggered value chain and a medium-sized structure with a high proportion of small and medium-sized companies, predominantly in rural areas. The development in the sector including the processing and finishing of the raw material wood is important especially for the economic development of these rural areas.

With its Bioeconomy Action Plan, the government intends to increase the percentage share of timber in the building industry and per capita consumption of timber. To support the Forest and Wood Cluster in Baden-Württemberg, the Ministry of Food and Rural Areas subsidizes among others a nationwide network management, regional cluster activities and R&D projects as well as operational studies and appraisals with the focus on the development of the cluster.

Experienced and well-trained specialists are one of the most important factors for the positioning of a region. Among all the German federal states, Baden-Württemberg is most affected by lack of qualified technology staff. Taking into account the demographic change, the lack of skilled workers -already evident in all sectors- will further increase in the future. In particular the availability of FBI human resources and securing skilled personnel are a big problem and challenge especially for SMEs and the rural areas.

5. FOCUS, OBJECTIVES AND IMPACTS

5.1. IDENTIFICATION OF ALL PRIORITY NEEDS

The following section offers an overview of the actual needs of the project region Baden-Württemberg (BW), as regards the main topics defined in the previously performed activities (regional mapping, transnational strategy, joint action plan...).

Priority Area 1 – Image & Lobbying

- To implement activities for further improvement of the image of FBI sectors on the State and national levels, encouraging among others cross-sectoral collaboration;
- To raise awareness on the importance of cross-sectoral activities and projects among businesses, researchers, policy-makers, and a broader public sector;
- To strengthen FBI-relevant lobbying organizations and activities on both formal and informal levels;
- To create a database of best practices, examples, and ongoing innovation activities in FBI sectors in order to be able to demonstrate the economic importance of FBI sectors and the impact on the transition towards a low-carbon and resource-efficient economy.

Priority area 2 - Policy & Legislative Support

- To raise the level of importance of cross-sectoral activities in terms of regional and national investment priorities;
- To create possible models on how to intensify cross-sectoral collaboration on the international and cross-regional level;
- Better coordination of the policies and strategies within FBI sectors, related to the cross-sectoral activities.

Priority area 3 - Funding & Business Environment

- To develop possible models on how to intensify the collaboration between R&D and business sectors, especially related to cross-sectoral projects;
- To raise awareness about available funding schemes intended for boosting up of cross-sectoral activities and projects;
- To create tools for the companies in order to facilitate the use of funding programmes for SMEs.
- To initiate the development of simpler processes for applying for public funding that are more suitable for small and medium-sized enterprises of the FBI.

Priority area 4 - Education & Human Resources

- To adapt the educational programmes to the real market needs, including the needs of developing cross-sectoral activities;
- To create possible models on how to attract young people to work in FBI sectors with an accent on modern and cross-sectoral opportunities.

5.2. IDENTIFICATION OF NEEDS TO BE ADDRESSED IN THE FRAMEWORK OF FORESDA

The following section offers an overview of the actual needs of the project region Baden-Württemberg (Germany) as regards to the main topics and priority areas as identified in the Transnational Strategy and defined in the previously performed activities (regional mapping, joint action plan...). **The concerned partners (CF and WFG) plan to address them via the present Local Innovation Action Plan.** This sub-chapter only addresses the needs for improving the innovation framework conditions for forest-based cross-sectoral value chains to be addressed on a short-term in the framework of the FORESDA project (until the end of the project, namely by June 2019), and based upon the more general and longer-term needs previously described in the sub-chapter 5.1.

Priority Area 1 – Image & Lobbying

Identified short-term needs for the project region BW:

- To implement activities for the further improvement of the image of FBI sectors on the federal state and national levels, encouraging among others cross-sectoral collaboration;
- To raise awareness on the importance of cross-sectoral activities and projects among businesses, researchers, policy-makers, and a broader public sector;
- To strengthen FBI-relevant lobbying organizations and activities on both formal and informal levels;
- To create a database of best practices, examples, and ongoing innovation activities in FBI sectors in order to be able to demonstrate the economic importance of FBI sectors and the impact on the transition towards a low-carbon and resource-efficient economy.
- To improve the image of the sector as a whole, including making FBI-professions more attractive (especially to youth) but also the image of rural areas in general.

Priority area 2 - Policy & Legislative Support

Identified short-term needs for the project region BW:

- To raise the level of importance of cross-sectoral activities in terms of regional and national investment priorities;
- To create possible models on how to intensify cross-sectoral collaboration on the international and cross-regional level;
- To lobby regional policy-makers for a better coordination of the policies and strategies within FBI sectors, related to the cross-sectoral activities.

Priority area 3 - Funding & Business Environment

Identified short-term needs for the project region BW:

- To develop possible models on how to intensify the collaboration between R&D and business sectors, especially related to cross-sectoral projects;



- To raise awareness about available funding schemes intended for boosting up of cross-sectoral activities and projects;
- To make existing funding programmes attractive for SMEs, to motivate them and reassure them about non-disclosure of internal “secrets”;
- To create tools for the companies in order to facilitate the use of funding programmes for SMEs.
- To initiate the development of simpler processes for applying for public funding that are more suitable for small and medium-sized enterprises of the FBI.

Priority area 4 - Education & Human Resources

Identified short-term needs for the project region BW:

- To raise awareness among educational facilities in order to adapt the educational programmes to the real market needs on a sustainable and long-term basis, including the needs of developing cross-sectoral activities;
- To help professional schools introduce e-learning programmes to avoid closing whole classes;
- To create possible models for SMEs on how to attract young people to work in FBI sectors with an accent on modern and cross-sectoral opportunities;
- To raise awareness via regional development agencies to tackle brain drain in rural areas and make FBI jobs more attractive to young men and women.

5.3. OBJECTIVES AND EXPECTED IMPACTS

The present section describes the objectives and the respective expected impacts of the Local Innovation Action Plan related to the needs described in the previous section “Identification of Needs to be Addressed in the Framework of FORESDA”.

OBJECTIVES	EXPECTED IMPACTS
To improve the image of the FBI sector	Raised current quantity and quality of the

through awareness raising about the benefits of cross-sectoral collaboration	collaboration between FBI and other sectors
To disseminate an improved, more modern image of the FBI sector and its related companies	Attraction of investors, companies from other sectors, and potential skilled workers to the SMEs of the FBI sector
To enhance cross-collaboration at the regional level (Baden-Württemberg) and to raise awareness about the needs of the FBI sector to the regional authorities (political level)	Enhanced innovation through cross-sectoral cooperation and to raise incentives in the political and legislative framework of Germany
To support cross-sectoral collaboration with the FBI sector and to push the use of funding opportunities by the companies of the FBI-sector, including SMEs	Enhanced innovation within the FBI sector and better use of financial incentives for the development of new products or processes
To attract more people towards careers in the FBI sector.	FBI companies, especially SMEs, have gained enough sustainable and skilled workforce to develop themselves on the market.

5.4. LINKS WITH OTHER FORESDA OUTCOMES

The selected needs and the related actions defined in the LIAP will be addressed within other work packages of the project.

The PPs will make sure that the activities performed in the framework of the pilot (WP4) will at least partially address the needs and actions defined herewith. The German pilot “Smart Home, Smart Furniture” is to be used as a model project in terms of cross-sectoral collaboration and cross-clustering to all stakeholder groups – in this case as a model project involving the IT industry, the wood and furniture sector, as well as the construction sector.

In the framework of WP5, the needs will be tackled within the activities of the Collaborative Networks (CNs), which should not only involve senior experts in the different technological and forest-based fields, but also young experts from different sectors (including students and pupils), so they could recognize the diversity of the possibilities hidden within cross-sectoral collaboration.

In the framework of WP6, the results of all previous activities as well as experiences gained during the FORESDA project will be capitalized and shared with the whole consortium. The concerned PPs will evaluate the outcomes of the implementation of the LIAP and draw lessons learnt out of their experiences. They will share the results with the other PPs and will adjust their long-term strategy in a sustainability plan developed at the consortium level.

6. ACTIONS AND SCHEDULE

In this chapter, one can find a description of the main planned activities and actions which will be developed and implemented at the project region level (BW, Germany) in the framework and timeline of the FORESDA project (until June 2019) to reach the above-mentioned objectives and expected impacts.

Priority Area 1 – Image & Lobbying

Planned actions and activities:

1. Promotion of best practices (**cross-sectoral and high-specialization topics**) for SMEs (e.g. sawmills)
 - ➔ WFG und CF will promote at least three Best Practices in the field of cross-sectoral collaboration or in the field of high-specialization as business success in their newsletters, websites, magazines, and events.
2. Making FBI professions and rural areas attractive through **image campaigns**
 - ➔ The PPs will make use of existing image campaigns from external stakeholders related to FBI jobs and professional training opportunities and regularly disseminate them through their networks, newsletters, and in the framework of events, such as “Bau dein Ding” (www.bau-dein-ding.de) or “Z wie Zimmerer” of the Federation of Carpenters of the Federal State of Baden-Württemberg (<http://www.z-wie-zimmerer.de>)
 - ➔ The regional cluster for wood and furniture of Northern Black Forest managed by the WFG will create and develop a complementary image campaign to depict attractive companies / employers from the FBI sector from the region.

- WFG will make use of its new marketing campaign aiming at making the rural region attractive for young people, companies, and investors to promote both FBI jobs and rural areas in general.
- 3. Promotion of best practices from the FBI sector on large, multidisciplinary fairs (Hannover Messe 2018, CEBIT 2018, Ligna 2019...)
 - WFG und CF will promote best practices and lessons learnt from FORESDA on large, multidisciplinary fairs in Germany such as the Hannover Messe 2018, CEBIT 2018, or Ligna 2019.

Objectives: To disseminate an improved, more modern image of the FBI sector and its related companies

Expected impacts: Attraction of investors, companies from other sectors, and potential skilled workers to the SMEs of the FBI sector

Expected date of achievement of the activities: June 2019

Priority Area 2 – Policy & Legislative Support

Planned actions and activities:

1. Enhancing the importance of **cross-sectoral collaboration** at the regional level, e.g. by disseminating best practices and other relevant information to the related Ministries in Baden-Württemberg
 - CF and WFG will disseminate relevant information, including activities of the pilot “Smart Home, Smart Furniture“, to their own networks. WFG will also disseminate the information to the EUSALP (European Strategy for the Alpine Space) thematic sub-group “wood”.

2. Reinforce **collaboration among regional stakeholders** (initiated with FORESDA)

- ➔ CF and WFG will strengthen collaboration among regional stakeholders within the FBI sector and within other branches (focus on IT), as of the contacts and activities initiated in the framework of FORESDA (esp. pilot activities) and of their own cluster networks by initiating concrete projects.

Objectives: To enhance cross-collaboration at the regional level (Baden-Württemberg) and to raise awareness about the needs of the FBI sector to the regional authorities (political level)

Expected impacts: Enhanced innovation through cross-sectoral cooperation and to raise incentives in the political and legislative framework of Germany

Expected date of achievement of the activities: June 2019

Priority Area 3 – Funding & Business Opportunities

Planned actions and activities:

1. Sensitization on funding opportunities through individual and personal coaching are necessary; focus on **small, simple funding programmes** instead of large research programmes.
 - ➔ WFG will extend its regional funding consulting service to the stakeholders gained via FORESDA activities, including multipliers such as cluster managers from networks in non-FBI sectors.
 - ➔ Organisation and implementation of a State-wide workshop for the whole FBI-sector from Baden-Württemberg about business and funding opportunities through cross-sectoral collaboration and innovation. The aim is to present them business opportunities through cross-sectoral collaboration

with the IT sector (responsible: CF) as well as funding opportunities to develop (innovation) projects (responsible: WFG). CF will present non-FBI related funding opportunities such as “ZIM – Zentrales Innovationsprogramm Mittelstand” or “KMU-innovativ” focused on funding for SMEs. The workshop will also offer individual consulting opportunities for the participants (responsible: WFG). The workshop will be organized in cooperation with the State-wide cluster proHOLZ BW GmbH.

Objectives: To support cross-sectoral collaboration with the FBI sector and to push the use of funding opportunities by the companies from the FBI-sector, including SMEs

Expected impacts: Enhanced innovation within the FBI sector and better use of financial incentives for the development of new products or processes

Expected date of achievement of the activities: June 2019 (Dezember 2018 for the workshop)

Priority Area 4 – Education & Human Resources

Planned actions and activities:

1. Introducing / promoting the development of **e-learning programmes**

→ CF will raise awareness and inform about the possibilities offered by modern e-learning approaches and tools (e.g. in the context of the **LEARNTEC**, a unique combination of convention and trade fair in the area of e-learning, which is organized each year in Karlsruhe).

2. **Attracting young people, especially girls and women**, for example through a “Fachkräfteoffensive”-campaign (campaign offensive for qualified staff) initiated by regional development agencies and other actors such as job centers.

- Activities in this action will be linked to the activities under Priority Area 1 – “Making FBI professions and rural areas attractive through image campaigns”.

3. Making rural areas **attractive and modern**.

- Activities in this action will be linked to the activities under Priority Area 1 – “Making FBI professions and rural areas attractive through image campaigns”.

Objectives: To attract more people towards careers in the FBI sector.

Expected impacts: FBI companies, especially SMEs, have gained enough sustainable and skilled workforce to develop themselves on the market.

Expected date of achievement of the activities: June 2019

The overall timeline of the planned actions and activities is depicted in the following table:

ACTIONS & SCHEDULE → Timeline ↓ Action Description	Project Period 3 (1-6/2018)		Project Period 4 (7-12/2018)		Project Period 5 (1-6/2019)	
	1-3	4-6	7-9	10-12	1-3	4-6
1. Promotion of best practices (cross-sectoral and high-specialization topics) for SMEs and dissemination of FBI-relevant needs						
2. Making FBI professions and rural areas attractive through image campaigns						
3. Sensibilisation on funding opportunities						
4. Introducing / promoting the development of e-learning programmes						

7. KEY IMPLEMENTATION STEPS

Priority Area “Image & Lobbying”

Action 1: Promotion of best practices (cross-sectoral and high-specialization topics) for SMEs

- Key Implementation Step (KIS) 1: Collection and preparation of best practices / September 2018
- KIS 2: Dissemination of best practices / June 2019

Action 2: Making FBI professions and rural areas attractive through image campaigns

- KIS 1: Collection and further dissemination of existing image campaigns from external stakeholders related to FBI / May 2019
- KIS 2: Development of a new marketing campaign for rural areas / October 2018
- KIS 3: Dissemination of new marketing campaign for rural areas / May 2019

Action 3: Promotion of best practices from the FBI sector on large, multidisciplinary fairs

- KIS 1: Identification of relevant multidisciplinary fairs and similar events / June 2018
- KIS 2: Promotion of best practices collected in the context of Priority Area 1 at identified events / May 2019

Priority Area “Policy & Legislative Support”

Action 1: Enhancing the importance of cross-sectoral collaboration at the regional level

- KIS 1: Dissemination of best practices and other relevant information to related regional ministries / October 2018
- KIS 2: Dissemination of relevant information to EUSALP / December 2018

Action 2: Reinforce collaboration among regional stakeholders

- KIS 1: Identification of relevant regional stakeholders / May 2018
- KIS 2: Raising awareness regarding collaboration among regional stakeholders / September 2018

Priority Area “Funding & Business Opportunities”

Action 1: Sensitization on funding opportunities

- KIS 1: Extension of regional funding consulting service of WFG to relevant stakeholders / September 2018
- KIS 2: Organisation and implementation of a State-wide workshop for the whole FBI-sector from Baden-Württemberg about business and funding opportunities through cross-sectoral collaboration and innovation / October 2018

Priority Area “Education & Human Resources”

Action 1: Introducing / promoting the development of e-learning programmes

- KIS 1: Collection of information on up-to-date e-learning approaches and tools / June 2018
- KIS 2: Raising awareness for e-learning and dissemination of collected information to FBI-related companies / October 2018

Action 2: Attracting young people for FBI-related jobs

- KIS 1: Development of a campaign for qualified staff / October 2018
- KIS 2: Implementation of campaign for qualified staff / May 2019

Action 3: Making rural areas more attractive and modern

- KIS 1: Development of a new marketing campaign for rural areas / October 2018
(see Priority Area 1, Action 2)



- KIS 2: Dissemination of new marketing campaign for rural areas / May 2019 (see Priority Area 1, Action 2)

8. RESPONSIBILITIES

The Regional Development Agency of Northern Black Forest (WFG) and CyberForum (CF) as project partners of the FORESDA project are the main responsible partners for the implementation of this LIAP (O.3.2). They will organize the activities, contribute to their implementation with their own resources as well as the resources available from other partners or funds, involve the necessary stakeholders in the different activities, as well as disseminate them to a larger community within Germany and Europe in order to achieve a bigger impact on the FBI. inno AG as FORESDA PP and as innovation management organization, supports the development of the different LIAP activities and their implementation at the regional level.

Other organisations will be involved in the activities, depending on the topic and interests behind the objectives of the actions. To achieve a bigger impact on the priority area “Image & Lobbying”, the PPs will cooperate with other wood-oriented cluster organisations, networks, and regional marketing agencies. For the political activities, it is necessary to involve the relevant ministries and public authorities. For the activities linked to education, it is necessary to involve professional schools and universities. As for the human resources topics, the PPs will cooperate with job centers, public work offices, welcome centres and will seek a broader dissemination through regional job portals.

9. TARGET GROUPS AND STAKEHOLDERS

Priority Area “Image & Lobbying”

Action 1: Promotion of best practices (cross-sectoral and high-specialization topics) for SMEs

Target groups:

- FBI and non-FBI SMEs that have interest in the cross-sectoral collaboration
- Research organizations interested in FBI-related innovation topics

Stakeholders:

- FBI and non-FBI SMEs that have interest in the cross-sectoral collaboration
- Research organizations interested in FBI-related innovation topics
- Cluster organizations

Action 2: Making FBI professions and rural areas attractive through image campaigns

Target groups:

- SMEs from FBI sector
- Skilled employees
- Pupils/students

Stakeholders:

- SMEs from FBI sector
- Education institutions (schools, universities)
- Municipalities from rural areas
- Cluster organizations

Action 3: Promotion of best practices from the FBI sector on large, multidisciplinary fairs

Target groups:

- General public
- FBI- and non FBI-related companies

Stakeholders:

- FBI-related companies
- Organizers of multidisciplinary fairs
- Cluster organizations

Priority Area “Policy & Legislative Support”

Action 1: Enhancing the importance of cross-sectoral collaboration at the regional level

Target groups:

- Political decision makers on regional level
- Chambers of Crafts

Stakeholders:

- Cluster organizations
- Chambers of Crafts
- FBI-related companies

Action 2: Reinforce collaboration among regional stakeholders

Target groups:

- Regional stakeholders

Stakeholders:

- Regional stakeholders
- Cluster organizations

Priority Area “Funding & Business Opportunities”

Action 1: Sensitization on funding opportunities

Target groups:

- FBI- and non FBI-related companies
- Research organizations

Stakeholders:

- Cluster organizations
- Research organizations
- Funding agencies

Priority Area “Education & Human Resources”

Action 1: Introducing / promoting the development of e-learning programmes

Target groups:

- FBI-related companies
- Professional schools in rural areas

Stakeholders:

- FBI-related companies
- Professional schools in rural areas
- Providers of e-learning tools
- Cluster organizations

Action 2: Attracting young people for FBI-related jobs

Target groups:

- Pupils/students
- Education institutions (schools, universities)

Stakeholders:

- Education institutions (schools, universities)
- FBI-related companies
- Chambers of Crafts
- Cluster organizations

Action 3: Making rural areas more attractive and modern

Target groups:

- Municipalities from rural areas

- Skilled employees
- Pupils/students

Stakeholders:

- Municipalities from rural areas
- FBI-related companies
- Cluster organizations

10. RESOURCES AND BUDGET

In order to implement the LIAP as planned in the present document, the involved PPs need the following resources:

- ➔ Human resources from the project partners as well as from the members of the strategic working group to conduct the activities
- ➔ Human resources from the project partners as well as from the members of the strategic working group for communication and dissemination purposes
- ➔ Significant financial resources to develop image campaigns (the PPs will use own available budget from the involved cluster organisations)
- ➔ Financial resources for communication events (catering, locations...)
- ➔ Knowledge resources and contribution in terms from businesses, R&D institutions, educational institutions, cluster organisations to be integrated in the image campaigns (best practices, technology information, project information...)

Budget estimation for the planned activities and actions:

- € 5,000 for the newly developed image campaign of the regional wood cluster
- For other activities, the PPs and their partners will make use of their budget for their usual marketing and event activities and thus, enable a bigger impact of the activities through synergy effects.

11. COMMUNICATION ACTIVITIES

The involved FORESDA partners (CyberForum and WFG) as well as the members of the strategic working group will communicate about the LIAP and the related actions via their own websites, newsletters, and networks. Communication is an important and essential issue for the success of activities and actions related to the improvement of the FBI image and of rural areas more generally speaking. CyberForum and WFG will also prepare press releases about the actions and activities implemented during the project lifetime for the regional press.

Furthermore, CyberForum is networked not only regional but also across the Federal State of Baden-Württemberg (e.g. via the IT Alliance Baden-Württemberg, a network of 13 IT clusters in the federal state) and even nationwide (e.g. via BITKOM, the German Digital Association, BITMi, the German association for medium-sized IT companies, or via the participation in the German Software Cluster). These networks will also be used for communication purposes.

WFG will disseminate information through its wood-relevant networks and will communicate about the measures implemented in the framework of the LIAP through its regional cluster activities (e.g. RegioHOLZ congresses, participation at fairs such as LIGNA, workshops...). Depending on the respective audience to be informed (stakeholders, target groups, political decision makers, general public etc.), the contents will differ and be described on different detail levels.

Main communication instruments will be newsletters, websites, press releases, and presentations at own and external public events. The involved FORESDA project partners will also use their social media appearances (mostly Facebook, LinkedIn, and XING) as additional communication instruments.

12. RISK ANALYSIS

DESCRIPTION OF POSSIBLE RISK	PROBABILITY OF OCCURRENCE	IMPACT	REMEDIAL ACTIONS
1. To be unsuccessful in the attraction of SMEs, other target groups and stakeholders	0.4	0.8	To organize an initial presentation of the LIAP among SMEs and other target groups and stakeholders
2. Unsuccessful image campaign for rural areas	0.3	0.7	Working closely together with rural areas when developing the campaign and matching offers of the areas with requirements of skilled staff
3. No interest of related regional ministries regarding FBI-related topics	0.3	0.7	Raising awareness at ministries by FBI cluster strengthens the voice of even FBI-related SMEs
4. Still no interest of FBI-related SMEs in applying for public funding	0.4	0.7	Working closely together with funding agencies to develop simple funding programmes and application processes to minimize the participation barrier for FBI-related SMEs
5. Young people and skilled workers still can not get enthusiastic about training in the wood industry or for a job in rural areas.	0.5	0.7	Working closely together with municipalities from rural areas to improve conditions for attracting skilled staff; working closely together with education institutions to attract young people for FBI-related jobs

13. APPENDIX I:

LIAP BADEN-WÜRTTEMBERG / GERMANY - TABLE OVERVIEW

LOCAL ACTION PLAN DETAILS	TIMELINE	OBJECTIVES	TARGET GROUPS	ESTIMATED BUDGET (EUR)
ACTION & KEY IMPLEMENTATION STEPS PP 3 (1-6/18) : PP 4 (7-12/18) : PP 5 (1-6/19) 01-03 04-06 07-09 10-12 01-03 04-06				
1. Promotion of best practices (cross-sectoral and high-specialization topics) for SMEs and dissemination of FBI-relevant needs				
General dissemination through own newsletters, print media...		To improve the image of the FBI sector with the help of the dissemination of the information on the benefits of cross-sectoral collaboration;	All	not relevant
Dissemination to politics and lobbying		To enhance cross-collaboration at the regional level (Baden-Württemberg) and to raise awareness about the needs of the FBI's sector to the regional authorities (political level)	Politics, regional authorities, Federal authorities, Companies	not relevant
Dissemination at big, multidisciplinary fairs in Germany				not relevant
2. Making FBI professions and rural areas attractive through image campaigns				
Making use of available campaigns for FBI professions		To disseminate an improved, modern image of the FBI sector and its related companies;	Students, pupils, young people, job seekers	not relevant
Making use of the regional campaigns for rural areas		Attracting young people, especially girls and women, to make career in the FBI sector;	Companies; investors	not relevant
Preparation of own image campaign of regional wood		Making rural areas attractive and modern.		€ 5.000,00
Development and dissemination of own image campaign of regional wood cluster				
3. Sensibilisation on funding opportunities				
Extension of the WFG funding consulting service		To enhance the knowledge and use of funding opportunities by the companies from the FBI-sector, including SMEs through individual and personal coaching; To support cross-sectoral collaboration with the FBI sector	Companies (SMEs) and other organisations from the FBI sector	not relevant
Preparation of workshop				not relevant
Implementation of workshop				not relevant
4. Introducing / promoting the development of e-learning programmes				
Awareness raising about e-learning tools and programmes		To disseminate and promote the use of modern IT-based tools within FBI-relevant education facilities	Education facilities and SMEs employing professional trainees	not relevant
Presentation of outcomes at LEARNTEC 2019				not relevant