



SVILUPPUMBRIA



Sustainability and Resilience: the voice of EEN Clients

EEN Italia National Meeting
Cagliari, 10 July 24

Marina Cecilia Sereni

- Resp. External Relations, International Activities and Clusters, Sviluppumbria SpA
- **EEN SME2EUplus Coordinator**



Sviluppumbria Experience on provision of EEN Resilience Services to SMEs





The “Resilience” Journey



At Network Level

Active member of **Task Force “Resilience”**



At Local Level

25 SMEs involved in resilience and future foresight assessment/activities (awareness, training, workshop)



At Consortium and National Level

Pilot Project



Task Force Resilience

- Attended the Decentralised Training on Resilience "The key to the Network's future", Thessaloniki, 1-2 Feb 2023
- Attended the Kick off Meeting of Resilience Task Force, Brussels, May 2023, and contributed to the Task Force Action Plan
- Attended Resilience Task Force 2nd on site meeting and Decentralized Training, Berlin, 15 -16 May 2024





Task Force Resilience highlights

- Need to develop/enhance the soft skills of EEN Advisers- Training
- Resilience toolbox (in process): Future Wheel/ Business Future Proofing Tool





Become more resilient as EEN advisor

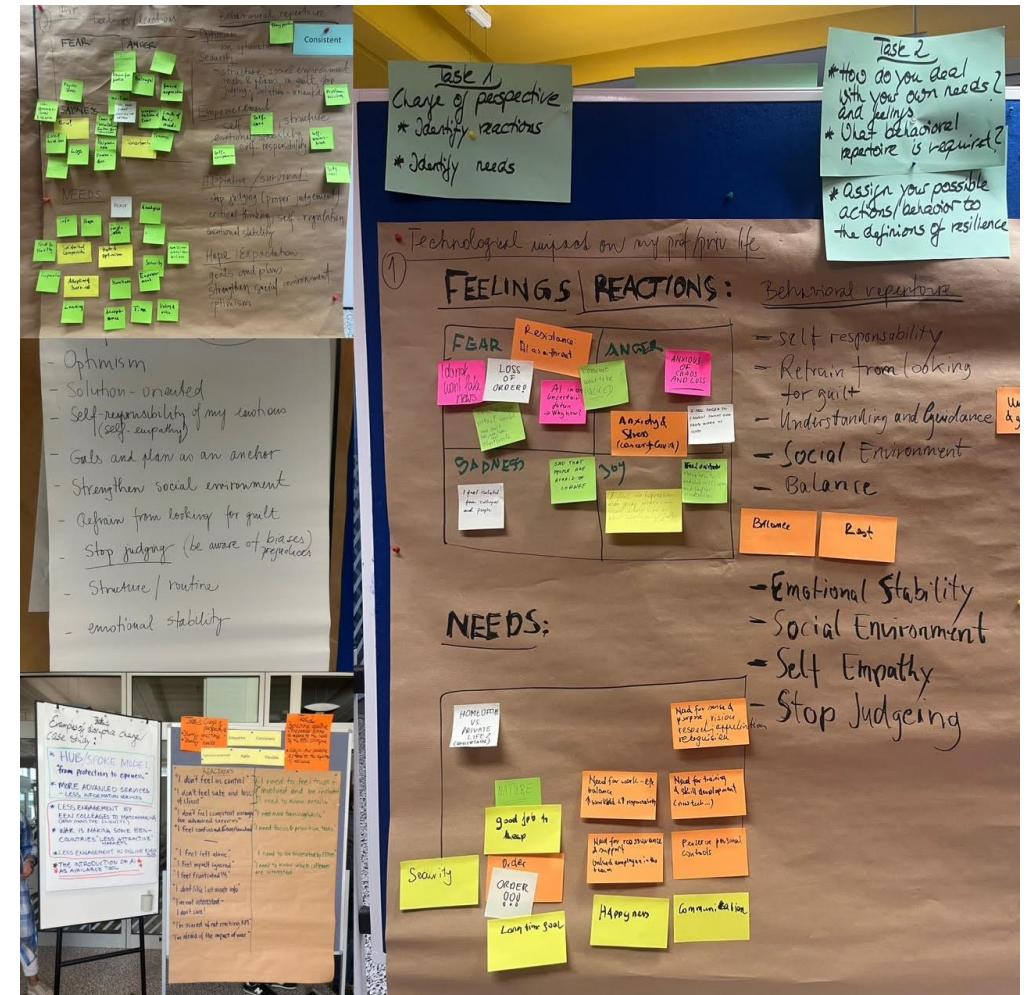
DISRUPTIVE CHANGES ex.

Hub&spoke model (my client vs our client/protection vs openness)

More advanced services/less info services

Less engagement by EEN colleagues to matchmaking

Introduction of AI as available tool





Business Future Proofing

Is the client strategy and business plan sustainable and resilient in the light of current trends and disruptive changes? A relatively simple but effective method of testing the future-readiness of an organization is to carry out a «wind tunnel method»

- Step 1: preparation based on the Business Canvas Model +key megatrends+ what if cards
- Step 2: Impact Analysis FUTURE WHEEL (Jerome Glenn)
- Step : Impact Evaluation





At local level

API -Accademia Pratica dell'Innovazione: 16 workshops for start up and SMEs Feb- July 24

**WORKSHOP ON FUTURE FORESIGHT,
FOLIGNO, 6 march 2024 with 25
INNOVATIVE SMES**

- **Preparatory training session on line:
dedicated platform with documents/
video on demand + tools
online streaming session Q&A**
- **Practical workshop on site: 1 full day**
- **Follow up with EEN advisors**

Accademia
Pratica
dell'Innovazione

Anticipazione strategica - Essentials

Regione Umbria

SviluppUmbria

COESIONE ITALIA 21-27

Unione Europea

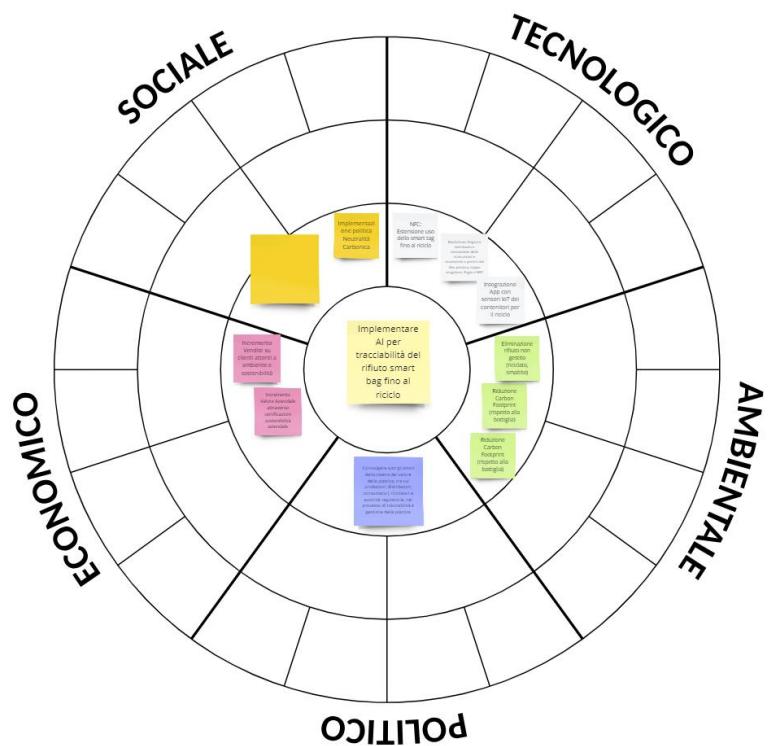
Repubblica Italiana

enterprise
europe
network



Future Foresight Workshop- Albicchiere

Future Wheel



miro

2024
La Nespresso del Vino Albicchiere apre l'era del wine single serve domestico

2025
Inizia la fase di espansione internazionale, entra sul mercato il mega competitor americano Wine Connoisseur

2026
Si fortifica il trend della sostenibilità dei produttori di vino e dei vini eco-friendly (il packaging driver per la riduzione della carbon footprint)

2027
Il vino rosso in enorme crisi, il vino bianco div

2028
Un grande macrotrend che ha fatto irruzione nella coscienza pubblica negli ultimi anni è stato l'impatto del cambiamento climatico sull'industria del vino, porta alla creazione di regioni vinicole completamente nuove e latitudini un tempo ritenute inadatte alla coltivazione del vitigno. Svezia, Norvegia e Paesi Bassi stanno iniziando a sviluppare vini di livello mondiale, grazie in parte alle più ampie tendenze del riscaldamento globale.

2029

2030

2031

2032

2033
Bottiglia di vetro solo per rare wines (vini oltre 50€)

2034
L'era della bottiglia di vetro da 750 ml è giunta al termine. Il consumo del vino one-serve o al bicchiere è lo standard di mercato a casa e al ristorante. I due leader di mercato Wine Connoisseur e Albicchiere si contendono la leadership di mercato (come successo molti anni fa tra Nespresso e Kering per i sistemi capsula del caffè espresso). Allo stesso tempo, l'idea di bere "vino in lattina" o "vino in bottiglia di alluminio" ha preso piede soprattutto tra i giovani e i vini no-low alcool e le bevande a base vino. I nuovi marchi di vino in lattina hanno soppiantato le superate le tradizionali cantine (tranne per i rare wines). Gli scaffali pieni (fisici e virtuali) di vino in bag, considerato più portatile, conveniente e sostenibile delle bottiglie di vetro.

How EEN resilience services have increased the client's sustainable growth and ESG readiness

Massimo Mearini
CEO and Co-Founder Beexlab srl
www.albicchieri.com





1. A “Unique” Client Journey

**Transforming an innovative idea
into a successful
product with EEN**



2. Strategic Foresight: a practical approach

Future wheel in practice



3. Impact

How EEN resilience services have increased the client's sustainable growth and ESG readiness

Next steps - Italian Pilot Project

(11 June 2024: Sviluppumbria presented its experience at the Resilience training organized by Simpler consortium)

October 2024: Resilience workshop open to all interested Italian EEN consortia





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THANK YOU!

Follow us at @sviluppumbria @sme2eu

m.sereni@sviluppumbria.it

