



EDIH4UrbanSAVE

Jumpboard programme: How to establish and run Jumpboard programme
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Jumpboard programme:

How to establish and run Jumpboard programme

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Executive summary

This deliverable describes the goals and development guides of Jumpboard programme operation system for the European Digital Innovation Hub for urban interconnected supply and value Ecosystems¹ (EDIH4UrbanSAVE). Presenting the Jumpboard programme, this document aims to contribute value to the project target group by harnessing the capabilities of existing ecosystem players and services. Outlined objectives and principles of the Jumpboard programme are in accordance with the Grant Agreement (GA) and Deliverable 5.1. The document is structured in three parts: an introduction highlighting the needs of target groups, Jumpboard programme operation system description and a summary of the main points.

¹ In the following text, EDIH4UrbanSAVE is also referred to as EDIH Hamburg.

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1. Introduction

The EDIHs aim to prepare the European society and economy and place Europe at the forefront of sustainable tech development and the twin transition (digital & green). The overarching objective of the EDIH Hamburg is to facilitate the region's twin transition (digital & green) by assisting local SMEs, small mid-caps and public sector organizations (PSOs) in their digital transformation, including, where relevant, their environmental impact.

Obviously, internationalization and scaling are high on the agenda for companies in a fast-changing world. In this context, international networks are crucial for innovative companies as they provide opportunities for growth, collaboration, and risk mitigation while enhancing competitiveness and resource optimization. The EDIH Hamburg is designed to bring together and network the still fragmented innovation ecosystem at the site with all its stakeholders and networks with an innovation hub that acts as a central innovation accelerator, laying down the necessary resources and formats for a twin transition.

Therefore, our initiative in EDIH Hamburg project is building a global infrastructure (network and program) to ensure and facilitate an entrance to local innovation ecosystems and worldwide innovation hotspots for the target groups. This task will be carried out by means of the "Jumpboard Programme". To achieve its objectives, the Jumpboard programme has to take into account the needs of the target groups as well as the challenges of creating innovation ecosystems and to propose formats that are agile, effective and suitable for all stakeholders.

1.1 Need of the target group

Innovative companies often operate in a rapidly evolving environment, where new ideas, technologies, and market trends emerge at a fast pace. International networks can provide several key benefits for these companies:

1. **Access to global markets:** International networks can help innovative companies reach new markets and customers. This can lead to increased sales and revenue.
2. **Knowledge sharing and collaboration:** Through international networks, companies can share knowledge and collaborate with other innovative companies, research institutions, and experts around the world. This can lead to new ideas, improved products, and advanced technologies.
3. **Competitive advantage:** Being part of an international network can give companies a competitive edge. They can stay updated with global trends, adopt best practices, and respond quickly to changes in the market.
4. **Risk mitigation:** International networks can help companies mitigate risks associated with operating in foreign markets. They can provide insights into local regulations, cultural nuances, and market dynamics.
5. **Resource optimization:** Companies can leverage international networks to optimize their resources. For example, they can source raw materials at a lower cost, access skilled labor, or utilize foreign technologies.

2. Jumpboard programme operation system

2.1 Goals, objectives and vision

Jumpboard Programme aligns with the initiative to build an international Digital Community that creates and connects Innovation Ecosystems. The **goal** of the Jumpboard Programme is to multiply the potential for solutions, international business development and co-innovation by bringing together the best minds across countries.

Objectives of the Jumpboard Programme:

1. To create and connect innovation ecosystems across different countries and regions, by establishing direct pipelines to the European and worldwide hotspots.
2. To give global pioneers, entrepreneurs, future thinkers & enthusiasts, innovators and like-minded people an access to the European and worldwide investors, incubators, accelerators, business.
3. To provide a global infrastructure for innovation and business scaling by offering support, guidance and mentoring to programme participants.

Vision: Jumpboard is a wormhole for international innovation hotspots and ecosystems.

2.2 Concept

Concept of the Jumpboard Programme operation system consists of the following stages:

- i. The programme identifies the relevant and beneficial European innovation hotspots and the suitable participants for the visits and establishes partnerships with the host organizations in the hotspots.
- ii. The programme arranges the visits, which consist of various formats of networking events and cultural activities.
- iii. The programme keeps in touch with the participants and the host organizations and assists them in applying or expanding outcomes of the visits.
- iv. The programme measures the performance and impact of the visits and communicates the findings and recommendations.

2.3 Event Formats

To make the connections work, international actors and innovators need to be incentivized. This can be achieved, in particular, through mutual benefits such as access to decision-maker level in the respective resident companies as well as institutions, and thus to business development and internationalization opportunities. Further incentivization for effective networking can be achieved through formats from which all participants can benefit.

Innovative companies can use a variety of event formats to facilitate matchmaking with international partners. The most thrilling formats are:

1. **Trade Shows and Exhibitions:** These are large-scale events where companies can showcase their products or services. They provide an opportunity for companies to meet potential partners, clients, and investors from around the world.

2. **Business Roundtables:** These are smaller, more focused events that bring together companies and potential partners for in-depth discussions on specific topics. They often include a mix of presentations, panel discussions, and networking sessions.
3. **Pitch Events:** At these events, innovative companies have the opportunity to present their business ideas to a group of potential partners, investors, or clients. The format usually includes a short presentation followed by a question and answer (Q&A) session.
4. **Business-to-Business (B2B) Matchmaking Events:** These events are designed to facilitate one-on-one meetings between companies and potential partners. Prior to the event, companies provide information about their business and what they are looking for in a partner. Event organizers then use this information to schedule meetings with relevant parties.
5. **Webinars and Virtual Events:** With the rise of digital technology, many matchmaking events are now held online. These virtual events can include webinars, virtual trade shows, and online networking sessions. They offer a cost-effective way for companies to connect with international partners without the need for travel.
6. **Innovation Challenges and Hackathons:** These events bring together companies, developers, and innovators to solve specific problems or develop new products. They provide an opportunity for companies to identify potential partners with the skills and expertise they need.

Each of these event formats has its own strengths and can be effective in different situations. The best choice depends on the company's specific needs, goals, and resources.

The implementation of participant interaction in these formats at interregional level is possible in the form of **curated delegate visits** to the meeting venues. The optimum number of participants in a delegation for efficient work is around 20.

2.4 Thematic scope

The sectors targeted by the programme were identified in the GA: Logistic, Transportation, Aviation Industry, Maritime industry, Services and Infrastructure, Crafts, Food.

The topics for discussion are driven by the practical needs and challenges of the project's target groups, participants of the relevant ecosystems, which were outlined in the previous document Deliverable 5.1. Against this backdrop, the thematic scope of the Jumpboard programme formats is as follows:

- Agile methods and executions
- Flexibility and adaptivity
- Fast technology adoption
- Research and development (R&D) resources
- Skilled staff
- Innovation management
- Financial resources
- Business partners for market entry
- Brand recognition
- Pilot projects
- Customer base
- Technology transfer partners
- Consortia projects

- Application and domain knowledge
- Access to real world data and applications, etc.

2.5 International innovation hotspots

European and global innovation hotspots are places where startups, entrepreneurs and innovators can find the best resources, opportunities and networks to develop their ideas and scale their businesses. Some examples of these hotspots are London, Paris, Berlin, Stockholm and Barcelona in Europe, and Singapore, San Francisco, Seoul and Beijing in the world. These hotspots have a vibrant and diverse startup scene, high levels of innovation and digital skills, and a strong presence of investors and mentors.

Different sources may use different criteria and metrics to rank innovation hotspots. According to *Startup ecosystem ranking*² (2023), the biggest startup hubs in Europe are:

1. London
2. Paris
3. Berlin
4. Amsterdam
5. Stockholm
6. Barcelona
7. Madrid
8. Munich
9. Zurich
10. Milan
11. Helsinki
- 12. Hamburg**
13. Tallinn
14. Dublin
15. Copenhagen

There is also a ranking of the innovation performance of countries and regions around the world (The Global Innovation Index (GII)), based on 81 indicators covering aspects such as infrastructure, human capital, research, market and business sophistication. According to this, the top-5 most innovative countries are Switzerland, Sweden, United States of America (USA), United Kingdom (UK) and Singapore (Figure 1 and Figure 2).

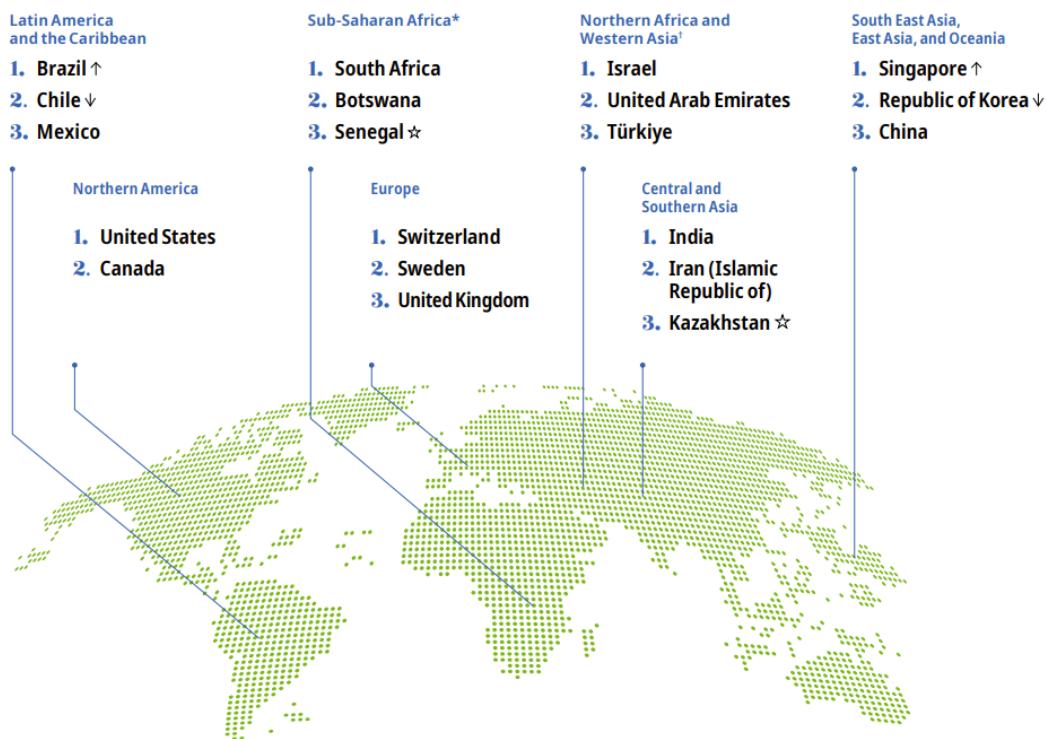
² <https://www.eu-startups.com/2023/07/top-30-europes-biggest-startup-hubs-in-2023/>, retrieved on 26.11.2023.

| GII rank | Economy | Score | Income group rank | Region rank |
|----------|------------------------------|-------|-------------------|-------------|
| 1 | Switzerland | 67.6 | 1 | 1 |
| 2 | Sweden | 64.2 | 2 | 2 |
| 3 | United States | 63.5 | 3 | 1 |
| 4 | United Kingdom | 62.4 | 4 | 3 |
| 5 | Singapore | 61.5 | 5 | 1 |
| 6 | Finland | 61.2 | 6 | 4 |
| 7 | Netherlands (Kingdom of the) | 60.4 | 7 | 5 |
| 8 | Germany | 58.8 | 8 | 6 |
| 9 | Denmark | 58.7 | 9 | 7 |
| 10 | Republic of Korea | 58.6 | 10 | 2 |
| 11 | France | 56.0 | 11 | 8 |
| 12 | China | 55.3 | 1 | 3 |
| 13 | Japan | 54.6 | 12 | 4 |
| 14 | Israel | 54.3 | 13 | 1 |
| 15 | Canada | 53.8 | 14 | 2 |
| 16 | Estonia | 53.4 | 15 | 9 |
| 17 | Hong Kong, China | 53.3 | 16 | 5 |
| 18 | Austria | 53.2 | 17 | 10 |
| 19 | Norway | 50.7 | 18 | 11 |
| 20 | Iceland | 50.7 | 19 | 12 |
| 21 | Luxembourg | 50.6 | 20 | 13 |
| 22 | Ireland | 50.4 | 21 | 14 |
| 23 | Belgium | 49.9 | 22 | 15 |
| 24 | Australia | 49.7 | 23 | 6 |
| 25 | Malta | 49.1 | 24 | 16 |
| 26 | Italy | 46.6 | 25 | 17 |
| 27 | New Zealand | 46.6 | 26 | 7 |
| 28 | Cyprus | 46.3 | 27 | 2 |
| 29 | Spain | 45.9 | 28 | 18 |
| 30 | Portugal | 44.9 | 29 | 19 |
| 31 | Czech Republic | 44.8 | 30 | 20 |
| 32 | United Arab Emirates | 43.2 | 31 | 3 |
| 33 | Slovenia | 42.2 | 32 | 21 |
| 34 | Lithuania | 42.0 | 33 | 22 |
| 35 | Hungary | 41.3 | 34 | 23 |
| 36 | Malaysia | 40.9 | 2 | 8 |
| 37 | Latvia | 39.7 | 35 | 24 |
| 38 | Bulgaria | 39.0 | 3 | 25 |
| 39 | Türkiye | 38.6 | 4 | 4 |
| 40 | India | 38.1 | 1 | 1 |

Figure 1: Global Innovation Index 2023 Ranking³

³ <https://www.wipo.int/edocs/pubdocs/en/wipo-pub-2000-2023-section1-en-gii-2023-at-a-glance-global-innovation-index-2023.pdf>, retrieved on 26.11.2023.

Top three innovation economies by region



- ☆ Indicates a new entrant into the top three in 2023.
- ↑↓ Indicates movement in ranking (up or down) within the top three, relative to 2022.
- * Top three in Sub-Saharan Africa (SSA) – excluding island economies. The top five within the region, including all economies, comprise Mauritius (1st), South Africa (2nd), Botswana (3rd), Cabo Verde (4th) and Senegal (5th).
- † Top three in Northern Africa and Western Asia (NAWA) – excluding island economies. The top four within the region, including all economies, comprise Israel (1st), Cyprus (2nd), United Arab Emirates (3rd) and Türkiye (4th).

Figure 2: Top three innovation economies by region⁴

2.6 Collaboration with EU, National & Regional bodies

EDIH Hamburg actively collaborates with relevant institutions on the regional, national and European level. Besides the close cooperation with the Enterprise Europe Network (EEN), Start-up Europe and the EU Coordination Offices, the EDIH Hamburg consortium has already initiated a network of complementary EDIH candidates that fit the regional innovation strategy. The EDIH Hamburg will contribute to building a network of EDIHs that will be crucial for the specific transformation tasks of a *Smart Sustainable Metropolitan Region* in the future. To this end, the EDIH Hamburg has already established collaborations with thematically relevant EDIHs depicted in Annex D1-2.

EDIH Hamburg location has the character of a model region for Europe, as many strong economic metropolises have similar challenges to Hamburg or will have even more. There is an intensive and complementary cooperation (especially in the subject areas that are important for the metropolitan region, such as Artificial Intelligence (AI), cybersecurity and Internet of Things (IoT), as well as Industry4.0 and supply chain/network management) with Estonia/Tallinn, the Czech Republic/Prague & Brno, Spain (the Digital Impulse Hub,

⁴ <https://www.wipo.int/edocs/pubdocs/en/wipo-pub-2000-2023-section1-en-gii-2023-at-a-glance-global-innovation-index-2023.pdf>, retrieved on 26.11.2023.

Catalonia region), Finland (EDIH 5 Star eCorridors) as well as with Lithuania/Riga (Latvian Information Technology Cluster). However, the collaboration goes beyond this by also involving embassies, PPPs (Public Private Partnerships), European associations (*eco, GAIA-X, DIHK/AHK*), networks (*12min.me, Digital Hubs and Mittelstand Digital Zentren in Germany, Nordmetall, EDIH Alliance Northern Germany*) and initiatives (*Claire.ai, AI4Germany, Die Familienunternehmer, Fab City Hamburg, CeU Club europäischer Unternehmerinnen etc.*).

Another focus is on cooperation with scientific institutions: the consortium has access to more than 40 universities and excellent basic research institutions (*including DESY (Deutsche Elektronen-Synchrotron)/Helmholtz, Fraunhofer, DLR, Max Planck Society, Leibniz Association, etc.*). Cooperation with European VCs (*Endeit, Tecpier, HTGF, Planet A Ventures, Density Ventures, IFB Business Angel Netzwerk, B.A.N.D., etc.*) and investors (especially family offices such as *Perpetual Investors (Rolex), Hübner Invest (Wacken), Büll, Zech-Group, kjup Capital, Zeaborn Group, Peter Möhrle Holding, Jens Schumann (ex Tipp24)*) are also sought and enrich the networking opportunities of the EDIH Hamburg. The network of German investment and development banks (such as *IFB, IBSH, etc.*), the *German Digital Hubs Initiative* and the *Mittelstands-Digital Zentren (MDZ)* are part of the Hamburg consortium.

National and international networks potentially can be integrated and expanded as needed through the Jumpboard Programme.

2.7 Challenges to build an International Innovation Ecosystem

Creating an international European or worldwide ecosystem with new partners for a the EDIH target groups can be a complex process, with several challenges and difficulties:

- **Trust building:** Building trust with new partners in different countries can be challenging, especially without or only short face-to-face interactions. Trust is crucial for successful collaboration and innovation.
- **Resource constraints:** Establishing an international innovation ecosystem can require significant resources, including time, money, and human resources. Smaller companies, in particular, may struggle with these resource constraints.
- **Regulatory hurdles:** Different countries have different laws and regulations related to business operations, intellectual property rights, data privacy, etc. Complying with these regulations can be difficult and time-consuming. On the other hand, is this an opportunity to find business partner to handle this in a different geographic region.
- **Cultural differences:** Different countries have different business cultures, norms, and practices. Understanding and navigating these differences can be challenging.
- **Communication barriers:** Language differences can lead to misunderstandings and miscommunications. Even when a common language is used, differences in communication styles can still pose challenges.

Despite the challenges, creating an international innovation ecosystem can provide significant benefits, including access to new markets, technologies, and ideas. With careful planning and management, these challenges can be overcome.

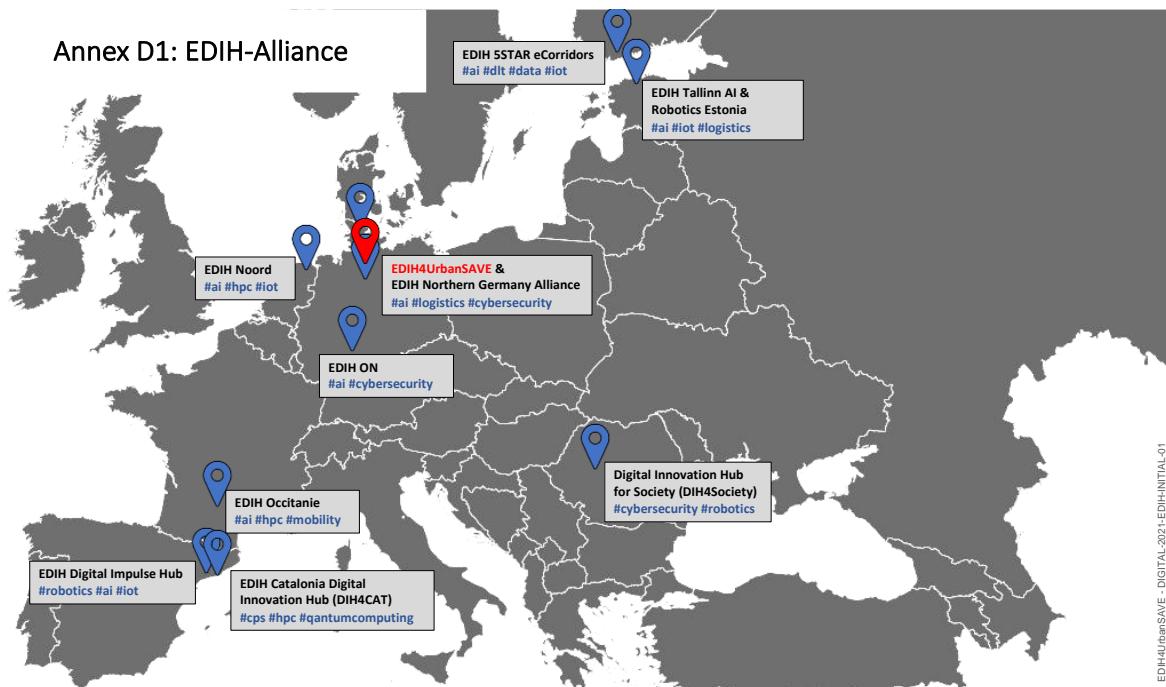
3. Summary

In the context of the EDIH Hamburg project, the Jumpboard Programme plays a significant role in establishing a global infrastructure to facilitate entry into local innovation ecosystems and worldwide hotspots. The programme's success hinges on its ability to address the needs of target groups and overcome the challenges associated with creating agile, effective, and inclusive innovation formats for all stakeholders.

The programme's key initiative involves facilitating curated delegation visits to European innovation hotspots, providing access to matchmaking, best practices, investors, incubators, accelerators, and various business development opportunities. While acknowledging the complexities and challenges of creating an international innovation ecosystem, the document emphasizes the potential benefits, including access to new markets, technologies, and ideas.

The Jumpboard Programme aligns with the broader goal of building an international Digital Community that connects Innovation Ecosystems globally.

Appendix



EDIH4UrbanSAVE - DIGITAL-2021-EDIH-INITIAL-01



EDIH4UrbanSAVE - DIGITAL-2021-EDIH-INITIAL-01

Glossary

Notions defined in this glossary are specific for this document only.

| Notion | Meaning |
|-----------------|--|
| ADCH | AI, Digitisation, Cybersecurity, and HPC |
| AI | Artificial Intelligence |
| ARIC | Artificial Intelligence Center Hamburg |
| B2B | Business to Business |
| COP | Communities of Practice |
| DigiHub | Digital Hub Logistics GmbH |
| EDIH | European Digital Innovation Hub |
| EDIH SH | European Digital Innovation Hub Schleswig-Holstein |
| EDIH4UrbanSA VE | European Digital Innovation Hub for urban interconnected supply and value Ecosystems |
| EEN | Enterprise Europe Network |
| EU | European Union |
| GA | Grant Agreement |
| GII | Global Innovation Index |
| HITeC | Hamburger Informatik Technologie-Center |
| HPC | High-Performance Computing |
| IEN | Innovation Ecosystem and Networking |
| IoT | Internet of Things |
| MDZ | Mittelstand-Digital Zentrum |
| OECD | Organisation for Economic Co-operation and Development |
| PPP | Public Private Partnership |
| PSO | Public Sector Organisation |
| Q&A | Question and answers |
| R&D | Research and Development |
| SDG | Sustainable Development Goal |
| SME | Small and Medium Enterprises |
| UK | United Kingdom |
| UN | United Nations |
| USA | United States of America |