

2007-2013 cooperazione territoriale europea  
programma per la cooperazione  
transfrontaliera  
**Italia-Slovenia**  
evropsko teritorialno sodelovanje  
program čezmejnega sodelovanja  
**Slovenija-Italija**

# TABLE II - Networking and Knowledge Management Platform OUTCOMES

15<sup>th</sup> Monitoring Committee  
Bled, July 14<sup>th</sup>, 2014

Claudio Di Giorgio - INFORMEST



Fondo europeo di sviluppo regionale  
Evropski sklad za regionalni razvoj

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**KNOWLEDGE** and **INNOVATION** are recognized as the key factors for competitiveness of SMEs.

**Knowledge** is an “intangible asset” of strategic importance for companies, as well as the value of brand or the web reputation.

In today’s business, strategic knowledge is often **beyond the reach of a SME**; relevant knowledge is often covered by “information buzz”; knowledge accessible by SMEs often lacks **quality / reliability**.

## KNOWLEDGE AND NETWORKS

**Networks** of SMEs should be like **circuits** in which **knowledge circulates**. Critical mass to obtain high quality services may then be reached easier.

The role of Business Support Organizations (BSOs) may be **crucial**:

- they can be the catalizers of the process;
- they can assure high level services of knowledge management, included platform upgrading;
- may collect user feedback and improve services;
- may sustain cross-border clustering.

## KEY ISSUES

Training of **end users** (SMEs) is fundamental to rise awareness on the strategic value of knowledge; training of **knowledge agents** is important to enhance SMEs capacity of identifying relevant information needs and introduce shared solutions.

Research in technical fields such as ICT, semantic search, business intelligence, big data, etc. should be better addressed to concrete needs of SMEs.

Banks should consider **intangible assets** as a real value to help companies get credit.

## KNOWLEDGE MANAGEMENT SYSTEMS

‘Objects’ from the real world may contain huge amounts of information. The greatest part of this information is **embedded** and destined to disappear over time because it is ‘unstructured’.

Aim of a Knowledge Management System (KMS) is **to transform unstructured information into explicit knowledge**; to render it ‘retrievable’ in an easy and effective way → added value for SMEs

**Tacit knowledge** is also embedded inside SMEs: sharing part of it may lead to a win-win scenario.

## EXAMPLES OF INFORMATION OBJECTS

- Articles from newspapers/magazines
- Corporate Newsletters / bullettins / circulars
- European standards and sectoral norms
- Laws and regulations in Italy and Slovenia
- Grants and tenders open to SMEs
- Sectoral data and statistics / market researches
- Maps (ex. Map of innovation poles in the CB area)
- Matrix of services and competences
- Technology demand/offer
- Training modules for SMEs

## BENEFITS FOR COMPANIES

- **highest competitive potential** deriving from the availability of a knowledge platform managed by above-the-parties business support organizations
- **better working environment** due to involvement of staff in **knowledge acquisition** and management
- **highest rate of cooperation** among SMEs due to networking, platform sharing and co-management
- **money savings** coming from **common services** managed by the platform (data banks, patents, ...)
- **innovation** push / **internationalization** of business

## PROJECT PROPOSAL

A project proposal on these issues within the framework of the ITA-SLO 2014-2020 territorial cooperation programme can hit 3 different pillars:

**Pillar n.3 - Increase competitiveness of SMEs**

**Pillar n. 2 - Improve the use of ICT**

**Pillar n. 1 - Strengthen research and innovation**

Project results from iCON, IP4SMEs, KnowUs, can be capitalized.

Partners are ready to share results and cooperate.

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