

NEWSLETTER | MAY 2020

OPPORTUNITIES ACROSS THE BORDERS ARE STILL OUT THERE!

Dear Reader,

We are happy to introduce several success stories, achievements and good practice examples which will hopefully inspire you to feel more motivated towards growth and new peaks.

If you have any questions, please, do not hesitate to contact us!

GoSmart BSR team

SOME TIPS FOR A BRIGHTER FUTURE

Get ready for business restart, as the borders will open again soon. There is going to be a rising demand for catering, hotel rooms, guest houses and tourist attractions hence people will finally be able to move around. However, processes need to consider new reality – low touch economy – providing safety for both visitors and your staff.

Rethink your products and equipment in line with the latest changes of the consumer demands. Which new products could you introduce in the market?

If your offer has a good price, it is the right time to increase your market share and to introduce yourself to new potential customers abroad.

To avoid challenges of new logistics, use established transportation service providers where appropriate or consider parcel terminals.



If you significantly raised prices for your product or service without a solid reason, it is guaranteed that as soon as the restrictions on movement and emergencies come to an end, customers will disappear. Sooner or later the restrictions will end. You would want to retain customers after the crisis.

Although your existing clients know you well, talk with them on regular basis and ask if their needs have changed. Do not forget to remind them about the new services you have introduced, especially if they can add value to your service or product.

As we are turning towards a low-touch economy, maybe this is the right time for innovation? You could deliver goods, set up equipment or provide services when there are no employees on the site, for example, at night or on weekends. Can you provide the service remotely? Customer preferences have changed already so should your offer.

ADDITIVE TECHNOLOGY DURING A PANDEMIC

When most of the economy is frozen, we are having the opportunity to find out the potential that 3D printing has. Additive manufacturing allows the use of many different materials, such as plastics, metals, ceramics, wood-like materials, and even wax or chocolate. We are observing a spectacular increase of interest in this technology, especially in supporting pandemic-struggling hospitals and security services.

A case from an Italian hospital in Brescia shows how 3D printing helped to solve the problem of the availability of spare parts for respirators. They were produced by Isinnova and FabLab, specializing in 3D printing. On the first day, printed parts were used to save ten patients.

In China, isolators with concrete walls and an area of about 10 square meters were built for ill people using 3D printing.

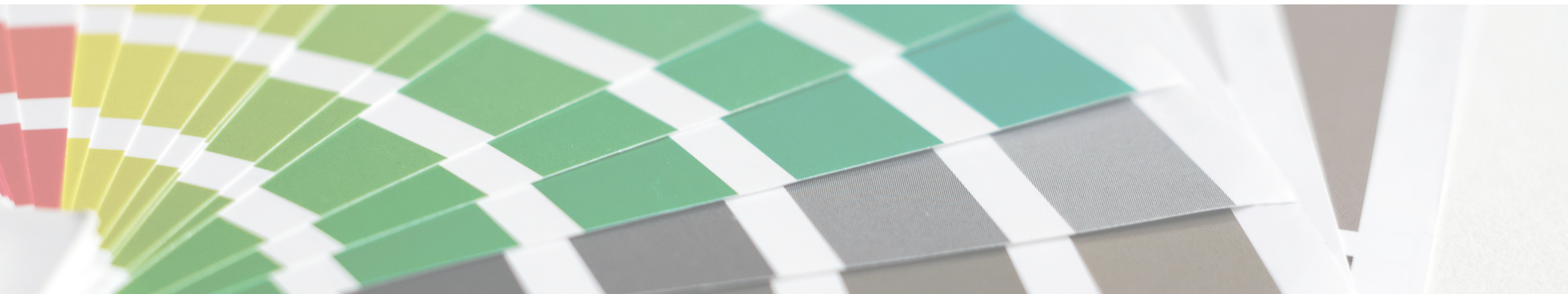
Polish companies from the 3D printing industry are also active in the current COVID-19 situation. The initiative “Printers for Hospitals” was established, under which medical facilities can report specific needs. Within a dozen or so days of starting the project, over 200 institutions placed orders.

The 3D printing industry has an extremely high potential. The wide introduction of 3D printing solutions can bring many benefits in the field of:

- reducing the cost of producing elements with complex geometry;
- reduction of logistics and forwarding costs;
- shorter delivery times for components that are not currently in stock.

Responding to current needs related to the pandemic, Siemens has made available the Additive Manufacturing Network (AMN) portal, which connects designers and suppliers of 3D prints with ones who are willing to order such services to enable efficient production of equipment and spare parts. The necessary components can then be printed using medically certified 3D printers belonging to platform partner companies. The AMN platform is available worldwide.

CLICK HERE FOR MORE INFORMATION
PREPARED BY ŁUKASZ DRAGUN
BIALYSTOK UNIVERSITY OF TECHNOLOGY



RESKILLING TOWARDS DIGITIZATION

For some people crisis poses danger, while for others it provides opportunities. Lithuanian start-up Bitdegree has decided to combine the two and create a solution for people who are affected by the COVID-19 crisis due to the lack of digital skills. The company has released a platform named skaitmenizuokis.lt which allows mentors to reskill the labour force towards a more digital way of doing things.

The initiative is based on the interaction between four major groups: people affected by the crisis, mentors who advise the former on their future career paths, service providers who train these people and, finally, the companies that can contribute either by providing mentors or by letting the trainees to test their newly learned skills in an internship or a traineeship.

Skaitmenizuokis.lt aims at encourage everyone whose working conditions have been affected by COVID-19 and quarantine to find ways to enter the digital society, discover opportunities to work and develop online business or retrain for digital positions with high potential.

THE WORLD OF THE DIGITAL BREAKTHROUGH AFTER COVID-19

The new reality in which we live forces many companies to reorganize the way they conduct their daily activities. Digital technologies came to the rescue. Analysis published by the New York Times shows that since the beginning of the pandemic, companies have recorded an increase in the use of video calls using the Messenger application by 70%, and applications such as Skype, Zoom, WhatsApp and Google Hangouts were downloaded up to 600 000 times during a day.

In the current situation, we also observe an increase in creativity and faster development of technological innovations:

- in China, police use drones with thermal sensors to identify people with fever;
- the IT sector is implementing applications for smartphones worldwide, enabling the control of the behavior of people in quarantine;
- 3D printing is quickly gaining popularity, using its potential for mass production of personal protective equipment for front-line employees.

Changes can be seen in other industries. Polish Institute of Automotive Market Studies SAMAR experts predict that after the pandemic the role of digital channels and e-commerce in the car sales process will increase.

The current digital breakthrough requires companies to quickly adapt to new realities and make the best use of the opportunities available. Change is a chance to gain a better position in the market. The digitized world is associated with global competition, and this is both a huge opportunity and a threat that many local businesses can remove from the surface.

It is anticipated that the pandemic will affect:

- the emergence of a new digital reality in the world — will cause a digital breakthrough;
- work methods and social lifestyles, but the old habits won't disappear completely;
- the role of paper and conventional printing in office administration;
- the number and scope of non-cash transactions and payments using mobile applications;
- the role of remote work in business operations, thanks to which it will be possible to reduce the amount of office space needed.



INNOVATIVE BUSINESS MODEL CHANGE IN CORONA PANDEMIC: PERSONAL CONTACTLESS COURIER SERVICE AND "COOK YOURSELF" PIZZA SET

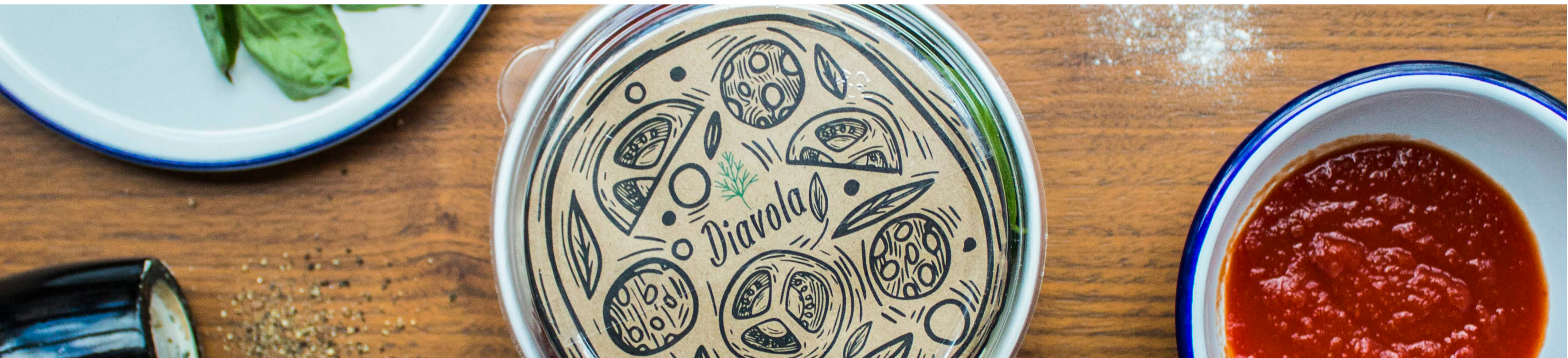
As soon as the corona crisis began, street food restaurant Kolm Tilli had to close its doors to customers. They realized that there is a need for changes. In order to avoid the worst case scenario, the question on how the two biggest problems could be solved arose: how to keep the work for waiters and how to maintain a turnover.

This gave a rise to the idea that Kolm Tilli employees could become couriers and deliver food to customers by themselves. To put a new and useful idea into practice, Kolm Tilli started to cooperate with two Tartu technology companies Voog and Fleet Complete. Voog.com and Fleet Complete co-created the solution that will help each restaurant launch its food delivery service using its existing workforce, avoiding the need for Bolt or Wolt. The solution allows restaurants to accept both orders and payments online and then distribute all orders to couriers as work tasks. Orders come conveniently from the web and go directly to courier phones, which makes the restaurant's work more efficient and faster.



Besides personal contactless courier service, Kolm Tilli came up with another great idea during the corona crisis. As one of the bestsellers in Kolm Tilli is pizza, they started offering "Cook Yourself" pizza kit for home cooking. Set includes high-quality raw materials, Kolm Tilli own handmade pizza dough and a carefully thought-out tutorial by the pizza masters, following the instructions of which you will get the same pizza experience as in the restaurant. Most raw materials come directly from Italy and is of the highest quality. The idea of the pizza set was to create an opportunity for families to cook and spend great time together and offer a delicious food experience.

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PREPARED BY LAURA GREDZENS
VALGA MUNICIPALITY GOVERNMENT

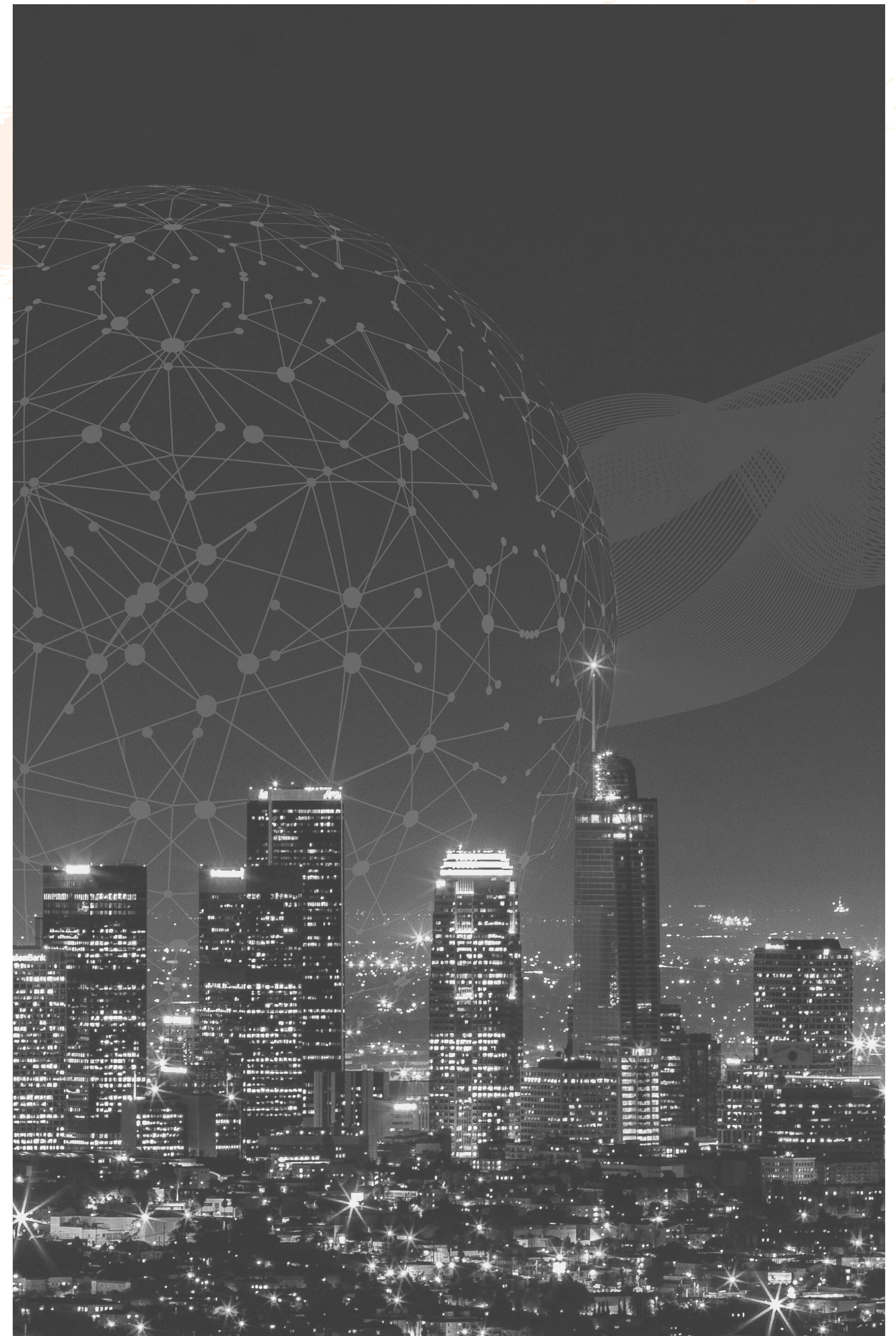


DIGITAL BUSINESS MODELS – THE ANCHOR FOR COMPANIES DURING THE COVID-19 CRISIS

Hamburg, one of the most important ports and trading cities in Europe, is a business location characterised by numerous traditional and international trading companies, as well as a constantly growing number of companies focusing on digital business models, as Dr. Jan Wedemeier, head of the research area "Economy of Cities and Regions" at the Hamburg Institute of International Economics, points out. Perhaps this very contrast between traditional and modern business models will become of further interest in the course of the current COVID-19 crisis.

As **Steven Dehlan**, Innovation Broker in the EU Interreg project GoSmart BSR reports, *"the importance of digital business models in times of crisis becomes especially apparent when digital processes in companies are not, or only slightly, integrated. In times of lockdowns and curfews, companies without digital sales channels or processes are facing major challenges. They are faced with "accomplished facts", so to speak; without digital solutions, it seems challenging to survive in the market. Especially in such extreme cases it is important to emphasize the advantages of integrating digital business models. In everyday working life, digital solutions can simplify processes and make business processes more efficient because there is less need to travel. Furthermore, the integration of digital business processes makes it possible to address new target groups with less effort since new customers can acquire information by a single click. In summary, it can be concluded so far that companies that are already digitally set up have fewer restrictions on their business processes during the crisis and can react agilely to changes in the market conditions."*

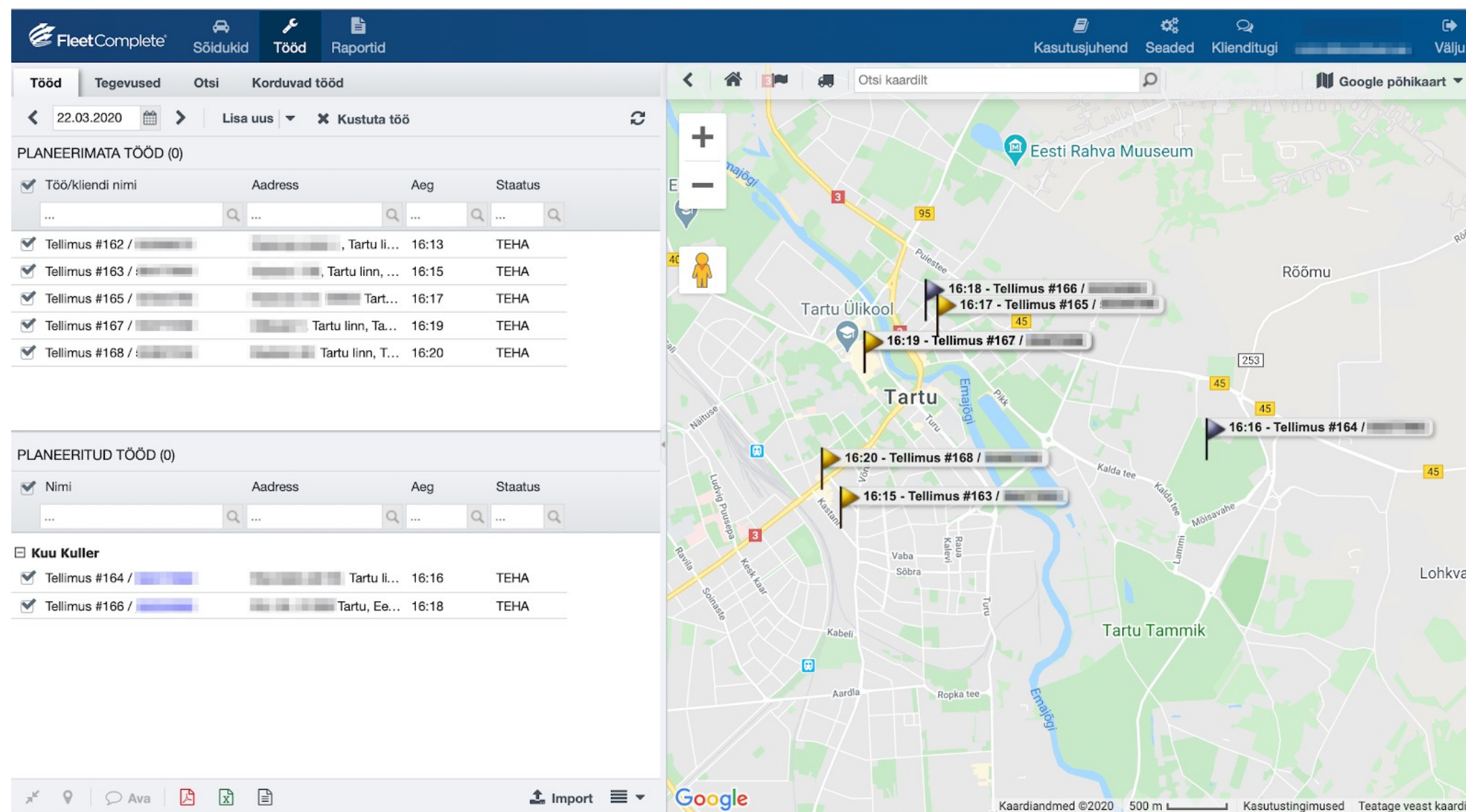
PREPARED BY MELANIE MESLOH
HAMBURG INSTITUTE OF INTERNATIONAL ECONOMICS



ESTONIA STARTS TESTING DIGITAL IMMUNITY PASSPORT FOR WORKPLACES

Estonia has started to test one of the world's first digital immunity passports, created by a team including the founders of global tech startups Transferwise and Bolt, seeking a safer return to workplaces following the coronavirus lockdown. Digital immunity passport is being developed by the non-governmental organisation Back to Work. In addition to technology entrepreneurs, Back to Work includes local medical experts and state officials.

A digital immunity passport collects testing data and enables people to share their immunity status with a third party, like an employer, using a temporary QR-code generated after digital authentication. Radisson hotels and food producer PRFoods are among the first companies that have started to test the passport.



LARGEST VIRTUAL CHOIR LIVE ON TALLINN SONG FESTIVAL GROUNDS



For the first time in history, more than 2500 Estonian choir singers united for a virtual concert on the historic Tallinn Song Festival Grounds on May 17, 2020. This special virtual concert „Spring came differently“ celebrates the end of the coronavirus emergency situation in Estonia. Audience attended the concert from their cars on the festival grounds. The greatest challenge was achieving perfect sync during the live broadcast. The technical heart of the concert was the ultrafast internet connection on the Festival Grounds and the 20 computers behind it. The technical execution also required connecting 14 cameras for the live TV broadcast, various screens on the festival grounds, the online broadcast, 1000 tablets under laulukaar and, of course, the TVs, computers and phones of the singers at home – all in one moment of time, all through mutual effort in order to share a common experience.

INSPIRATIONAL COVID INNOVATION EXAMPLES

NuOrder launches virtual showroom

B2B e-commerce platform Nuorder was first supported by in-person product demonstrations. During the corona pandemic they are launching a virtual showroom service for brands to showcase products via an immersive online experience. It allows consumers to see 360-degree views of products and it has high resolution zoom-in functions for assessing fabric and design details. The firm will also offer its brand and retail partners access to a global photography network to support 360 degree product photography needs.

20 Marriott hotels in India turned to "Mariott on wheels"

During corona pandemic Mariott hotel started to deliver food via food delivery application Swiggy. Swiggy said it will execute "no-contact" deliveries on all pre-paid orders, which involve a driver leaving the food at the doorstep rather than an in-person exchange.

Augmented reality as alternative way for fashion photo shoots

ASOS is turning to the use of augmented reality (AR) technology as an alternative to in-person fashion shoots. Their aim is to give customers a simulated view of models wearing items from the brand while protecting real-life staffers in the process. Using AR technology, ASOS will digitally fit six different models with up to 500 products per week.

Want to know how to get your organisation going again? These are only several inspirations from *hundreds* of COVID-related innovations from around the world.

Visit COVIDINNOVATIONS.COM for more motivational good practice examples.