



Project factsheet - Assessment grid

PROJECT OVERVIEW	
Project Ref. No.	DRP0200025
Project title	Danube Region Programme
Acronym	BrAIIn
Priority axis	1. - A more competitive and smarter Danube Region
SO	1.1 - AdvancedTechnologies
Lead partner	Pannon Business Network Association
Lead partner country	Magyarország (HU)
Lead partner legal status	Public
Project duration	30
Total Interreg Funds	1499992.00
Total Eligible Budget	1874990.00

Project Summary

Common Challenge: Danube Region is formed by a heterogeneous and complex pool of countries and regions with respect to population, geographical size, business and innovation-maturity, and development level. Nonetheless, Danube Region countries also face many common challenges, which can be tackled with the help of well targeted transnational interventions. In the past two decades Danube countries' economies were predominantly working towards integrating themselves into European value chains - mostly automotive and machinery – leading to a re-orientation on cost-efficient-based manufacturing. However, brain drain, ageing, low demographics, among others, resulted in a constant increase in labour costs, thus, decreasing this key advantage for them. The region was further impacted by the transformation of the manufacturing and industrial landscape – with i4.0, automation, digitalization, energy crisis, collapse of international supply chains, disruptive artificial intelligence (AI), all leading to dramatic shifts in the ecosystem. Nonetheless, by consciously managing and exploiting these paradigm shifts , especially in very important sectors such as food industry, health sector (also the manufacturing) and sustainable energy, BrAIIn project can reveal new development opportunities for the Danube countries. This transformation is foreseen under the broader framework of S3 - seen by the EC Regulation 2021/1060 as enabling conditions for financing innovation (PA1) at territorial level. Overall objective: In order to achieve a transformative impact, transnational harmonized support for the uptake of technologies alongside multiple sectorial S3 value chains is essential. At SME level, this can be done by knowledge transfer on new technologies, such as AI and i4.0, and related skills upgrade for their employees. Henceforth, the overall goal of the project is to contribute to the increase of the competitiveness of Danube regional SMEs by familiarizing them with the relevance and potential of AI and equip their employees for i4.0 transition processes and further adapt them to the human-centred i5.0 approach. This goal is to be achieved by capitalization on previously achieved results (e.g., DanubeS3Cluster, SmartFactoryHub, Danube Peer Chains, D-Care, D-CareLabs), training, testing via pilots, and applying novel solutions of AI in i4.0 as mentioned by the EUSDR AI White Paper. The project also aims at supporting developing AI-driven applications to overcome international value chain bottlenecks. Main outputs: Our partners will propose concrete AI solutions to alleviate already identified challenges alongside 3 vertical value chains sectors like manufacturing, agro-food, health-care industry, while accounting for the economic, environmental, and social sustainability. As a result, our partnership will contribute with tangible and sustainable results to bridging AI related gaps in the Danube Region by piloting solutions that can contribute to a more innovative, balanced, and convergent territorial development. Approach taken and the need for

international approach: Individual regions, even countries have struggle to overcome the transformative challenges and gaining new insights. Specialization on local strength, elaborating dedicated pilot initiatives, learning from each other, are all core components of the international approach. The partnership has complementary competencies in certain sectors – agro-food, health-care industry, manufacturing – and in pre-defined domains – green energy, labour force management and supply chain – that characterizes the specific roles each partner can play in the knowledge-transfer process. Additionally, each partner is strongly embedded into the local ecosystem, ensuring the diffusion of the gained knowledge to multiple regional stakeholders and into the policy level. What is new/original in the project: BrAln project is new, original and innovative by proposing work on cutting age topics such as AI and i40/i5.0 skills in specific sectors – agri-food, manufacturing and health, and alongside pre-defined domains: green energy, labour force management and supply chain. BrAlN will implement place based demo-days and pilots, all leading to hands-on transnational knowledge-transfer acting as a validation point for the S3 strategies of the respected geographical areas.

LIST OF PROJECT PARTNERS

No.	Institution name	Country	Total Interreg funds	Total eligible budget
PBN	Pannon Business Network Association	Magyarország (HU)	225800.00	282250.00
ITC	ITC – Innovation Technology Cluster Murska Sobota	Slovenija (SI)	188000.00	235000.00
SEZ	Steinbeis 2i GmbH	Deutschland (DE)	149400.00	186750.00
ICT Cluster	Foundation Cluster Information and Communication Technologies	Bulgaria (BG)	148000.00	185000.00
West RDA	West Regional Development Agency	România (RO)	148000.00	185000.00
PU	PROUNION	Slovensko (SK)	148000.00	185000.00
Biz-Up	Business Upper Austria	Österreich (AT)	144040.00	180050.00
XRI	XR Institute Ltd.	#esko (CZ)	148032.00	185040.00
ETF	University of Belgrade - School of Electrical Engineering	Serbia (RS)	104000.00	130000.00
ODA	Organization for Entrepreneurship Development	Moldova (MD)	49760.00	62200.00
IDSI	Information Society Development Institute	Moldova (MD)	46960.00	58700.00
TOTAL (EUR)			1499992.00	1874990.00

LIST OF ASSOCIATED PARTNERS

No.	Institution name	Country
PBN	Prime Minister's Office	Magyarország (HU)
ITC		Slovenija (SI)
PU	Union of Slovak Clusters	Slovensko (SK)

ICT Cluster	SOFIA TECH PARK JSC	Bulgaria (BG)
SEZ	National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute"	Ukraine (UA)
West RDA	North Regional Development Agency	Moldova (MD)
XRI	Institute of Spa and Balneology	#esko (CZ)
ETF	Science Technology Park Cacak	Serbia (RS)
ETF	Ministry of Science, Technological Development and Innovation of the Republic of Serbia	Serbia (RS)
Biz-Up	PROFACTOR	Österreich (AT)