



Figure 1 Exploring the potential of value-chains for industrial modernisation

Co-leadership

The co-leadership task implies a combination of competences and responsibilities: co-leaders should have competence in the working area of their leadership as well as of coordination. In the case of the value chain working areas, co-leaders must be sufficiently familiar with the demand-led approach, linked to innovation- and excellence-driven demand, and capable of involving needed scientific and market expertise in the process.

Value-chain co-leaders are expected to implement the process introduced in. Outputs of this task:

- [1]. A time and action plan
- [2]. Convocation of the value chain group, confirmation of the process and results to be reached
- [3]. Commercial complementarities: commercial complementarities' potential and possible initiatives, e.g. exports / imports, sub-contracting, access to new distribution networks.... .
- [4]. Industrial modernisation activities
 - 4.1 Contextual analysis: awareness raising of innovation- and excellence- driven dimensions of the selected value chain; sessions organised by co-leaders with the support of innovation and excellence experts. Value chain partners and their relevant stakeholders (businesses, research, education, innovation intermediaries) are expected to attend. Other BERRY+ partners and their relevant stakeholders are welcome to attend.
 - 4.2 Regional positioning: confirmation of regional strengths & potential in reference to the contextual analysis.
 - 4.3 Value chain analysis: analysis of selected value chain localisation in a region, in reference to the contextual analysis and regional potential. This might refer to segments relating to design, production, skills, innovation, excellence, innovation system, and market dimensions.
 - 4.4 Identification of complementarities (value chains' near shoring) among the regions based on the value chain analysis.
 - 4.5 Identification of in-shoring (what segments of the value chain can be developed/reinforced locally) possibilities for each one of the regions.
 - 4.6 Identification of re-shoring (what segments of the value chain can be re-localised) possibilities for each one of the regions.
 - 4.7 Generation of initiatives and projects (regional, national, and interregional)
- [5]. Reporting per semester