

20737-D07 EIT Hub Israel Innovation Digital Manual

[Cross-KIC Common Outreach #20737]

EIT Health

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Executive Summary

EIT Hub Israel adapted to the new business environment emerged by COVID-19 and continued to function highly while providing value and opportunities without a standstill. For this, the hub partnered with leading experts to curate the best digital tools and resources available. The next step came naturally, to share the insights and tools to the wider European Innovation Community.

During 2020 the hub offered a wide array of digital tools and tricks to different stakeholders- government, industry, RIS, academia, ecosystem managers, startups and KIC staff.

The EIT Hub Israel Innovation Digital Manual is a compilation of roadmaps, models, and manuals designed by the Hub to help guide, inspire, and facilitate access to the various platforms and tools, know-how and hacks available today. Each material was carefully designed with the most updated information, based on research and expertise from top-tier ecosystem and digital experts. The tools aimed to support the business continuation of the global innovation ecosystem.

The following deliverable will present 3 digital products:

- 1) The Online Tools Navigator
- 2) The New Online World Bank Ecosystem Model
- 3) The Golden Roles for Online & Offline events during COVID

Online Tools Navigator

With the onset of the new digital and virtual era, meetings, and events throughout the world had to be adapted to on-line, and working from home replaced going to the office. But with so many options out there, it can be confusing and overwhelming for people to find exactly what tools they need to excel. The Online Tools Navigator is an interactive roadmap into various on-line tools, platforms and apps available currently, divided by specific needs. Each icon is clickable and takes the viewer onto the specific webpage for each product, where they can find more detailed information. The navigator is divided into five categories, Time Management, Organizational Knowledge, Teamwork, Education & Events, and Community.

[The Navigator](https://www.linkedin.com/posts/activity-6672761184086740992-hLVD) offers a wide variety of tools, with a different range of prices, user experience, and integration possibilities with other platforms. It is verified by digital experts, with two editions incorporating feedback, and tailored to the EIT Innovation pillars. It was the Hub’s post with the largest share on LinkedIn ever (<https://www.linkedin.com/posts/activity-6672761184086740992-hLVD>).

Online Tools Navigator Categories

As mentioned, the Online Tools Navigator is divided into five categories, and 16 subcategories within those. They are as follows:

Time Management	Organizational Knowledge	Teamwork	Education and Events	Community
Scheduling	Cloud	Brainstorming	Registration Management	Community Management
To-Do Lists	Newsletters	Team Management	Audience Interaction	Matchmaking
	Data Collection	Video Chat	Event Platform	
	DIY Graphic Design	Chat	Broadcast	

The New Online World Bank Ecosystem Model

During the COVID-19 pandemic, and the onset of the new virtual, work-from-home era, EIT Hub Israel recognized that innovation managers world-wide were struggling to effectively support their start-ups and innovation ecosystems. The gathering and traveling restrictions and economic instability, imposed immense challenges in connectivity and efficiency of innovation ecosystems. The original world bank model, the leading theoretical framework for enhancing Innovation Ecosystems, comprises five categories: People, Economic Assets, Infrastructure, Enabling Environment, and Networking Assets. The new reality represented by the world pandemic, made this classical model outdated in many ways, and the need for a new one arose.

The hub adapted the Connect & Experience program that was supposed to take place physically in Israel, to an online 4 session training supporting innovation managers. Together with 26 European Innovation Managers, the EIT Hub Israel aimed to create a new digital layer for the world bank model, complete with an on-line toolbox, and the unique contribution of diverse and inspiring Israeli speakers. The aim of the model is to support the shift in work plans, ecosystem management, boosting startups and giving professional advantage to the participants. The 26 participants contributed from their experience and creativity, finding answers to the question at bay: “what challenges and opportunities does the digital era present?”.

The final result was the [NEW world bank ecosystem model](#), with a digital layer for each of the traditional categories. The model was shared as an open source to the wider innovation global community and drew high attention from journalists, ecosystem managers from all over the world, and the wider public.

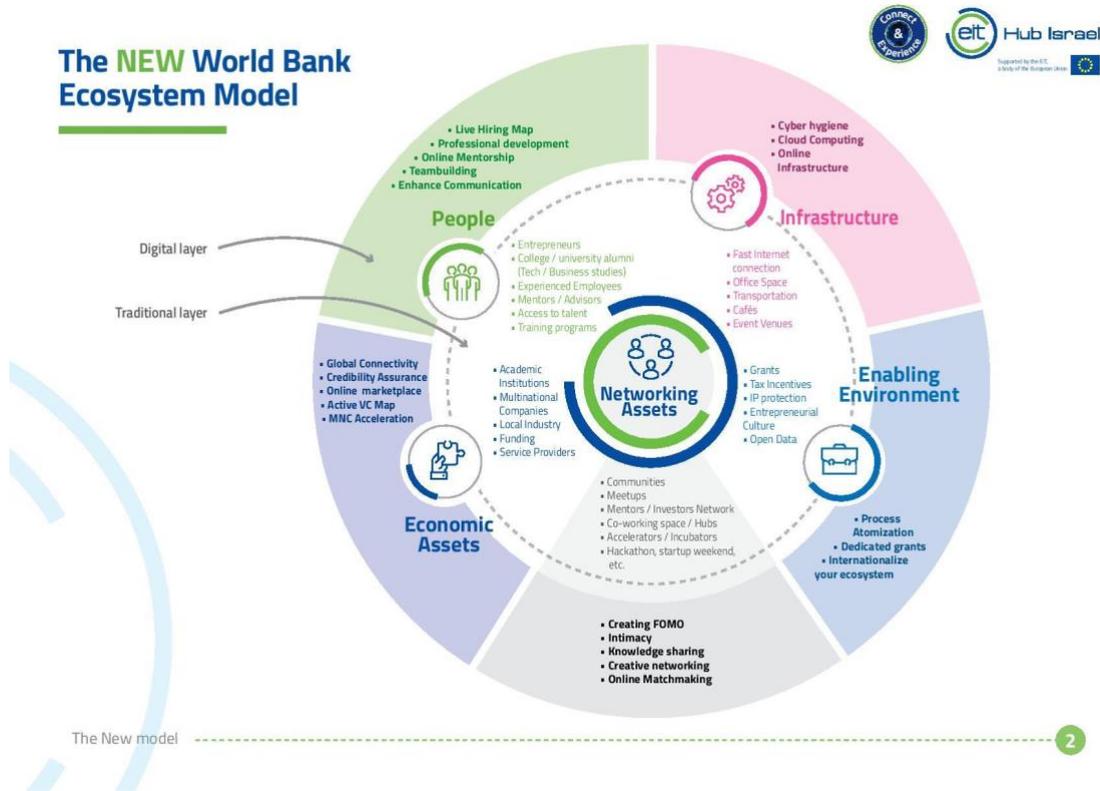
The New Online World Bank Ecosystem Model Categories

The new digital layer to the World Bank ecosystem model comprises five categories, each with their own new segments. They are:

People	Economic Assets	Infrastructure	Enabling Environment	Networking Assets
Live Hiring Map	Global Connectivity	Cyber Hygiene	Process Automation	Creating FOMO
Professional Development	Credibility Assurance	Cloud Computing	Dedicated Grants	Intimacy
Online Mentorship	Online Marketplace	On-Line Infrastructure	Internationalize Your Ecosystem	Knowledge Sharing
Teambuilding	Active VC Map			Creative Networking
Enhance Communication	MNC Acceleration			Online Matchmaking

Each category of the new layer was elaborated based on 1) How does this category contribute to the growth and sustainability of innovation ecosystems? and 2) What opportunities can digital transformation present in terms of this category?

The NEW World Bank Ecosystem Model



The EIT Hub Israel Golden Rules for Online Events

With the onset of the COVID-19 pandemic, the disruption of the economy, and the restrictions on travelling and gathering all over the world, the need for sudden virtual adaptations on the way we work, have meetings, and host events arose. The EIT Hub Israel was no stranger to this, having to quickly reconsider alternatives to face-to-face programmes, and how to provide new online value.

This was first put to the test in March, when Israel imposed its first lockdown, right around the time the Hub had planned Connect & Experience. The programme originally involves hosting a delegation of European Ecosystem Managers in Israel for an ecosystem immersion visit. Due to the circumstances, the Hub needed to act fast, and an online alternative was put into place. Realizing a growing demand for resources and skills to work remotely, combat Corona and secure innovation and business continuity, the Hub introduced a series of webinars called “Hacking the Coronavirus”. This would be the first in a series of successful on-line programmes hosted by the Hub throughout 2020, which included a Hackathon Masterclass, providing European and Israeli innovation leaders with tools to lead their online events, and the workshop “Manage your digital ecosystem”, focusing on adjusting resources and skills to digital ecosystem development.

The EIT Hub’s rapid efforts in creating and adapting, relevant, engaging and impactful events in the COVID-19 scenario, have taught the following golden rules for anyone looking to do the same:

1. **Focus on participant’s journey, from beginning to end** – timing of the event, will the participants need to do extra work on their own, what networking opportunities will be offered, what new tools will be introduced
2. **Keep a personal approach and maintain high energy** - ensure that your participants are engaged and interested, talk directly to them, ask them questions throughout the session
3. **Recap after each session, rethink on the things that went well and what can be changed for the next session** – frame your content, keep things flexible, be prepared for unexpected circumstances

4. **Prepare your speakers** – speaking on-line is very different from speaking in person, key-notes should be kept shorter, speeches should be pre-recorded when possible, speakers should be prepared for possible sound or image mishaps
5. **Learn from your process** – understand from attendees and speakers what worked and what did not work, gather their opinions and suggestions from exit surveys and personal interviews

The EIT Hub Israel Golden Rules for In-Person Events During Covid-19

After some of the restrictions in Israel were lifted, and the new government guidelines were released to the public, the Hub realized it was a proper time and setting to host its first, corona-proof in-person event of 2020. Mission Innovation is the hub's program for local European diplomats based in Israel, which took place physically in September of 2020. The hub easily filled the 10 limit seats (due to the COVID restrictions) and invited over 32 top-tier Israeli speakers to address the delegation.

The local ecosystem was inspired by the determination of the hub to execute the first in-person event despite the uncertainty and higher costs to maintain social distancing. Vendors, speakers and participants alike were heart lifted and refreshed by the much yearned for interactions which led to a stronger and more impactful result.

After the event's successful completion, the Hub compiled all of the rules, tricks and hacks that helped ensure the event was safe and meaningful to all who participated. This manual can hopefully serve as a base for anyone looking to host in-person events during this time

The manual consists of 6 "Golden Rules" that were fundamental for the Mission Innovation's success:

1. **Make sure you are following and keeping to the restrictions of the guidelines** – based on the local government's regulations and guidelines ("Hataav Hasagol" in Israel), keeping to the rules at all times allows participants and speakers to gain trust in the event and ensures every person involved is safe at an individual and group level. In this case, masks, safe distance between people, and limiting the number of individuals in a room at once, were requirements throughout the bootcamp's duration
2. **Be outside whenever possible throughout the event** – In order to create interest in the program and change the atmosphere to maintain concentration and

alertness, it is advisable to use open and ventilated spaces (while still maintaining a social distance from each other). Thus, one can enjoy the fresh air and guarantee the health of the participants.

3. **Build your agenda under conditions of uncertainty** – Planning a physical event during these times is a risk. Don't panic when something is not going as planned, make sure you set your speakers' and participants' expectations ahead. Ask your speakers to recommend a backup, in case they will have to be quarantined. Be prepared to broadcast live the activities for participants who have entered quarantine (hybrid activities).
4. **Make sure to focus on the unique values that a physical event can offer (that an online can't)** – Having a physical event means you can diversify locations, cities, and focus on cultural immersion and networking. When you are in a unique place, make sure in advance that the places you visit comply with the MOH guidelines – for example, that a restaurant food that comes in personal plates, etc.
5. **Foster 2 way-street conversations and not lectures** – The main obstacle of online activities is that it's hard to develop deep conversation – make a strategic plan where the online conversation is in the form of a Q&A session and less of a one-sided monologue. Make sure the speakers that connect online are displayed on a large screen, have no background noises in their household or yours, you can hear them well, and both sides have a stable internet connection. Check all of the above about half an hour before the session begins.
6. **Do not expect profitability, expect Impact and Branding** – This is your chance to create buzz and inspiration. Physical events are expensive, especially if you are focusing on a smaller group and larger spaces to meet the restrictions.

Annex:

Off-line Tools Article - <https://eithealth.eu/mission-innovation/>

On-line Tools Article - <https://eithealth.eu/news-article/importing-digital-chutzpah-in-times-of-covid-19/>

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