

SustainX

Implementation plan for selected regions

T5.5 – Scaling the One-Stop-Shop localisation support for SMEs



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WP5 – Marketing & Project Management

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Executive Summary

This document presents the implementation plan for activating the SustainX One Stop Shop scaling process in selected regions during the final project phase. It has been developed under **Task T5.5 – Scaling the One-Stop-Shop localisation support for SMEs** and builds on the SustainX OSS concept developed in WP3/D3.4, as well as on the TUIASI-DIZ OSS concept materials.

The purpose of this document is to translate the SustainX One Stop Shop model into a practical implementation framework that can be used by partners and regional actors to organise local scaling activities. It provides guidance on how selected regions can establish access points for SMEs, organise intake and diagnosis processes, connect companies to relevant support services and collect evidence for reporting and follow-up.

The implementation plan is based on the core operating logic of the SustainX OSS: a two-track model serving both SustainX-aligned SMEs and wider regional SMEs, six service pillars covering funding, R&D, regulatory support, market access, digital/AI readiness and capacity building, and a common SME journey from intake to follow-up. The aim is not to replicate the institutional structure of the original OSS exactly, but to adapt its working method to the needs, capacities and maturity of each regional ecosystem.

The document proposes a realistic and flexible implementation approach. Regions may start with a simple regional access point or satellite model and gradually evolve towards a more structured replicated OSS node. This allows partners with different levels of capacity to participate in the scaling process, while maintaining a shared quality framework and common implementation logic. The plan also sets out the minimum actions required for implementation, including the nomination of a local contact point, use of standard intake tools, service matching, co-delivery with relevant experts and follow-up of SME results.

A region-by-region implementation template is included to help partners define their lead actors, confirmed partners, target SME groups, priority services, pilot activities and evidence requirements. The implementation steps further guide partners through the practical sequence of selecting regional actors, preparing OSS materials, promoting the support opportunity, running pilot activities, completing SME intake, delivering referrals and collecting monitoring data.

The minimum pilot activity package ensures that each selected region tests the SustainX OSS model through a concrete activity such as a workshop, clinic, diagnosis day or matchmaking session. Each pilot should include an OSS presentation, SME

needs collection, a thematic support component, referral and follow-up actions, and proper documentation. This ensures that the scaling process produces both practical value for SMEs and reliable evidence for project reporting.

Overall, this implementation plan supports the transition from concept to action. It helps SustainX partners move beyond planning and stakeholder mapping by providing a structured, adaptable and evidence-based approach for implementing the OSS model in selected regions during the M19–M24 scaling phase.

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1. SUSTAINX REGIONAL REPLICATION PLANNING FRAMEWORK

A. INTRODUCTION

This document is prepared under **Task T5.5 – Scaling the One-Stop-Shop localisation support for SMEs** and supports the implementation of the SustainX scaling process in selected regions. It is designed as a practical working document for partner alignment, reporting and implementation follow-up during the final project scaling phase, covering the period **M19–M24**.

The document helps SustainX partners translate the One Stop Shop model into concrete regional activities, by clarifying the implementation approach, responsibilities, expected outputs and evidence to be collected. It should be used as a coordination and monitoring tool to ensure that the scaling process is implemented consistently across selected regions, while allowing each partner to adapt the approach to its own regional ecosystem and SME support context.

B. RECOMMENDED IMPLEMENTATION MODEL

This section presents the recommended model for implementing the scaled OSS in selected regions. It identifies the minimum actions that should be taken by each region in order to activate a functional access route for SMEs, while also presenting more advanced options for regions with higher institutional capacity or stronger partner networks.

The table below distinguishes between the essential implementation components and possible advanced developments. It covers the regional access point, SME intake, service matching, co-delivery and follow-up process. This structure allows partners to start with a realistic and manageable implementation approach, while keeping open the possibility of developing more mature OSS functions over time.

Implementation component	Minimum action	Optional advanced action
Regional access point	Nominate one local organisation as the main OSS contact point for SMEs.	Formalise it as a satellite access point or future replicated OSS node.
SME intake	Use a standard intake form and 1-2 hour diagnosis session.	Integrate the intake into a digital portal or partner CRM.

Service matching	Route each SME to the most relevant OSS pillar.	Develop a written service plan with milestones and expert assignments.
Co-delivery	Use DIZ/TUIASI support for complex funding, R&D or regulatory questions.	Create a shared expert pool across SustainX countries.
Follow-up	Track results after the support action.	Use outcome data for policy recommendations and long-term OSS improvement.

C. REGION-BY-REGION IMPLEMENTATION TEMPLATE

This section provides a practical template for planning the implementation process in each selected region. It helps partners identify the regional lead actor, confirmed partners, target SME groups, priority services, planned pilot activity and required evidence. The purpose of the template is to make the scaling process concrete and comparable across countries, while still allowing each region to adapt the OSS model to its specific ecosystem and SME needs.

The table below should be completed by each region as a working implementation plan. It can also be used for partner coordination, progress monitoring and reporting. By filling in the template, partners can clarify who is responsible, which SMEs will be targeted, which OSS services will be prioritised and what evidence will be collected to demonstrate implementation results.

Region/country	Lead actor	Confirmed partners	Target SME group	Priority services	Pilot activity	Evidence
Romania	DIZ/TUIASI	[Associations, clusters, EDIH, chambers]	SustainX SMEs and wider regional SMEs	Funding scan, R&D access, regulatory clinic, digital readiness	OSS scaling session / clinic / intake day	Agenda, attendance, intake forms, referral log

Spain			SMEs linked to regional sustainability and innovation priorities	Market access, funding, capacity building		
Greece			SMEs linked to relevant value chains	Funding, regulatory, market access		
Latvia			SMEs and innovation ecosystem actors	Digital/AI readiness, funding, skills		
Bulgaria			SMEs and regional stakeholders	Consortium building, market access, capacity building		

D. IMPLEMENTATION STEPS

This section outlines the main steps required to implement the scaled OSS model in selected regions. The steps guide partners from the selection of regional access points and preparation of materials to SME outreach, pilot activities, service matching, follow-up support and collection of monitoring data. The sequence is designed to help partners organise implementation in a structured way during the M19–M24 scaling phase.

The table below presents the implementation steps together with the responsible actors, indicative timing and expected outputs. It should be used as a practical coordination tool, helping partners track progress and ensure that all necessary activities are completed before the end of the project period. The steps may be

adapted to the local context, but the overall logic of preparation, outreach, delivery, follow-up and evaluation should be maintained.

Step	Action	Responsible	Timing	Output
1	Select region and confirm local partner(s) that will act as outreach or access point.	DIZ/TUIASI + regional partner	M20-M21	Confirmed regional partner role
2	Prepare a simplified OSS information package for SMEs.	DIZ/TUIASI	M21	Short presentation, service flyer, intake form
3	Promote the OSS support opportunity through associations/clusters and partner channels.	Regional partner	M21-M22	Invitation, posts, newsletter evidence
4	Run pilot activity: workshop, clinic, diagnosis day or matchmaking session.	Regional partner + OSS team	M22-M23	Attendance list, photos/screenshot s, activity report
5	Complete SME intake and match SMEs to OSS service pillars.	OSS navigator / local contact	M22-M23	SME needs summary and support plan
6	Deliver follow-up support or referrals.	OSS team + expert network	M23-M24	Referral log, support actions, next steps
7	Collect monitoring data and lessons learned.	WP5 coordination	M24	Evaluation note and continuation recommendations

E. MINIMUM PILOT ACTIVITY PACKAGE

This section defines the minimum package of activities that should be included in each regional pilot action. The purpose is to ensure that every selected region tests the OSS model in a practical way and generates comparable evidence for reporting and learning. The pilot activity may take the form of a workshop, clinic, diagnosis day,

matchmaking session or other relevant format, depending on the local ecosystem and SME needs.

The table below presents the core components of the minimum pilot package. It includes the OSS presentation, SME needs collection, thematic support session, referral and follow-up process, and evidence collection. These elements ensure that the pilot activity does not remain only an awareness event, but also creates a structured pathway for identifying SME needs and connecting companies to relevant support services.

Component	Description
Opening and OSS presentation	Explain the OSS purpose, six service pillars, SME journey and post-project continuation logic.
SME needs collection	Use a short diagnostic form to capture funding needs, TRL, regulatory gaps, market access interests and digital/AI readiness.
Thematic support session	Choose one theme with high regional relevance: funding, regulatory compliance, digital/AI readiness, market access or R&D validation.
Referral and follow-up	Assign each interested SME to a next step: funding scan, expert call, partner referral, clinic registration or consortium discussion.
Evidence collection	Collect agenda, attendance, screenshots/photos, communication evidence, SME needs summary and follow-up log.

F. DOCUMENTATION CHECKLIST FOR REPORTING

This section provides a checklist of the main evidence items that should be collected for each regional implementation activity. The checklist supports consistent reporting across regions and helps partners document the scaling process in a clear and verifiable way. It also ensures that activities are not only implemented, but properly recorded for project monitoring, evaluation and future replication.

The table below should be used by partners before, during and after each pilot activity to verify that all necessary documentation has been prepared and stored. The evidence may include agendas, invitations, dissemination materials, attendance lists, presentations, photos or screenshots, SME needs summaries, referral logs and

short activity reports. Collecting this information from the beginning will make reporting easier and will provide a stronger basis for assessing the impact and continuation potential of the scaled OSS model.

Evidence item	Status
Agenda and concept note for each activity	[]
Invitation and dissemination evidence	[]
Attendance list or participant registration export	[]
Presentation or materials used	[]
Photos/screenshots	[]
SME intake/needs summary	[]
Referral/support log	[]
Short activity report and conclusions	[]

2. REGIONAL IMPLEMENTATION PLAYBOOK FOR SUSTAINX OSS REPLICATION

A. INTRODUCTION

This document is developed under **Task T5.5 – Scaling the One-Stop-Shop localisation support for SMEs** and provides a practical implementation plan for selected regions interested in putting the SustainX One Stop Shop replication roadmap into action. It is designed to support SustainX partners and regional organisations in moving from strategic planning to concrete implementation, by offering step-by-step guidance, practical templates, evidence requirements and recommendations for adapting the model to local ecosystem conditions.

The implementation plan is intended for regional associations, clusters, European Digital Innovation Hubs, universities, research and technology organisations, chambers of commerce and other innovation intermediaries that aim to replicate or adapt the SustainX One Stop Shop model. It explains how the dual-track SME support approach, the six service pillars and the common SME journey can be translated into regional activities, partnerships and support services.

Rather than presenting a fixed model, the document should be used as a flexible working tool. Each region is encouraged to follow the proposed implementation steps, complete the relevant templates, collect supporting evidence and adjust the approach according to the needs, capacities and maturity of its own innovation ecosystem. In this way, the SustainX One Stop Shop can be replicated in a coherent

manner while remaining responsive to local SME needs and regional development priorities.

B. THE SUSTAINX OSS MODEL TO BE REPLICATED

The SustainX One Stop Shop (OSS) is a permanent innovation support hub designed to help SMEs move from an idea or business need to concrete innovation, funding, R&D, regulatory, market and capacity-building support. The replication objective is not to copy the institutional form exactly, but to reproduce the operating logic in another regional ecosystem.

Replication principle: keep the core method identical, but adapt the actors, services and financing to the regional context.

The table below summarises the core elements of the SustainX One Stop Shop model and explains how they can be transferred to another regional context. It presents the main features of the original SustainX approach, including its institutional anchor, dual-track operating model, service pillars, SME journey and sustainability logic. For each element, the table also provides practical guidance on what a replicating organisation should preserve and adapt when setting up a local or interregional OSS.

Core element	What SustainX did	What a replicating organisation should do
Institutional anchor	The OSS is anchored by TUIASI, with DIZ as ecosystem and SME-support partner.	Select one organisation responsible for coordination, quality, data collection and continuity.
Dual operating track	A SustainX-aligned track supports mapped SMEs; an open track serves wider regional SMEs.	Keep one track for project/prioritised SMEs and one open track for any SME that needs support.
Six service pillars	Funding, R&D, regulatory, market access, digital/AI and skills services are organised as a single catalogue.	Map which local actors can deliver each pillar and start with the pillars where capacity already exists.
SME journey	All SMEs pass through intake, diagnosis, service matching, active support, network integration and follow-up.	Use one common intake form and one case-management workflow for all SMEs.
Sustainability logic	Project funding supports setup; open-track services, institutional support and	Create a realistic continuation model before the end of the project period.

Core element	What SustainX did	What a replicating organisation should do
	partnerships support continuation.	

C. MINIMUM REPLICATION PACKAGE

The following table defines the minimum elements that should be in place for a region or organisation to start replicating the SustainX OSS model. It identifies the basic operational components required for implementation, such as coordination, partner involvement, service offer, SME intake, referral mechanisms and monitoring. The table also indicates the type of evidence that should be collected to demonstrate that each component has been properly prepared and implemented.

Component	Minimum requirement for replication	Evidence to keep
Coordinator	Named lead organisation and one named operational contact.	Decision note, email confirmation or signed cooperation note.
Partner pool	Associations, clusters, EDIHs, universities/RTOs, chambers, regulatory experts and funding experts identified.	Stakeholder map and contact log.
Service offer	Simple catalogue based on the six SustainX pillars, even if only 2–3 pillars are active at launch.	Service catalogue, flyer or webpage.
SME intake route	One channel where SMEs can request support and receive an initial diagnosis.	Intake form, list of SMEs supported, anonymised case notes.
Referral mechanism	Process for connecting SMEs to the right expert, lab, programme, partner or funding opportunity.	Referral log and follow-up status.
Monitoring system	KPIs, feedback form and lessons-learned process.	KPI dashboard, feedback summaries, final evaluation notes.

D. PURPOSE OF THE IMPLEMENTATION PLAYBOOK

This document is for the team that has already mapped stakeholders and agreed a replication roadmap. It explains what to do when implementation starts: how to organise the local OSS, how to receive SMEs, how to deliver services, how to coordinate partners and how to collect evidence.

E. IMPLEMENTATION MODEL: SATELLITE FIRST, FULL NODE LATER

The following table defines the minimum elements that should be in place for a region or organisation to start replicating the SustainX OSS model. It identifies the basic operational components required for implementation, such as coordination, partner involvement, service offer, SME intake, referral mechanisms and monitoring. The table also indicates the type of evidence that should be collected to demonstrate that each component has been properly prepared and implemented.

Implementation option	What it means	When to choose it	Minimum requirements
Satellite access point	A partner acts as an entry point that explains the OSS, collects SME needs and refers SMEs to the coordinator or relevant experts.	Use when the partner has SME reach but limited service delivery capacity.	Named contact, referral form, basic OSS presentation.
Regional service package	A region launches a small set of services, usually funding, digital/AI, regulatory or skills, with local partners.	Use when several actors can deliver at least 2-3 pillars.	Service catalogue, intake process, delivery partners, KPI tracking.
Replicated OSS node	A region operates a structured OSS with governance, multiple pillars, case management and continuation model.	Use when there is a strong institutional anchor and service capacity.	Coordinator, navigator, service leads, partner agreements, monitoring and sustainability model.

F. IMPLEMENTATION SEQUENCE

This section presents the recommended sequence of actions for launching and operating the regional SustainX OSS implementation. The steps are designed to guide the local team from internal preparation to SME outreach, service delivery,

monitoring and review. By following this sequence, each region can ensure that roles are clearly assigned, the service offer is defined, SMEs have a simple access route, and all implementation activities are properly documented and assessed. The sequence should be applied flexibly, allowing regions to adapt the timing and level of detail according to their available capacity and ecosystem maturity.

- Nominate the local implementation team: coordinator, SME navigator, service leads and monitoring responsible.
- Confirm the selected implementation option: satellite, regional service package or replicated node.
- Prepare a one-page service offer that explains who can receive support, which services are available and how SMEs can apply.
- Set up the SME intake route using a simple form and a shared case log.
- Train the partners on the SustainX OSS journey: intake, diagnosis, service matching, active support, network integration and follow-up.
- Launch an outreach activity with associations/clusters and invite SMEs to request support.
- Deliver support to SMEs through the selected service pillars.
- Track all outputs, outcomes, feedback and lessons learned.
- Hold a review meeting and decide what should continue, change or scale further.

G. SME'S JOURNEY IMPLEMENTATION TEMPLATE

The following table translates the SustainX SME journey into practical implementation steps. It shows what the SME experiences at each stage, what the implementation team needs to do, and what evidence should be collected for monitoring and reporting purposes. This template helps ensure that all SMEs receive support through a consistent process, from intake and diagnosis to service matching, active support, network integration and follow-up.

Step	What the SME experiences	What the implementation team does	Evidence
1. Intake	The SME submits a request or is referred by a partner.	Navigator records company profile, need, sector, TRL/readiness and contact details.	Intake form, consent/data note.
2. Diagnosis	The SME discusses needs during a short session.	Navigator identifies gaps: funding, R&D, regulatory, market, digital/AI, skills.	Diagnosis notes.

3. Service matching	The SME receives a proposed support route.	Team assigns service pillar, expert and next step.	Service plan.
4. Active support	The SME receives a service or referral.	Experts deliver scan, clinic, lab referral, training, matchmaking or advisory.	Delivery notes, reports, attendance.
5. Network integration	The SME is connected to partners, calls, labs, value chains or market contacts.	Coordinator follows up on referrals and cooperation opportunities.	Referral log.
6. Follow-up	The SME confirms outcome and satisfaction.	Monitoring responsible records outputs, outcomes and feedback.	Feedback form, KPI update.

H. EXAMPLE PILOT ACTIVITIES THAT REPLICATE SUSTAINX

The table below provides examples of pilot activities that regions can organise to test and operationalise the SustainX OSS model. Each activity is linked to a specific SustainX element, such as SME outreach, funding support, regulatory guidance, R&D matchmaking, digital readiness or consortium building. The table also explains how each activity can be implemented and what evidence should be kept to document results and support future replication.

Pilot activity	Replicates which SustainX element	How to implement	Recommended evidence
OSS awareness and needs session	SME outreach and diagnosis	Organise a 60–90 minute session with an association or cluster. Present the six pillars and collect SME needs.	Agenda, attendance list, needs summary.
Funding landscape scan clinic	EU funding and proposal support pillar	Offer short 1:1 sessions and provide each SME with 3–5 relevant funding options.	Intake forms, scan notes, follow-up list.
Regulatory compliance clinic	Regulatory/certification pillar	Invite an expert to discuss common obligations such as GDPR, AI Act, NIS2 or sector standards.	Agenda, materials, participant feedback.

R&D matchmaking session	Technology readiness and lab access pillar	Match SMEs with university/RTO researchers or labs for TRL discussion and validation needs.	Meeting notes, referral log.
Digital/AI readiness mini-audit	Digital transformation and AI readiness pillar	Use a checklist to assess AI/data/digital maturity and recommend next steps.	Completed checklists, action plans.
Consortium-building workshop	SustainX value-chain and cross-border cooperation model	Bring SMEs and ecosystem actors together around project ideas, funding calls or value chains.	Partner profiles, project ideas, next-step actions.

I. REGIONAL IMPLEMENTATION WORKPLAN TEMPLATE

The following table can be used as a practical workplan for organising the regional implementation process. It helps the local team assign responsibilities, set deadlines, define expected outputs and monitor progress. By completing this template, each region can move from general planning to concrete action and ensure that implementation tasks are clearly distributed among the relevant partners.

Action	Responsible	Deadline	Output/evidence	Status
Confirm local coordinator and navigator	Name	Date	Coordination note	[Not started/In progress/Done]
Validate service pillars to launch	Name	Date	Service catalogue	
Prepare intake form and case log	Name	Date	Intake form + log	
Contact associations/clusters for outreach	Name	Date	Contact log	
Deliver first SME outreach activity	Name	Date	Agenda, attendance, screenshots/photos	

Deliver 1:1 or group support to SMEs	Name	Date	Service delivery notes	
Collect feedback and KPIs	Name	Date	KPI dashboard, feedback summary	
Hold lessons-learned and continuation meeting	Name	Date	Minutes and continuation actions	

J. PRACTICAL TOOLS TO PREPARE BEFORE LAUNCH

Before launching the regional OSS implementation, each region should prepare a small set of practical tools that will support coordination, SME intake, service delivery, partner referrals and evidence collection. These tools ensure that the OSS is not only presented as a concept, but can function as an operational support mechanism from the first interaction with SMEs. They also help the implementation team work in a consistent way, document activities properly and collect the information needed for monitoring, reporting and future improvement.

- One-page OSS flyer explaining the purpose, target SMEs, service pillars and access route.
- SME intake form covering company profile, need, sector, TRL/readiness, funding interest and consent to be contacted.
- Case log where the navigator tracks each SME from intake to outcome.
- Referral template for partners and experts.
- Feedback form for SMEs after each support activity.
- Evidence folder structure for agendas, attendance lists, materials, screenshots, photos, reports and KPI files.

K. QUALITY STANDARDS FOR IMPLEMENTATION

The table below sets out the main quality standards that should guide the implementation of a replicated SustainX OSS. These standards are intended to ensure that the model remains practical, reliable and consistent across different regional contexts. They cover key aspects such as having a single entry point for SMEs, clear service ownership, realistic service delivery, systematic evidence collection, disciplined follow-up and adaptation to the local ecosystem while preserving the core SustainX logic.

Quality standard	What it means in practice
Single entry point	SMEs should not have to understand the entire ecosystem; the navigator routes them.
Clear service ownership	Every service has a responsible actor and a defined output.

Quality standard	What it means in practice
No unsupported promises	Only offer services that can realistically be delivered by confirmed partners.
Evidence by default	Every activity should produce at least one piece of evidence for reporting and learning.
Follow-up discipline	Every SME case should have a status: open, referred, supported, closed or continuing.
Adaptation with consistency	Regions may adapt services, but the six-pillar logic and SME journey should remain recognisable.

L. IMPLEMENTATION RISKS AND MITIGATION MEASURES

This section identifies the main operational risks that may affect pilot delivery once implementation starts in a region, and proposes practical mitigation measures. Unlike the roadmap-level risks in Document 2, these risks concern the day-to-day delivery of activities, expert coordination and SME engagement, and should be reviewed by the local implementation team before launching each pilot activity.

Tabel (Risk | Why it matters | Mitigation):

Risk	Why it matters	Mitigation
Expert or partner cancels a scheduled activity	The SME loses the service, the evidence for that step is missing, and trust in the OSS is weakened.	Confirm experts in writing 1-2 weeks ahead; keep one backup expert per active pillar; reschedule promptly and notify registered SMEs directly.
SMEs register but do not attend	Turnout is lower than planned, KPI evidence is weak, and partners may lose confidence in co-delivery.	Send reminders at 48h and 24h before the activity; plan registration above target capacity; offer a short follow-up session to no-shows instead of dropping the case.
Insufficient delivery capacity in an active pillar	SMEs are diagnosed but not actually served, creating unmet expectations and weak referral follow-through.	Only activate pillars with confirmed expert capacity (see "no unsupported promises" quality standard); keep a shortlist of backup experts per pillar from the Document 1 stakeholder map.

Risk	Why it matters	Mitigation
Coordinator or SME navigator role is unclear or understaffed	Intake and follow-up stall, and SME cases are not tracked consistently.	Nominate coordinator and navigator explicitly before launch (Implementation sequence, step 1); assign a backup contact for at least one of the two roles.
Evidence not collected during the activity	The pilot takes place but cannot be reported, monitored (Document 4) or used as proof of concept for continuation.	Assign evidence collection to one named person per activity before the event; use the documentation checklist as a pre-activity preparation tool, not only a post-activity record.
Regional partner takes on a scope beyond its actual capacity	Overcommitment leads to poor SME experience and early partner fatigue.	Confirm the realistic implementation option (satellite / regional service package / replicated node) before scoping the pilot; reduce scope rather than cancel if capacity is insufficient.

M. IMPLEMENTATION OUTPUTS

This section summarises the concrete outputs that should result from the regional implementation process. These outputs demonstrate that the SustainX OSS model has moved from planning to practical operation and that the selected region has established a functional access route, service package, SME support process and monitoring system. They also provide the evidence base needed to assess the effectiveness of the implementation and to decide whether the model should be continued, adapted or scaled further.

- Operational regional OSS access route or satellite access point.
- Documented regional service package based on the SustainX six pillars.
- SMEs reached and supported through a structured intake and referral process.
- Evidence of partner involvement and service delivery.
- KPI dashboard and feedback results.
- Lessons learned and recommendations for continuation or full replication.

3. CONCLUSIONS

The implementation of the SustainX One Stop Shop model in selected regions represents an important step in transforming the project's OSS concept into a practical and transferable support mechanism for SMEs. By providing a structured implementation plan, this document helps ensure that regional scaling activities are not isolated or ad hoc, but are aligned with the common SustainX approach developed through WP3.

A key conclusion of this document is that successful scaling requires both consistency and adaptation. The core elements of the SustainX OSS should remain recognisable across all regions: the two-track operating model, the six service pillars, the common SME journey and the focus on post-project sustainability. At the same time, each region must adapt the model to its own ecosystem, available partners, SME needs and institutional capacity.

The proposed implementation approach allows regions to start at a realistic level. Some partners may initially act as satellite access points, focusing on outreach, intake and referrals, while others may already be able to offer a broader regional service package or develop towards a full replicated OSS node. This staged approach lowers the barrier to replication and makes the model accessible to regions with different levels of readiness.

The plan also highlights the importance of coordination, evidence collection and follow-up. For the OSS model to generate long-term value, each activity should be properly documented, each SME case should be tracked, and each pilot should produce lessons learned that can inform future improvement. The documentation checklist and implementation templates included in this document support this process and help partners prepare for reporting and evaluation.

Another important conclusion is that the OSS scaling process should be seen as a starting point for longer-term regional collaboration. The selected pilot activities can help build stronger links between SMEs, universities, EDIHs, clusters, chambers of commerce, regulatory experts, funding specialists and other innovation actors. These connections can support future project pipelines, cross-border cooperation, technology transfer and regional innovation capacity beyond the SustainX project period.

In conclusion, this implementation plan provides the practical structure needed to activate the SustainX OSS model in selected regions. By following the proposed steps, adapting the tools to local needs and collecting evidence throughout the process, partners can demonstrate how the SustainX One Stop Shop can be scaled, localised and sustained as a relevant support mechanism for SMEs and regional innovation ecosystems.

SustainX



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