

## DIGITAL INNOVATION HUBS:

How to motivate SMEs to engage with Digital Innovation Hubs and how the hubs can create demand for the services of the SMEs



Centro de excelencia para la innovación a la pime

## Innovating with the companies



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**Public Programmes**

@pHjools

# About Eurecat

Organization and skills

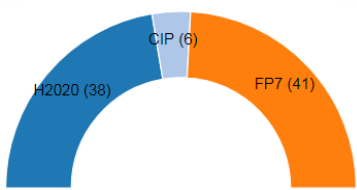
Multidisciplinary private non-profit research center

Eurecat is the main Technology Centre in Catalonia

## Figures

- 600 professionals
- 60 M€ revenues
- +1,000 customers
- 8 spin-off companies
- 73 patents
- 39 H2020 projects
- 30 EU projects as coordinator

● H2020 (38) ● CIP (6) ● FP7 (41)



## / WHAT DO WE HAVE?

### INDUSTRIAL TECHNOLOGY AREA

- Autonomous & Industrial Robotics
- Composites
- Functional Printing & Embedded Devices
- Functional Textile
- Metallic and Ceramic Materials
- New Manufacturing Processes
- Plastic Materials
- Process Modelling & Simulation
- Product Innovation and Development
- Sustainability

### BIOTECHNOLOGY AREA

- Nutrition and Health
- Omic Sciences

### DIGITAL TECHNOLOGY AREA

- Audiovisual Technologies
- Big Data
- Data Mining
- Digital Humanities
- E-Health
- IT- Security
- Smart Management Systems

## / FOR WHOM? SECTORS

  
FOOD AND NUTRITION

  
PUBLIC SECTOR

  
ENERGY AND RESOURCES

  
AUTOMOTIVE

  
AERONAUTICS

  
RAILWAY

  
INDUSTRIAL SYSTEMS AND PROCESSES

  
CULTURAL AND CREATIVE COMPANIES

  
TEXTILE

  
HEALTH

  
CONSTRUCTION

  
COMMERCE

  
FINANCES AND INSURANCES

  
INFORMATION AND COMMUNICATIONS TECHNOLOGIES (ICT)

  
BIOTECHNOLOGY

  
TRAINING

  
SPORTS

  
TOURISM

  
CONSULTANCY

  
PROMOTION AND DISSEMINATION

Technological  
DIHs

# DIH regional ecosystem Eurecat as Competence Center

Sectorial DIHs  
domain knowledge



Centre d'excel·lència per a la innovació a la pime

Current projects and initiatives with Eurecat's participation



There is the **need** of a **single entry-point** for SMEs:



## What is +PiME ?

An Eurecat initiative, in collaboration with business associations, with the aim of **assisting SMEs in their innovation and digitalization strategies**, so they become:



More  
competitive



Creators of  
quality  
employment



Wealth producers  
for the society



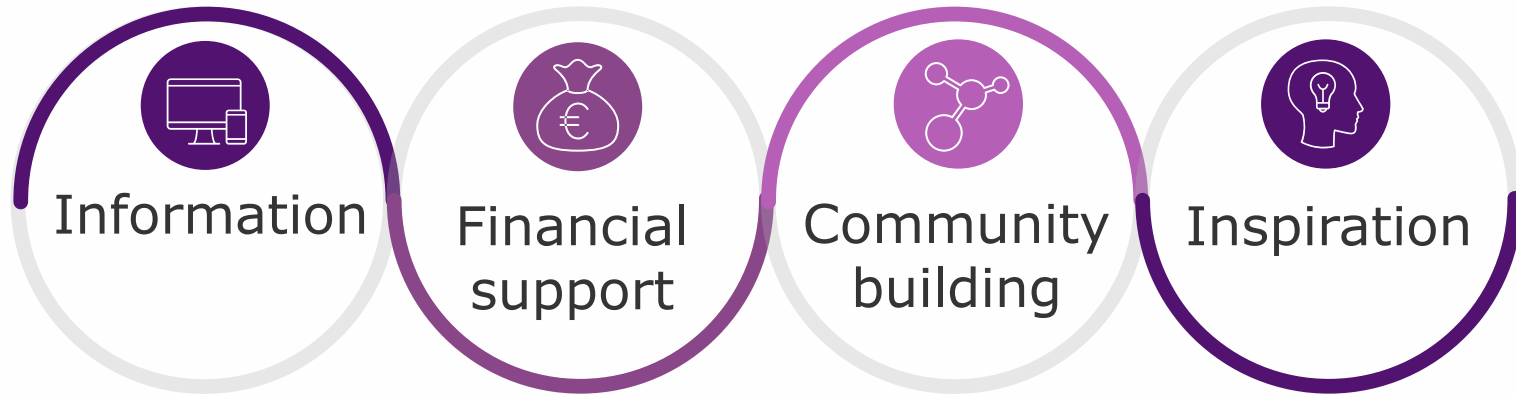
More sustainable

## What does +PiME offer to SMEs?

- A proven **methodology** that guarantees the success of the innovation process.
  - **Coaching and assistance** to the company throughout the complete innovation process.
    - Integrated solutions with a **guarantee for industrialization**.
  - Specialized **training** to make innovation a permanent process within the company.
    - **Technological consultancy** to accelerate the innovation process.
    - Specialised **R+D services** in digital and industrial environments.
    - **Support for implementing and marketing** the identified solutions.
- 
- ✓ **Phase 1:** Technological Scouting
  - ✓ **Phase 2:** Innovation Projects with Eurecat contribution
  - ✓ **Phase 3:** Free training on Innovation and Digitalization Management

# How +PiME motivates SMEs to engage with Digital Innovation Hubs

Strategies for outreaching SMEs



## 01

- ✓ Technology push: Dissemination of **technological trends** and **emerging technologies**
- ✓ **Demand-driven event** organisation
- ✓ Analysis of new opportunities based on **dialogue**

## 02

- ✓ **In-kind contributions**
- ✓ Free **training**
- ✓ Analysis of potential **funding sources** (public and private)
- ✓ Information to be presented to investors

## 03

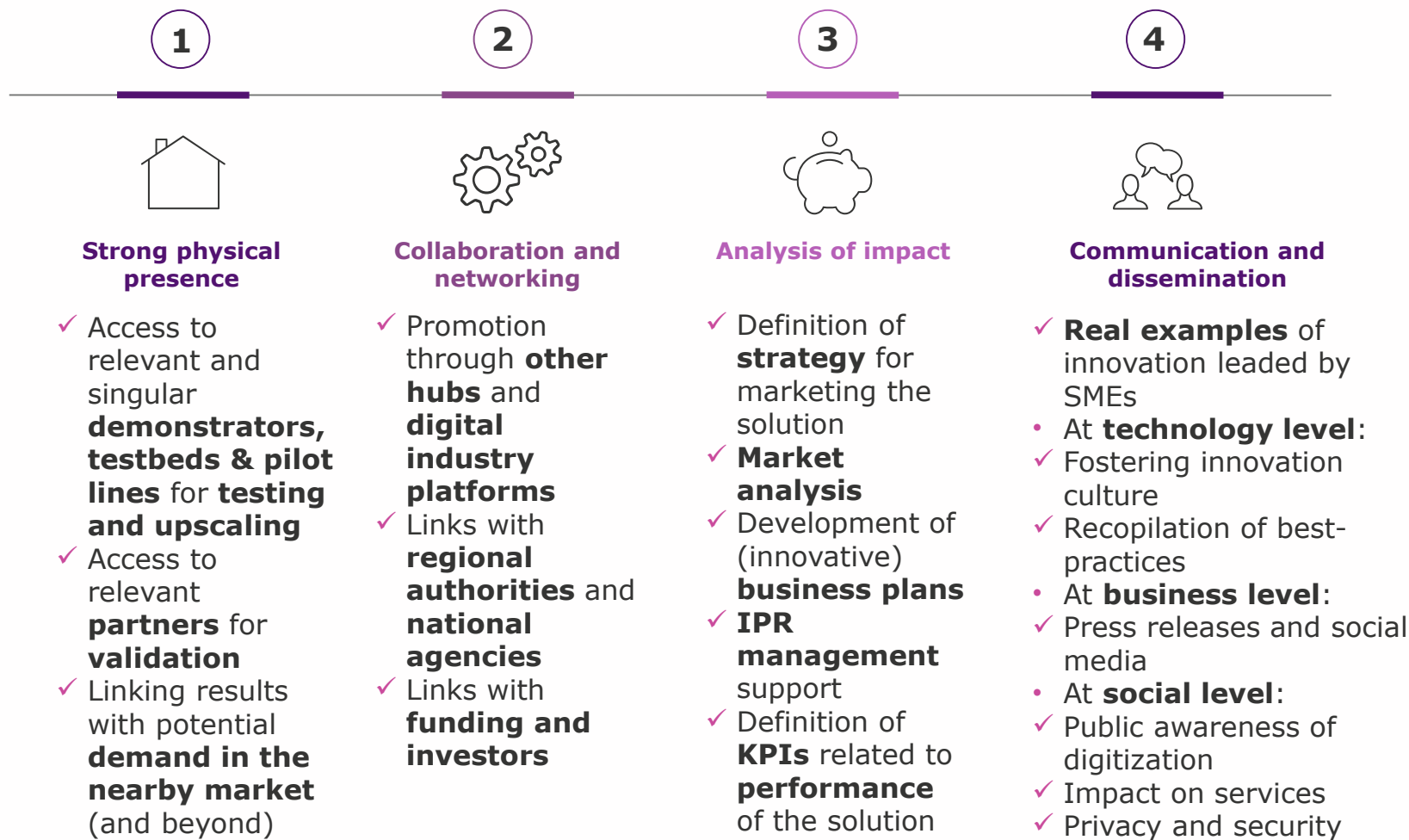
- ✓ **Sectorial face to face events**
- ✓ Actions built on **existing network**
- ✓ Fostering **network growth** for the SME

## 04

- ✓ Dissemination of inspiring **success cases**
- ✓ Planned **visits** for SMEs to showrooms and laboratories
- ✓ **Tools and strategies** for digitalization
- ✓ **Innovation methodologies** specially designed for SMEs

# How +PiME creates demand for the services of the SMEs

Strategies for promoting the adoption of SME's results



**And you? What do you do in  
your regions?**

**Looking forward to  
collaborating with you!**

