**DIGITAL INNOVATION HUBS:**

**KEY TOWARDS BROAD DIGITAL TRANSFORMATION OF EUROPEAN INDUSTRY**

**22 September 2017, Madrid**

Venue: Spanish Ministry of Economy, Industry and Competitiveness (MINECO)

Salón de actos, Pº. de la Castellana, 162, 28046-Madrid

**Terms of reference and annotated agenda with potential questions**

**Terms of Reference**

Digital Innovation Hubs (DIH) support the faster adoption of latest digital technologies notably by SMEs, start-ups and mid-caps. They act as a one-stop-shop, providing customers with access to digital technologies and competences, infrastructure and training to test digital innovations, financing advice, market intelligence and networking opportunities.

The Digital Innovation Hubs' European event taking place in Madrid on the 22nd of September will showcase the achievements and next steps in the implementation of the pan-European network of Digital Innovation Hubs (DIHs), which is one of the key pillars of the [Digitising European Industry Strategy](https://ec.europa.eu/digital-single-market/en/digitising-european-industry).

In particular, the event will take stock of the European initiatives [I4MS (ICT Innovation for Manufacturing SMEs)](http://i4ms.eu/) and [SAE (Smart Anything Everywhere)](https://smartanythingeverywhere.eu/), which play a key role in the development of the network of DIHs. Different hubs and SMEs will present their experiences and success stories, providing practical information on how to set up, reinforce and network DIHs. Building on this exchange of best practices and experiences, representatives from Member States, European initiatives and other relevant actors will also explore how to reinforce the network of DIHs beyond 2020.

Innovalia (as coordinator of one of the support actions for the I4MS initiative), the European Commission (Directorate General for Communications Networks, Content and Technology), and the Spanish Ministry of Economy, Industry and Competitiveness are the organisers of the event, which will take place back to back with the [*1er Congreso de Industria Conectada 4.0*](https://cic40.es/)from the Spanish Ministry of Economy, Industry and Competitiveness, celebrated in Madrid on the 21st September.

**Objectives**

* Showcase success stories from Digital Innovation Hubs and SMEs that benefitted from them for their digital transformation.
* Present results of the mentoring programmes that have helped some regions less advanced in the deployment of hubs to explore the opportunities for building or reinforcing DIHs in their region.
* Discuss further services and support that the Digital Innovation Hubs could provide in areas such as digital skills, training and business development.
* Provide practical experiences from Member States and regions on how to set up or reinforce DIHs.
* Provide existing and starting DIHs with an opportunity to network and exchange best practices.
* Present the European catalogue of DIHs and the upcoming open calls and services to grow the network.

**Background**

Only about 1 out of 5 companies across the EU are highly digitised. Many still find it difficult to know in which technologies to invest and how to secure the sources for financing their digital transformation.

Digital Innovation Hubs (DIH) can play a key role in this area, as they support the faster adoption of latest digital technologies notably by SMEs, start-ups and mid-caps. Digital Innovation Hubs are also important for the development of digital skills, as they provide companies with training and upskilling in digital technologies relevant for their business.

Developing a pan-European network of DIHs is one of the key pillars of the Digitising European Industry Strategy (DEI). The Commission is investing 500 M€ over 5 years in the hubs with the goal of leveraging close to 5 BN€ of total investment by Member States, regions and industry.

The target is to ensure the presence of hubs in all regions by 2020 so that digital innovations are accessible at a working distance to any company. It is therefore essential that all Member States accelerate and further scale up their efforts to establish the DIHs infrastructure. This is supported at European level though collaboration and networking under the Digitising European Industry Strategy.

More than 10 Member States are supporting DIH networks, as part of their digitisation strategies. At European level, I4MS (ICT Innovation for Manufacturing SMEs) and SAE (Smart Anything Everywhere) are amongst the core of EU-supported DIH networks, which reinforce networking of European DIHs and competence centres through financing a critical mass of digital transformation experiments with a strong cross-border dimension. Typically in these experiments, new users of advanced digital technologies are supported by one or more Digital Innovation Hubs to collaborate with suppliers, who help them in innovatively transforming their products, processes and business models for the digital economy.

**Participation**

The event will take place at premises of the Spanish Ministry of Economy, Industry and Competitiveness in Madrid, with a capacity of 260 participants.

Registration is free and already open: <http://madrid.i4ms.eu/>

**For more information please contact:**

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**Annotated Agenda and potential questions**

**Digital Innovation Hubs:**

**Key towards broad digital transformation of European Industry**

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| 08:15 - 09:00 **REGISTRATION** |
| 09:00 - 09:15 **DIGITISING EUROPEAN INDUSTRY: THE ROLE OF DIGITAL INNOVATION HUBS**  Max Lemke, Head of Unit, Technologies and Systems for Digitising Industry, European Commission  **Objective:** Present what is a digital innovation hub, their relevance as one of the key pillars of the DEI strategy and what actions has the European Commission launched to boost the deployment and networking of the hubs. |
| 09:15 - 09:30 **SPANISH STRATEGY TOWARDS DIGITAL TRANSFORMATION AND ITS NETWORK OF DIGITAL INNOVATION HUBS**  Mario Buisan, Director General Industry and SME, Spanish Ministry of Economy, Industry and Competitiveness  **Objective:** Present what Spain is doing in terms of digitisation of industry and DIHs within their strategy Industria Conectada 4.0 and showcase how they are contributing to the development of a network of DIHs. |
| 09:30 - 10:45 **DIGITAL INNOVATION HUBS: WHAT ARE THE ACHIEVEMENTS SO FAR AND WHAT REMAINS TO BE DONE?**  **Panel discussion**  **Objective:** Present the results of the main actions and projects at EU level that are helping to develop DIHs across Europe. Discuss what new initiatives (such as the catalogue of DIHs) will be available in the future and what other services (such as training, business intelligence…) or technologies the DIHs should address in the near future.  **Moderators:** Silvia de la Maza, INNOVALIA, ES & Rainer Guenzler, Hahn-Schickard (SAE), DE   * Silvia de la Maza, INNOVALIA, ES (short presentation 10 minutes)   + Overview of I4MS as one of the key EU initiatives on DIHs- what is it and its main actions/projects   + How has I4MS helped to deploy and reinforce DIHs?- experience from the projects/experiments   + How did I4MS change the approach towards digitising EU manufacturing SMEs? What is the role in this game for DIHs/CCs and SMEs? * Rainer Guenzler, Hahn-Schickard, DE (short presentation 10 minutes)   + Overview of SAE as one of the key EU initiatives on DIHs- what is it and its main actions (short presentation?)   + How has SAE helped competence centres to network and become DIHs?   + How are SAE's actions and projects helping SMEs digitise? * Mark Parsons, EPCC, UK (5 minutes presentation plus questions from moderators)   + Based on your experience in Fortissimo, how do the different actors involved in the hubs- competence centre, SMEs, technology providers- benefit from it?   + SMEs not always see the advantages of adopting latest digital technologies such as HPC. How can the hub trigger this interest and make them accessible to the small players?   + What can the Fortissimo market place offer, why is it important for SMEs to have services such as HPC accessible in a pay-per-use basis? * Isabelle Dor, (coordinator of SAE Project EuroCPS), CEA, FR, tbc- (5 minutes presentation plus questions from moderators)   + How is CEA helping small companies open up new markets? What role does the hub play?   + Matchmaking SMEs with platform providers and competence centres is one of the key roles of project such as EuroCPS (for which you are a coordinator), what is the added value on this cooperation? * Maurits Butter, TNO, NL – (5 minutes presentation on conclusions of mentoring programme -based on event from the day before- plus questions from moderators)   + How has the I4MS mentoring programme helped in the development of DIHs in new regions? Why is this this type of initiative important?   + What is the European catalogue of DIHs and how will it be useful for SMEs and other DIHs to network? * Gabriel Rissola, Smart Specialisation Platform (JRC), European Commission - (2 minutes presentation plus questions from moderators)   + How will the DIH portal be accessible in the future and how can this help strengthen collaboration? * Giovanna Galasso, PWC, IT – (2 minutes presentation plus questions from moderators)   + How can projects like "Smart Factories in new EU Member States" expand the deployment of DIHs in regions that are lagging behind?   + Why is training and knowledge so important for the hubs (rather than giving them direct funding without further support)? * Fabio Pianesi, EIT Digital, IT – (2 minutes presentation plus questions from moderators)   + When talking about hubs, the service we all think of is infrastructure or technology testing, but how can the hub play a role in other aspects such as skills?   + How can the involvement of EIT Digital help to strengthen the skills dimension of the hubs? |
| 10:45 - 11:15 **COFFEE** |
| 11:30 - 13:45 **DIGITAL INNOVATION HUBS IN PRACTICE**  Presentations and panel interviews with European companies and Digital Innovation Hubs  **- 11:15 - 12:00 | How are companies benefiting from DIHs? 🡪 5 speakers, around 9 minutes per person – Every speaker to provide 1 slide on what they do (no need to "present" it, it will stay as a background during their panel interviews)**  **Objective:** Showcase how hubs are helping companies develop innovative products and open new markets. Discuss main challenges faced by SMEs and the role of the hub to overcome them.  **Moderator:** Lorena Riveiro Rodriguez, Technologies and Systems for Digitising Industry Unit, European Commission   * [AIC](http://aicenter.eu/cas/index.aspx) – Innovalia, Oscar Lázaro, ES - DIH   + Can you briefly share your experience in I4MS projects, how you are part of different experiments and the I4MS ecosystem and the relevance this has for AIC?   + What role can a hub like AIC play (in this case) in the automotive sector, how can this kind of actor trigger innovation especially by small companies?   + How is AIC building an ecosystem of different actors working together? What are the opportunities offered by this ecosystem?   + From your experience, what are the main challenges that SMEs face to digitise their business and how can a hub like AIC help them overcome them?   + How to make sure the innovation results are not locked in laboratories but transferred to industry and especially to small companies? * [Flex Hex](http://flexhex-robot.com/), Laurent Marquis, DK – SME (they have worked with the DIH Jožef Stefan Institute)   + What is the ReconCell project and how has it led to creation of your company?   + Your company was born from the collaboration of different research centres, companies and technology providers under the ReconCell project, so this is an example of how innovation can not only help existing companies but also boost the creation of new SMEs. How has the DIH and its network made a difference for you as an SME?   + What are the main challenges that your SME faces in order to innovate with new technologies?   + How much do you expect your business to grow based on the new innovations developed with the collaboration of the hub/project?   + How can your innovative product help other companies grow their business and be more competitive? * [ARCTUR](https://www.arctur.si/), Tomi Illijas, SI - DIH   + As part of the I4MS project CloudFlow you have been involved in several experiments where you offered your HPC resources to SMEs so that they could test their innovations. How has this made a difference for those SMEs? And how did it make a difference to your company?   + Not sufficient SMEs are making use of advanced simulations on high performance computers. What do you think should be done to make SMEs aware of the benefits so that they can innovate just like big players? * [Cloud SME spin-off](http://www.cloudsme-apps.com/), Andreas Ocklenburg, DE – DIH   + What does the Cloud SME platform offer to European companies that either consume or sell simulation software?   + How to convince SMEs of the advantages of using software solutions in the cloud? What's in it for small companies?   + Why is it important to provide these services in a pay-per-use basis? * Another SME tbc * **Common questions**:   + How easy do you think it is today for SMEs to innovate? Do you see the role of the hub making a difference in that respect?   + Do you think companies are aware of the help that hubs can offer to them? Do you think more is needed in that respect to make sure not only that there's a hub in working distance to all companies but also that they know about this offer?   **- 12:00 - 12:45 | What other services and support would be needed from the DIHs? 🡪 5 speakers, around 9 minutes per person - Every speaker to provide 1 slide on what they do (no need to "present" it, it will stay as a background during their panel interviews)**  **Objective:** Get an overview of the services that DIHs provide to SMEs and especially discuss what else would companies need from them (e.g. training, market intelligence…)  **Moderator:** Lorena Riveiro Rodriguez   * [Fraunhofer ILT,](https://www.ilt.fraunhofer.de/en.html) Ulrich Thombansen, DE - DIH   + What particular experiments and innovations has your Institute been part of and how are they helping companies to innovate?   + Based on your experience, how easy do you think it is today for small companies to innovate in cutting edge technologies such as photonics-laser-advanced manufacturing…?   + What specific services have a bigger demand in your hub?   + You are an active part of the DIH in Aachen, how relevant is this hub for companies in the region who want to innovate? What further help or services do you think SMEs would need to digitise their business and innovate? * [Kumo Technologies](http://fabulous-fi.eu/portfolio/3dkumo/), David Vanhoucke, ES - SME 🡪 (They have worked with the DIH CINECA)   + You've participated in Fortissimo, how has being part of experiments in this project made a difference to your company?   + You've worked with a DIH from Italy, how has been this cross-border collaboration for your company?   + What new services & competences/skills have you acquired by working with the DIH?   + What other support could a DIH provide to help you further on the development or exploitation of your products? * [Missler](http://www.topsolid.com/missler-software.htm), Jean Claude Morel, FR– SME- (They have worked with the DIH ARCTUR)   + You've actively participated in CloudFlow project, can you share your experience about it and why this has made a difference to your company?   + As a software vendor, what benefits do you find in offering your CAD/CAM simulation services in the cloud as part of the CloudFlow project?   + Services as part of CloudFlow are sold in a pay-per-use basis. Has this been translated in more revenues and/or customers for your company?   + How would you company benefit from further collaboration and matchmaking triggered by DIHs? * [ELVEZ](http://www.elvez.si/en/), Ziga Gosar, SI - SME (they have worked with the DIH Jožef Stefan Institute)   + How has your company benefitted from the interaction with the hub Jožef Stefan Institute in the ReconCell project?   + As a company, what are the main challenges you find to innovate and how do you think hubs could help in this? * [ROBOTT-NET](https://robott-net.eu/this-is-robott-net), Kurt Nielsen, DK   + How do you support innovation in robotics, what does ROBOTT-NET offer?   + A key part of your work is to offer free consulting with robotics experts to interested companies; how does this service boost competitiveness of SMEs?   + What role can networking, training, skills development or business intelligence play in the road to success for an SME?   + From your experience with SMEs, what other services should the hubs and RTOs provide in the near future, where are market needs leading to? * **Common questions**:   + Do you see the added value of having DIHs as one-stop-shops not only for technology transfer but also for other services such as market intelligence, business development or training?   + If you would have to pick one particular service that you think it is crucial that DIHs offer in the future, what would that be?   **- 12:45- 13:45 | How to share best practices and further collaborate? 🡪 7 speakers, around 8 minutes each**  **Objective:** Explore how the hubs can further collaborate to expand and reinforce the network of DIHS. See what initiatives (existing or needed) at EU and regional level could boost the network and what business models they find suitable to maintain a sustainable network.  **Moderator:** Maurits Butter, TNO, NL  National-regional hubs **(each participant to present 1 slide of what they do in around 2 minutes, followed by questions from moderator)**   * [VTT:](http://www.vttresearch.com/) Riikka Virkkunen, FI * [Jožef Stefan Institute](https://www.ijs.si/ijsw/JSI): Ales Ude, SI * [AFIL](http://www.afil.it/), Stefano Lerace, IT * Lionel Poinsot, Espace numerique entreprises (member foundateur Lyon French Tech) FR, tbc   + What is needed to build up or reinforce competence centres and DIHs?   + What's the role of regional governments and smart specialisation strategies in the support of DIHs? - How to align the initiatives and boost synergies?   + What could be possible business models for DIHs to offer support to companies outside their territory and build a true European network?   + How do you think the EU catalogue of hubs can help boost networking and collaboration? Would other similar initiatives be needed in this respect?   Hubs that participated in the mentoring programme **(each participant to present 1 slide of what they do in around 2 minutes, followed by questions from moderator)**   * [CIDIHub](http://i4ms.eu/regional_hubs/detail.php?id=103), Jorge Galván, ES - Cloud/HPC simulation for Digital * [ManuHubWG](http://i4ms.eu/regional_hubs/detail.php?id=122), Stavropoulos Panagiotis, EL * [IS4PROD](http://i4ms.eu/regional_hubs/detail.php?id=112): Laura Foley, IE   + How has the mentoring programme helped to set up/reinforce your hub?   + How much has your hub benefited from being part of the community of mentored hubs? Many questions and challenges are common, did it help you to learn about how other hubs approached them?   + What added value can this kind of programme have in order to expand the network of DIHs, especially to those regions that are lagging behind? |
| 13:45 - 15:00 **LUNCH** |
| 15:00 - 16:15 **NETWORK OF EUROPEAN DIGITAL INNOVATION HUBS BEYOND 2020**  **Every speaker to provide 1 slide as background that they can also use when doing their 3 minute introductory statements**  **Moderator**: Max Lemke, Head of Unit, Technologies & Systems for Digitising Industry, European Commission, DG CONNECT  **Objective:** Discuss the different roles of regions, Member States and EU, as well as the different types of programmes (investment, structural, R&I) in the EU network of DIHs.   * Fernando Valdés, Ministry of Economy, Industry and Competitiveness, ES * Didier van den Abeele, Ministry of Higher Education and Research, FR * Detlef Zühlke, DFKI, DE * Sam Helmer, TNO-Smart Industry, NL * Luigi Perissich, Confindustria, IT, tbc * Jan Staniłko, Ministry of Economic Development, PL * Fopke Klok, ITEA Director, NL * Patrick Kennedy, EFFRA   **1st block: Financing**   * Introductory statement of 3 minutes to present the funding scheme in their countries/their hub. The skills dimension is to be addressed in the last section so do not include it here. (ITEA and EFFRA will have their introductory statement in the 2nd section but they are welcome to contribute to the discussion already in this block) * Discussion around following topics:   + What financial models do the different countries have for hubs and digital transformation of industry in general?   + Do we have the right financing schemes? What is missing?   + What are the roles of regional governments' programmes in your financing schemes; who is financing what in your networks?   + What is the role of investment funds (equity and loans)?   **2nd block: European added value**   * 3-minutes introductory statements by ITEA and EFFRA * Discussion around following topics:   + How do you see Europe's role? What should Europe do more or do less, avoiding also redundancies with the role of Member States and regions?   + DIHs are mostly public-private bodies with certain degree of neutrality; should the ties to private hubs be strengthened?   + For Mr. Stanilko: How can we expand the network towards Eastern Europe, how to strengthen the digital transformation in these countries?   + For EFFRA: what's the view of EFFRA as an industrial association for the Public-Private-Partnership on Factories of the Future and for Europe's role? How do we serve your industrial actors? What's missing, what needs to be done?   + For ITEA: How do you see the role of Eureka and ITEA in the network of DIHs?   **3rd block: skills development**   * Discussion around the following topics:   + What role do the DIHs play in digital skills development?   + What should be done on EU-level taking into account subsidiarity? |
| 16:15 - 17:00 **I4MS AND SAE: OVERVIEW OF UPCOMING OPEN CALLS AND SERVICES**   * Alexandra Tasigiorgou, Technologies and Systems for Digitising Industry Unit, European Commission * Mayte Carracedo, FundingBox, ES (I4MS-GO) * Rainer Guenzler, Hahn-Schickard, DE (Smart4Europe)   **Closing remarks** |