

Action Plan of the CARPE DIGEM Project:

Catalysing Regions in Peripheral and Emerging Europe towards Digital Innovation Ecosystems



Partner:
CHAMBER OF COMMERCE OF MALLORCA (CCM)

Policy Instrument:
Multiregional Operational Program for Spain 2014-2020

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1 Executive Summary

For project partners producing their Action Plan in their own language please produce the sections highlighted in yellow in English, in addition to a short executive summary (you can of course produce a complete English version if you wish).

The CARPE DIGEM, titled “Catalyzing Regions In Peripheral and Emerging Europe towards Digital Innovation Ecosystems”, brings together 10 organizations and institutions from 7 different European countries, mostly from peripheral and emerging regions. The project’s main goal is to improve the countries’ selected policy instruments to become better enablers of inclusive digital innovation ecosystems in their countries. Tasks to accomplish this have included the selection, analysis and exchange of good practices within each country, bringing together stakeholders from public and private sector in order to create or improve functioning and sustainable Digital Innovation Ecosystems (DIGEMs) that are able to convert the opportunities offered by new technologies into economic and social benefits.

The current document works as a deliverable of the Carpe Digem project on behalf of Chamber of Commerce of Mallorca and sums-up the learnings and know-how the partner has apprehended, the good practices exchanged (exported and imported) and action steps that were taken (and to be taken) in order to catalyze Europe’s peripheral Digital Innovation Hubs and Ecosystems – in this case, in Mallorca.

The document reviews background and feasibility for both inbound and outbound actions, with a cost estimation, challenges to face, critical/focal points and partners involved for a successful fulfillment of the Action Plan.



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2 General information

- **Project:** CARPE DIGEM
- **Partner organisations:** Chamber of Commerce of Mallorca (CCM)
- **Other partner organisations involved (if relevant):**
- **Country:** SPAIN
- **NUTS2 region:** Balearic Islands
- **Contact person:** Carlos Bibiloni
 - **Email:** cbibiloni@cambramallorca.com
 - **Phone number:** (+34) 971 71 01 88 (ext. 2224)

3 Policy context

The Action Plan aims to impact:

- Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- Other regional development policy instrument

Name and reference of the policy instrument addressed:

- Multiregional Operational Program for Spain 2014-2020
- Multiregional Operational Program for Spain 2021-2027

Please detail the name and reference of all additional policy instruments addressed within the Action Plan



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4 Actions/services

Note: List all services that are planned to be developed in the Action Plan and also any planned changes to Policy Instrument governance and content (such as new processes for selecting PI priorities or official indicator selection)

CARPE DIGEM project has been an important driver for the consolidation of the Digital Innovation hub of the Balearic Islands (DIHBAI-TUR). The support received from partners as Slovenia or ERNACT were fundamental to establish the sound basis of DIHBAI-TUR which have been complemented thanks to the knowledge and experiences exchanged with other Carpe Digem partners.

The present Action Plan departs from the basis of a strong ecosystem in which public and private entities are meeting monthly to follow up the advancements of the DIH.



A governance document was approved, and an official event with the president of the region was organized, reinforcing the fact that DIHBAI-TUR is the only DIH in the Balearic Islands region.



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The lessons learnt from the exchange of experiences during the physical events and the on-line ones have been extremely important to define the next steps and to continue reinforcing the digital ecosystem of the Balearic Islands. Having into account that we are mainly focus on the tourism and agrifood sector, important efforts are also being done to include all industrial sectors of the regions and to boost their process to a real digital transformation.

The Policy Instrument tackled at the beginning of the project was the Multiregional Operational Program for Spain 2014-2020. Once this period was finalised for this period we're contributing to the Operation Programme of the ERDF of the Balearic Islands, and specifically in the Smart Specialisation Strategy which already identifies our DIH as a tool to contribute to the digital transformation of the region

All these insights, feedbacks and experiences allowed CCM to come up with the current Action Plan. Feedback from regional stakeholders and consultants was taken into consideration.

3 Main Actions

- **MA1:** Consolidation of DIHBAI-TUR
- **MA2:** Increase the funding possibilities for SMEs
- **MA3** Innovation and digitalization assessment

4.1 Background

Note: Write a separate one for each action/service to be developed or for each grouping of services – for example for a Digital Innovation Hub or Competence Centre; new training service or pilot project.

Explain here the background of the project/action including which challenge or need this project/action intends to address or give a response to.

Please, in addition fill in the two annexes

Annex 1: includes a detailed description of the different activities and meetings involving the local stakeholders to define the services and expected impact to be included in this action plan.

Annex 2: Results and follow up actions of Digital Maturity Assessment

- **MA1. CONSOLIDATION OF DIHBAI-TUR**

The DIH of the Balearic Islands, DIHBAI-TUR, is one of the key results of CARPE DIGEM. Thanks to the project and the experiences, knowledge and exchanges with the partners, the DIH was successfully submitted to the national call and was accepted in the European catalogue. At this moment, we're waiting for the results of the European call to become an EDIH.

The governance is an important aspect of the DIH since it is composed by a number of public and private entities, which coordinated by the Chamber of Commerce of Mallorca are considered as the umbrella of all the digital and innovation ecosystem of the Balearic Islands. Being the members: TURISTEC, the University of the Balearic Islands and FUEIB, the Agrifood cooperatives of the Balearic Islands, the regional Government of the Balearic Islands (including Fundació BIT, IDI and AETIB) and AnySolution

But this process of transformation needs to be consolidated and new entities should become a part of this DIH, so we have to continuously improve its services and activities to support SMES and public sector in their digital transformation processes.

This action is linked with the Multiregional OP 2014-2021 since the activities defined in the Axis 1: Promoting research, technological development and innovation, Axis 2: Improvement of the use and quality of ICT and its access and Axis 3: Improvement the competitiveness of SMEs are the ones that are being implemented in the DIH

- **MA: INCREASE THE FUNDING OPPORTUNITIES FOR SMEs**

One of the main problems of SMEs is to have access to funds and finance. The Chamber of Commerce of Mallorca is launching different calls supporting the digital transformation of the SMEs and to get access to digital solutions

Linked with the EEN, AceleraPyme office and other initiatives, SMEs will get access to different funding and finance lines that will allow them to accelerate their digital transformation



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As DIH, agreements with the banking sector or institutions as ISBA will be fundamental to increase their possibilities to access to new funding sources
The Multiregional OP 2014-2021 includes calls for SMEs, that have been directly managed by the Chamber of Commerce of Mallorca

MA3: INNOVATION AND DIGITALIZATION ASSESSMENT

Offering professional services to SMEs to increase their digital and innovation capacities. The departure point is the realization of a diagnostic to detect the departure point and the real needs and requirements of the needs.

This activity will be provided by the experts working in Chamber of Commerce of Mallorca with the aim to increase the innovation skills of the SMEs helping them to be more competitive

The OP 2021-2027 defines a number of activities related to innovation and digitalization assessment of companies that have been managed by the Chamber of Commerce of Mallorca

From July 2022 to July 2023, the Chamber of Commerce of Mallorca through the Acelera Pyme Office and the EEN, will carry out innovation and digitalization individual assessment to 150 SMEs and information through 20 webinars to SMEs.

From July 2022 to July 2023 the Chamber of Commerce of Mallorca will launch Xpande programme (14.400 €) and int-Ecomm programme (16.800 €) addressed to SMEs

4.2 Knowledge applied from CARPE DIGEM

Describe in this section how you are applying the knowledge acquired and lessons learnt from the exchange activities in CARPE DIGEM, in the development of your action plan.

Partner experience and practice (please detail: service name, short description and location)	How this Partner practice has contributed to the services developed in your Action Plan (detail any transfers, full or partial of good practice)
4PDIH, IDEAP and Donegal DTE (Ireland, Slovenia)	These partners and their good practices have provided valuable information regarding the creation, management and development that has been used in DIHBAI-TUR. A collaboration



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	<p>agreements was signed with IDEAP and Madeira DIH for the EDIH call.</p> <p>Madeira is member of the iSLANDIHS network boosted by DIHBAI-TUR</p>
<p>Maribor, network of fablabs (Slovenia)</p>	<p>The network of fablabs generated in Slovenia are a great example to be followed for the network that is being created in the Balearic Islands</p>
<p>Digital Nomades initiative (Madeira, Nievre)</p>	<p>Madeira has started a Digital Nomades Initiative very interesting for the Balearic Islands as a way to attract talent and also to develop new business models</p>

4.3 Action/service description

Description of the action or service planned, including at least:

<i>Main objectives</i>	<i>Value brought by this action into the region</i>	<i>Players involved and role in the implementation and collaboration between them (explanation of their involvement in service design)</i>
<p>O1. Consolidate DIHBAI-TUR, and become a member of the EDIH network</p>	<p>Increase the innovation capacities of the companies and entities of the Balearic Islands accelerating their digital transformation. Increasing the innovation and R&D activities, to boost their productivity and competitiveness</p>	<p>Cambra de Commerce Mallorca; Regional Government of the Balearic Islands (through different entities); University of the Balearic Islands (and FUEIB), TURISTEC, Agrifood cooperatives of the Balearic Islands AnySolution</p>



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<p>O2. Integrate the services with the ones offered by the EEN and the AceleraPyme Office</p>	<p>Avoiding duplication and overlapping and generate more efficiencies to offer high quality services to SMES to increase their competitiveness</p>	<p>FUEIB, Fundació BIT.....</p>
<p>O3. Increase digital transformation across SMEs of the Balearic Islands</p>	<p>Through specific grant scheme from different sources: Spanish Chamber of Commerce, ERDF, agreements with public and private entities, etc., the goal is to allow several SMEs across all economic sectors to access funding to implement the digitalization of their processes.</p>	
<p>O4. Increase innovation and internationalization activities within businesses</p>	<p>Carpe Digem has showed that continuous innovation and R&D stimulus are important to bring upfront island regions and remote areas. This goal will increase the competitiveness of businesses in Mallorca while increasing the qualification of local human resources and increasing the internationalization of companies, Labs and institutions</p>	



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Additional information can be included in an annex (i.e. specifications resulting from the service design process, etc.)

Role of stakeholders: the DIH of the Balearic Islands is composed by the following entities:

- Chamber of Commerce of Mallorca
- TURISTEC
- Agrifood cooperatives of the Balearic Islands
- University of the Balearic Islands
- Foundation University-Business (FUEIB)
- Government of the Balearic Islands represented by
 - o IDI
 - o AETIB
 - o BIT Foundation
 - o General Directorate of Modernisation
 - o General Directorate of Innovation
 - o General Directorate of Economic model

Those are key actors of the DIH

The regional Government through the General Directorate of Modernisation and General Directorate of Innovation will be the bridge with the national ministry and they will also act as funding and co-funding parties for the calls that Chamber of Commerce will launch

Turistec and Agrifood cooperatives will support the Chamber of Mallorca in the networking and training activities. The University and FUEIB will support the training activities

BIT Foundation and FUEIB are complementing the activities of the EEN

There are other stakeholders as the business associations, Port Authority, Municipalities that are going to be integrated in the DIH

4.4 Timeframe and Funding

Include here the timeframe for the project funding application and set-up/implementation Process. Note: this chart will be key for the reporting procedure on the indicators given in the Application Form (Number of Projects and Investments relating to your PI and other Policy Instruments)



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<i>Project/Action Investment Line/Funding Source + Amount (please state each source of funding)</i>	<i>Submitted For Funding</i>	<i>Funding Decision</i>	<i>Project Start Date</i>	<i>Other key milestones</i>
Consolidate DIHBAI-TUR/DEP: 4,5 M€	DEP call- Feb'22	Sept 2022	October 2022	Access to regional Funds
Increase the funding possibilities for SMEs /Spanish Chamber of Commerce (ERDF) Xpande Digital 14.400 €				
Innovation and digitalization assessment Spanish Chamber of Commerce (ERDF) Int-Ecomm 16.800 €				

<i>Action Line</i>	<i>JUL</i>	<i>AUG</i>	<i>SEP</i>	<i>OCT</i>	<i>NOV</i>	<i>DEC</i>	<i>JAN</i>	<i>FEB</i>	<i>MAR</i>	<i>AP</i>	<i>MAY</i>	<i>JUN</i>	<i>JUL</i>
Consolidate DIHBAI-TUR/DEP: 4,5 M€													



Increase the funding possibilities for SMEs <i>/Spanish Chamber of Commerce (ERDF) 14.400</i>															
Innovation and digitalization assessment <i>Spanish Chamber of Commerce (ERDF) 16.800</i>															

4.5 Workplan

Include an outline of the Work-plan for each project. A suggestion could be to breakdown the Work-plan in work packages and tasks as below:

The current section details the workplans for each of the actions.

- **MA1. CONSOLIDATE DIHBAI-TUR**

WP	Tasks
Work Package 1 Submission to European Digital Innovation Hubs Network call	Task 1.1 Definition of goals, procedures, value, outcome, methodology Task 1.2 Budget revision for proposal
Work Package 2 Consolidation of the DIH	Task 2.1 Governance document reviewed Task 2.2 New members on board Task 2.3 List of services offered
Work Package 3 Promotion	Task 1.3 Promotion activities to disseminate services and the DIH



MA2 INCREASE THE FUNDING POSSIBILITIES FOR SMES

WP	Tasks
WP1 Identification of calls and funding opportunities	Task 1.1 Meetings and mapping initiatives and members of DIHBAI-TUR launching calls
	Task 1.2 Deploy a solution informing on all funding/financing opportunities for accelerating the digital transformation of SMEs
WP2 Launch of calls	Task 2.1 Generate agreements to manage funds dedicated to the digital transformation of SMEs
	Task 2.2 Launch and manage the calls
WP Dissemination and communication	Task 3.1 Organise events and workshops linked with the networking and training WPs to facilitate the access to finance
	Task 3.2 Disseminate and communicate through different channels the funding opportunities identified

MA3: INNOVATION AND DIGITALIZATION ASSESSMENT

WP	Tasks
WP1 Analysis of SMEs needs	Task 1.1 List of SMEs to be assessed



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	Task 1.2 Detection of SMEs needs
WP2 SMEs assessment	Task 2.1 Realisation of interviews
	Task 2.2 Realisation of reports
WP Dissemination and communication	Task 3.1 Organise events and workshops to explain innovation and digital solutions
	Task 3.2 Disseminate and communicate through different channels the services offered

For each Work Package and task a more detailed description can be included here

(You can reproduce the structure used in your relevant funding applications)

4.6 Budget breakdown for the service/project

Detailed budget associated to the service. It can be presented using different costs categories. You can also use the budget headings used in your applications for funding. Below is an example

The current section details the budgets/expenditures for each of the inbound actions.

Category of funding	Expenditure Amount
Salaries	30.000
Overheads <i>(i.e. calculated at 7% of staff costs)</i>	2.100



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Travel & Subsistence	2000
External expertise	15000
Building/renovation / refurbishment	-
Equipment	-
TOTAL	-49.100 €

4.7 Viability and sustainability

Section to outline, for example:

- *how the services will be delivered and maintained in the in the medium term, i.e. next 3 to 5 years (following the end of Phase 2.*
- *You could include a business plan that might include cash flows and financial projections*

The current section details the viability and sustainability plan for each of the actions.

- **MA1: Consolidation of DIHBAI-TUR**

DIHBAI-TUR is already a reality that step by step is generating an interest by all the innovation and digital community. AS far as we will be able to involve key actors and continue implementing actions, the DIH will be consolidated as an useful tool that will boost the digital transformation of the region while being an umbrella of the digital ecosystem to increase the coordination among the different actors avoiding overlapping.

This action is going to be maintained at least in the next 3-5 years, due to the following budget lines:

- **The approval of the EDIH call:** DIHBAI-TUR was submitted to the first EDIH call, if we're not successful this time, there will be another opportunity. The Euroepan Commission wants a DIH in each EU region and DIHBAI-TUR is the only DIH of the Balearic Islands
- **The national funds:** the National Ministry of Industry, Commerce and Tourism will launch a national call to support at least one DIH in each Spanish region



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- **Regional funds:** the regional Government of the Balearic Islands is part of DIHBAI-TUR and it is aware about the importance of this instrument. It is being negotiating a budget line from the Next generation funds
- **European projects:** DIHBAI-TUR is already participating in a European project and it is submitting new proposals

- **SERVICES to SMEs**

This activity is linked with the relation between the Chamber of Commerce of Mallorca and the Spanish Chamber of Commerce based on the ERDF programme 2021-2027

4.8 Impact expected

A. Refer to your 'Self-Defined Indicators' in the Application Form:

B. Section to explain the impact expected of this action/service (You might also cover the angle about what would be the impact if the action is not implemented).

This information will be included in your tailored regional Digital Innovation Improvement Plan resulting from your Digital Maturity Assessment

All the actions mentioned in the previous section are aimed to have a strong and consolidate DIH able to offer services not only at regional level, but to interact also at EU level jointly with other DIHs with the objective to accelerate the digital transformation of the region of the Balearic Islands in terms of their SMEs and public administration.

Having this objective divided in different actions, the list of indicators are the following:

- **300 SMEs** receiving a basic digital analysis service – 100 per year
- **90 SMEs** receiving an in-depth digital analysis service – 30 per year
- **8 SMEs** implementing a proof of concept- 8 in 3 years
- **100 SMEs** receiving advanced digital services in the 4 islands in 3 years
- **72 awareness events** organised, 6 per island, per year, reaching **4000 SMEs and entities**
 - **Funding schemes for SMEs**

The impact of not having a DIH will be the implementation of isolated actions from the different members of DIHBAl-TUR which will keep the Balearic Islands at the queue of the innovative regions in Europe.

4.9 Monitoring activities in Phase 2

A. Refer to Section 4.5 (in Phase 2 reports you will need to report on the predicted timeframe for the project funding application and set-up/implementation Process

B. Follow up actions from your Digital Maturity Assessment



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Approval of Action Plan: Please use the model below on headed paper of your organisation

Mallorca Chamber of Commerce agrees to implement the Action Plan for the Carpe Digem project detailed above. I confirm that I have the required authorisation of to do so and that the required authorisation process of Mallorca Chamber of Commerce has been duly carried out.

On behalf of: Mallorca Chamber of Commerce

Signed:

Name: Eduardo Soriano Torres

Position in Organisation: President_

Date: 29 July 2022_



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Note: Regarding Endorsements for the Policy Instrument Managing Authority or other relevant body directly implicated in the delivery of the Action Plan

Example: On behalf of.....I would like to confirm our support for theAction Plan developed through the CARPE DIGEM project.

We agree, where appropriate, to promote and give assistance to the delivery and implementation of the projects and other activities as detailed in the...Action Plan.

I confirm that I have the required authorisation of to do so and that the required authorisation process of has been duly carried out.

On behalf of:

Signed:

Name:

Position in Organisation:

Date:



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ANNEXES

Annex 1 - List of main activities and meetings with the local stakeholders

Activity/meeting	Date	Stakeholders involved	Issues addressed and main outcomes
DIHBAI-TUR meeting	Monthly	TURISTEC, the University of the Balearic Islands and FUEIB, the Agrifood cooperatives of the Balearic Islands, the regional Government of the Balearic Islands (including Fundació BIT, IDI and AETIB) and AnySolution	<p>Issues addressed:</p> <ul style="list-style-type: none"> - Services offered - Activities implemented by each members - Eu projects - Events and dissemination activities - EDIH call <p>Main outcome: work together of the different members towards a same objective</p>
Signature of the General Protocol	10/12/21	TURISTEC, the University of the Balearic Islands, the Agrifood cooperatives of the Balearic Islands, the regional Government of the Balearic Islands	<p>Signature of a common document to present DIHBAI-TUR to the general public</p> <p>Outcome: increase of awareness</p>

Action plan

Activity/meeting	Date	Stakeholders involved	Issues addressed and main outcomes

Annex 2 – Digital Maturity Assessment Analysis and Digital Innovation Improvement Plan and other follow up actions

Annex 3 – Other documents