



DigiBEST
Interreg Europe



European Union
European Regional
Development Fund

Digital SME. IncHUBatori

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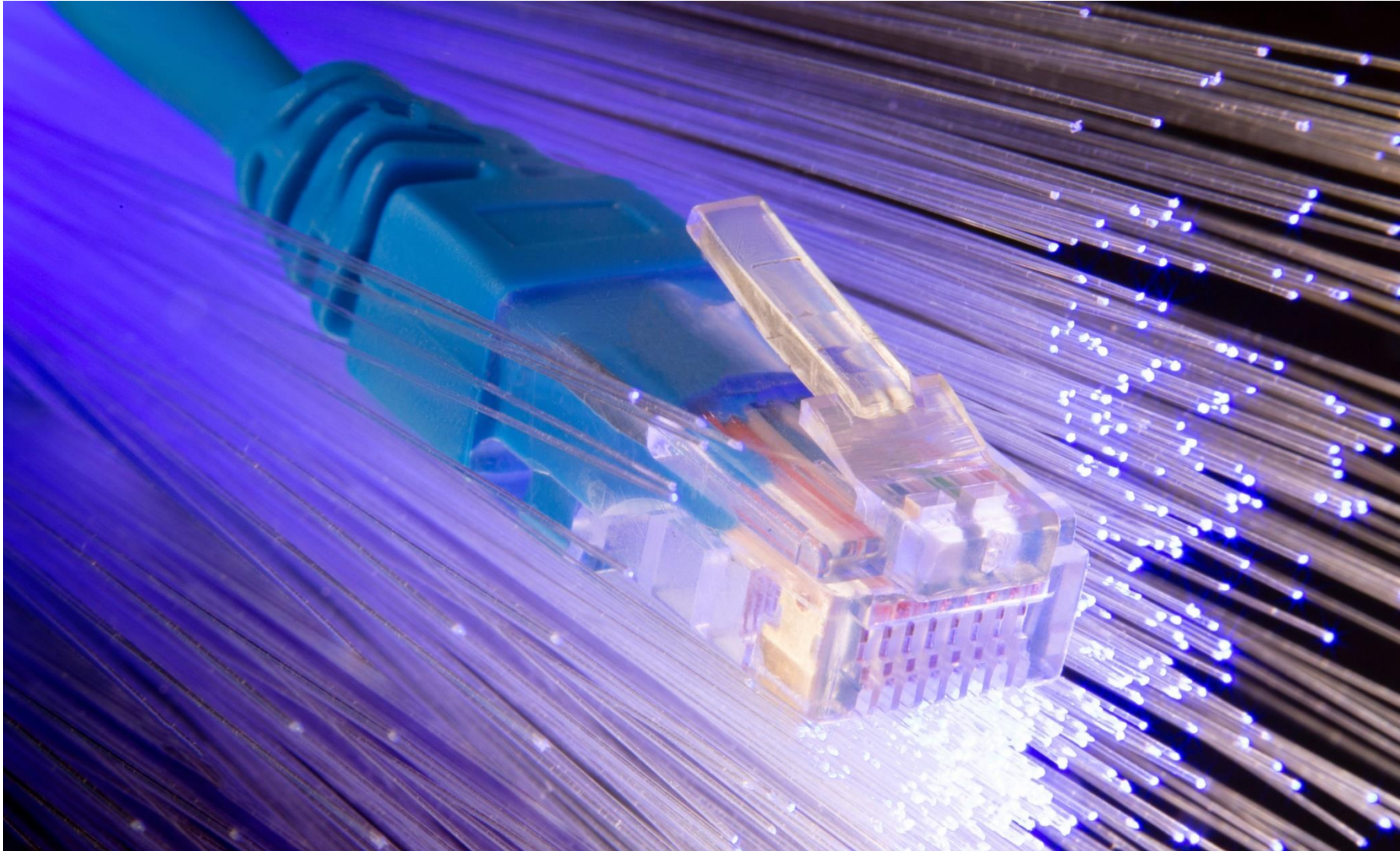
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Digitalisation in 2019

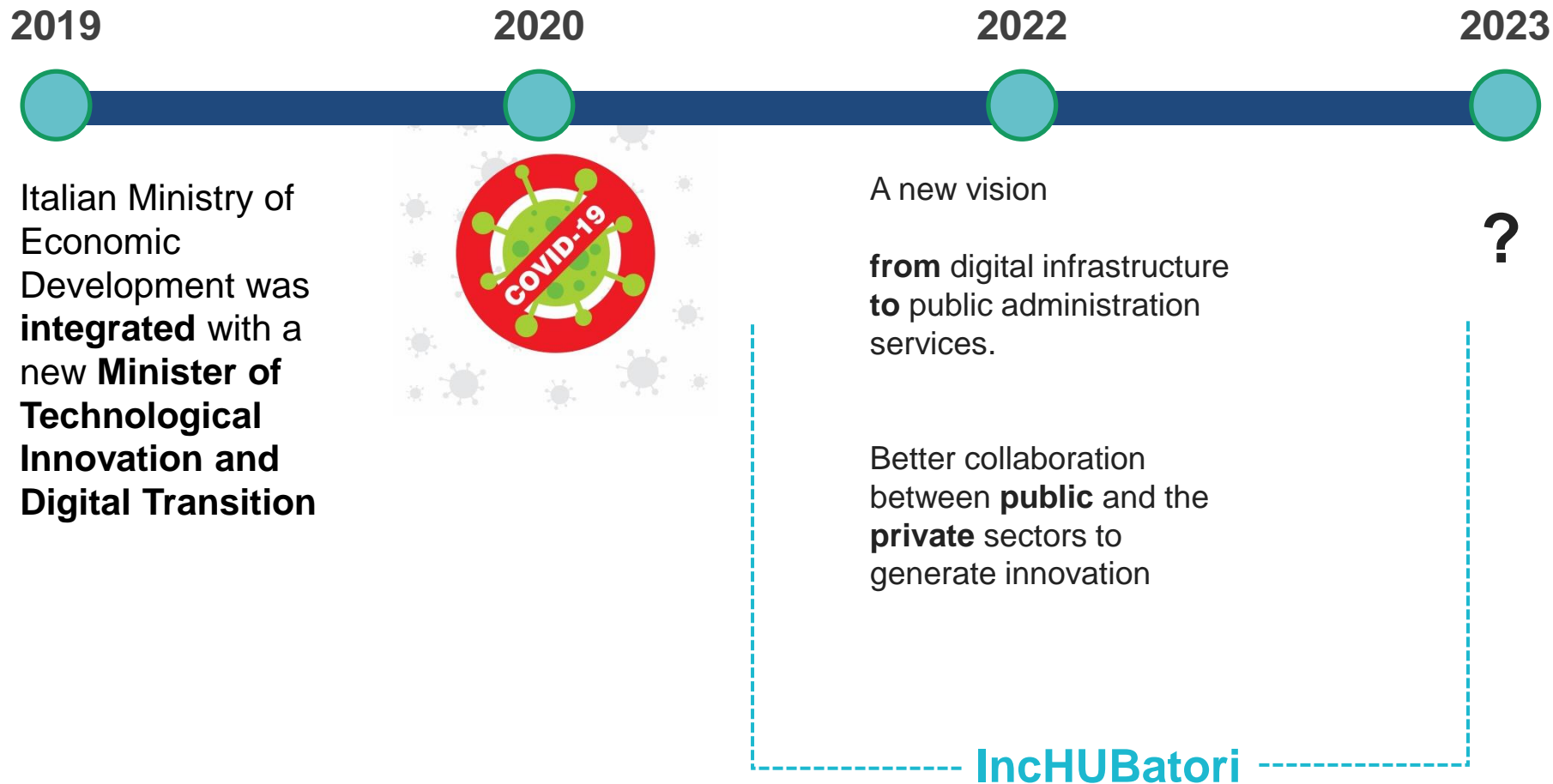


Digitalisation in 2023



Too many lifetimes ago

What's the new in the timeline



Baseline

In **2019**, National innovation strategy was a starting point for the digitalization of the company, the innovation of the country and the sustainable development of the company.

The most important barriers in Basilicata starting this process were:

- **Low digital maturity**, lack of knowledge about digital opportunities and their advantages and limited capacity to adapt to technology and know-how that is rapidly developing.
- Limited access to the **internet** in regional territories (**digital divide**).
- “School **migration**” - University migration students.
- **Failing potential for innovation** of SMEs.
- Difficulties in accessing Italian and foreign markets due to the scarce regional competence for **internationalization** and low skills in R&D.
- Complex **Bureocracy** of the Public Administration.

The problem is **Digitalisation** not only **Digitalization**.

The position of Basilicata is unsatisfactory in term of innovation.

It appears to be improving,

A new model for small lander and customize SMES

INCHUBATORI

sapere . fare . innovare

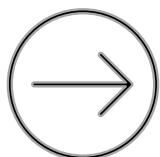
What's is

The project aims to define **an intervention model** enhancing the **competitiveness of micro, small, and medium-sized enterprises in Basilicata** through actions aimed at facilitating the transformation of the region's production processes.

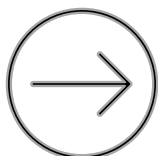
In particular, the activities carried out by the project promoting:

- the **dissemination** of digital culture and digitisation processes in businesses in Basilicata,
- **creation** of an innovation ecosystem for collaboration between the research system, SMES, and the international connection of the local business system.
- **New business models** and new skills in the local workforces

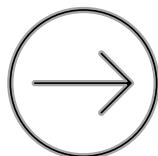
Challenges & Goals



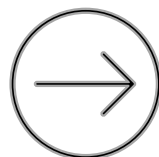
IMPROVING PARTECIPATION



BOOSTING BUSINESS AND DIGITAL CULTURE



CAPITALIZE PROJECT RESULTS



PROMOTE SCALABILITY

Actors and Activities

This intervention model takes on the dimension of a **"pilot project"** tested on **30 local companies**, following a mindset of scalability for all the local development system



SviluppoBasilicata



REGIONE BASILICATA

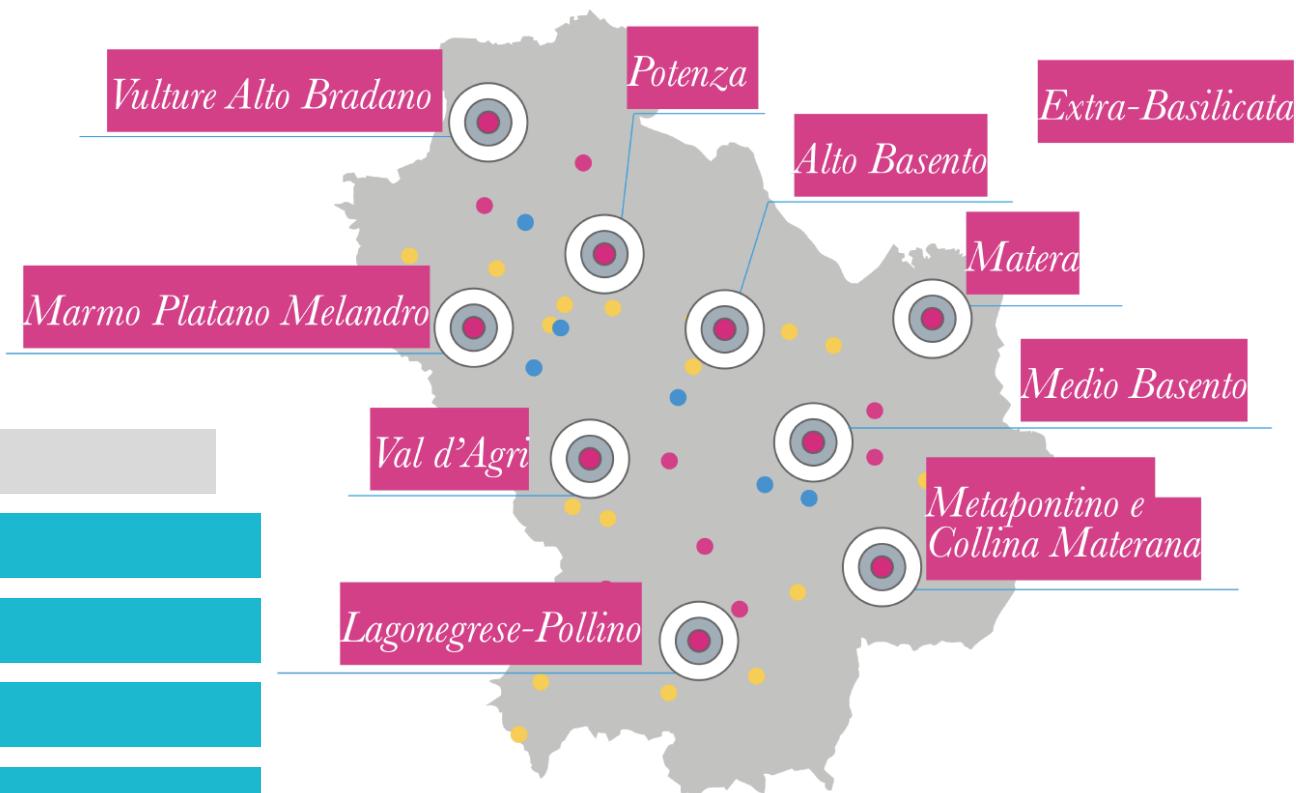


Fondazione
Giacomo Brodolini

After an initial analysis step, the project has been implemented through **openlab**, **workshops** and **tools for sharing & listening**, supporting companies and the main local stakeholders in the main thematic areas of intervention of the regional **smart specialization strategy**.

Stakeholder engagement

INSTITUTIONAL STAKEHOLDERS



CLUSTER

AEROSPACE

AUTOMOTIVE

BIOECONOMY

ENERGY

CULTURE AND CREATIVITY

TURISM

ECONOMIC AND SOCIAL STAKEHOLDERS

Experiences and Results

KNOWLEDGE AND CONTAMINATION

Business Transformation, Innovation, Internationalization & Startups

COMMUNITY

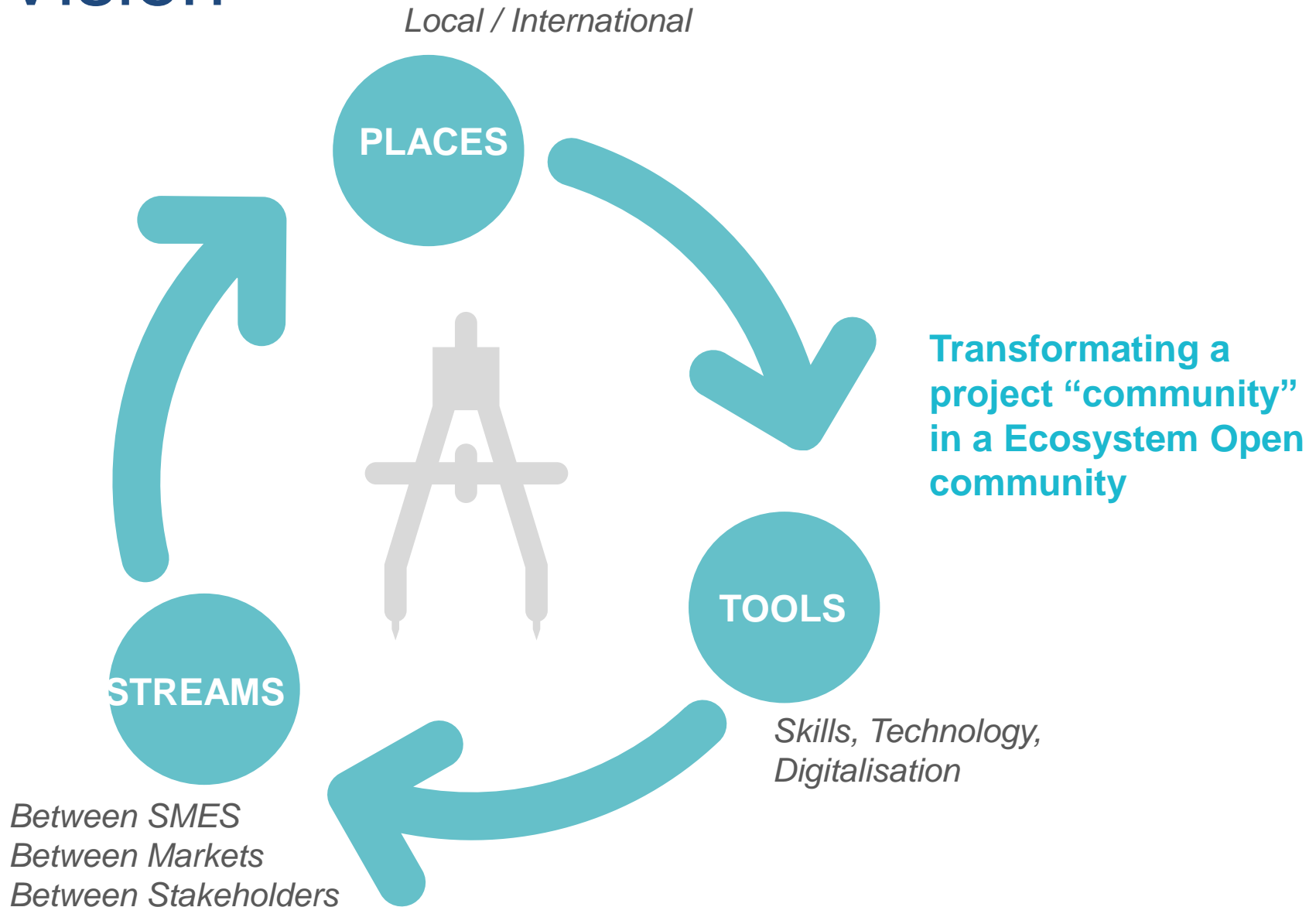
Ecosystems & Open Innovation
Technologies & Startups

TOOLS

Canva Tools
E-Ready e Communication Check Up
Soft skills e lateral thinking
Open Innovation Models



Vision



To finalize the Action Plan

ACTIVITIES:

- **Regional study**
- **Survey**
- **Good practices analysis**
- **Roadmap**
- **Study visits: most of them only on-line**
- **Peer review**

From Peer review the experts noticed that:

- **the lack of digital skills** and the insufficient digital literacy among small business owners have usually **led to low adoption of digital technologies and processes**;
- **insufficient collaboration between businesses** could also be an **obstacle to innovation** (commercial synergies in sectors where firms have few skills could help improve their performance on the market);
- **new businesses**, especially if based on technology and/or knowledge (e.g university spin-offs), **can positively "contaminate" the regional innovation system**.
- a large number of enterprises (especially micro-enterprises) may find difficult to identify the external digital support. So a regional initiative could be launched to help companies, in particulare SMEs in their digital innovation processes.

To finalize the Action Plan

Good practices

Another inspiration received by the project for the action plan drafting came from the study of a DigiBEST Good Practice: **The Trøndelag Industry 4.0** project envisaged by Trøndelag County Council, **together with the County Gardens and Business Incubators** (Næringshager og Inkubatorer), aims at offering digital skills development courses for companies through a series of workshops, to increase the digital maturity of small businesses.



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DigiBEST has really represented a very valid project to identify actions to support/improve the innovation and digitization of small businesses.

Video

Thank you!



Project smedia