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DigiBEST Granada Action Plan: a network of offices to support the digitalization of SMEs

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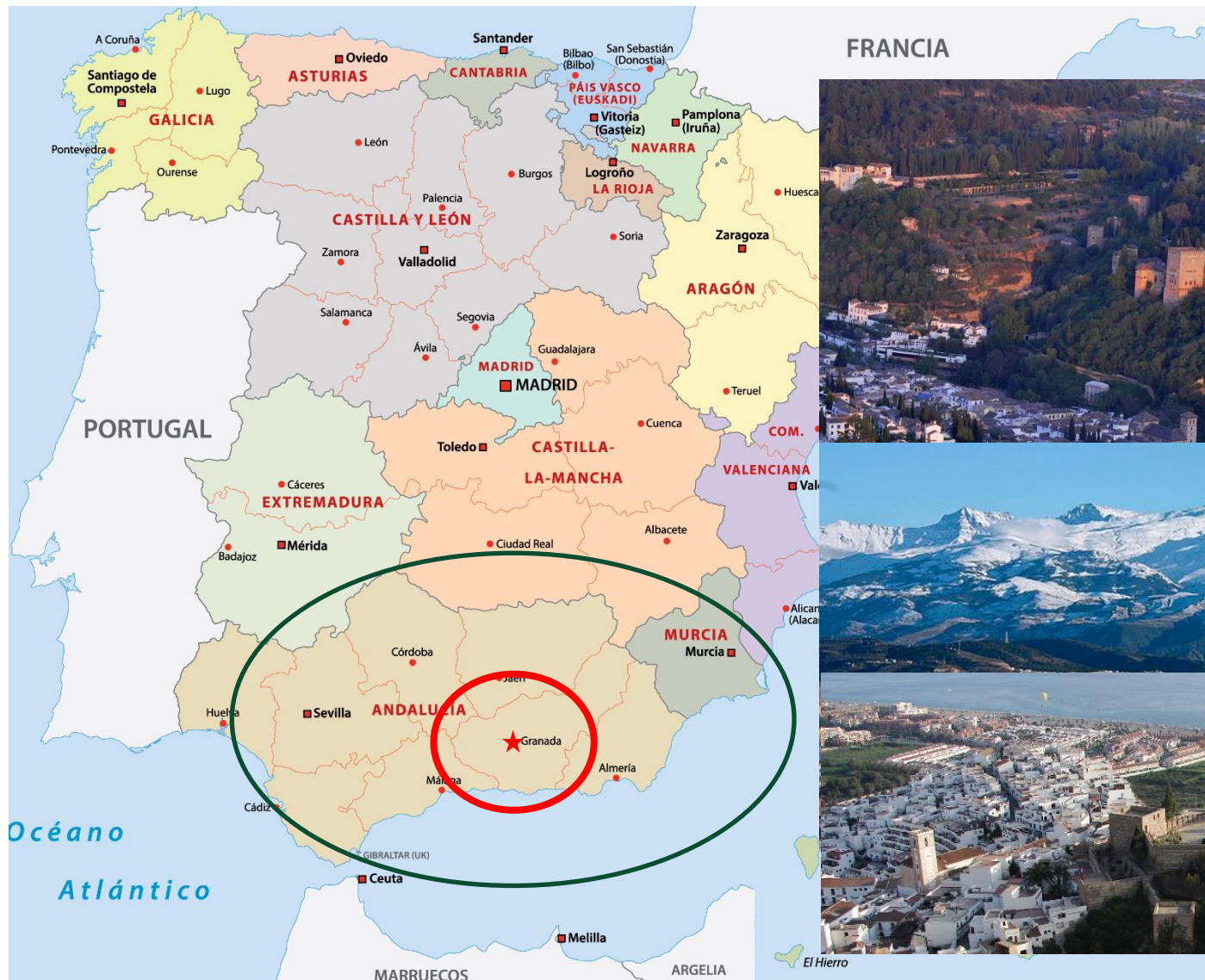
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Context-region



Context-region

What about digitalization in our region?

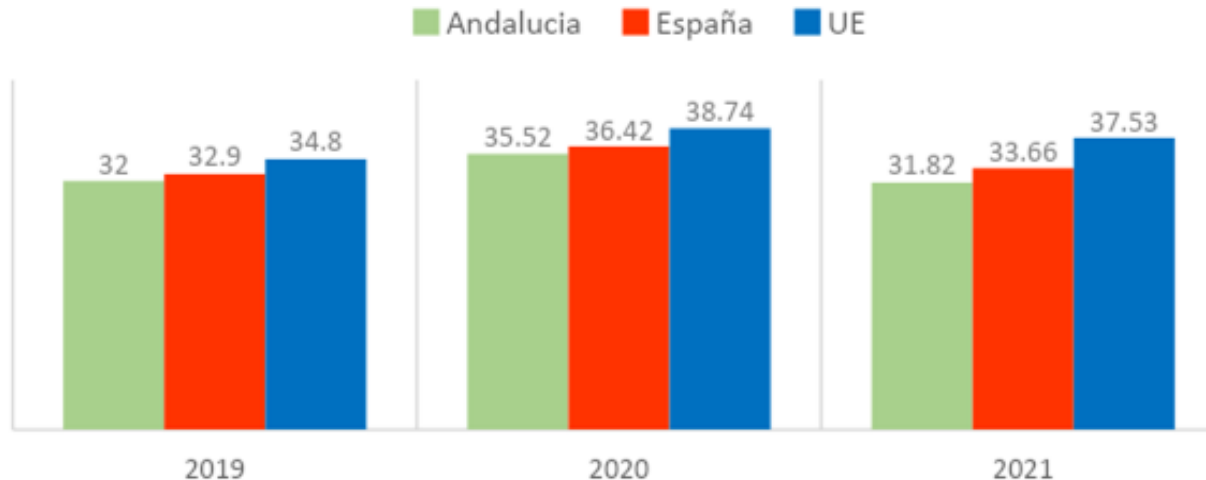


Statistical data show the insufficient level of digitalization and digital skills of SMEs as the main obstacle to fully exploiting the economic potential of new technologies.

These are some of these data:

Use of digital technologies by SMEs

The following graph shows the degree of digital integration of SMEs, that is, the use of digital technologies and their level of development.



SOURCE: II INFORME SOBRE EL ESTADO DE LA TRANSFORMACIÓN DIGITAL DE LAS EMPRESAS EN ANDALUCÍA | 2022. ANDALUCÍA CONECTADA

Context-region

Digitalization of Andalusian SMEs	<10 empl	>10 empl
% SMEs that have computers	99%	99%
% SMEs that have an Internet connection	80%	82%
% SMEs that use electronic signature to interact with Public Administration	99%	99%
% SMEs with internet connection and Web sites	64 %	84 %
% SMEs that have a computer application to manage customer information within the company (CRM tools)	38 %	54 %
% SMEs that send electronic invoices that allow automatic computer processing (eg EDI, UBL, XML)	32%	59%
% SMEs that perform big data analytics with their own employees	12 %	25 %
% SMEs using artificial intelligence (AI) technologies	6 %	26 %
% SMES using 3D printing techlonogies	2%	13%
% SMEs that buy Cloud Computing services through the Internet	22 %	5 %
% SMEs that have ERP tools to share information between different business areas of the company	44 %	79 %
% SMEs that use some kind of robot	7%	23%

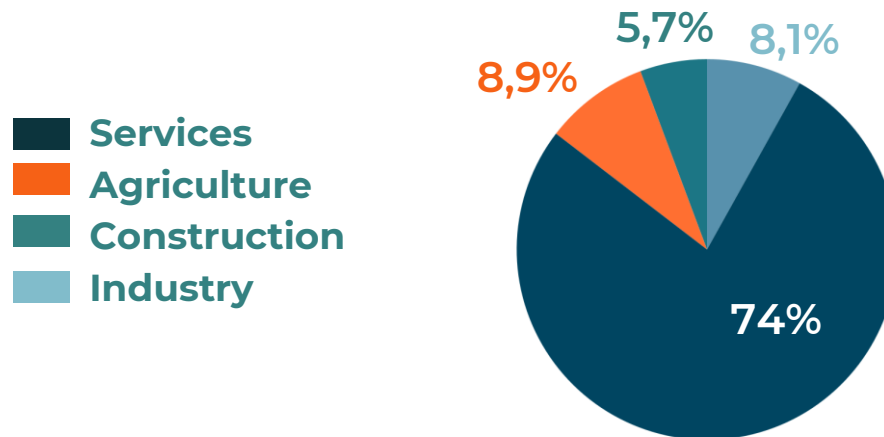
SOURCE: IECA-SURVEY ABOUT IT USE AND E-COMMERCE IN THE SMEs (2021)

Percentage of companies according to size



In the County of Granada there are around 96,943 companies, of which 91% are self-employed or SMEs with up to 5 employees.

Percentage distribution of assets by economic sector



The economic activity of the rural environment in the province of Granada is mainly concentrated in the economic sectors related to services, agriculture, tourism and construction.

Being especially important the agri-food sector in rural areas.

Context-region

These data justify that County Council of Granada and local stakeholders works together in order to promote the digital transformation of SMEs in the province as an element of vital importance for the development of the territory, thus helping to strengthen its productive system.

Local stakeholders



Granada Action Plan

Stakeholders have actively involved in the definition of the Granada Action Plan, making contributions in order to prioritize the interventions.

The DigiBEST Granada Action Plan was committed with cooperation and harmonization between all the stakeholders.

What is the DigiBEST Granada Action Plan?

- ❑ Final product that closes the First Phase of the DigiBEST project.
- ❑ Document that establishes the actions to be taken to improve the policy instrument **“Plan for the development of local productive activity”**.
- ❑ Instrument that plans and describes the strategic process to develop a set of lines of action to promote the digitization of SMEs in the province of Granada

Granada Action Plan

ACTION 1:

Awareness campaign on the benefits of digitalization.

ACTION 2:

Capacity building to boost SMEs digital transformation .

Granada Action Plan

Stakeholders are actively involved in the execution of the Granada Action Plan. Three entities are directly participating in the implementation of the actions (County Council of Granada, Chamber of Commerce of Granada and Chamber of Commerce of Motril), and the rest of the entities are also participating, mainly in dissemination activities and also providing facilities to host awareness events all over the Granada province.

The Ministry of Economic Affairs and Digital Transformation of Spain is also a key player in this Action Plan, as it is financing the 80% of its costs, through the ACELERA PYME program, aimed at building the benchmark ecosystem for the digital transformation of SMEs.

This program is part of the SME Digitization Plan 2021-2025, which has a budget of more than 4,000 million euros.



Acelera pyme offices network

A network of Acelera pyme Offices has been created in Spain, which is the face-to-face and virtual meeting point for the support of SMEs, whose objective is to promote their digital transformation. At the same time, they raise awareness of the advantages and innovative methodologies to optimise the operation of their businesses through the incorporation of ICTs.

Three entities from the province of Granada are part of this national network of Acelera Pyme offices, which is being the instrument through which the DigiBEST Action Plan is being carried out.

These three entities are:

- County Council of Granada (DigiBEST project partner):

<https://www.acelerapymegranada.es/>



Diputación
de Granada

- Chamber of Commerce of Granada (DigiBEST stakeholder):

<https://acelerapyme.camaragranada.org/>

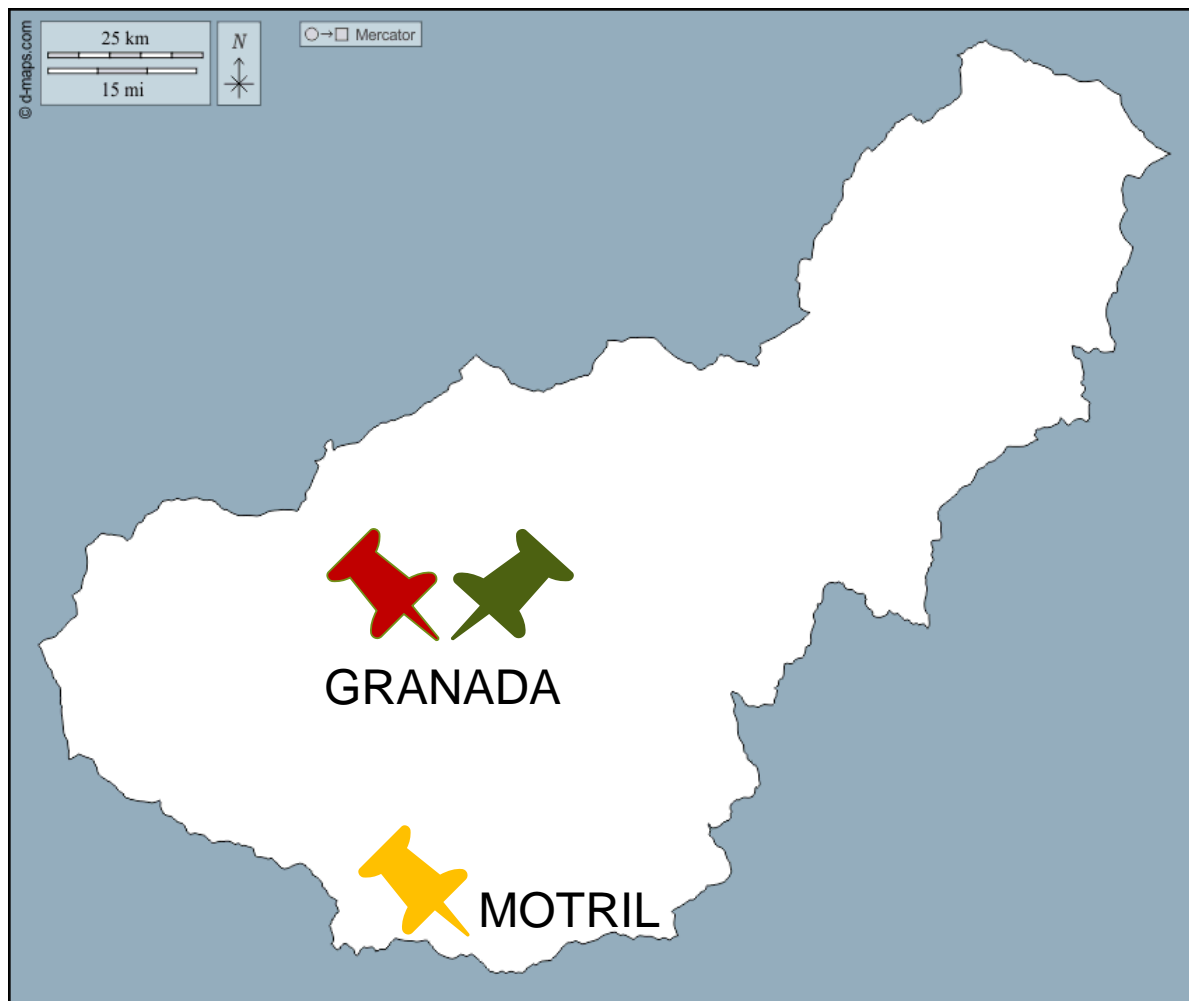


- Chamber of Commerce of Motril (DigiBEST stakeholder):

<https://acelerapyme.camarademotril.es/>



Granada Acelera Pyme offices network



Acelera pyme offices network

The **main services** are being provided by the Acelera pyme offices are:

- Face-to-face service, which includes providing advice and resolving user queries about the new digital transformation processes.
- Remote support service, to resolve questions for SMEs regarding digital transformation.
- Technical conferences on specific topics related to digital transformation.
- Practical workshops, related to the incorporation of ICT in the production processes of SMEs.
- Technological and infrastructure services, certification/validation of products, processes, developments, etc.
- Promotion of relations between agents in the ecosystem.
- Information on access to public and private funding.

Granada Action Plan

ACTION 1:

Awareness campaign on the benefits of digitalization.

Through events, seminars and conferences, the Acelera Pyme offices seek to make SMEs aware of the importance and benefits of digitalization in order to be more competitive, developing more productively and efficiently thanks to the help of technology and innovation.

Results and impact:

- Number of communication and dissemination awareness activities organized: **66 events**
- Number of SMEs participating in awareness events: **1.713 SMEs**

The Chambers of Commerce (Granada and Motril) are mainly organizing online or mixed events, while the County Council of Granada focuses on holding face-to-face events in rural areas (less than 20.000 inhabitants).

Events in rural areas



Organiza

Acelera pymes
CRA NA 800
Diputación de Granada

España | digital

**IMPORTANCIA DE LA DIGITALIZACIÓN
EN ZONAS RURALES**

Ayudas a la digitalización

Pymes y Autónomos del Barranco del Poqueira,
queremos conocer vuestras necesidades

Salón de Usos Múltiples
Mirador Barranco del Poqueira

20:00 h

11 Mayo
2023

Financiado por la Unión Europea
Investando en el futuro

red.es

Granada Action Plan

ACTION 2:

Capacity building to boost SMEs digital transformation.

Activities:

- Technical assistance and personalized advising for SMEs.
- Information on access to financing and public aid for digitalization.
- Technological and infrastructure services to support SMEs.
- Networking and workshops on digitalization.

Results and impact:

- Number of SMEs participating in capacity building activities: **505 SMEs**

Granada Action Plan

Other activities:

Opening of the Digital Business Hub Granada

The Digital Business Hub/Granada was inaugurated last March and already host a dozen SMEs that are in the process of digitalize their business projects or that are born with a purely digital approach.

Chamber of Commerce of Granada offers them free accommodation for six months as well as advice and services related to digital transformation. In total, the centre has ten spaces for SMEs with a total of 40 jobs plus another 20 for individual or self-employed entrepreneurs.

In addition, the building has common and multifunctional spaces, a training room and a laboratory equipped with drones, tablets, virtual reality glasses or 3D printers.

The centre offers: business management software packages (accounting, billing, BIG Data analysis), digital marketing services, hosting or web maintenance, etc.

Granada Action Plan

Other activities:

Opening of the Digital Business Hub Granada



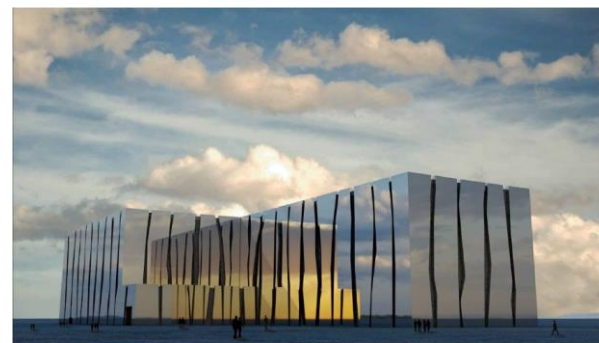
Other activities:

Industry Office supported by Ifmif-DONES

The International Fusion Materials Irradiation Facility – Demo Oriented NEutron Source (IFMIF-DONES) is a single-sited novel research infrastructure for testing, validation and qualification of the materials to be used in future fusion power plants like DEMO (a demonstration fusion reactor prototype).

In relation to this international project, Fusion for Energy (F4E) evaluated positively the joint Spain Croatia proposal to site the IFMIF-DONES in Granada.

The Chamber of Commerce of Granada, as an institution that has promoted the arrival of the largest scientific infrastructure to be built in Spain since its inception, opens the Dones Industry Office in collaboration with the Spanish Association of the Science Industry Ineustar.



Benefits of the Action Plan

The creation of the Acelera Pyme offices network in the province of Granada has already brought numerous benefits among the SMEs in the territory:

To improve the customer experience:

- It allows offer a product or service any day of the year at any time.
- Keep a more direct and personalized communication with customers.
- Achieve an optimal experience for the consumer throughout the process of acquiring the product or service: from the search, through the purchase, to the post-sale.

To improve online reputation:

"What is said about a company" makes an important difference for clients and professionals in the sector, so a good online recommendation can help to improve the position of a business and attract more clients.

Benefits of the Action Plan

To increase productivity:

Digitalization helps to accelerate processes and to find a faster solution to offer a better good customer service.

Increase business volume:

Thanks to the digital transformation, SMEs have the opportunity to access new markets to generate new sources of income.

Competitive advantage:

It has been proven that companies that decide to adapt to digital transformation obtain more competitive advantage in the market than those SMEs that do not adapt to digitalization.

Benefits of the Action Plan

Reduces operating costs:

Although, at first, incorporating resources and tools and implementing changes in business processes may involve an investment, the operating costs of internal processes are considerably reduced and the initial investment is soon amortized.

More flexibility for employees and better teamwork:

Thanks to digital transformation, employees can manage their functions with more flexibility and autonomy. Regarding teamwork, digitalization facilitates communication and coordination with employees, improving work efficiency and results.

Fight against depopulation in rural areas:

To facilitate access to technologies for rural businesses is crucial to avoid rural depopulation.

Any interesting, exciting, funny or confusing moment of the project

The first SME assisted in the Acelera pyme office:

The strange case of the coat of mail





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Thank you!

Questions welcome



Project smedia