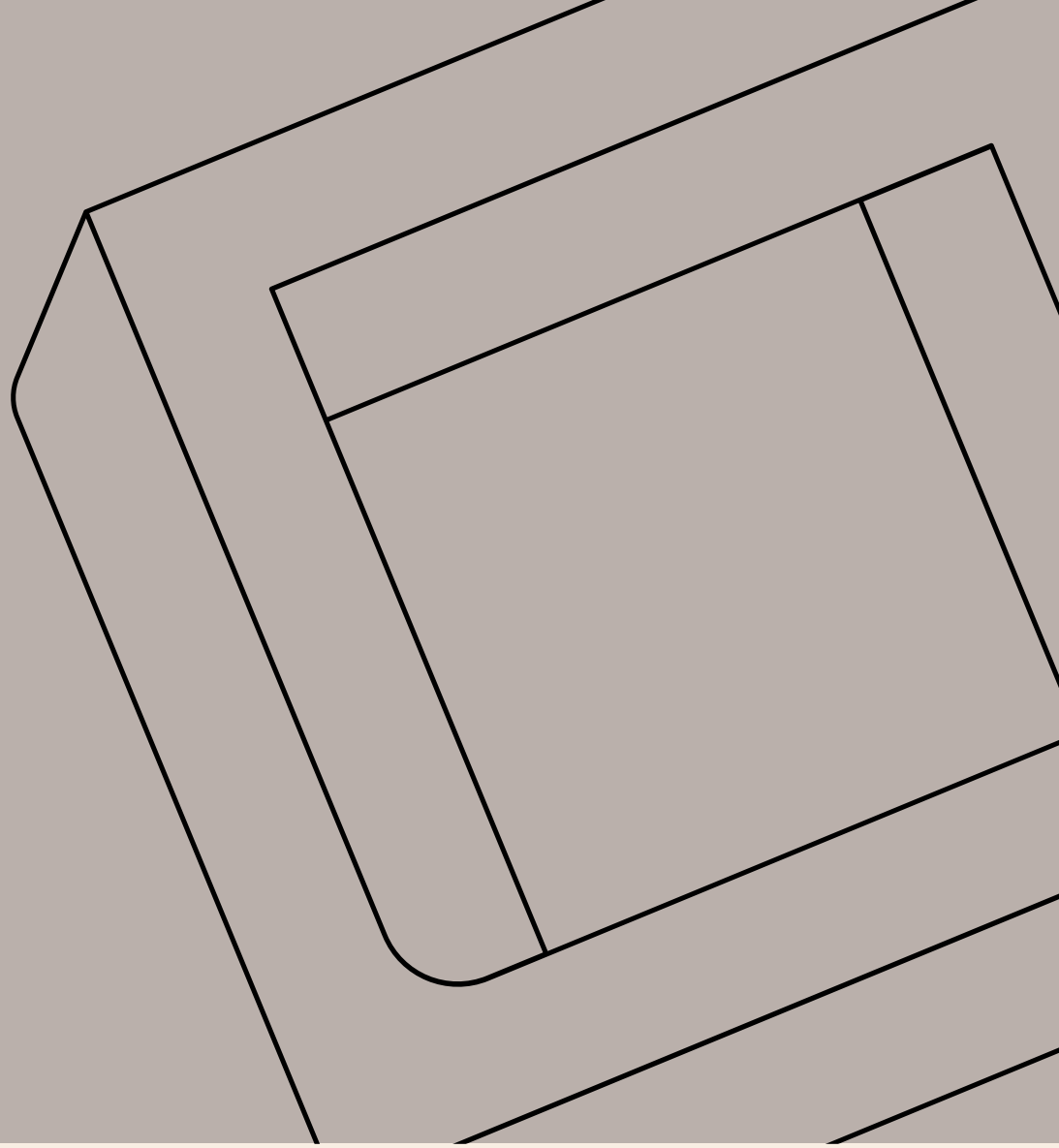
Introductory Webinar: Digital Transformation Accelerator - Phase 2

Online, 29 October 2025

Post-Webinar Report



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Opening message from DG CNECT

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Malgorzata Nikowska, Head of Unit, Unit A4 - AI Innovation and Policy Coordination, Directorate-General for Communications Networks, Content and Technology, European Commission

This webinar marked the launch of **DTA 2.0** and the **second phase of the European Digital Innovation Hubs (EDIHs)** network. DG CNECT emphasised the shift toward **artificial intelligence (AI)** as a central focus for phase two, both in terms of services offered by EDIHs and their integration into the broader AI ecosystem. The DTA framework has been updated to reflect these new priorities. EDIHs are now gaining more visibility in EU policy, particularly through the **AI Continent Action Plan** and the **Apply AI Strategy**. DG CNECT expressed strong confidence in the network's ability to deliver. The DTA 2.0 consortium is now active and ready to support the network with ideas and tools to improve efficiency and impact in various areas:

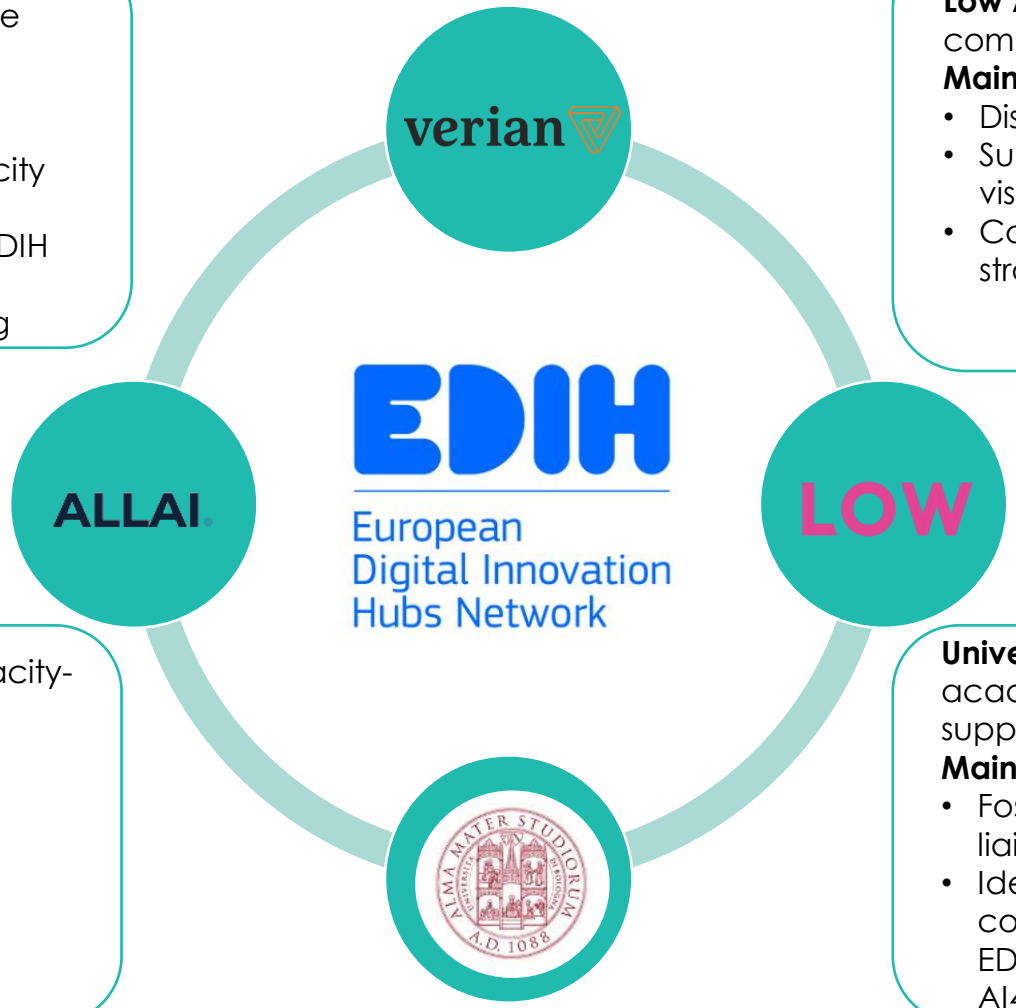
- **AI Focus**: EDIHs must prioritise AI in their services and connect with AI Factories, TEFs, and HPC centres.
- **Promote "AI Made in Europe"**: Support both the uptake and development of European AI solutions.
- **Updated DTA Framework**: DTA 2.0 is redesigned to be more compact, focused, and future ready.
- **Policy Recognition**: EDIHs are now featured in key EU strategies like the AI Continent Action Plan and Apply AI Strategy.
- **Efficiency & Impact**: Focus will be on priority actions that benefit the largest number of EDIHs.

Presentation from Digital Transformation Accelerator 2

A DTA consortium built to support future-proof EDIHs

Verian is responsible for overall project management, coordination, knowledge generation, and service management.
Main focus:
- Ensuring smooth helpdesk operation
- Fostering EDIH animation and capacity building, including match-making
- Generating knowledge to support EDIH core services
- Supporting KPI analysis and reporting

Low Associates is responsible for all communication and outreach activities.
Main focus:
- Disseminating EDIH achievements
- Supporting events organisation and visibility
- Coordinating EDIH communication strategy



ALLAI provides expert support and capacity-building on the AI Act.
Main focus:
- Developing AI-related training
- Acting as AI Act antenna to compile challenges and needs of EDIHs
- Curating list of AI Act support tools, trainings and guidance notes to help EDIHs to orient themselves

University of Bologna leverages its academic and research expertise to support the EDIHs' work.
Main focus:
- Fostering AI ecosystem integration and liaison
- Identifying opportunities for complementarities and synergies with EDIHs (e.g EUSAiR, NoLeFa, CoordinaTEF, AI4Europe, DeployAI)

The DTA2 leadership team

Giovanni Mozzarelli

Project Manager | Senior Director for Policy Implementation at Verian

Barbora Kudzmanaitė

Service Manager | Research Director for Digital Policy at Verian

Mantas Budraitis

Deputy Project Manager | Research Director at PPMI (part of the Verian Group)

Five teams to advance EDIHs' work

Analysis KPI and knowledge generation team
Atis Migals
Ruta Gabalina

Supports EDIH in reporting and analysing their KPIs to identify gaps and trends. Also based on EDIH feedback, promotes best practices, develops new tools, training and guidance notes to improve EDIH core services.

AI ecosystem and support
Catelijne Muller
Antonino Rotolo

Ensures EDIH are integrated into the broader AI ecosystem, maps existing EU AI-related resources and compiles them so they are relevant for EDIH work. Explores, jointly with EDIH, strategies for building long-term regional ecosystems and fostering cross-sectoral collaboration on AI.

Engagement and training team
Delia Mihali
Patricia Scherer

Designs engaging mutual learning activities to tap into the EDIH expertise, delivers trainings, fosters peer reviews among EDIHs, supports EDIH Working Groups and runs matchmaking events.

Communication Team
Arno Sterck
Karen Clements
Luana Lambert

Ensures that EDIHs are visible and recognised for their collective work.
Curates internal and external communication, including the EDIH TV.

Helpdesk and IT team
Katarzyna Czetyrkowska
Maryna Butym
Neringa Šimkutė

Runs online systems, including the Helpdesk so that EDIHs are informed and receive timely responses to their queries.

Our approach to support EDIH community

- Building on the existing resources and tools
- Engaging EDIHs in the preparation and delivery of capacity building events
- Leveraging mutual learning to share existing promising practices
- Supporting EDIHs at different points of their learning journey
- Creating a space for productive exchange among EDIH and within the wider ecosystem

EDIHs as a one-stop shop for AI innovation

Enhanced service delivery with a stronger focus on AI uptake

Full integration into the EU AI ecosystem

Data-driven decision making

Increased visibility

Support for companies and the public sector

Our next steps

Activities over the next six months

Priority

- Re-activate the helpdesk function and clear the backlog.
- Engage with Working Groups to discuss their plans and support them in their exchanges.
- Establish recurrent meetings to onboard new members and launch event calendar and match-making.

Short term

- Share good practices by mapping existing EDIH-developed tools and initiatives in the AI ecosystem
- Prepare tools to strengthen EDIH services, especially regarding the “access-to-finance” strand.
- Re-start the training cycle and badge system

Medium term

- Prepare the Annual EDIH Summit in Spring 2026
- Develop a Communication Amplifier Toolkit and launch the EDIH TV

How to reach us?

Same as before:
Through the **helpdesk function**: https://edihnetwork.freshdesk.com/support/home
Via **e-mail**: info@edihnetwork.eu / support@edihnetwork.eu

Result of the listening exercise

START, STOP, CONTINUE and pools

In summary, EDIHs want to...

- **invest in automation**, collaboration, and visibility into every layer of the EDIH ecosystem.
- build a more integrated, **AI-enabled**, and **user-friendly** EDIH ecosystem.
- cut **administrative overload**, rigid compliance tools, and fragmented communication.
- **have collaborative events**, shared learning, **transparent data**, and **sector-specific cooperation**.
- highlight the need for progress remain both **measurable and inclusive**.
- **focus on collaboration and networking** and continue using the **online platform and knowledge base**.
- be **involved in co-designing** future activities.

Start

The EDIHs want to **start building smarter, more connected, and more collaborative systems and practices** within the EDIH ecosystem.

The following priorities summarize what EDIHs believe should *begin now:*

- **Build APIs to automate Digital Maturity Assessment Tools (DMAT)/KPI uploads** and dashboards.
- **Boost collaboration** via meetings, reviews, and shared online spaces.
- Use a **live DTA calendar** and share WG outcomes and best practices.
- **Co-develop sector DMAT versions** and support diverse data needs.
- **Link EDIHs with AI Factories, TEFs, HPC, and EU AI ecosystem**.
- **Share platforms** like South Westphalia to speed up knowledge transfer.
- **Simplify tools**, integrate SMEs, and clarify AI support access.
- **Train clusters** by sector to apply digital and AI solutions.

Stop

EDIHs broadly agree to **stop duplicating work, over-complicating tools, and undervaluing engagement quality**.

The following priorities reflect what stakeholders believe should end:

- Stop **duplicate reporting** across DTA, SYGMA, and EU portals; use one interoperable tool.
- **Drop complex DMAT/KPI models** like T1/T2 and long surveys; simplify or remove.
- End **last-minute invites and low-impact webinars**; plan communication with purpose.
- **Avoid badge systems based on quantity**; reward quality, impact, and collaboration.
- Remove extra database fields and confusing forms; **focus on usability**.
- **Phase out outdated tools**, harsh reviews, and uncoordinated helpdesk responses.
- Siloing. Include IT and cross-sector needs; **align KPIs and DMATs with market realities**.
- Stop fragmented data and surprise interface changes; **unify EU and regional efforts**.

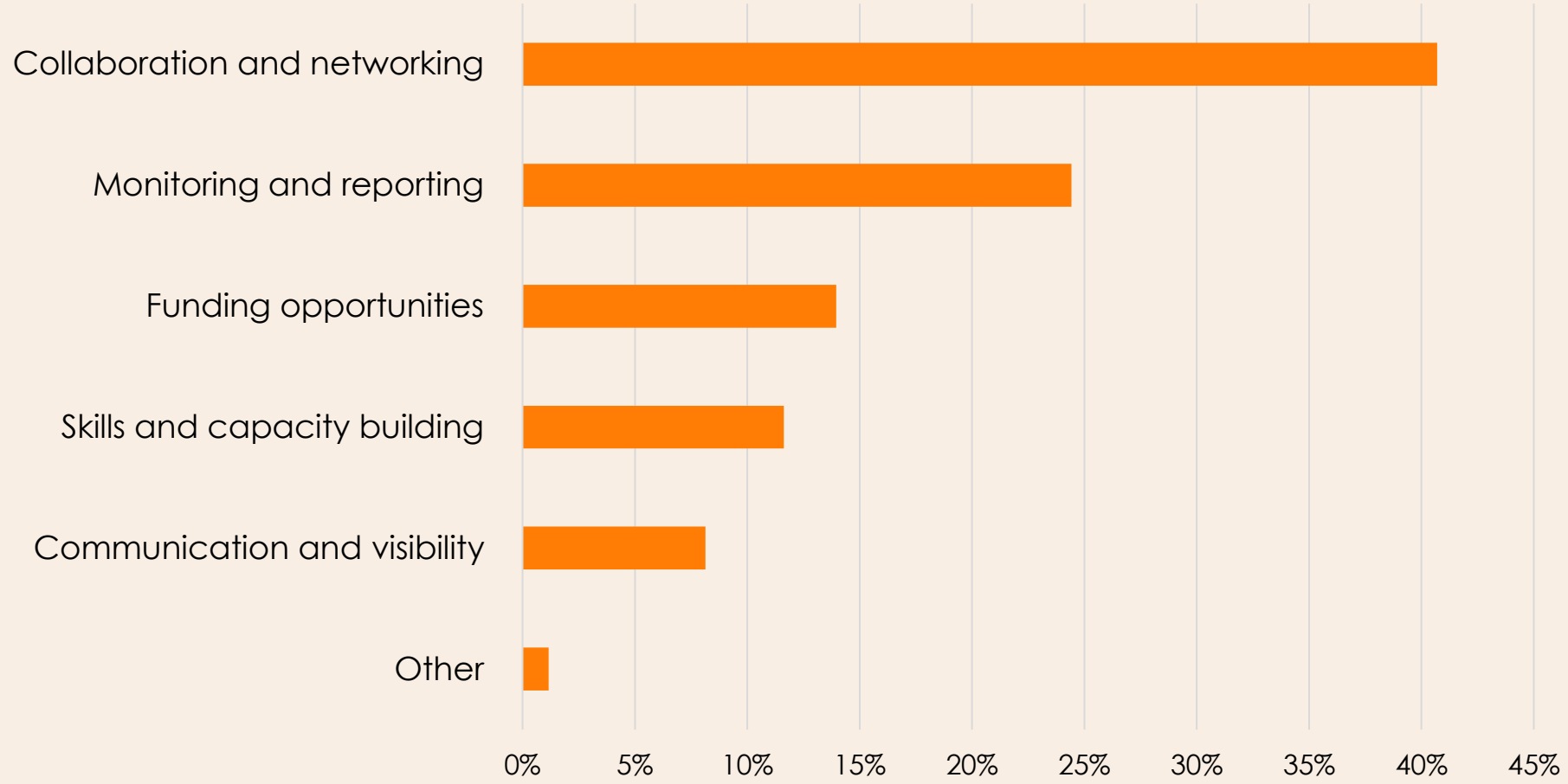
Continue

Participants widely agreed that while many processes need **simplification**. The focus is on maintaining what creates **collaboration, visibility, and learning** across the EDIH network.

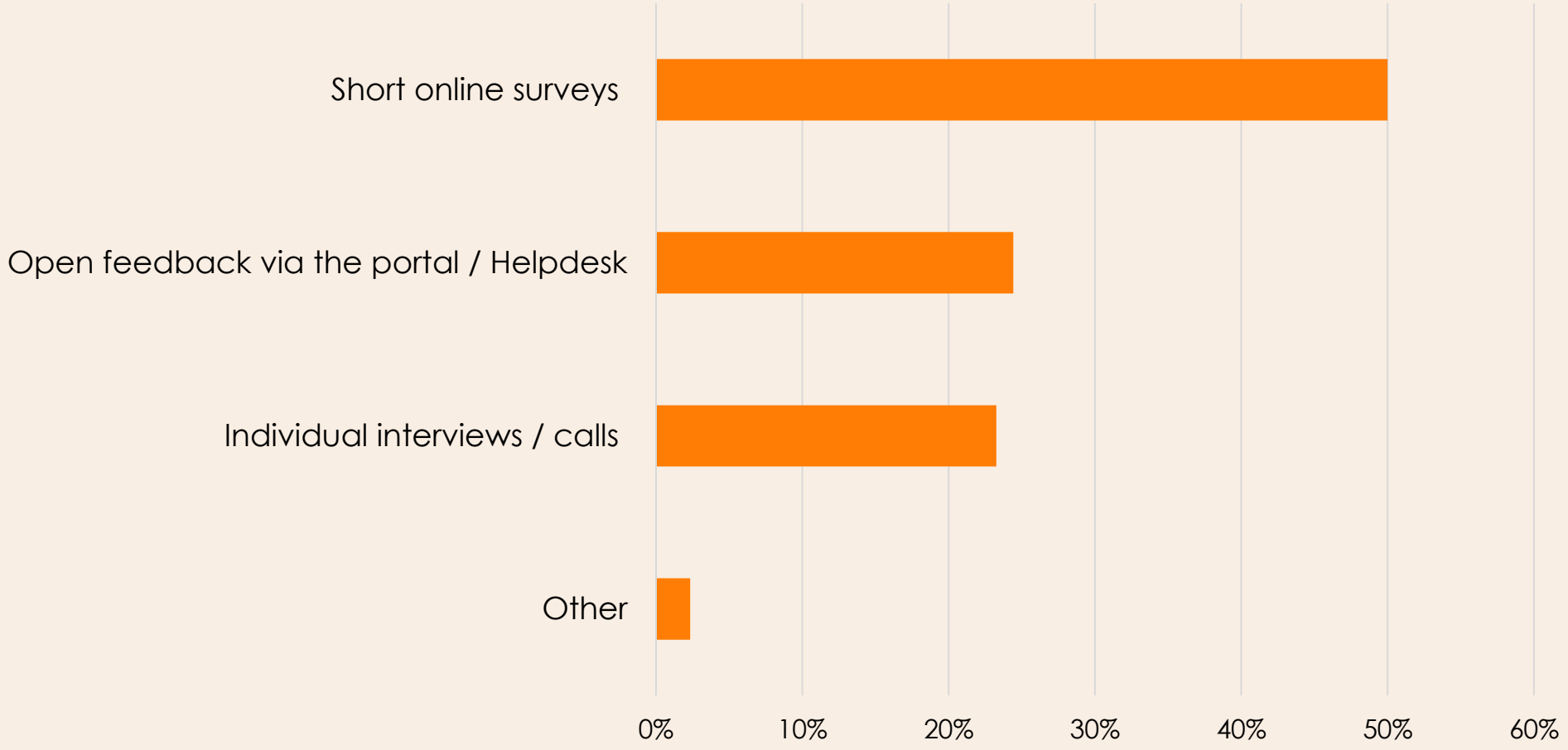
More concretely:

- Keep **hosting summits and meetings to connect EDIHs** with EU innovation actors and build trust.
- Maintain **training via e-learning, webinars, and sector-based clusters**.
- Continue **refining KPIs and DMAT** using aggregated data to guide improvements.
- Share **best practices and success stories** to strengthen collective expertise.
- **Improve KPI/DTA portals** with better interfaces, batch uploads, and SME signposting.
- Preserve **cooperation with AI Factories and National Funding Authorities** for aligned strategies.

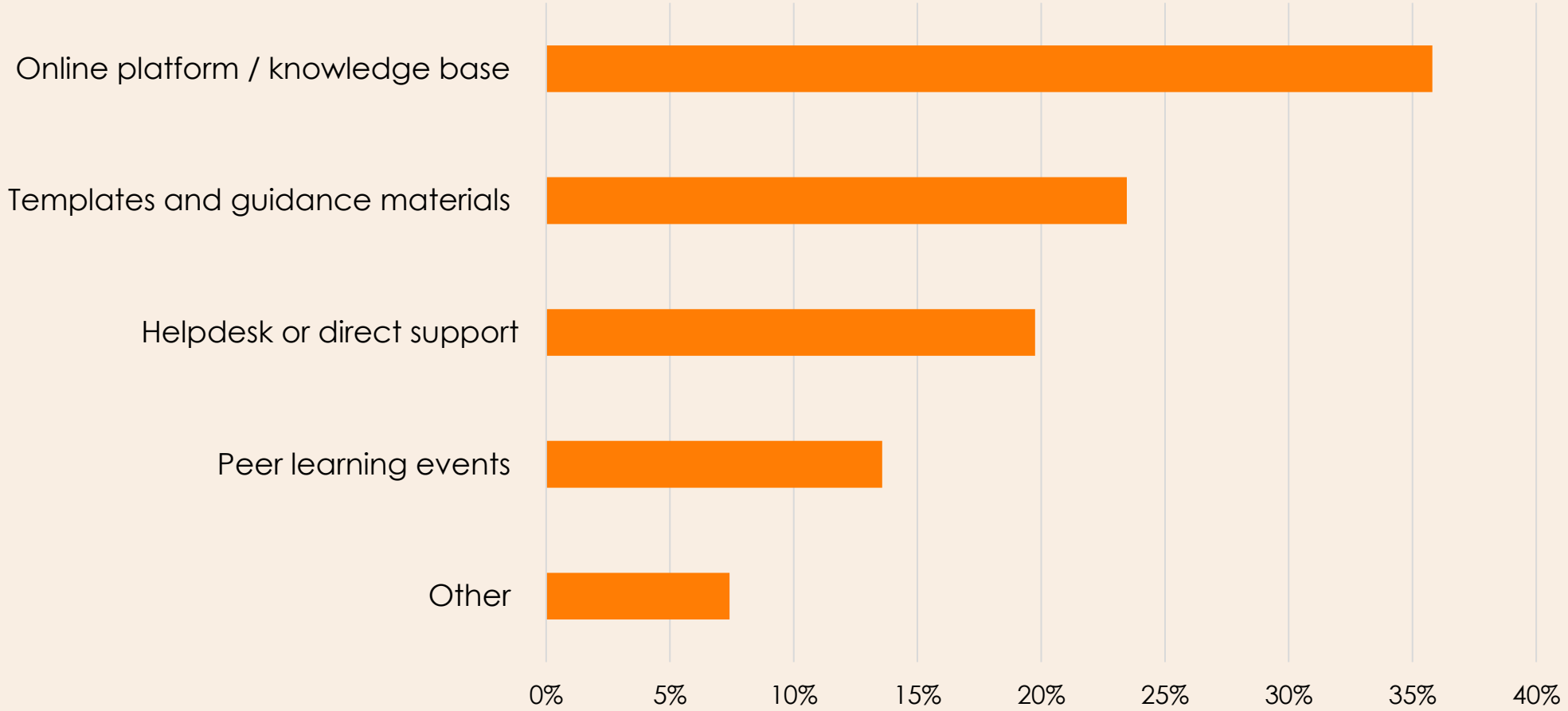
1. Which topics should be prioritised by DTA2 in the coming year?



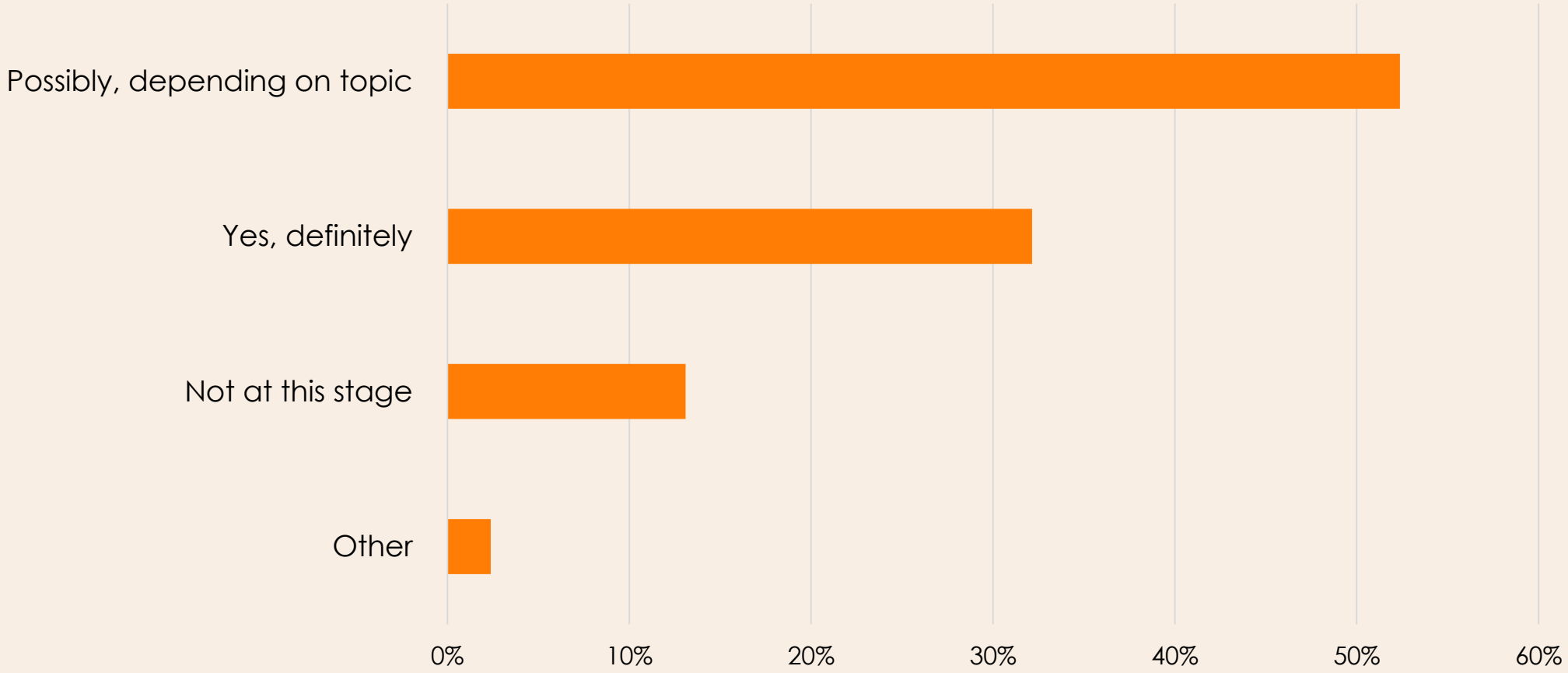
2. What is your preferred way to provide feedback to the DTA2 team?



3. Which support tools have been most useful so far?



4. Would you like to be more involved in co-designing future activities (e.g. pilots, events, tools)?



Participants’ overview

Participation overview

EDIH attendance: 134 participants

EU Member States' EDIHs participating:

- Austria
- Belgium
- Bulgaria
- Croatia
- Cyprus
- Czech Republic
- Denmark
- Finland
- France
- Germany
- Greece
- Hungary
- Ireland
- Italy
- Latvia
- Lithuania
- Netherlands
- Poland
- Romania
- Slovenia
- Spain
- Sweden

Associate Countries' EDIHs participating :

- Albania
- Kosovo
- North Macedonia
- Serbia
- Ukraine

New thoughts and ideas? Contact us!

https://edihnetwork.freshdesk.com/support/home

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