WG 2: Supporting the low digitalised SMEs

Introduction

Smart Industrial Remoting: remote working in non-digitalised industries – Pilot Project

Dr. Heidi Cigan

1 June 2023

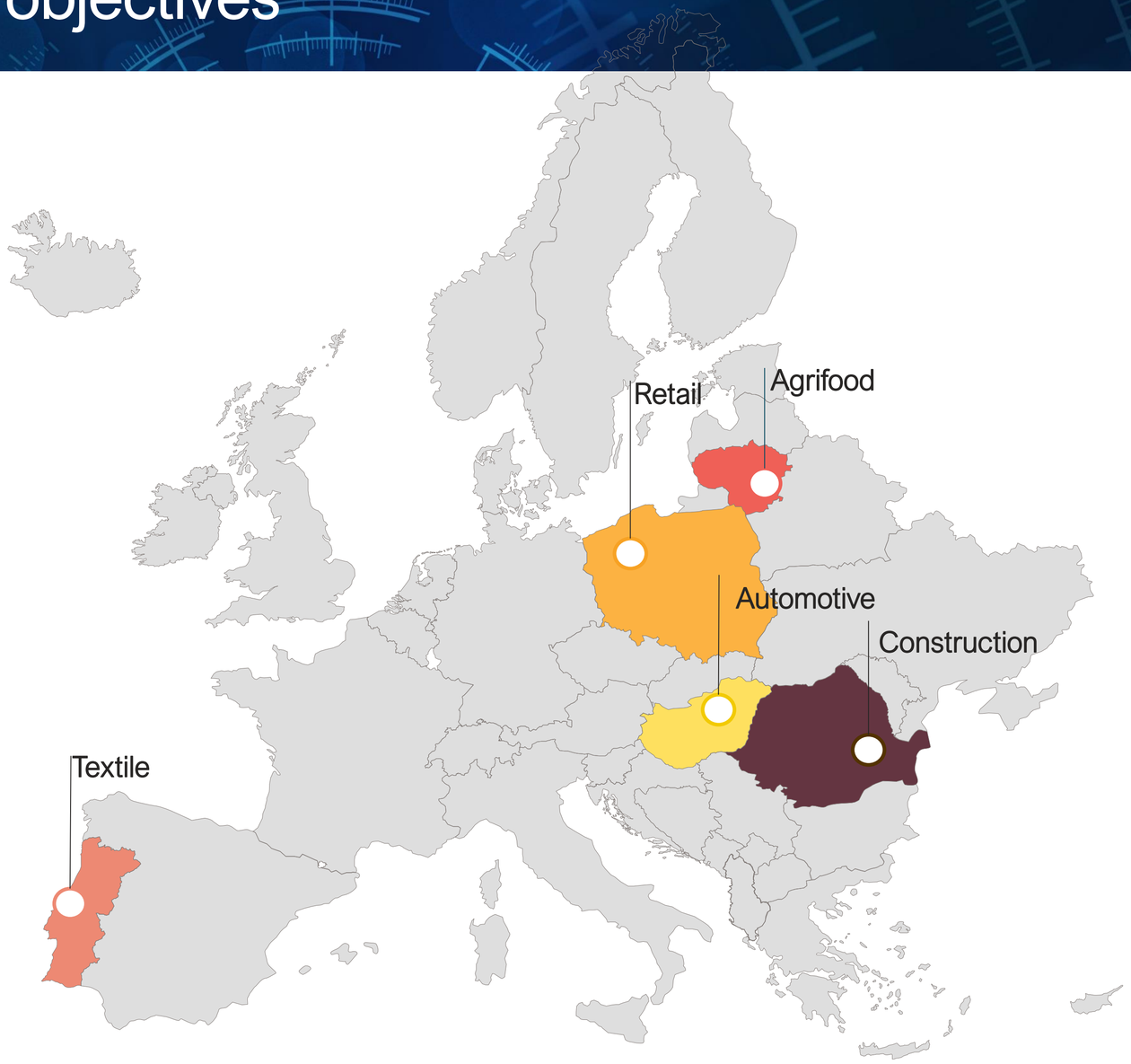
WG2 agenda

11:00 – 11:10	**Introduction** *Dr. Heidi Cigan, Senior Policy Officer, DG CNECT*
11:10 – 11:30	**Digitalisation of SMEs: main findings from digitalisation pilots** *Rūta Gabalina, Senior Researcher, PPMI*
11:30 – 12:10	**Hub-SME collaboration: recipe for successful digitalisation** *Barbora Kudzmanaite, Research Manager, PPMI (moderator)* *Kristina Šermukšnytė-Alešiūnienė, Director of Agrifood Lithuania* *Anca Sandu, Managing Partner of UnitH2B* *Rūta Gabalina, Senior Researcher, PPMI*
12:10 – 12:20	**Questions with the audience** *Barbora Kudzmanaite, Research Manager, PPMI*
12:20 - 12:30	**Wrap-up and closing** *Dr. Heidi Cigan, Senior Policy Officer, DG CNECT*

Study objectives

Delivering **user-friendly** and **targeted advice** on **digitalisation** for 5 industries in 5 EU countries:

- Construction in Romania
- Textile in Portugal
- Retail in Poland
- Automotive in Hungary
- Agrifood in Lithuania



Study approach

Gap analysis

Problem identification

Best practice collection

Digitalisation pilots

Digitalisation toolbox

Dissemination

WG 2: Supporting the low digitalised SMEs

Digitalisation of SMEs: main findings

Smart Industrial Remoting: remote working in non-digitalised industries – Pilot Project

Rūta Gabaliņa, Senior Researcher, PPMI

1 June 2023

Contents of the presentation

1. Brief introduction to study objectives & approach
2. Description of the five digitalisation pilots
2. Presentation of the main outcomes of the study

The study team

PPMi

&

Digital Innovation Hubs

AgriFood DIH Lithuania

innomine

citeve TEXTILE TECHNOLOGY

dih4.eu digital innovation & hubs for Europe

FIT DIGITAL INNOVATION HUB

Summary of the piloting phase

Objective

Test digitalisation good practices in a real-world context and contribute to the development of a Digitalisation toolbox

Selection

- Matro Gépgyártó (HU)
- Surfoteka (PL)
- Unifardas (PT)
- 50 Acres of Work and Joy (LT)
- UNITH2B (RO)

6 months

Piloting took place between October 2022 and March 2023 and companies were supported and monitored by DIHs and the study team

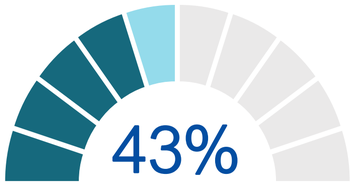
Results

All companies improved their DMA scores during the piloting phase; 27 horizontal takeways were identified

The five digitalisation pilots

Matro Gépgyártó Kft.

50 data collection systems are installed, improving troubleshooting, and reducing unit cost and production time



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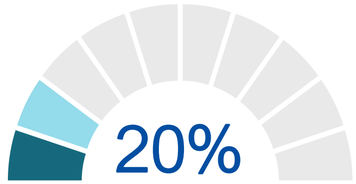
Surfoteka

All sales databases are integrated and order processing is streamlined, reducing errors and boosting efficiency



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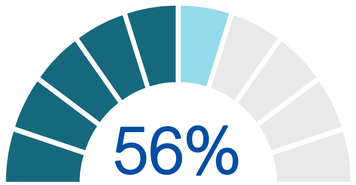
Unifardas

A parametric model is built for one of the products and an order platform is launched automating the final price calculation



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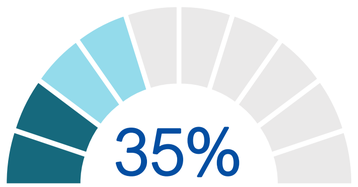
50 Acres of Work and Joy

A quantity and quality farm management system AgroSmart is implemented, digitalising procurement, planning and monitoring



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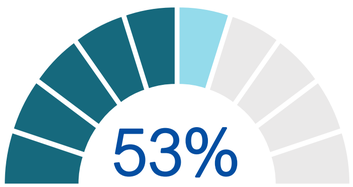
UNITH2B

Procedure for BIM model development is improved, new BIM collaboration method is learned, and new BIM use cases are being implemented



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Inception DMA score

DMA score improvement after the 6-month pilot

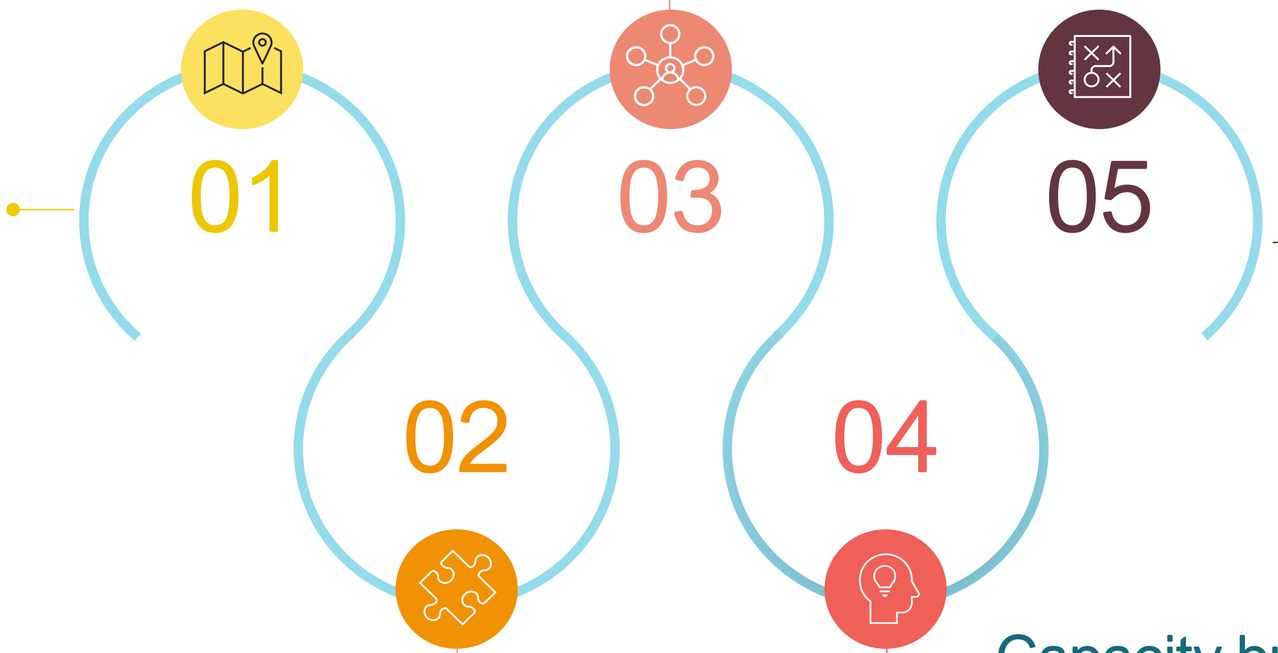
Summary of horizontal takeaways

Cooperation

SMEs face barriers in engaging the wider ecosystem & Hubs can help them navigate it

Planning

The selected companies and hubs saw room for improvement in both long-term and intervention-specific planning.



Management

Intervention management, ensuring sustainability and harnessing potential positive spillovers were highlighted as important.

Implementation

Identifying a solution that fit their needs, finding a ‘common language’ with solution providers and overcoming initial productivity losses during implementation were common issues.

Capacity building

External expertise is often necessary, which makes knowledge transfer crucial.

A recipe for successful collaboration (1/2)

Overcoming risk-aversion

SMEs have limited capacity to take on risk. Even small projects can be challenging. SMEs can benefit from support in identifying relevant funding opportunities

‘Quick wins’

Relatively low-cost options (e.g. retrofitting, ‘downgraded’ solutions) and ‘quick wins’ can be a good place to start for SMEs at the beginning of their digitalisation journeys

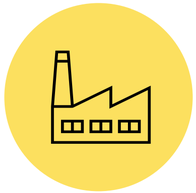
Designing for success

Support from the beginning of interventions is important establish trust and help with needs identification, financial planning and strategy definition

Navigating the ecosystem

Hubs can help connect SMEs connecting to the rest of the ecosystem and navigate the resources and tools available to support digitalisation

A recipe for successful collaboration (2/2)



Business value

Hubs can help SMEs in interpreting how technology trends relate to day-to-day operations and add business value

Tailored support

Size, digital maturity, industry and capacity constraints all influence company support needs

Expanding the network

Becoming a trusted partner and increasing their visibility can help hubs reach out to SMEs outside their network

Digitalisation momentum

Knowledge transfer and considerations to ensure sustainability of digital interventions can help companies harness digitalisation momentum

Study outputs

Gap Analysis report

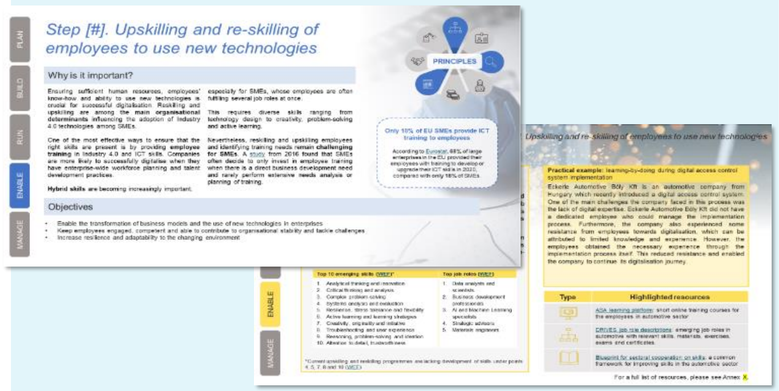
Contains an assesment of the as-is situation in the five selected country-industry pairings: digitalisation level, policy, social and economic factors and external shocks.

Best Practice Collection report

Contains a description of 8 cross-cutting best practice principles derived from analysis of European 42 case studies.

Digitalisation Toolbox (forthcoming)

Will contain practical advice on industry digitalisation, with a focus on the five industries included in the study.



Problem Identification report

Contains a description of 2-3 typcal problems and 1-3 companies experiencing these problems in each selected country-industry pairing.

Digital Pilot report

Contains a description of five digitalisation pilots (results, lessons learned) and 27 horizontal takeaways.

Workshop takeaways and recordings; insights

Find out more about the Smart Industrial Remoting study and access our reports, insights and workshop takeaways here.

Thank you!

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Hub-SME collaboration: recipe for successful digitalisation

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Panel discussion

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Digitalisation pilots take aways – panel discussion

Barbora Kudzmanaitė

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AgriFood Lithuania

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Rūta Gabalina

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Questions with the audience

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