



Success Stories and Good Practices: Guidelines for EDIHs

Version history

0.1	09 April 2024	First version of the document
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Success Stories and Good Practices: Guidelines for EDIHs

What is a Success Story?

Success stories refer to cases where SMEs and PSOs have effectively digitally transformed as a result of the provision of one or more services from an EDIH.

- **Clearly identified customer** (SME/PSO).
- **DMA completed** (preferred) and score provided.
- Clear and sufficiently detailed description of that **customer's specific customer journey** from the customer perspective (not just bullet points).
- Storyboard (storytelling) approach used to provide a compelling and coherent narrative with a logical flow.
- Includes **measurement data** that demonstrates the **success achieved by the specific customer**. Measurement data should link objectives with results/impact (i.e. before and after). Quantitative and qualitative improvements achieved should be measurable and clearly described.

Publishing a success story serves several important objectives:

1. **Inspiration and Motivation:** Success stories inspire and motivate others by showcasing real-world examples of achievements. They demonstrate that success is possible, regardless of challenges or setbacks.
2. **Validation and Credibility:** Sharing success stories validates the effectiveness of a product, service, or strategy. It provides credibility to the EDIH behind the success, reinforcing the expertise and authority in the respective field.
3. **Education and Learning:** Success stories often detail the journey, strategies, and lessons learned along the way. By sharing these experiences, others can learn from both successes and failures, gaining valuable insights and knowledge.
4. **Marketing and Branding:** Success stories are powerful marketing tools. They can be used to highlight the unique selling points of a product or service and differentiate it from competitors. Positive stories also contribute to building a strong brand reputation.
5. **Attracting Investment or Partnerships:** For startups or businesses seeking investment or partnerships, success stories serve as evidence of potential growth and return on investment. They can attract investors, collaborators or strategic partners who are interested in aligning with successful ventures.

What is a Good Practice?

Good practices refer to the practices, methods and knowledge used by the EDIHs to successfully deliver a service/maximise the impact of the service delivery that can be shared with other EDIHs.

- **Clearly identified practice/method/service/solution** (for SMEs/PSOs).
- Clear and sufficiently detailed description of the **typical/average customer journey** from a customer perspective (not just bullet points);
- Storyboard (storytelling) approach used to provide a compelling and coherent narrative with a logical flow.

- Includes **measurement data** that links objectives with expected results/impact to demonstrate how success will be measured (e.g. by EDIHs and clients). Quantitative and qualitative improvements should be measurable and clearly described.
- Includes (where possible), 1 or more examples of the practice applied to an SME/PSO use case (real-life examples preferred).

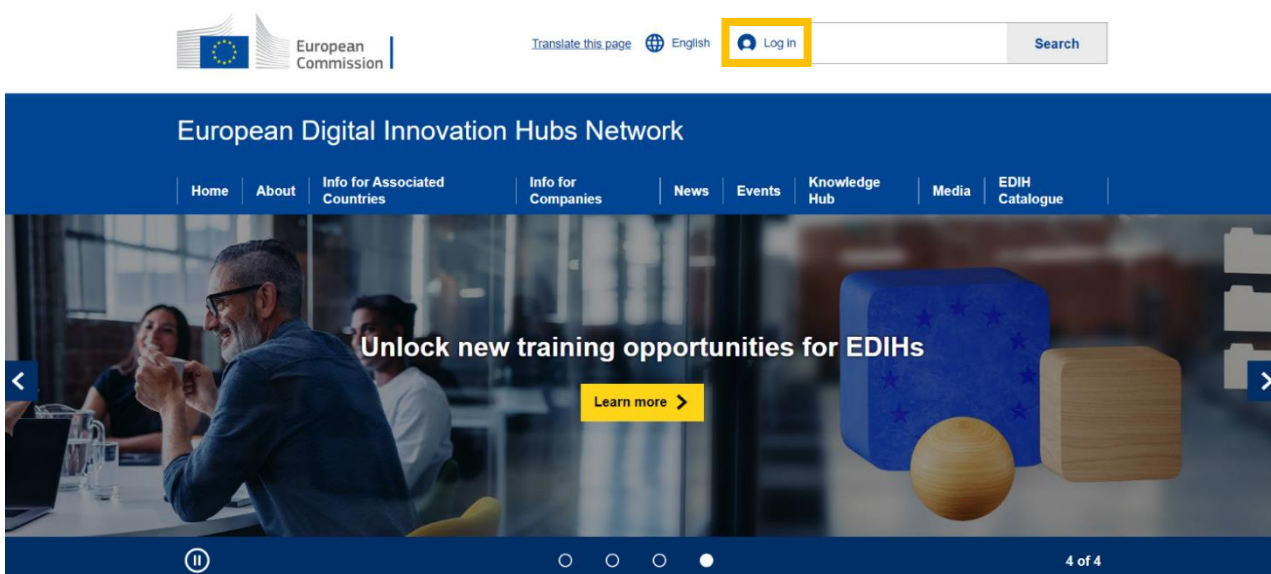
Publishing a good practice serves several important objectives:

1. **Knowledge Sharing and Transfer:** One of the primary objectives of publishing a good practice is to share valuable knowledge and expertise with the EDIH Network. By describing successful strategies, methodologies or approaches, EDIHs can facilitate learning and enable others to replicate or adapt these practices in their own contexts.
2. **Continuous Improvement:** Publishing good practices encourages EDIHs to reflect on their processes and identify areas of success. It promotes a culture of continuous improvement by highlighting effective methods and encouraging stakeholders to strive for higher standards.
3. **Standardization and Consistency:** Documenting and publishing good practices can help standardize processes and ensure consistency across different EDIHs providing same or similar services.
4. **Capacity Building:** Good practices provide practical guidance and resources for EDIHs looking to enhance their skills or capabilities in a particular area. They can serve as a valuable resource for training, capacity building and professional development initiatives.
5. **Policy Influence:** Publishing good practices can inform policy makers, practitioners, and stakeholders about effective solutions and contribute to informed decision-making processes.
6. **Collaboration and Networking:** Sharing good practices fosters collaboration and networking opportunities among EDIHs, professionals, and stakeholders with similar interests or goals. It creates a platform for exchanging ideas, building partnerships and leveraging collective expertise to tackle common issues or pursue shared objectives.

How can EDIHs include a new Success Story or Good Practice?

Create the new Success Story or Good Practice

1. In order to create a new Success Story or Good practice the EDIH should log into the [EDIH Network](#) portal.



2. Go to my EDIH and click on “Success Stories and Good Practices”.

The screenshot shows the top navigation bar of the EDIH website. The 'My EDIH' menu is expanded, showing options like 'Digital Maturity Assessment for SME overview', 'Digital Maturity Assessment for PSO overview', 'Performance Indicators', 'Manage My EDIH users', and 'My EDIH website'. The 'Success stories and Good practices' option is highlighted with a yellow box. A yellow arrow points from this option to a 'Need help?' section below, which contains links to 'Branding information', 'Supporting material (Guidance documents)', and 'EDIH Privacy Statement'.

3. Click on “+ Add new” button.

The screenshot shows the 'My Success stories and Good practices' section. A yellow arrow points to the '+ Add new' button. Below the button is a form with fields for 'Title', 'Service category delivered', 'Success story/Good practice', 'Promote to Knowledge hub', and 'Published status'. The 'Apply' button is also visible.

Fill in the online form

Please complete the fields on the online form by following the corresponding guideline available¹. Please ensure that the information included is comprehensive, compelling and coherent for the optimum understanding by the reader.

a) Title*

Provide a short, explanatory title of the success story

b) EDIH reference

Type the name of your EDIH and select it from the list.

c) Type of the case*

Select the option that applies for the case that is being submitted among “Success Story” or “Good Practice”.

¹ Please note that the fields marked with * are mandatory.

d) Publication date*

The date will be set by default.

e) In collaboration with another EDIH or European Network

Select this option if your Success Story presents a situation where EDIH customers (SMEs or PSOs) have been successfully digitally transformed as a result of a service provided by one EDIH in collaboration with another EDIH or a European Network (EIT, EIC, EEN, TEFs, etc.).

i. Collaborator

Select the type of collaborator for the Success Story or Good practice among:

- **An EDIH:** Type the name of the collaborating EDIH and select it from the list.
- **A European Network:** Include the name of the entity, the link to the website and the European Network the entity belongs to.

ii. The Benefits of the collaboration

Provide a concrete description of the benefits your EDIH(s) have identified which derived from the collaboration experience. Which is the impact and added-value of this collaboration? What can now be done that was unable to be done before?

Content limited to 2000 characters.

iii. Lessons learned – do's and don'ts of the collaboration

Provide a concrete description of the lessons learned in relationship to the delivery of a service in collaboration. Consider the different phases that a collaboration experience entails, from the identification of the best partner, until the management and delivery of the service. This includes: what worked, what did not work and what part of the process could be improved if using the same methods in the future. This should act as "advice" to other EDIH(s).

Content limited to 2000 characters.

f) Customer

Type the name of the customer in case is applicable.

g) Customer type

Select among the options provided:

- i. N/A
- ii. SME
- iii. PSO

h) Customer size

Select among the options provided:

- i. N/A
- ii. Micro (1-9)
- iii. Small (10-49)
- iv. Medium (50-249)
- v. Small mid-cap (250-499)
- vi. Mid-cap (500-2999)
- vii. Large company (> 3000)

i) Service Category

Choose the type of service provided among:

- i. Networking and access to innovation systems
- ii. Support to find investment

- iii. Test before invest
- iv. Training and skills development

j) Customer turnover

Provide information on the turnover of the customer.

k) Customer website

Include the URL of the customer website.

l) Customer logo

Include the logo of the customer in jpg or png format. This image must have the following characteristics:
Resolution: 200px; Dimensions: 200px.

m) Sector of activity

Type the sector of activity related to the Success Story or Good Practice and select from the list. Multiselecting is possible using comma as separator.

n) Technology type used*

Type the technology involved in the Success Story or Good Practice and select from the list. Multiselecting is possible using comma as separator.

o) Time period

Indicate the starting and ending date of the Success Story or Good Practice. Dates must be in the past to show that the Success Story or Good Practice has already “finished”.

p) Description of the challenge

Provide a concrete description of the challenge which triggered the engagement of the EDIH’s services. This can include a description of the customer’s concrete digital transformation needs (why the customer engaged the services of your EDIH).

Content limited to 2000 characters.

q) Description of the Solution

Provide a concrete description of how this challenge was addressed and resolved by the EDIH and/or customer. This should include a description of how the solution adopted met the digital transformation needs of the customer. In addition, provide an explanation of the rationale behind the public/private investment required to finance the digital solution.

Content limited to 2000 characters.

r) The Results and Benefits for SME/PSO

Provide a concrete description of the measurable results and benefits (quantitative and qualitative) achieved by the customer and/or EDIH. How has the solution impacted the work of the customer and/or EDIH? What can the customer and/or EDIH now do that they were unable to do before? Give reference to digital capacities.

In addition, provide an overview of the public/private funding invested by the customer and/or EDIH in the development and delivery of the solution, as well as a description of the return-on-investment and financial benefits achieved and/or expected.

Content limited to 4000 characters.

s) Lessons learned – do’s and don’ts

Provide a concrete description of the lessons learned from the perspective of the EDIH and/or the customer. This includes: what worked, what did not work and what part of the process could be improved if using the same methods in the future. This should act as “advice” to other EDIHs and/or SMEs/PSOs.

Content limited to 2000 characters.

t) Perceived social/economic impact

Provide a concrete description of the wider social and economic impact(s) achieved/expected, following implementation of this solution. Where possible, this should include (measurable) examples that demonstrate that impact.

Content limited to 2000 characters.

u) Images and graphs

Where available, provide 1 or 2 visual images to complement your success story. Images should be directly related to your success story and should tell a visual story (e.g.: showing the digital solution in action). You should avoid the use of generic images that do not add value to the story.

Unlimited number of files can be uploaded to this field.

200 MB limit.

Allowed types: png gif jpg jpeg.

v) Banner image

Provide 1 image to be used as the banner for the success story. This image must have the following characteristics: Dimensions: 1920px x 480px.

w) Measurable data

Provide measurable evidence of the outcomes of the case, in order to support the descriptions you have provided above.

x) DMA score and results – Stage 0

Give the scores of the T0 DMA performed with the customer. Describe the strengths/weaknesses of the customer with regards to the different digital maturity components of the DMA before the implementation of the service.

y) DMA score and results – Stage 1

Give the scores of the T1 DMA performed with the customer (if the 2nd DMA has been conducted). Explain how the different digital maturity components of the DMA have improved over time thanks to the service provided by the EDIH.

z) Additional Information & Comments

Please provide any relevant information not covered by the previous sections to support the success story/good practice. This is optional.

Consent and veracity statements

1. Agree on the Consent statement²

Consent statement *

I give permission for the information I have provided to be published and shared publicly with the EDIH Network

2. Agree on the Veracity statement

Veracity Statement *

I confirm that the information I have provided is truthful in nature and is not falsified

² **Disclaimer:** All the content provided in the form will be published in the EDIH Network portal if you agree with the “Consent statement”. Therefore, please make sure that delicate or private information that the customer or the EDIH does not want to share is not included.

Submission of the Success Story or Good Practice

1. Click on the “Save” button.

Create Success Story

Here the EDIH registers each success story, according to customer. Data to be specified includes the customer, title of the success story, service category, technologies used and time period. Below this data, there are boxes to input descriptions of the challenge, solution, results and benefits, lessons learned and the perceived social/economic impact. The EDIH can also add graphics or photos.

Title *

Success story/Good practice *

Good practice

Success story

Publication date *

21/12/2023

Customer

Preview Save

How does the Success Stories and Good Practices publication process work?

Once the EDIH submits a Success Story or Good Practice following the instructions provided on the section How can EDIHs include a new Success Story or Good Practice?, the DTA will read the Success Story or Good Practice with the aim of supporting the EDIH on the delivery of a complete and comprehensive case for the reader³.

The DTA will directly engage with the EDIH to assist and support in the improvement and further tuning of the Success Story or Good Practice with the aim of making the case excel and convert it into a valuable source of information and scalable practices for the EDIH Network.

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³ Bear in mind that not all the sections are mandatory. However, it is important to provide the minimum information that allows to share with the EDIH Network a comprehensive and understandable Success Story or Good practice.