EDIH Network Spring Meeting

16th April 2024

Digital Transformation Accelerator

European Commission

Agenda

10:00-10:05	Welcome	Malgorzata Nikowska (DG CNECT)
10:05-10:45	Success Stories & Awards presentation	Gaspard Demur (DG CNECT); Naia Muruaga, Marie Bourdon (DTA); Bianca Muntean (TDIH)
10:45-11:50	EDIH Review process	
10:45-11:00	General introduction to the EDIH review process	Malgorzata Nikowska (DG CNECT)
11:00-11:50	Meetings with the respective Project Officers	A4 Unit - DG CNECT
11:50-12:00	Wrap-up and next steps	Malgorzata Nikowska (DG CNECT)

EDIH Review Process – Side Sessions

Room	Countries	Time slot (CET)	PO(s)
1	Austria, Ireland, Hungary, Netherlands	11:00-11:50	Gosia, Livio/Heidi
2	Croatia, Italy, Slovakia	11:00-11:50	Álvaro
3	Germany	11:00-11:50	Giulia
4	Estonia, Denmark, Finland, Iceland, Lithuania, Latvia, Norway, Sweden	11:00-11:50	Jaakko
5	Czechia, Lichtenstein, Luxembourg, Malta, Poland	11:00-11:50	Marcin
6	Belgium, France	11:00-11:50	Yves
7	Bulgaria	11:00-11:25	Mihaela
8	Romania	11:25-11:50	Mihaela
9	Bulgaria, Romania – common session	11:50-12:00	Mihaela
10	Portugal	11:00-11:15	Helena
11	Spain	11:15-11:30	Helena
12	Greece	11:30-11:45	Helena
13	Cyprus	11:45-11:55	Helena
14	Slovenia	12:10-12:20	Helena

Success stories and good practices

16th April 2024

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European Commission

Success stories and Good practices

Current status

- ✓ Initial identification and collection of Success stories and Good practices.
- ✓ Improvement and further tuning of the Success Stories and Good Practices.
- ✓ Submission of the 10 initial Success stories and Good practices – **Soon available in the EDIH Network portal!**

How to identify 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

DMA completed

Clear and detailed description of the **customer's specific customer journey**

Storyboard approach with a compelling and coherent narrative

Measurement data that demonstrates the **success achieved by the specific customer**

How to identify a Good Practice

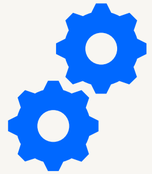
Good practices: refer to the practices, methods and knowledge used by the EDIHs to successfully deliver a service/maximise the impact of the service delivery that can be shared with other EDIHs.

Clearly identified practice/method/service/solution

Clear **typical/average customer journey**

Storyboard approach with a compelling and coherent narrative

Measurement data that links objectives with expected results/impact



1 or more examples of real-life

Benefits of sharing Success stories and Good practices

Success stories:

1. Visualise your work
2. Inspire, motivate & educate
3. Demonstrate ROI
4. Build brand awareness & credibility
5. Share reusable content
6. Increase outreach & engagement
7. Attract investment and partnerships

Good practices:

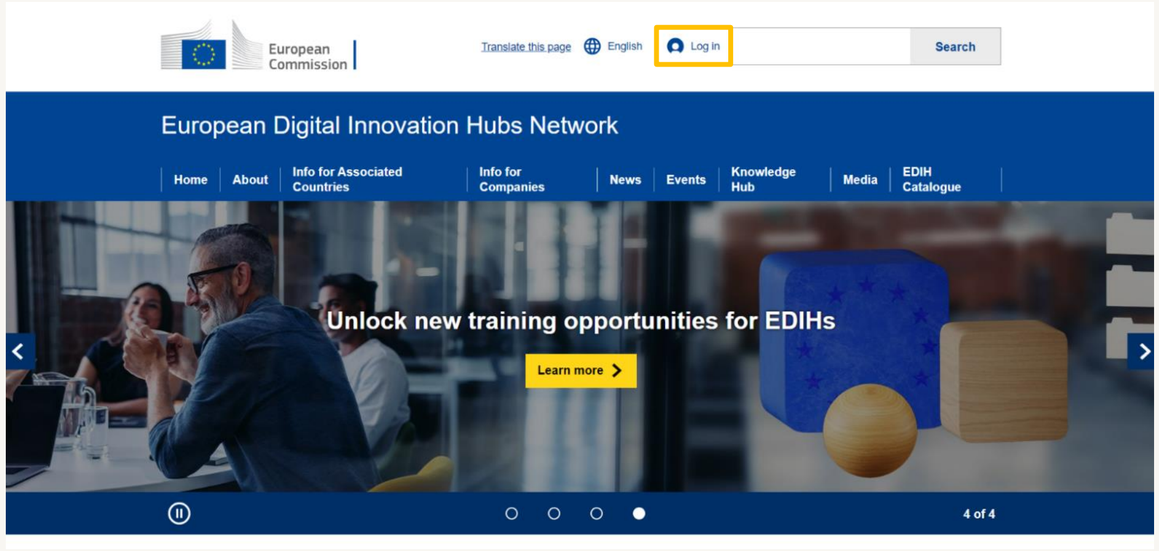
1. Visualise your work
2. Share effective methods/services
3. Support peer learning & capacity building
4. Build brand awareness & credibility
5. Increase outreach & engagement
6. Build a network knowledge base
7. Incentivise networking & collaboration
8. Influence policy-making

How can I submit a Success story or Good practice?

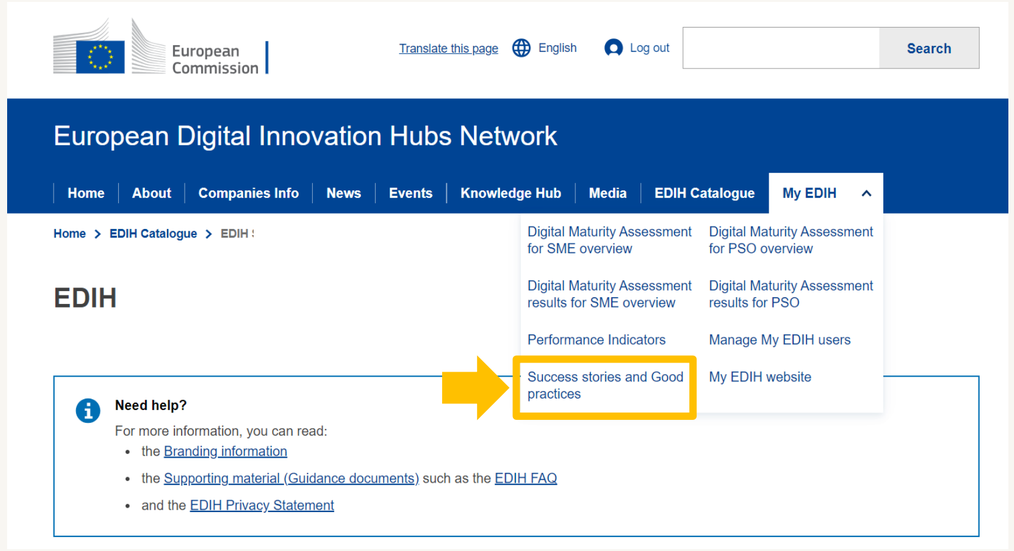
Submission process

AVAILABLE NOW IN THE EDIH NETWORK PORTAL!!

1 Log in in the EDIH Network portal



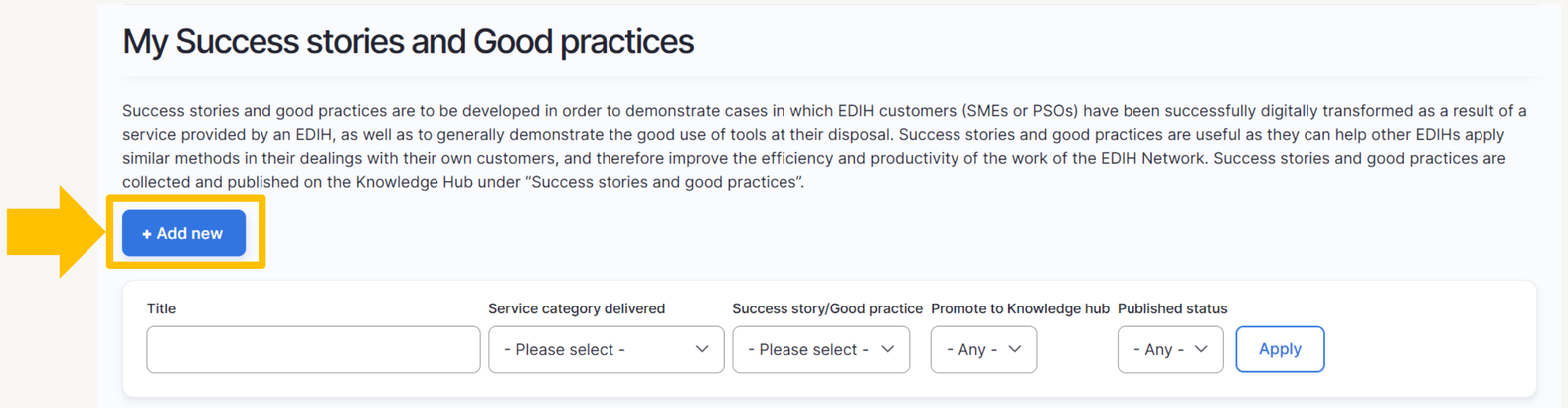
2 Go to: My EDIH > Success stories and Good practices



How can I submit a Success story or Good practice?

Submission process

3 Click on “+Add new”



How can I submit a Success story or Good practice?

Submission process

4 Complete the online form

GENERAL INFORMATION

a) **Title***

b) **EDIH reference**

c) **Type of the case***

d) **Publication date***

COLLABORATION CASE[1]

e) Select this option if your Success Story or Good Practice 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**
   - An EDIH
   - A European Network

ii. **The Benefits of the collaboration**

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

CUSTOMER INFORMATION[2]

f) **Customer**

g) **Customer type**
   i. N/A
   ii. SME
   iii. PSO

h) **Customer size**

i) **Service Category**
   i. Networking and access to innovation systems
   ii. Support to find investment
   iii. Test before invest
   iv. Training and skills development

j) **Customer turnover**

k) **Customer website**

l) **Customer logo**

[1] Only for collaboration cases
[2] Only for Success Stories
**Mandatory fields*

How can I submit a Success story or Good practice?

Submission process

4 Complete the online form

SPECIFICATIONS OF THE CASE

m) Sector of activity

n) Technology type used*

o) Time period

DESCRIPTION OF THE CASE

p) Description of the challenge

q) Description of the Solution

r) The Results and Benefits for SME/PSO

s) Lessons learned – do's and don'ts

t) Perceived social/economic impact

IMAGES AND GRAPHS

u) Images and graphs

v) Banner image

MEASURABLE DATA

w) Measurable data

x) DMA score and results – Stage 0

y) DMA score and results – Stage 1

ADDITIONAL INFORMATION

z) Additional Information & Comments

**Mandatory fields*

How can I submit a success story or Good practice?

Submission process

5 Authorization for publication

Consent statement *

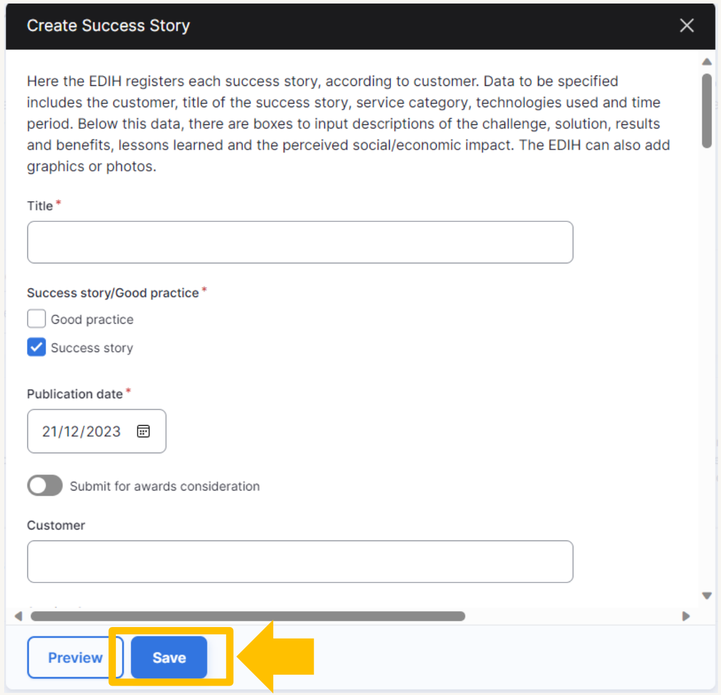
I give permission for the information I have provided to be published and shared publicly with the EDIH Network

6 Veracity of the information provided statement

Veracity Statement *

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

7 Submission



Final result of your Success stories and Good practices

Published at 08 January 2024 | Germany

General details

EDIHs involved

pro_digital

Customer

Customer type: SME
Customer size: Mid-cap (500-2999)

www.gas-grün.com

Services provided: Networking and access to innovation ecosystems; Test before invest

Technologies: Artificial Intelligence & Decision support

Sectors: Energy, fuels and petroleum engineering

PAGE CONTENTS

Challenges

EDIH pro_digital is committed to the use of digital technologies to improve environmental sustainability and the inclusion of circularity in value chains and to facilitate the twin digital and green transformation.

Startups can facilitate the twin digital and green transformation, supporting the other stakeholders in the region. Being most often digital natives, startups make natural use of circular economic models and tools that are coupled with digital tools (innovation camps, hackathons, agile management, etc.), using naturally advanced digital solutions for addressing technical, environmental or societal challenges. Gas Grün has proved to be a very good example of illustrating the above mentioned points.

Gas Grün GmbH, is a leading startup in the business of providing innovative decentralized biogas plants, with the accommodation of the complete energy production system from biomass, in a container. Is situated in the region of Brandenburg, Germany, well within the geographical location and outreach of our EDIH.

It encountered a triple digital challenge that prompted our rationale to offer our EDIH's services for Gas Grün to achieve its business goals:

1. First, it required an advanced AI control system to optimize the efficiency of its biogas plants with customized automation and monitoring solutions for the energy production from biomass.
2. In parallel, the need for 3D printing expertise emerged as Gas Grün aimed to visually communicate its technological advances as well as efficient prototyping for internal development. The challenge was to translate complex design specifications into accessible, visually compelling prototypes that would create high impact displays and connect with a wide range of stakeholders.
3. Additionally, the company recognized the need to increase its market visibility. A strategic marketing approach was essential to highlight their environmental impact and technological capabilities, targeting both industry stakeholders and potential customers.

Solutions

In response to Gas Grün's complex challenges, our EDIH's strategic engagement evolved into a series of targeted solutions. First, on June 30th, 2023, a T0 DMA measurement was conducted to better assess its digital maturity.

We have conducted 8 sessions, in total 10h of consultation within half a year timeframe, on the following topics:

1. Using our extensive network, we carefully identified an experienced partner specializing in AI systems, that, equipped with a deep understanding of Gas Grün's unique requirements, was integrated into the project to create a customized AI control system. The aim was an innovative solution that not only optimized the efficiency of Gas Grün's biogas plants, but also laid the groundwork for enhanced automation and monitoring capabilities.
2. Our involvement also extended to 3D printing of critical components which visually represents Gas Grün's technological achievements exactly. We identified and worked with an expert in 3D printing technology at our consortium partner Brandenburgische Technische Universität Cottbus-Senftenberg. This expert played a key role in translating complex design specifications into real-life prototypes, facilitating both internal development and the creation of high-impact displays for industry events. EDIH pro_digital invested 1944.27€ for 3D-printing of the container prototype which took 192h (8 full days).

3. At the same time, recognizing the importance of increasing Gas Grün's market presence, we identified and connected them with experienced marketing partners. These were selected based on their expertise in the sustainable energy sector, ensuring a customized approach to showcasing Gas Grün's environmental impact and technological capabilities. Through targeted marketing initiatives, they are increasing the company's visibility and reaching key stakeholders and potential customers in line with its commitment to green innovation. The total investment in consulting hours from EDIH pro_digital is 840€.

Final result of your Success stories and Good practices

Results and Benefits

Therefore, the implementation of the AI control system has led to a significant increase in the efficiency of Gas Grün's biogas plants. Operational processes have been optimized, allowing for improved automation and real-time monitoring by 20%.

In addition, the use of 3D printing for prototyping has had a direct impact on the design and development process. Digital technologies enable the precise reproduction of complex designs, allowing rapid product development and cost-effective testing. This not only accelerated the product development cycle but also facilitated the creation of high-quality prototypes to showcase at industry events.

From a marketing perspective, the targeted initiatives are significantly increasing Gas Grün's visibility within the sustainable energy sector. Digital skills play a key role in expanding its online presence, reaching a wider audience through the strategic use of social media, online campaigns and industry-specific platforms. On several occasions, EDIH pro_digital was able to showcase the concept of GasGrün's recycling and new energy production approach. This has resulted in increased interest from other SMEs as well as other EDIHs.

EDIH pro_digital invited GasGrün as a panel speaker at the EDIH Workshop on Smart Cities and Regions in Dresden, Germany, in November 2023. Furthermore, the company was presented at the EDIH Twister Meeting in the Czech Republic in September 2023.

Perceived social/economic impact

EDIH pro_digital has invested 2784€ in total to help achieve the business goals of GasGrün, which is a small sum in comparison to the achieved benefits of sustainable energy production.

Solving the challenges for Gas Grün not only contributed to their specific operational improvements but also had broader social and economic implications in how digital transformation can positively impact the business goals of startups and SMEs.

The increased efficiency in biogas plant operations directly aligns with sustainability goals. By optimizing resource consumption and reducing environmental impact, Gas Grün's innovative approach promotes a greener and more environmentally friendly energy sector. This not only sets a positive example for other companies, but also contributes to the collective effort to combat climate change and promote sustainable practices in the community.

Measurable data

- The increase by 20% in the efficiency of Gas Grün's biogas plants as a result of the AI control system.
- The acceleration of the product development cycle as a result of the use of 3D printing by 30%.
- The substantial increase in the customer's visibility within the sustainable energy sector by 30%.

DMA score and results - Stage 0

On June 30th, DMA was conducted for Gas Grün GmbH with an overall DMA T0 score of 55%.

In the areas of Green Digitalization (100%) and Data Governance (85%), Gas Grün has already reached a high score.

The score of Automation &Artificial Intelligence (at 24%) was taken before the implementation of the new AI System, The same in the field of Digital Business Strategy (50%) depending on the success of digital media campaigns. The Digital Readiness was at the time of measurement at 44%.

DMA score and results – Stage 1

On March 26th, 2024, a T1 DMA measurement was conducted to get a quantitative picture of the impact of EDIH pro_digital investment on the digitalization journey of Gas Grün. The overall score in Digital Maturity Level was at 80%. The score of Automation & Artificial Intelligence is 44% after implementation of the new AI System. In the areas of Digital Business Strategy and Digital Readiness, Gas Grün has improved by 10% and 30% respectively. The customer still needs support in these areas in accordance to the size and growth of its business. In the area of Human-Centric Digitalization, Gas Grün has exhibited a marked increase from the previous value of 28% to 100%.

Lessons learned

The collaboration with Gas Grün has provided extremely valuable lessons that can serve as practical advice to other EDIHs, SMEs and PSOs undertaking similar initiatives. What worked exceptionally well was the strategic identification and connection with specialized partners. The customized AI solution provider, marketing experts and a skilled 3D printing specialist were smoothly integrated into Gas Grün's operations, demonstrating the importance of selecting partners with a deep understanding of the industry and specific needs.

However, certain aspects highlighted areas for improvement. While digital marketing initiatives are effectively increasing online visibility, there are notable areas where the synergy between digital capabilities and traditional marketing could have been optimized. A more integrated approach, combining online strategies with targeted offline engagement, could further enhance Gas Grün's market presence and stakeholder relationships.

Moreover, the dynamic nature of technology development and the evolving landscape of sustainable energy solutions underlined the importance of flexibility. Maintaining an adaptive approach allowed adjustments to be made in real time, ensuring that solutions remained aligned with Gas Grün's evolving objectives and market dynamics.

The success of this collaboration highlighted the importance of selecting partners with specialized expertise, the need for a balanced approach to integrating digital and traditional marketing approaches, the importance of transparent communication, and the value of maintaining flexibility in the face of evolving technological landscapes. These lessons can guide other organizations as they navigate similar collaborations, maximizing the benefits of strategic partnerships while continually adapting to industry changes and advances.

Need support?

Consult our catalogue to locate the Eupopean Digital Innovation Hub nearest to you and accelerate your company's digital transformation.

Find my nearest EDIH >

Role of the DTA

The role of the DTA is to **support** the EDIHs on the delivery of **complete and comprehensive** success stories and good practices.

Assist you on the submission process: support@edihnetwork.eu

Read the submitted Success stories and Good practices.

Engage with the EDIHs to support in the improvement and further tuning of the Success Story or Good Practice.

INFORMATIVE WEBINAR: How to submit Success Stories and Good Practices (Date to be defined)

Promotion of Success stories and Good practices

EDIH NETWORK PORTAL

Success stories and Good practices will be published in the EDIH Network platform under the Knowledge Hub section.

COMMUNICATION ACTIVITIES

The DTA communication team will design, create and disseminate other publication materials related to the collected Success stories and Good practices.

SOCIAL MEDIA

All the Success stories and Good practices published in the EDIH Network portal will be promoted in social media channels with links back to the full stories on the website.

TRAINING COURSES/MATERIAL

The Success stories and Good practices will be an important source for the creation of training materials for the EDIH Network.

EDIH Academy training courses – content & benefits

Content (based on Success Stories & Good Practices):

Overview of sector and technology

- Reusable data/stats on sector/technologies addressed by the Success Story or Good Practice

Success Story or Good Practice

- Customer needs
- Customer solution
- Transformation results/impact (expected/achieved)
- Lessons learned
- Should include measurable data to validate results
- Should include summary of solution financing sources (public vs private)

Q&A

- Q&A
- Open discussion

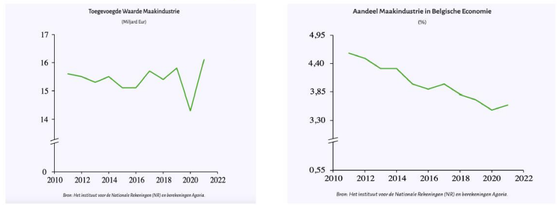
Benefits:

1. Visualise & communicate your success stories & good practices
2. Enable SMEs & PSOs to tell their own stories
3. Demonstrate ROI
4. Inspire, motivate & educate
5. Build brand awareness & credibility
6. Share reusable content
7. Increase outreach & engagement
8. Incentivise partnership building

EDIH Academy training course – example slides

Overview: example slides

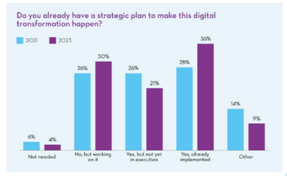
The manufacturing industry in Belgium



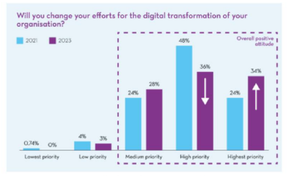
Added value | Share in economy

- ✓ The added value of the technology industry will grow by an average of 2.2% per year by 2030
- ✓ The added value of the manufacturing industry will grow by 1% per year by 2030

The digital transformation is speeding-up



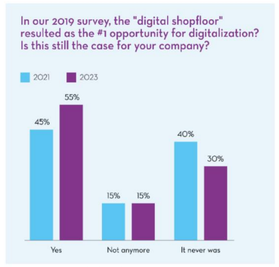
Source: Flanders Make survey report 2023



Source: Flanders Make survey report 2023

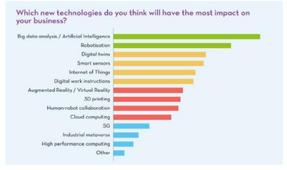
- ✓ In 2021 only 28% of companies had a strategic plan in execution
- ✓ In 2023 this figure has risen to 36%
- ✓ 30% is working on it.....
- ✓ The graph indicates a shift from companies that previously assigned a high priority to innovation towards making it their highest priority in 2023 compared to 2021

The digital shop floor as greatest opportunity



Source: Flanders Make survey report 2023

- ✓ 55% of the companies sees the shop floor as the greatest opportunity for digitalisation (45% in 2021)
- ✓ Main technologies envisioned:
  - ✓ AI
  - ✓ Robotisation
  - ✓ Digital twins
  - ✓ Smart sensing, IoT



Source: Flanders Make survey report 2023

Success story: example slides

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Questions

Q1: Do I have to fill in all the fields of the form?

No. Some fields are marked with an asterisk (*) indicating their mandatory nature and not all fields require completion.

For the fields without a mandatory marker, we leave it to your discretion to provide the information based on your availability and comfort level in sharing specific details, as we understand that certain details may be sensitive or may not be readily available to you.

Q2: Can I submit more than one success story and/or good practice?

Yes. You can submit as many Success stories and Good practices as you want.

Thank you!

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