

EDIH Network Summit 2024

26-27
November

The Egg
Brussels

Session 6 - EDIH success by the numbers

Data-driven intelligence about
the EDIH Network and its clients

Joint Research Centre, Sevilla, Spain

Roadmap

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- A cautionary note on data and reporting practices
- State of play report
 1. EDIH's journey from contract to service delivery
 2. Characteristics of organisations supported by EDIHs
- Panel discussion: Data beyond monitoring purposes

The good, the bad and the ugly: data reporting practices

- Reporting activities (events, DMATs, services) to DTA is compulsory
 - 7 EDIHs funded under DEP did not report any activity at all
- Up until September 20, 2024, we recorded totals of
 - 5,163 events organised
 - 8,935 Digital Maturity Assessment Tests (DMATs)
 - 18,040 services delivered
- the quality of data inserted into the system determines the accuracy of the picture we can paint of the network

Example 1: Events with >10,000 attendants

- Organised by the EDIH? Or the EDIH participates in the event (e.g. with a booth)?
- Are all attendants the EDIHs' target audience (SMEs/PSOs in need of digitalisation support)?

EDIH Country	Name of the event	Number of attendees
Spain	International agricultural fair	30,000
France	International Cybersecurity Forum	20,000
Spain	South Summit	18,000
Finland	23 Technology fair	12,216
Germany	Sommerfest der Städteregion Aachen	10,000

Example 2: Services delivered to EDIH's own partners

- Why? What services? Should they be recorded here, elsewhere, or at all?
- Inflating the number of activities in the network?

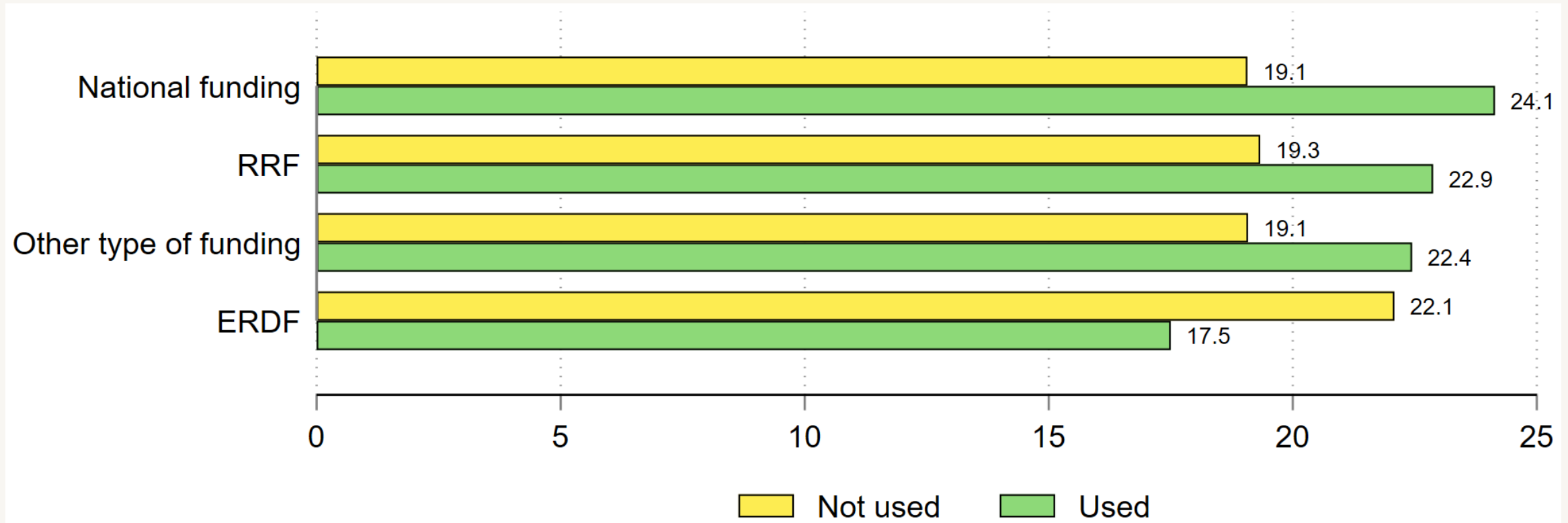
EDIH Country	Nb customers-partners	Total nb customers	% of partners among customers	Nb services to partners	Total nb of services	% of services to partners
Estonia	5	846	1%	297	2404	12%
Austria	13	421	3%	70	797	9%
Sweden	9	145	6%	12	163	7%
France	2	202	1%	14	291	5%

Achievements to date: the state of play of the EDIHs

1. EDIH's journey from contract to service delivery
2. Characteristics of organisations supported by EDIHs

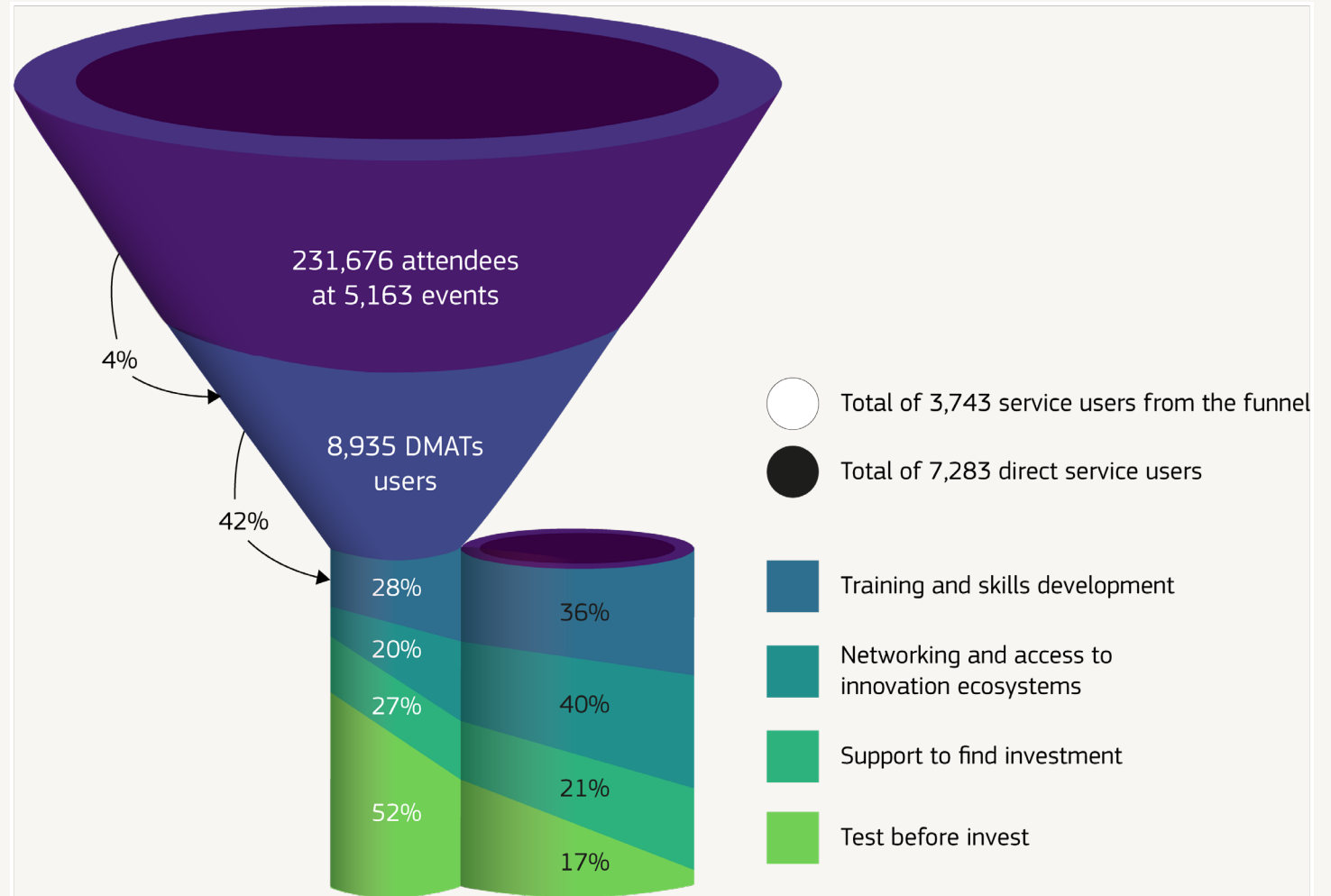
EDIHs' average time in activity and co-funding

- 27 months from the 1st call for EDIHs to the last grant agreement signed



EDIHs' business model: *the customer funnel*

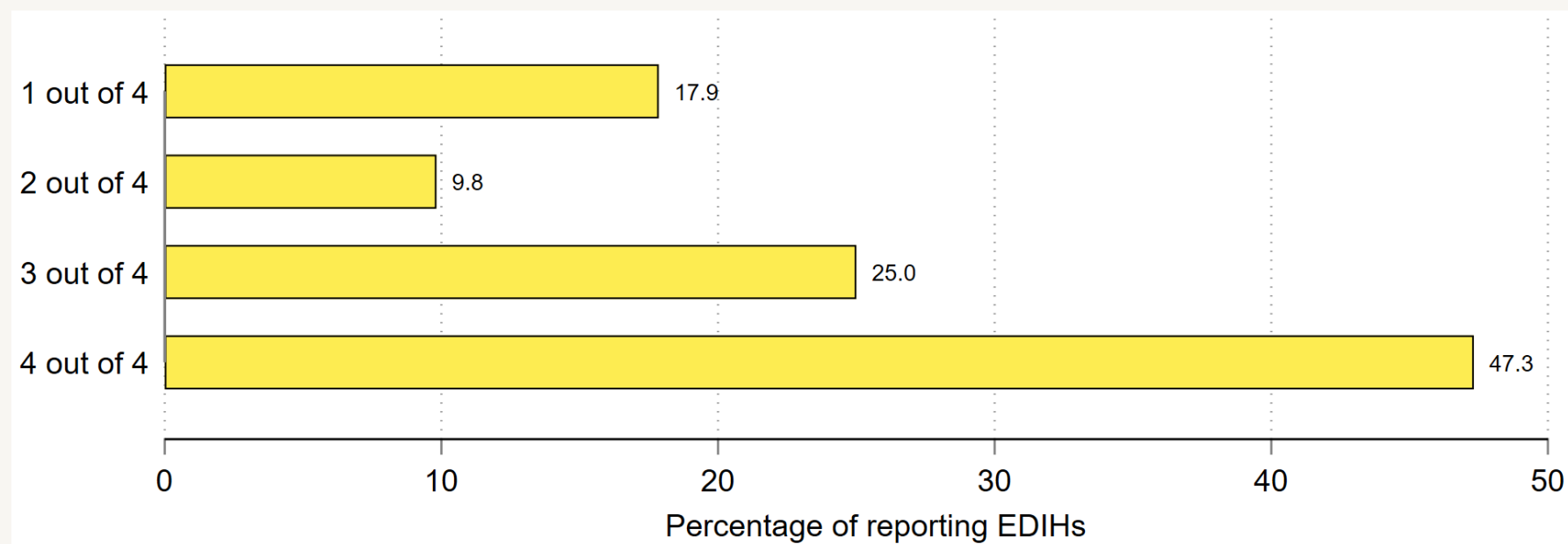
- 230,000 event attendees = 1% EU SMEs
- 73% of reporting EDIHs match the funnel model
- Other models: no events organised, or fewer event attendants than DMAT users



EDIHs as “one-stop-shops”: types of services

Four types of services:

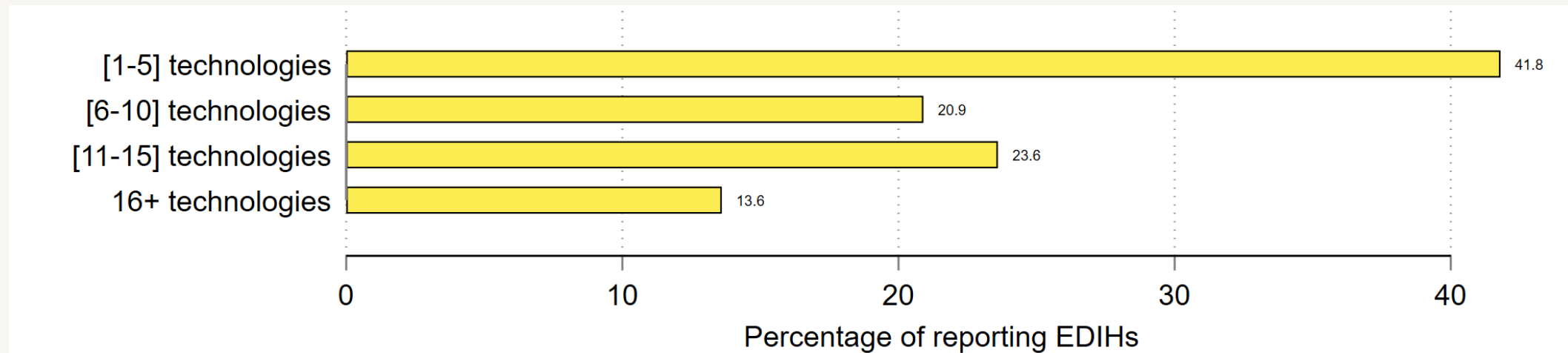
- Networking and access to innovation ecosystems
- Training and skills development
- Test-before-invest
- Support to find investment



EDIHs as “one-stop-shops”: technological specialisation

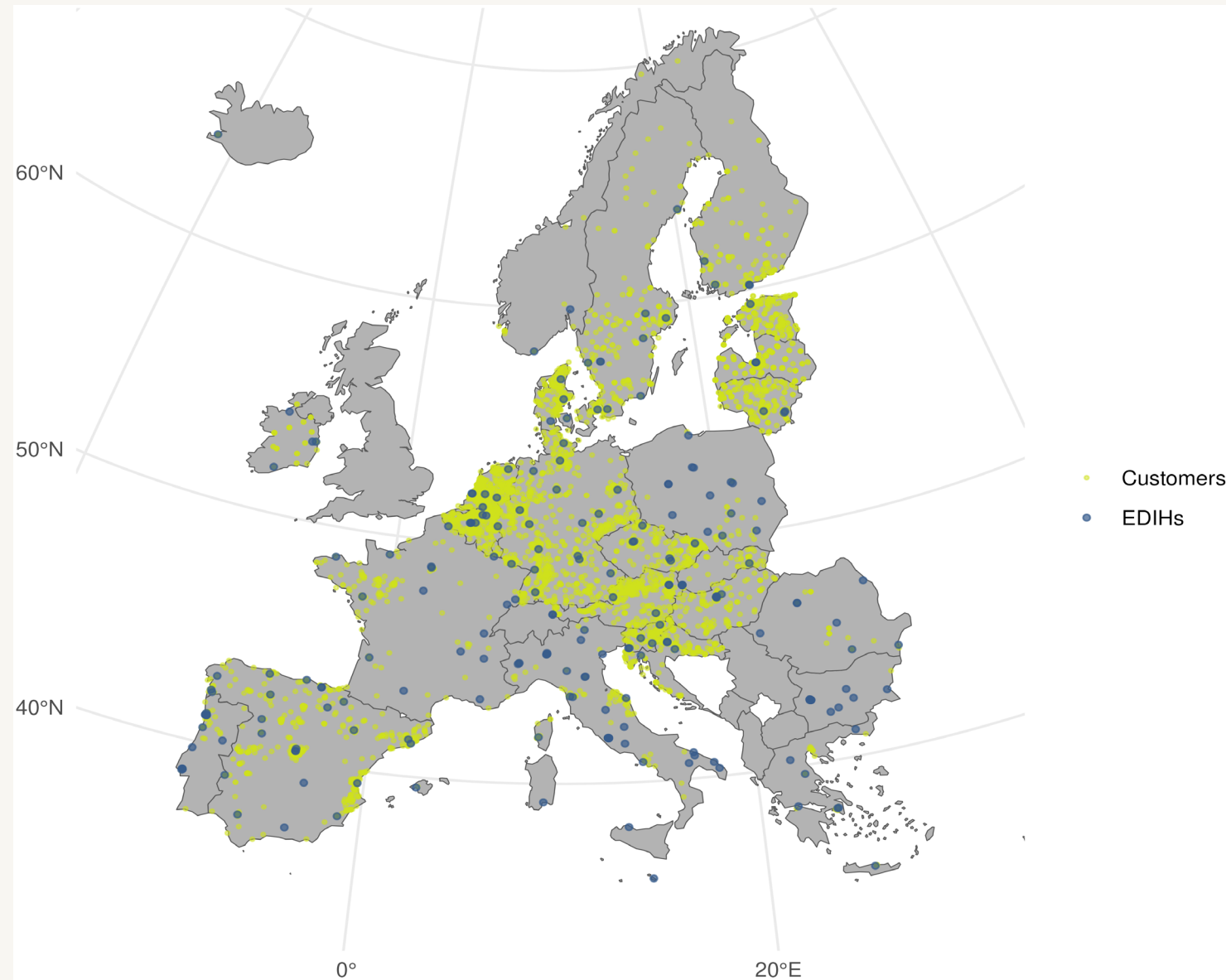
EDIHs coverage of technologies:

- >80% hubs deliver AI & decision support
- >50% internet services & applications, Internet of things, and cybersecurity
- <10% micro- and nanoelectronics, optoelectronics, quantum tech, organic and large area electronics



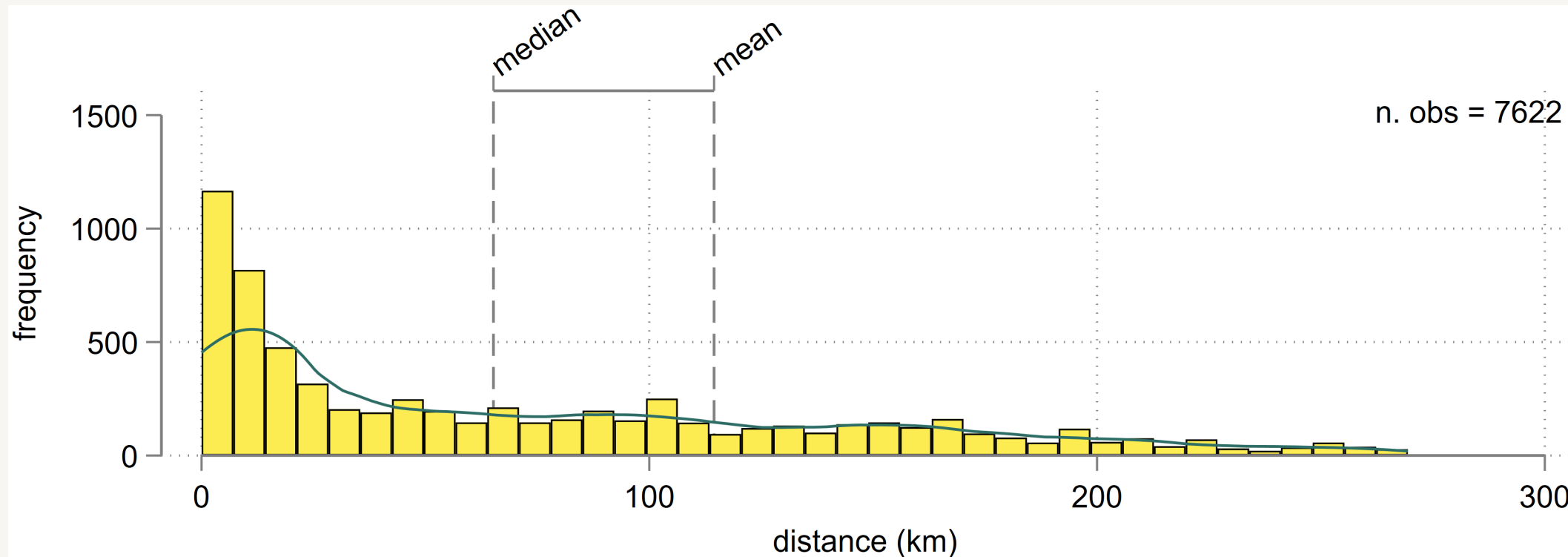
Distance between EDIHs and customers: a heterogeneous pattern

- EDIHs are expected to be one-stop-shops 'within working distance of every business'



EDIHs within working distance to customers

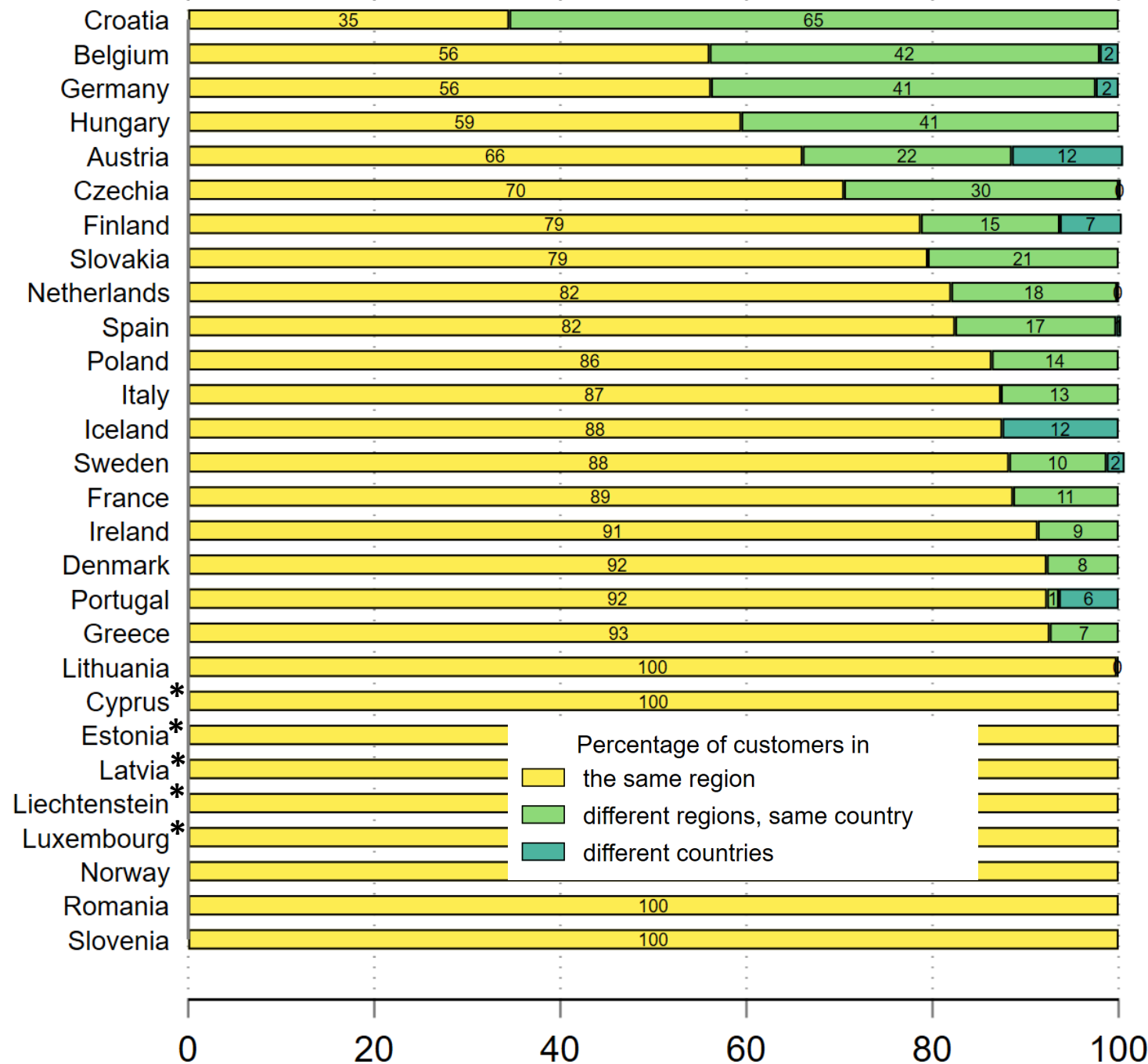
- 50% of customers are **beyond 64 km away** from their EDIH



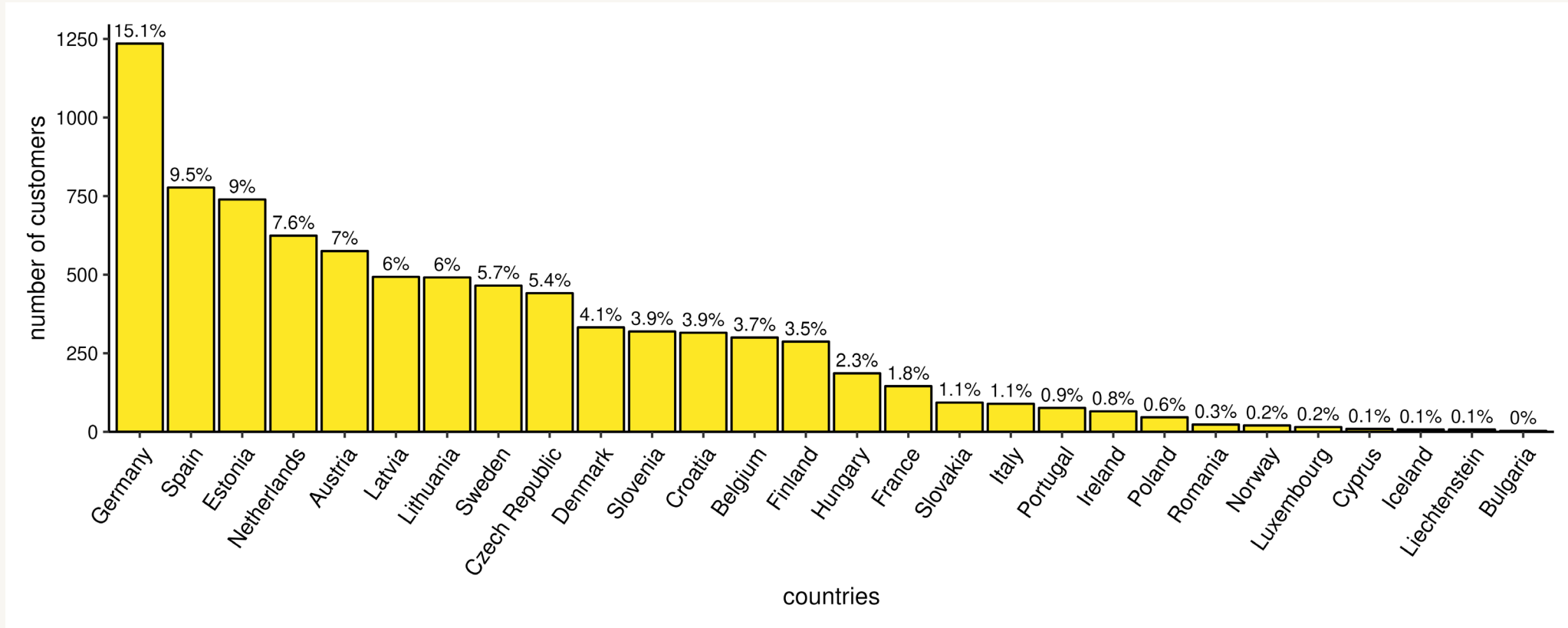
EDIHs and customers: crossing administrative borders

- 21% of customers outside of EDIHs' NUTS2 level region
- 2% outside of EDIHs' country

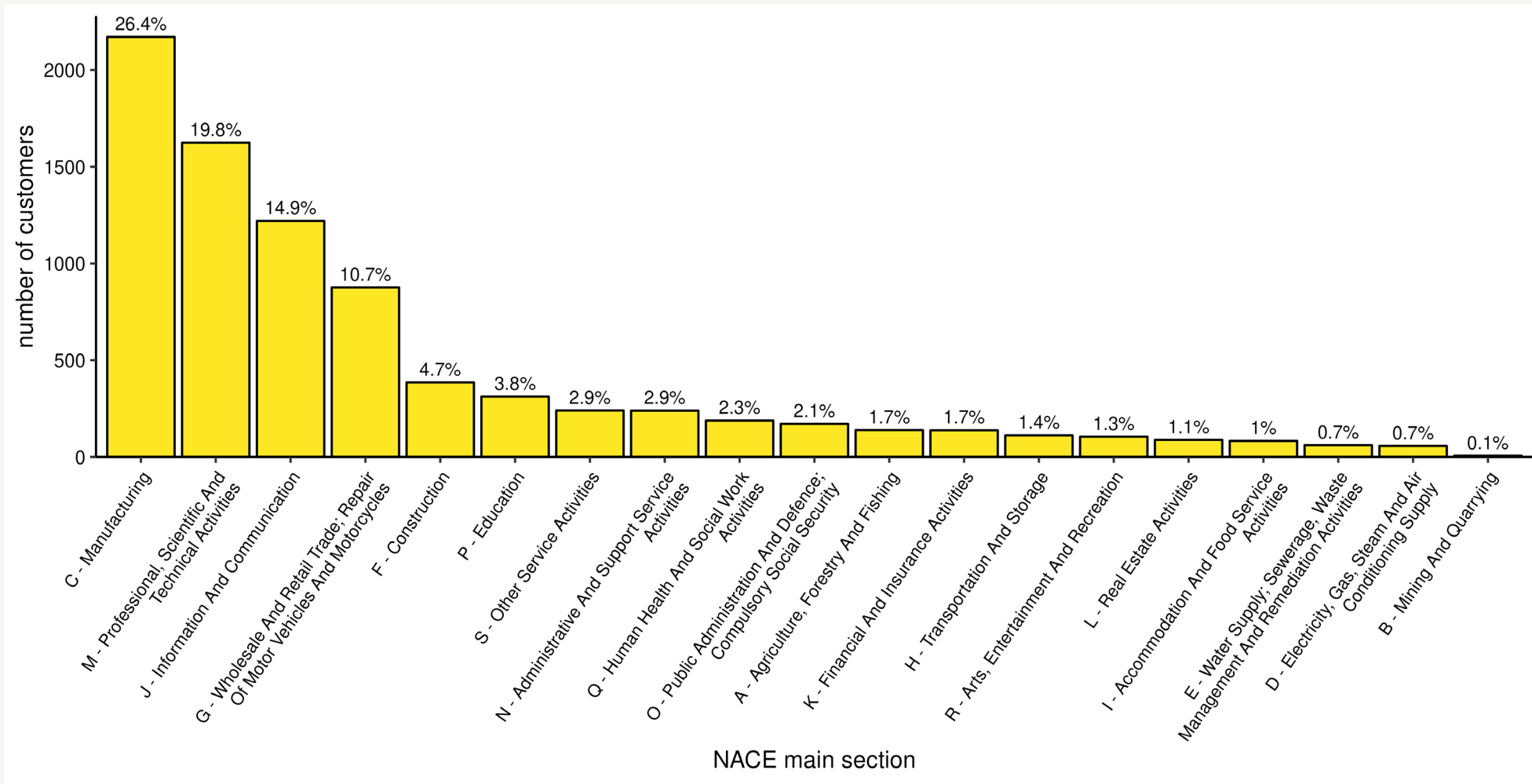
* Only one region in the country



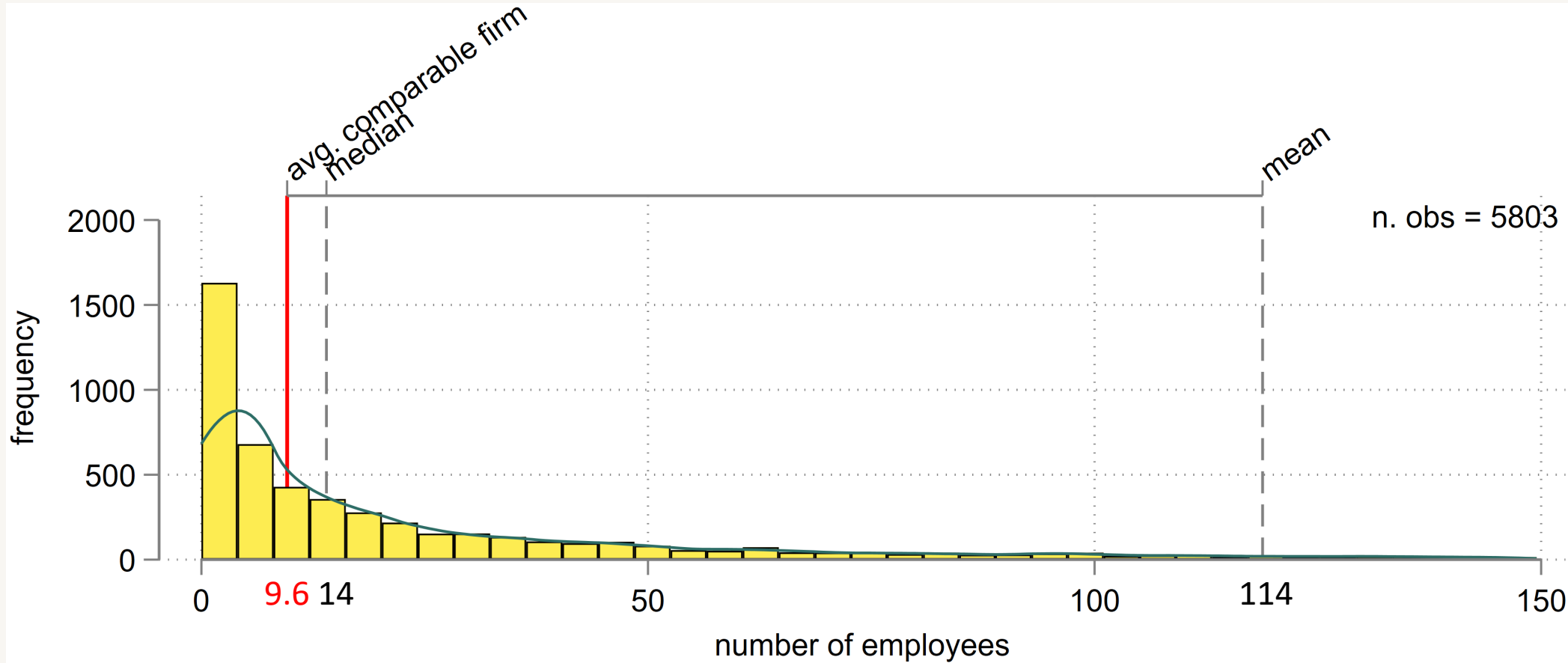
Customers: concentrated in a few countries



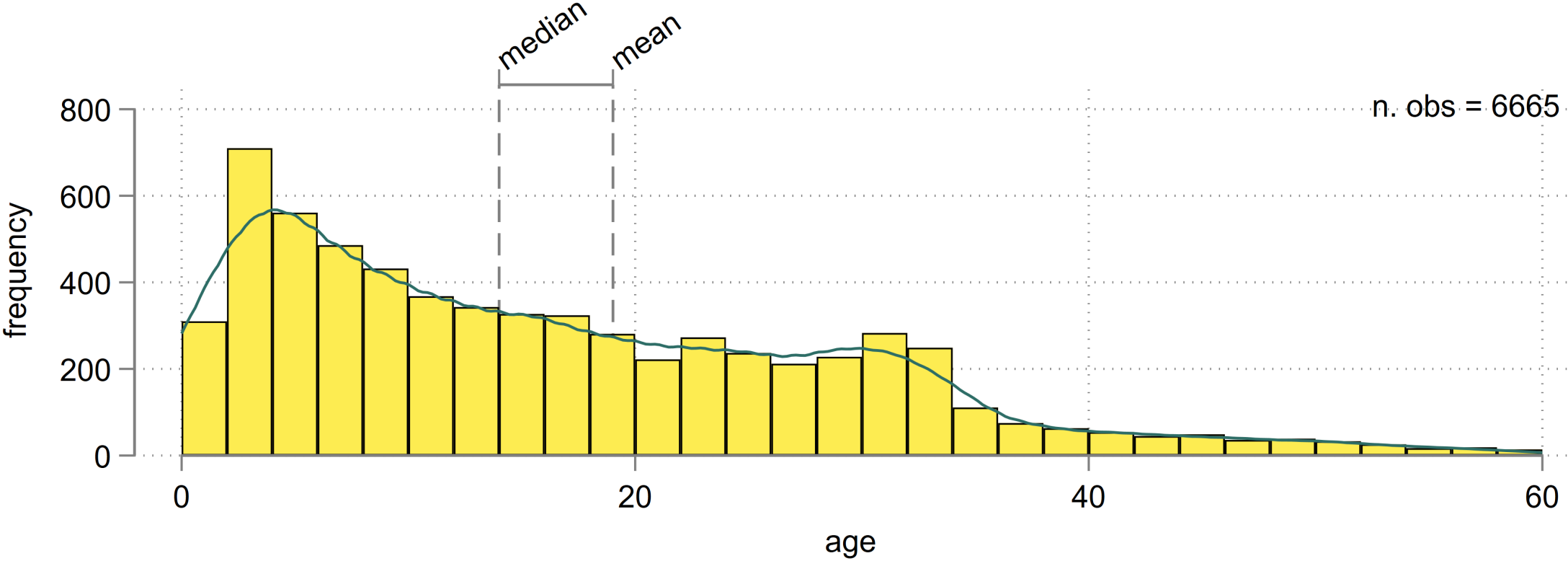
Customers: concentrated in a few sectors



Mostly SMEs, bigger than EU average

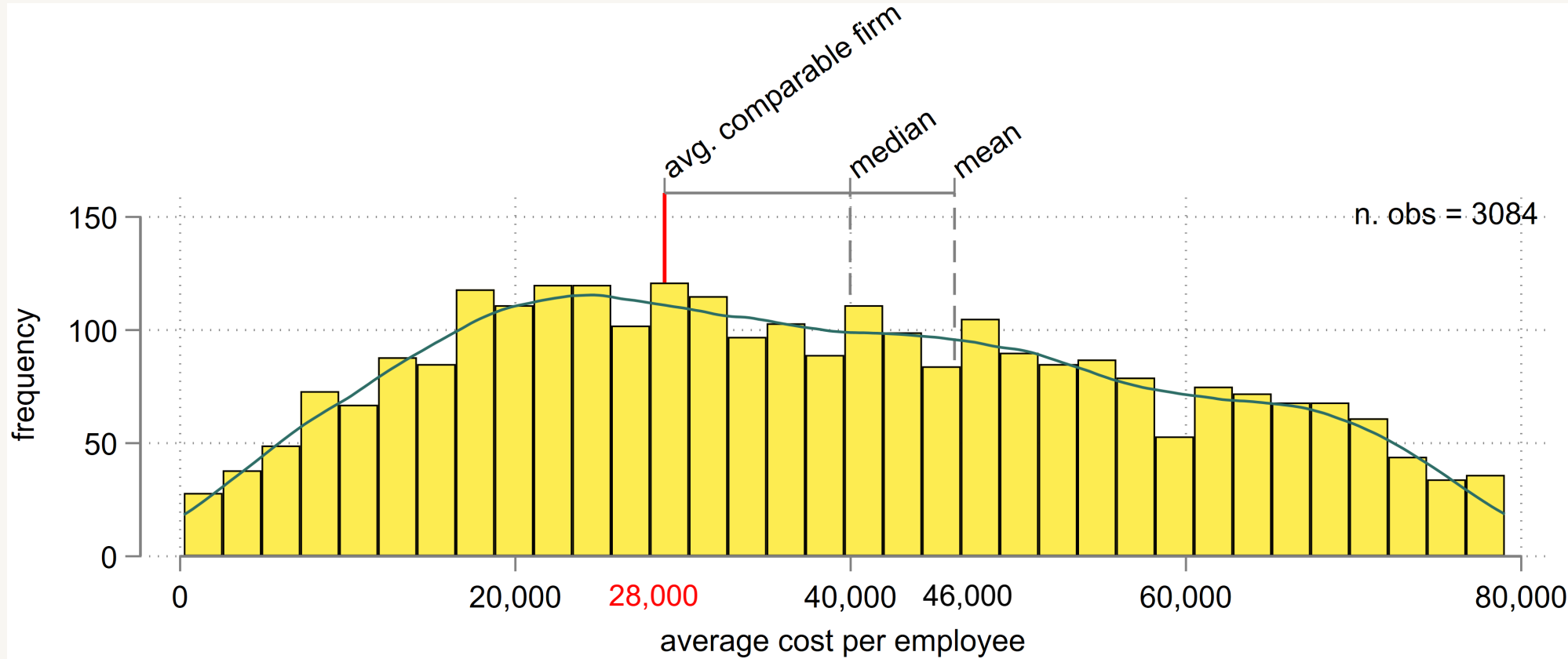


Not so young firms



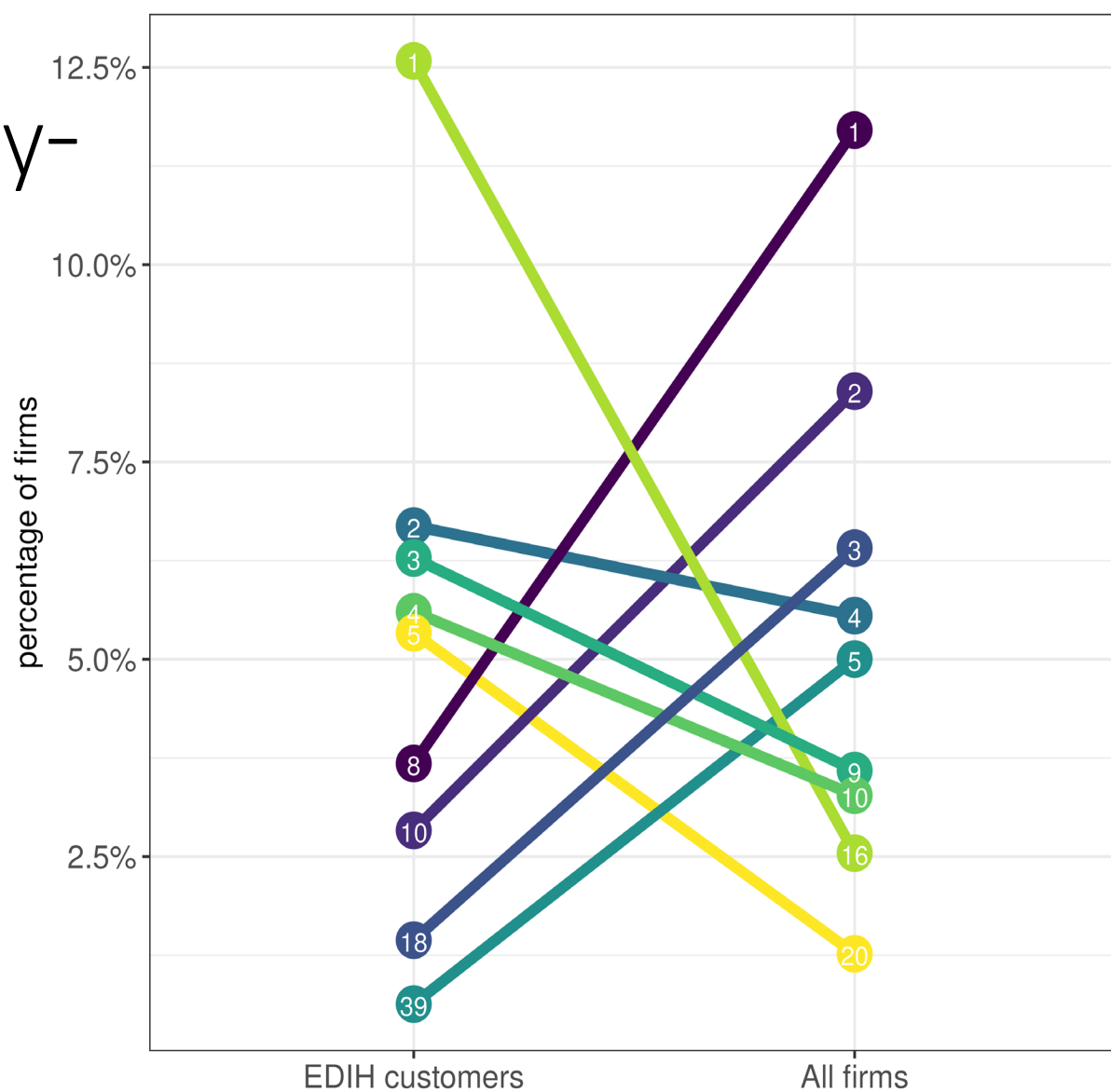
With a more skilled workforce than their peers

- Labour cost as indicator of employees' skills
- Compared to other firms in the same sector and region



In technology-intensive sectors

- 12.5% of customers, the highest share, in computer programming, consultancy and related activities
- vs 2.5% in EU



2 digits NACE code

- 47 - Retail trade, except of motor vehicles and motorcycles
- 43 - Specialised construction activities
- 86 - Human health activities
- 46 - Wholesale trade, except of motor vehicles and motorcycles
- 56 - Food and beverage service activities
- 70 - Activities of head offices; management consultancy activities
- 71 - Architectural and engineering activities; technical testing and analysis
- 62 - Computer programming, consultancy and related activities
- 25 - Manufacture of fabricated metal products, except machinery and equipment

Conclusion

- Establishing a network of EDIHs takes time and is complex
- Not all EDIHs are acting as “one-stop-shops”
- But most are attending customers in close proximity, and to some extent, those in other regions and countries
- Customers are middle-age SMEs,
- But bigger, more skilled and in more technology-intensive sectors than other comparable firms

Panel discussion

Data collection and
analysis: beyond
monitoring purposes

How do you

- collect and analyse data to run your operations,
- find new customers and retain existing ones, and
- tailor your service offering to meet the digitalisation needs in your region?

Once customers are on board, how do you

- map their digitalisation journey,
- identify the right partners and
- keep an eye on the quality of the services being delivered?

What else could help you make this process even better?

What KPIs do you think we're missing that would help optimise the EDIH network?

What other EDIH info would be useful to you and how would you like to access it?

Closing remarks

Thank you for your attention!