Digital Innovation at regional level - SMEs Going Digital

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http://ec.europa.eu/digital-agenda/
Why ICT matters

- Information and Communication Technologies are key enablers for innovation and growth
- By 2016, it is estimated that the Digital Economy will reach 3.2 trillion € in the G-20 economies
- More than 75% of the value added created by the internet is in traditional industries
Why SMEs should go digital

✓ SMEs grow 2-3 x faster when they embrace digital technologies

✓ Improve performances by introducing new business models relying on ICT

✓ Expand markets beyond region (e-commerce, new customers)
Digital Entrepreneurship Strategy

- Entrepreneurship culture and investment readiness – Startup Europe
- Cooperation between ICT accelerators and incubators
- Coaching and mentoring - Enterprise Europe Network
- Grand coalition for skills and jobs

• Accelerate the development of on-line services
• Broadband deployment Connected Continent

• Support to Business Angels and Venture Capital
• Loan guarantees for innovative SMEs
• SME grants for innovation
ICT Innovation Vouchers

What are financial incentive for EU micro-enterprises and SMEs

What for to innovate by investing in digital technologies

What impact investment should help increase competitiveness and enhance growth prospects

What value typically valued up to €10,000

Vouchers for whom?

**Demand**
- **Established** companies or entrepreneurs
- Located in **regions** where the vouchers scheme is deployed

**Supply**
- Company or public body registered in the **EU**
- Able to **deliver** quality services required at market price

Micro-enterprises & SMEs

ICT knowledge/service provider
Examples of services

- ICT design and development
- e-Commerce
- e-Skills
- Business solutions services
- Evaluation of processes or product design
- Product testing
- Validating
- Prototyping, certifying and R&D demonstration
- New ICT-based business models
How does it work for a Region?

- identify the need for innovation support to business
- identify the implementing body
- tailor the innovation scheme

Managing authority:
- operational programme

Regional development agencies
- innovation agencies
- chambers of commerce
- universities
- cluster organisation

Regional innovation targets
- needs of SMEs
- "fast & light"
- monitoring performance and impact
Example from a pilot project implemented by Region of Murcia

1. Application (Product Design 6,000 €)

2. INFO approves the grant (Voucher)

3. The service is provided

4. Payment of 900 € (+ VAT of the invoice)

5. Justification

6. Transferring the economic value of the voucher

Approved provider
Business case

Especialidades químicas Neoquim

- 14 employees
- Manufacture of chemical products for industry and marble

The project

- On-line selling to end-user
- Marketing plan included
- Web site & Social Networks manager