

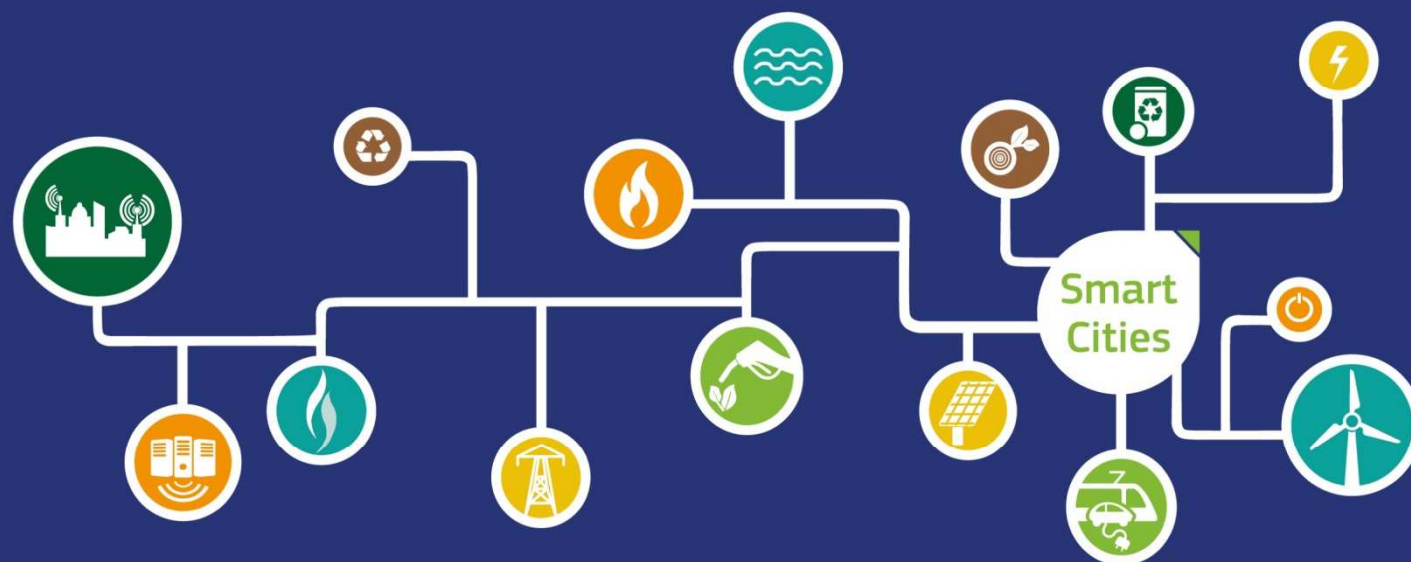
Empowering smart solutions for better cities

2 & 3 OCTOBER | BUDAPEST, HUNGARY

WATIFY- Boosting technological transformation

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#SS4C17

WWW.SCISCONFERENCE2017.EU

A forward-looking vision

Watify is

an awareness-raising campaign funded by the European Commission to support the EU efforts to **stimulate the modernisation of Europe's industry** by:

- *Boosting European SMEs' **technological transformation***
- *Supporting Europe's regions to translate their smart specialisation strategies in the areas of **digitisation and KETs** into **concrete projects**.*

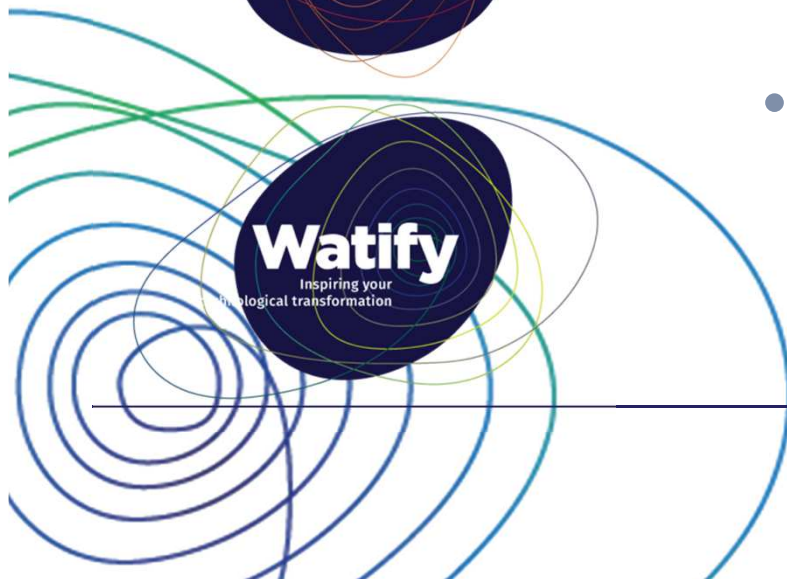


Who?



- **Local and regional policy makers**
- **SMEs**
- **Intermediary Organisations**
 - **Regional development agencies (RDAs)**
 - **Industry associations, clusters, chambers, competence centres**
 - **Large companies**

How?



- **boost and facilitate** technological transfer to SMEs and regions and cities through a network of competence centres.
- **connect** SMEs and stakeholders by facilitating the sharing of best practices, lessons learnt, ideas for advancement and by encouraging collaboration on projects.
- **inspire** SMEs and local stakeholders to transform and work together on digitisation and KETS projects.

Why SMEs?



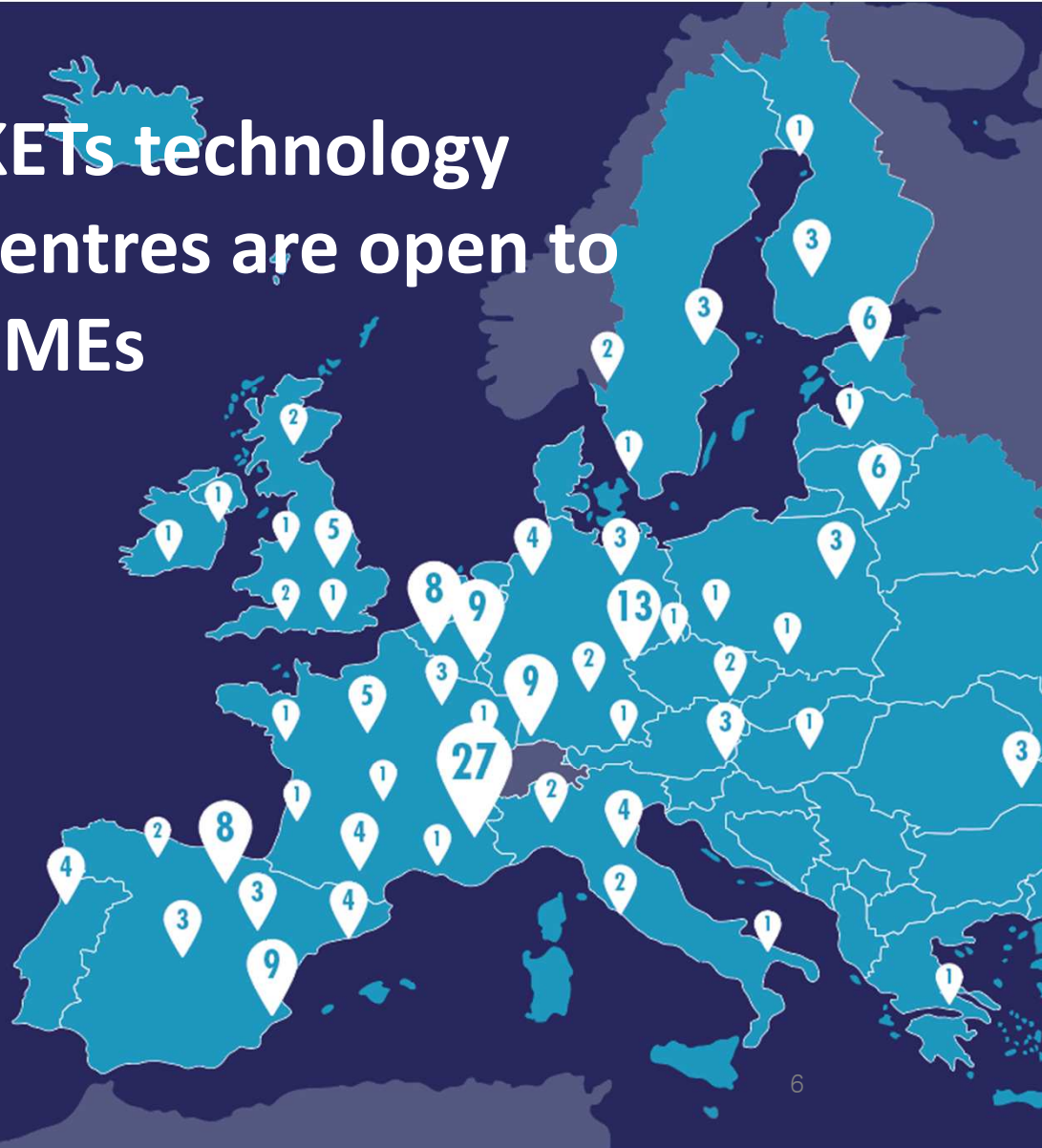
- **Make up 99.8% of all enterprises in Europe**
- **Are the ones expected to profit most from digital technologies (increased growth of up to 300%)**
- **Have created more than 85% of new jobs in the past 5 years**
- **Provide 2/3 of all jobs in the EU**

KETs technology centers are open to SMEs



Boosting
Technological
Transformation

KETs technology centres are open to SMEs



In 60% of EU countries
SMEs are not likely to find
the services they need
within their national
borders

→ European networks
needed (Regional
development agencies)

The Commission maps existing centres.
It encourages Member States and
regions to invest in innovation hubs
and incentivise companies to embrace
technological innovations

Financing digitalisation and KETs uptake in Europe: An overview



Boosting
Technological
Transformation

EC plan to mobilise over 50 billion EUR of public and private investments for Digitisation (2016 Strategy)

KETs and Digital uptake will also be stimulated by improved access to finance

- 37 billion EUR of investments to boost digital innovation
- 5.5 billion EUR national and regional investments in digital innovation hubs
- 6.3 billion EUR for the first production lines of next-generation electronic components
- 6.7 billion EUR for the European Cloud Initiative

- COSME financial instruments
- Horizon 2020 funding instruments
- ESI Funds
- Innovation Public Procurement
- Connecting Europe Facility

Access to Finance for SMEs (DG GROW Portal)
<http://ec.europa.eu/growth/access-to-finance>



European
Commission

Industrial sectors

- Manufacturing
- Healthcare
- Finance
- Creative Industries
- Mechanical Engineering

- Construction
- Tourism
- Retail
- Agro-food

Boosting Technological Transformation

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Regions and Cities as poles of Digital Transformation



Boosting
Technological
Transformation

Overall Budget:
2.8 million EUR
(2 years)

Development of EU-
wide interregional
collaborations

Development of
digital local
ecosystems



Digital is changing the world
Adapting to change might be hard

**FIWARE
CAN
MAKE IT
EASY**

FIWARE is aimed at speeding up innovation by offering developers fundamental building blocks, as well as deployment and operations support.

- Components are open and free to use
- Applications can be tested exploiting open data published by cities and others

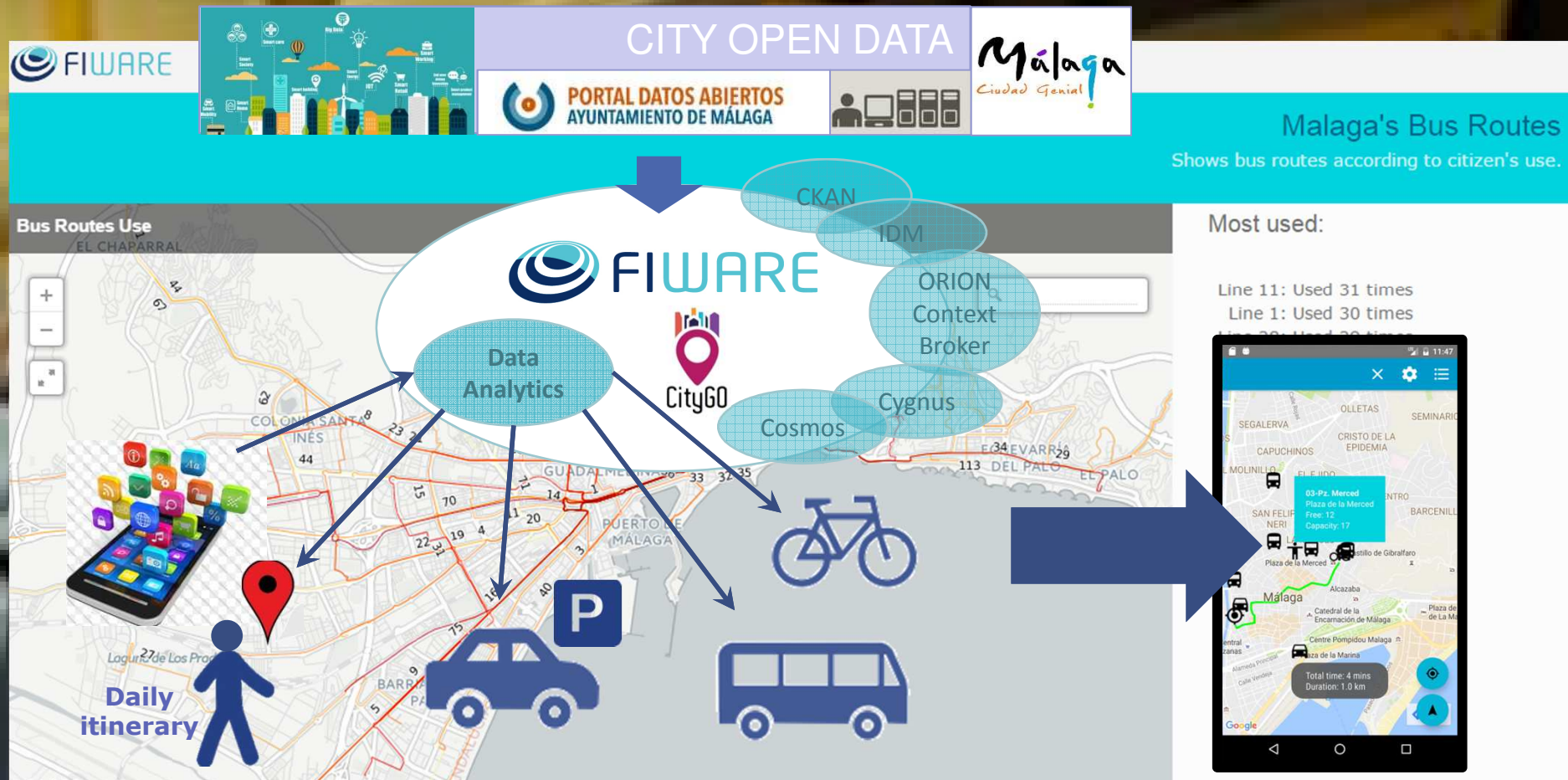
- **Smart Applications CityGO**
- **Challenge:** Create a multi-transport diversity solution using citizen Smartphones GPS and city open data.
- **Solution:** The App captures key routines of individuals, and using open data from the city, recommends the best route to take, providing real-time information on buses, routes, bicycle, parking availability, etc.

Benefits:

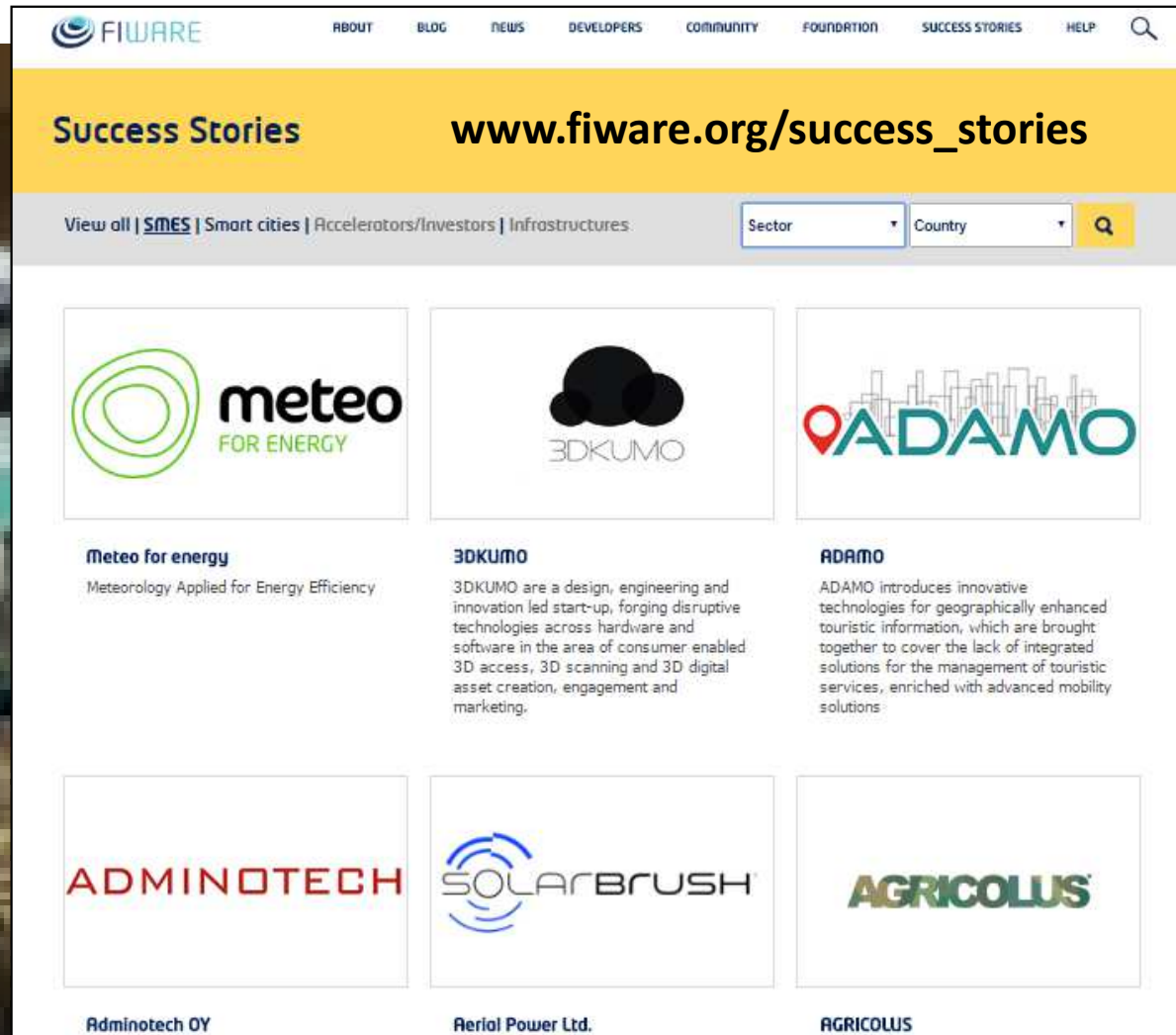
- Satisfied citizen using a diversity of transport based on personal needs and circumstances
- Less traffic jam, less CO2 consumption and improved health in the city

CityGo application

Transportation diversity @Malaga city



Other FIWARE success stories



- **Several success stories are displayed on the website** showing how SMEs can benefit from FIWARE to develop new digital services and boost Europe's economy

**boost and
facilitate**

240

AWARENESS EVENTS

in regions and cities all
across Europe

connect

40

**MATCHMAKING
EVENTS**

for smart cooperation
and investment

inspire

100

SUCCESS STORIES

of technological
transformation

Boosting Technological Transformation

Watify

WATIFY comes to you !



Do you want to foster cooperation between businesses and regions and develop joint projects in technological transformation?



WATIFY can help you by co-organizing cross-regional matchmaking events in your region or sector.

- Speed networking to find potential partners
- Presentation and Q&A session to evaluate projects & initiatives
- Launch events of projects & initiatives
- Demonstration events

Let's get social!

Follow WATIFY on:



facebook.com/watify



twitter.com/watify

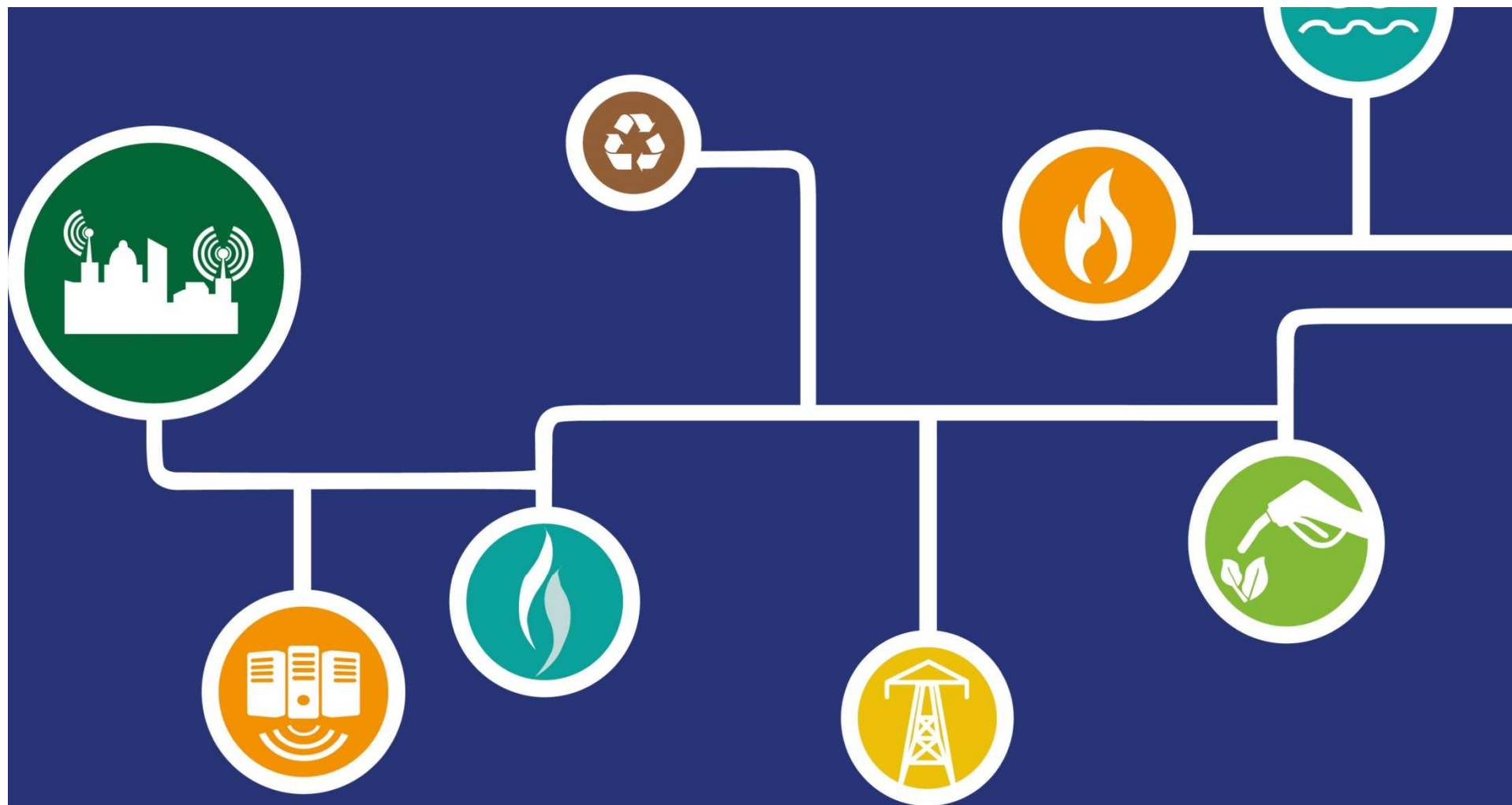


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Visit **watify.eu**

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THANK YOU !