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WATIFY
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Artemis Brokerage Event
Brussels
Digital & Key Enabling Technologies matter to the European Economy

75% of the economic value created by the internet arises from traditional companies. KETs represent 1 trillion EUR, or 19% of the total EU-28 production.
Digital & Key Enabling Technologies matter to the European Economy

KETs create **3.3 million jobs**

or 11% of all jobs dependent on manufacturing

**1.5 million additional jobs potential in the EU digital economy**
SMEs grow two-three times faster embracing digital technologies

10,000 EU SMEs base their businesses on the development & commercialisation of KETs
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
- Competence centres
- Regional development agencies (RDAs)
- Large companies
Regions and Cities as poles of Digital Transformation

Overall Budget: 2.8 million EUR (2 years)

Development of EU-wide interregional collaborations

Development of digital local ecosystems
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 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.
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.
Boost and facilitate

240 AWARENESS EVENTS

in regions and cities all around Europe in the forms of:

- WATIFY information sessions
- Group presentations by WATIFY ambassadors, digital icons and thematic experts
- Short workshops with digitisation and KETs experts
- Presentation of success stories and best practices
- Digital tours to present digitising and KETs services
- Online Training events
- Twitter chats
- Participation to sectoral, regional and international events
40 Matchmaking Events

with the objectives of:

• **Fostering the development** of cross-regional cooperation projects

• **Facilitating the cooperation** between SMEs, regions, cities and competence centres

• **Optimising the involvement of all actors** towards the formulation of concrete projects
Inspire

More than 100 SUCCESS STORIES of:

• **SMEs** that have successfully transformed their business or created new products / services applying digital technologies and/or KETs.

• **Regions** that are leaders in technological transformation policies and projects.
Example 1: **Ergolines**

- **Producer of specialty steels**
- **Challenge**: reduction of slag transfer / hazardous dispersion of liquid steel at the industrial plant
- **Solution**: High-performance computing (HPC) was used to obtain insights about the physics of the system to finally develop new slag monitoring technology based on complex and detailed simulation

**Benefits**

- Savings of **around €490,000 to €670,000 yearly** on re-melting
- Occupational safety for end-users
- Higher energy efficiency
Example 2: 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

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
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
Financing digitalisation and KETs uptake in Europe: An overview

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
Watify is

240 AWARENESS EVENTS in regions and cities all across Europe

40 MATCHMAKING EVENTS for smart cooperation and investment

100 SUCCESS STORIES of technological transformation

Boosting Technological Transformation
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