



Watify

Boosting Technological Transformation

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WATIFY

February 1, 2017

Artemis Brokerage Event

Brussels

Digital & Key Enabling Technologies matter to the European Economy



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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



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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

Digital & Key Enabling Technologies matter to the European Economy



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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



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Overall Budget:
2.8 million EUR
(2 years)

**Development of EU-
wide interregional
collaborations**

**Development of
digital local
ecosystems**



SMEs



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- 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



→ 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.

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

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



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- **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



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



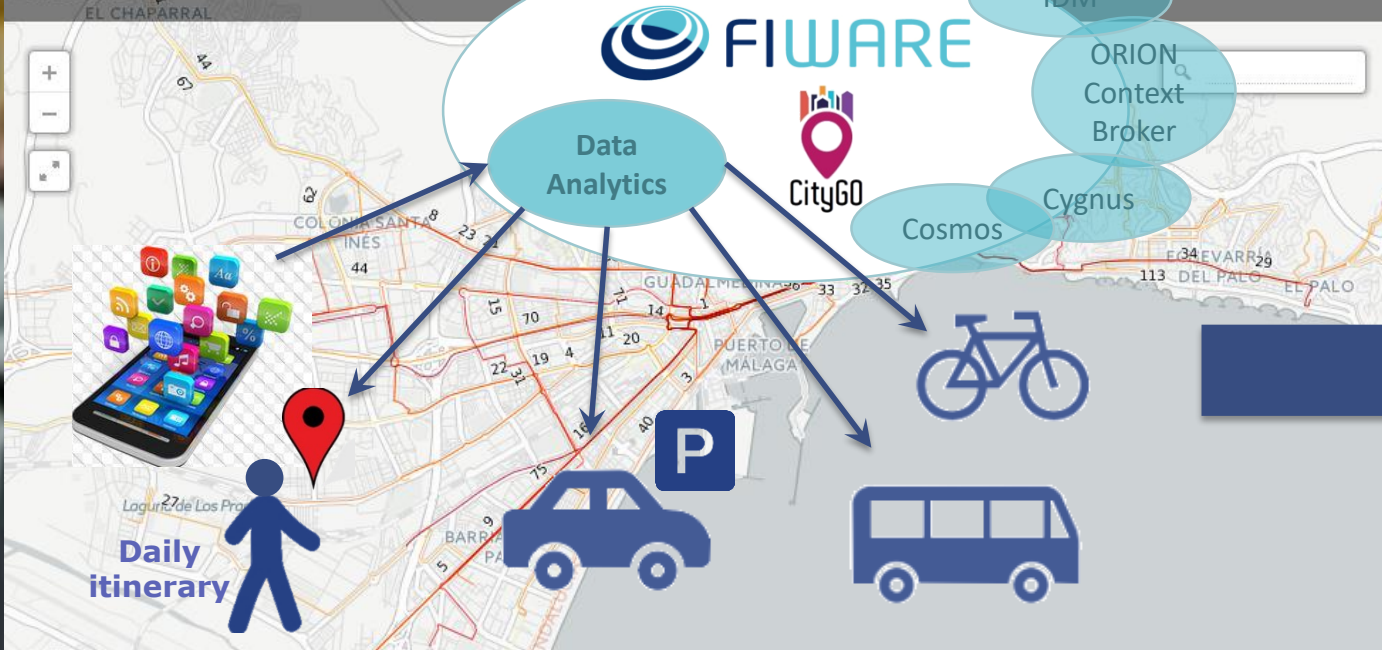
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Malaga's Bus Routes

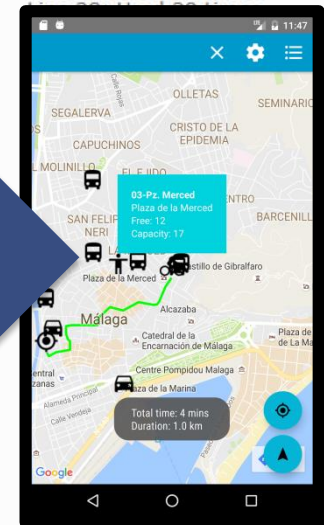
Shows bus routes according to citizen's use.

Bus Routes Use

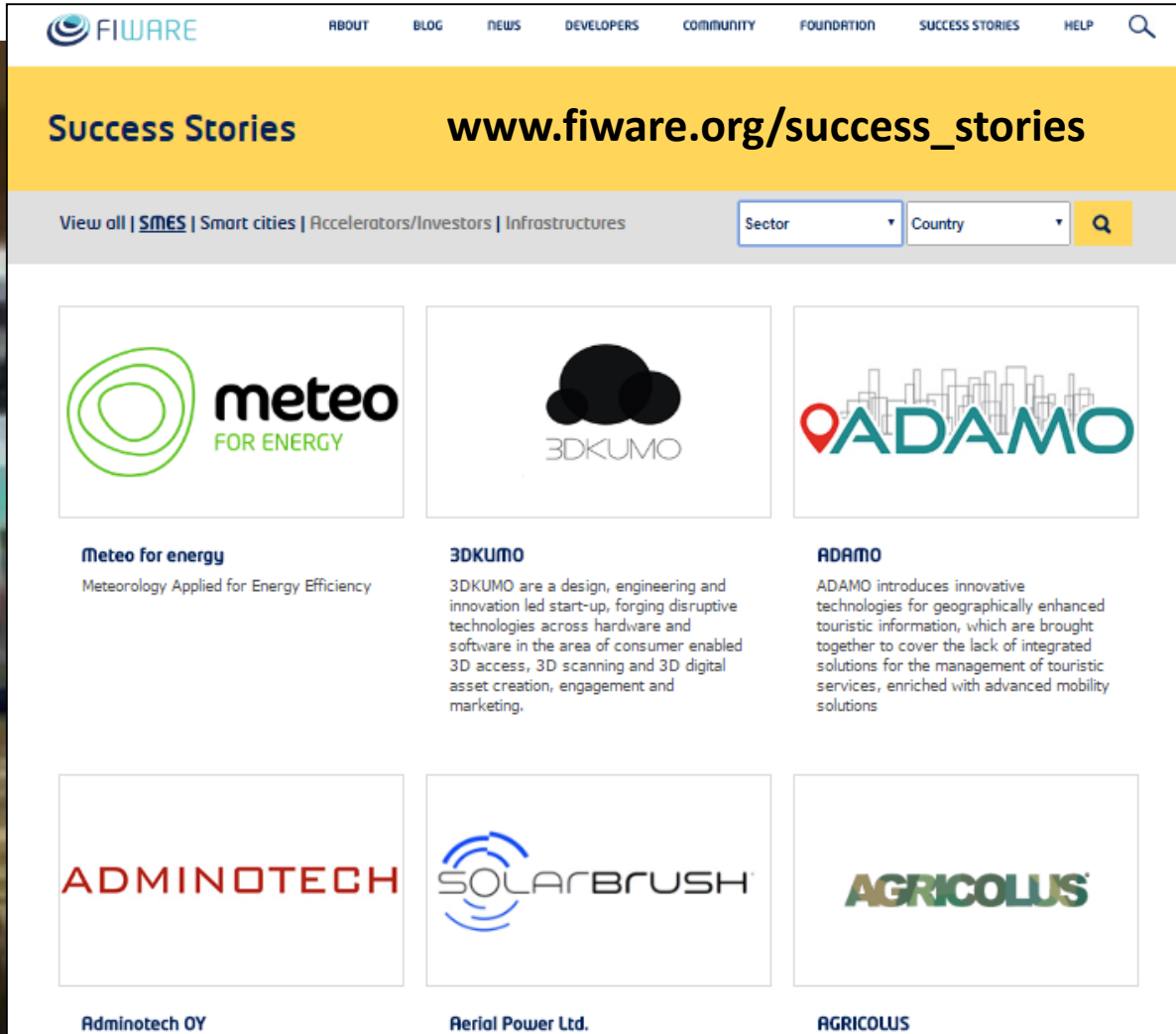


Most used:

Line 11: Used 31 times
Line 1: Used 30 times



Other FIWARE success stories



The screenshot shows the FIWARE Success Stories website. The header includes the FIWARE logo and navigation links: ABOUT, BLOG, NEWS, DEVELOPERS, COMMUNITY, FOUNDATION, SUCCESS STORIES, and HELP. The main heading is "Success Stories" with the URL www.fiware.org/success_stories. Below this is a filter bar with "View all | [SMEs](#) | Smart cities | Accelerators/Investors | Infrastructures" and dropdown menus for "Sector" and "Country". The main content area displays six success stories in a grid:

- meteo FOR ENERGY**
Meteo for energy
Meteorology Applied for Energy Efficiency
- 3DKUMO**
3DKUMO are a design, engineering and innovation led start-up, forging disruptive technologies across hardware and software in the area of consumer enabled 3D access, 3D scanning and 3D digital asset creation, engagement and marketing.
- ADAMO**
ADAMO introduces innovative technologies for geographically enhanced touristic information, which are brought together to cover the lack of integrated solutions for the management of touristic services, enriched with advanced mobility solutions
- ADMINOTECH**
Adminotech OY
- SOLARBRUSH**
Aerial Power Ltd.
- AGRICOLUS**
AGRICOLUS

- 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



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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



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240

AWARENESS EVENTS

in regions and cities all
across Europe

40

**MATCHMAKING
EVENTS**

for smart cooperation
and investment

100

SUCCESS STORIES

of technological
transformation

Let's get social!

Follow WATIFY on:



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twitter.com/watify



linkedin.com/Watify

The Watify logo graphic, featuring the word 'Watify' in a bold, white, sans-serif font, with the tagline 'Boosting Technological Transformation' in a smaller, white, sans-serif font below it. The text is centered within a dark blue oval. The background of the slide features a series of concentric, overlapping circles in shades of blue and green, creating a ripple effect.

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Visit **watify.eu**

Contact: **info@watify.eu**