

pro_digital

EDIH Candidate for Stage 2 application for the European Digital Hubs Call/DIGITAL Europe Programme

Consortium:

Technical University of Applied Sciences Wildau (THW) –coordinator-
Brandenburg University of Technology Cottbus-Senftenberg (BTU)

Geographical location and its Challenges: Germany, the region of Brandenburg (NUTS2).

This is mainly a rural area characterized by small-sized businesses. The region is undergoing considerable structural changes due to the energy transition from lignite production and lignite power generation to Green Energy, as well as the development further economic branches (e.g. tourism, healthcare). About 95% of the companies are small and micro-enterprises with less than 50 employees, facing challenge such as shortage of qualified personnel, organizational and financial resources for the development and implement of advanced digitisation. Compared to the urban metropolitan area of Berlin, the level of digitalisation in this region varies greatly among all sectors and company sizes and among public services.

Target groups:

- companies, especially SMEs and midcaps (SMEs),
- the public sector (GO).

EDIH four services: test before invest, skills and training, support to find investments, innovation ecosystem and networking.

Sectors: all.

EDIH five focus areas: Artificial Intelligence, Advanced Digital Skills, Cybersecurity and Trust, Supercomputing, Ensuring the wide use of digital technologies across the economy and the society.

EDIH main objectives:

- Enhance the digitalisation processes and digital transformation for / in SMEs, midcaps and the public sector;
- Support the green development of innovation in the regional ecosystem through advanced approaches in knowledge and technology transfer, in line with the European Green Deal goals;
- Increasing the competitiveness and visibility of the regional ecosystem at European level.

Approach

- Establishing a one-stop shop for the actors of the local ecosystem to access knowledge and technology for the digitisation and digital transformation of their business (SMEs) and services (GO);
- Applying the established qualification model developed by the consortium, the “Learning, Training, Assistance” (LTA)¹ to set up new and consolidate knowledge and technology transfer instruments characterised by a high degree of digitalisation (e.g. web-based innovation radars, digital workshop offerings, virtual test fields & environments);

¹ Doi: 10.24251/HICSS.2020.563

- Adapting and combining new knowledge and technology transfer instruments with existing (and continuously enhanced) instruments: testbed, showroom, workshops, makerspaces, conferences, co-working spaces, fab labs.
- Monitoring the effectiveness of the transfer instruments applied as well as the Digital Transformation processes

Maturity stage of pro_digital EDIH: high.

The consortium has a long and consolidated experience in knowledge and technology transfer to SMEs. Current and previous expertise has been gained through national funded projects and the European Regional Development Fund: the Mittelstand 4.0-Kompetenzzentrum Cottbus, a competence center for SMEs, the Innovation Hub 13, and the the Digital Innovation Hub “Innovation Center Modern Industry Brandenburg” (IMI).

What we are looking for:

EDIHs who are

- interested in establishing collaborations and providing joint services;
- interested in addressing similar target audiences (SMEs and GOs);
- located in European regions with a similar profile to the region of Brandenburg;
- with similar and/or complementary expertise.

Contact details

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