**Esteban Pelayo**
**Eurada**
**Seville, March 18th 2017**
**SmartFood: Bi gData and traceability**

# 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.**

**Watify**
Boosting Technological Transformation

European Commission

# **Watify** is


Watify
Boosting Technological Transformation

## **240**
### **AWARENESS EVENTS**
in regions and cities all across Europe

## **40**
### **MATCHMAKING EVENTS**
for smart cooperation and investment

## **100**
### **SUCCESS STORIES**
of technological transformation

European Commission

# Financing digitalisation and KETs uptake in Europe

**Overall Budget for digitisation (EC plan to mobilise over € 50 bn of public and private investments, 2016 Strategy)**

**KETs and Digital uptake stimulated by improved access to finance**

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

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

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

European Commission

# Examples of some EU initiatives
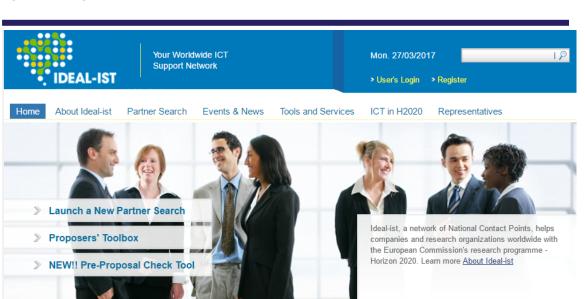## Big Data Value Public-Private Partnership

Creating a functional Data Market and Data Economy in Europe, in order to allow Europe to play a leading role in Big Data in the global market.
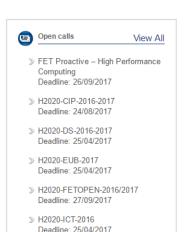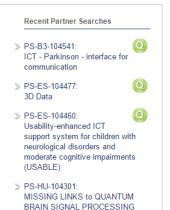
- Call ICT-14-2016-2017 - Big Data PPP: cross-sectorial and cross-lingual data integration and experimentation (8 projects)
- Call ICT-15-2016-2017 - Big Data PPP: Large Scale Pilot actions in sectors best benefitting from data-driven innovation- (2 projects)
- Call ICT-17-2016-2017 - Big data PPP: Support, industrial skills, benchmarking and evaluation (1 project)
- Call ICT-18-2016 - Big data PPP: privacy-preserving big data technologies (4 projects)
- Call ICT-35-2016 - Enabling responsible ICT-related research and innovation (1 project: K-PLEX)

# National Contact Points will help you to participate in H2020



## Other entities:

- ✓ Enterprise Europe Network
- ✓ Regional Development Agencies
- ✓ Technology and competence centers

**Examples of some EU initiatives**
**IMPACT Growth Accelerator**

This accelerator is going to provide funding an mentoring to an elite group of mature startups. This is a good opportunity for really outstanding startups companies from your territory.

- Selected startups will be financed with € 100,000 in cash equity free and services in the first phase. The best of these startups will subsequently be identified to be privately funded with up to € 1.5M and will receive a prize of € 150,000 in cash equity free. To enter the program, startups must adopt FIWARE technology.

- The selected applicants will participate in an Acceleration Program of training and mentoring, with a duration of 6 months subject to achievement of certain milestones. The Open Call for startups in the following verticals: Smart Cities (with Ferrovial); Media, AdTech and Content (Everis), Smart Manufacturing (Made-Lego) and AgriFood (Danone).

- The deadline for the first call is 9th May 2017.

- For more information: http://www.impact-accelerator.com/

## Examples of some EU initiatives
## Next Generation Internet Initiative

The Internet of the future should be more open, provide better services, more intelligence, greater involvement and participation. It needs to reflect the European social and ethical values: free, open and more interoperable.

- Internet becomes ever more important for the lives of any human on this planet. It creates new business opportunities and new social paradigms for interaction, from the local to the planetary scale.

- Whereas many of the Internet developments have surpassed any expectations in terms of benefits for the citizens and the economy, there are some reasons for concern about further progress. In particular, the concentration of power in the hands of a few companies, and the relative lack or abandon of control of citizens on their own personal data, together with restrictions on Internet access because of geographical, economic or cultural reasons raise concerns.

# Examples of EU initiatives
# Digital Innovation Hubs

Digital innovation hubs are ecosystems that consist of SMEs, large industries, startups, researchers, accelerators, and investors. They aim to create the best conditions for long-term business success for all involved.

Digital innovation hubs can help ensure that every company, small or large, high-tech or not, can grasp the digital opportunities. There are already several initiatives of the EC to shape the pan-European network of DIHs with the focus on helping SMEs to master their digital transformation:
- Innovation for Manufacturing SMEs (I4MS),
- Smart Anything Everywhere (SAE),
- iHub,
- Open Data Incubator Europe (ODINE),
- European Institute of Innovation & Technologu (EIT) Knowledge and Innovation Community (KIC),
- European Coordination Hub for Open Robotics Development (ECHORD++),
- Access Center for Photonics Innovation Solutions and Technology Support (ACTPHAST),
- Supercomputing Exercise for SMEs (SESAME NET),
  and the call for tender EU13 DIHs.

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