







BUENAS PRÁCTICAS Actuaciones Cofinanciadas

Boosting digitalisation and business innovation.

Gobierno de Aragón

Programa Operativo de Aragón

Año 2022

Fondo Europeo de Desarrollo Regional

BOOSTING DIGITALISATION AND BUSINESS INNOVATION.

DESCRIPTION

The operation "Promotion of Digitalisation and Innovation in companies" includes the group of projects carried out by the Technological Institute of Aragon whose main objective is to advise and support all Aragonese companies in the development of their business and technological strategies and in the deployment, by themselves or in collaboration with others, of their Research and Innovation activities.

The ultimate goal is to promote digitalisation and innovation. Similarly, the objective of this operation is to support Research and Innovation networks and structures, clusters and business associations and to provide advice on access to the set of support tools and instruments for digitisation and innovation that the various regional, national and international public administrations make available to them.

Within the strategic objectives of the Instituto Tecnológico de Aragón (ITAINNOVA), and more specifically within the objective of Promoting Digitalisation and Innovation in companies, ITAINNOVA is launching the INNORUTA Programme. The NextGen Enterprise programme is aimed at promoting and accompanying Aragonese SMEs on their path towards Industry 4.0 and the circular economy.

In recent years, numerous programmes have been developed to support companies oriented towards digitalisation, which have laid the foundations on which it is now necessary to build a new generation of more efficient, more environmentally sustainable and more competitive companies. In short, a more advanced and technology-based company.

The amount executed of the operation, until 2022, is 700,697 euros, being the amount of ERDF aid 700,697 euros, contributing to the promotion of investment in research and innovation in companies in the region. The number of companies benefiting from the aid is 139.



This action is considered a Best Practice because:

1. The action has been adequately disseminated to beneficiaries, potential beneficiaries and the general public.

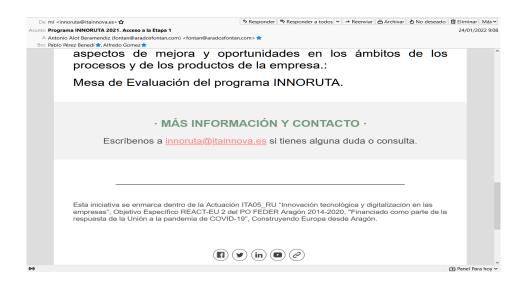
With regard to dissemination, it is considered that the action has been adequately disseminated among potential beneficiaries and the general public through a dedicated website. (http://www.itainnova.es/noticias) and the actions carried out in the Aragonese and national media: written press, radio, TV, digital media and social networks and a specific vehicle for the programme:

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- Web of <u>ITAINNOVA</u>.



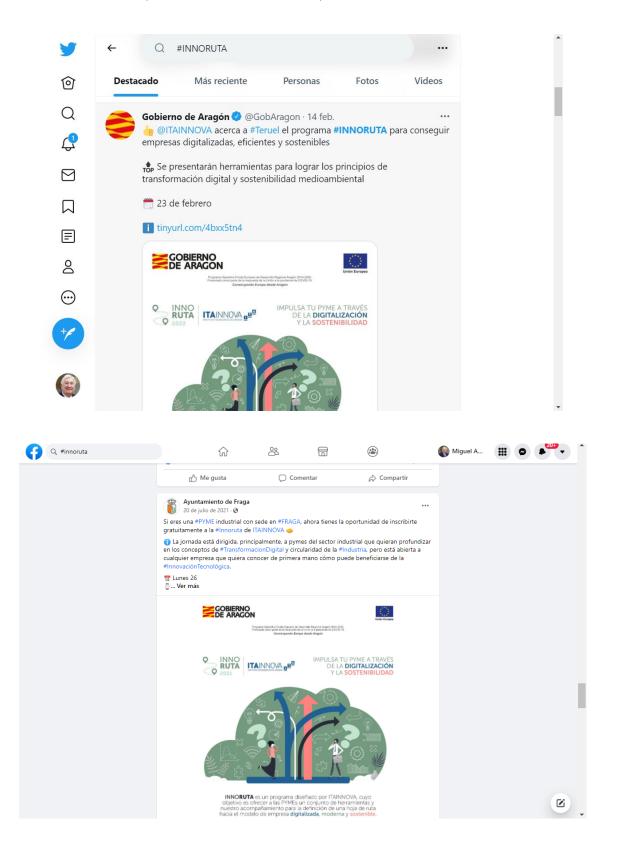
- Communications by e-mail to all programme participants, including ERDF-REACT cofinancing..





- Posters installed at meetings held by the Institute to publicise the digitisation operation.

- Social Media Outreach (TWITTER and FACEBOOK):



2. The action incorporates innovative elements.

The operation incorporates the following innovative elements:

- Meetings in locations with a vehicle - the 'INNOTRUCK' - with which they tour different locations delivering inspirational talks to help companies design a digital roadmap to become more competitive, efficient and sustainable.

- Pepper' business robot. Artificial intelligence plays an important role in the meetings, encouraging entrepreneurs to innovate and not to always do the same thing in order to be more competitive, especially in the technological aspect.

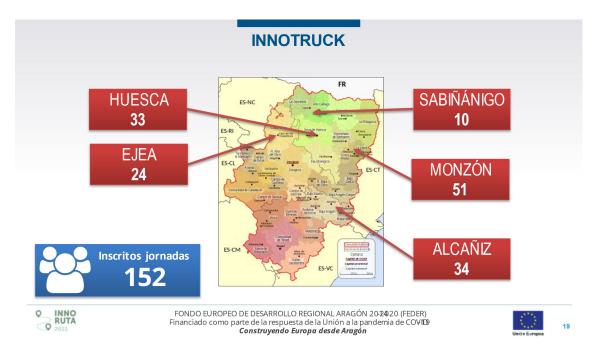
- Virtual Reality. At the meetings, attendees can take a virtual tour of ITAINNOVA and its Robotics, Artificial Intelligence and Calibration and Testing laboratories using the "Oculus" virtual reality goggles..



https://youtu.be/xl7Zf_OaiMQ

3. Adequacy of the results obtained to the established objectives.

The Institute has managed to achieve results that are in line with the established objective, as the programme has been disseminated with European funds throughout the region, not only in the most important focus, which is the city of Zaragoza, which has more than half of the companies in Aragon. In 2021, 5 visits were made to localities structuring the territory. There have been 152 companies registered for the conferences. Of these companies, 57 have downloaded the bases of the programme. The programme has helped to boost the companies that have applied to participate in the programme by means of support from ITAINNOVA to improve competitiveness through digitalisation and sustainability, taking into account the difficulty and the need created by the current crisis caused by the COVID-19.



4. Contribution to the resolution of a problem or weakness identified in the territorial area of implementation.

The structure of the Aragonese business fabric is made up of a high percentage of SMEs and especially micro-SMEs, which in general have a lower capacity to devote financial resources to investment in emerging digital technologies, which in many cases they do not even know about and therefore do not value their application and usefulness, thus conditioning their own capacity for change and development. There is a lack of government support, through preferential lines of financing, for projects linked to digitalisation.

An important factor is the lack of advice and public aid. In this respect, it is worth highlighting the lack of knowledge on the part of most companies of the existing public support tools and programmes for digitisation, which is why they need to be more widely disseminated and explained through different media.

The low qualification of company staff in ICT technologies and the insufficient number of suppliers specialised in some types of technology make it necessary to raise awareness of the opportunities, especially with the rapid evolution of technological changes.

The INNORUTA programme is a solution that companies need to raise awareness of the importance of digital transformation. A closer relationship between companies and the innovation system of Aragon is considered necessary in which ITAINNOVA is a clear exponent to transmit the knowledge adjusting in the best possible way to the supply and demand of technology.



5. High degree of coverage of the target population.

This line of action carried out by ITAINNOVA with the aim of promoting entrepreneurship through technological maturity has demonstrated a high degree of coverage.

This action clearly describes and determines the target audience, the capacities to be developed, the objectives to be met and the expected results.

The main agents of the business ecosystem have collaborated in the dissemination and contribution of ideas for the implementation of the programme. CEPYME ARAGÓN, CEOS CEPYME, CEOE ARAGÓN, Monzón City Council, Ceos Cepyme Cinca Medio, Ejea de los Caballeros City Council, Sabiñánigo City Council, Asociación de Empresarios Pirineos Alto Gállego, Huesca City Council, Alcañiz City Council and the Aragonese Council of Chambers of Commerce participated.

As can be seen, with the collaboration of both the town councils where the actions have been carried out and the business associations at local, provincial and regional level, which means that it has had a great coverage, as the number of registrations and applications shows.

6. Consideration of the horizontal criteria of equal opportunities and non-discrimination, as well as social responsibility and environmental sustainability.

Through its action plans and corporate processes, ITAINNOVA promotes equality between men and women in all areas.

One of the main issues to highlight is that all the actions carried out by ITAINNOVA comply with the equal opportunities criterion, and it is worth highlighting the use of non-sexist language in all the materials distributed, as well as in all the media and dissemination events.

In the operations contained in this action, the guiding principles of gender equality are ensured.

The commitment of the Instituto Tecnológico de Aragón to corporate social responsibility includes awareness-raising actions on both environmental issues and gender equality, which are included by different means in all our actions, whatever their nature.

In addition, as the main focus of the technological routes in terms of innovation, emphasis is placed on aspects related to sustainability.

The reports reflect whether the company uses any type of technology for the management of energy (monitoring and control), waste, heating, water, hazardous materials or pollutants. Indicators related to these issues are used to assess and verify how the company controls and measures energy and material consumption in relation to production.



7. Synergies with other policies or instruments of public intervention.

Regarding the generation of synergies with other policies or instruments of public intervention, the objectives of the Aragon Institute of Technology favour the necessary cooperation between the actors of the innovative ecosystem of Aragon. Furthermore, the entrepreneurial projects must be aligned with the objectives of the plans for Research, Development and Knowledge Transfer in Aragon, the Research and Innovation Strategy for Smart Specialisation (RIS3), the Spanish Strategy for Science and Technology 2013-2020 and Horizon 2020 and contribute to improving the competitiveness of Aragon by facilitating the Development of the Knowledge Society.

In this regard, it should be noted that ITA acts in three areas:

- It carries out continuous and prior work with agents of different natures (Business Associations, Universities, Technology Centres, Public Administrations, Platforms, etc.) and with different geographical locations, both in the regional and international framework with the aim of participating in projects and obtaining information on projects, calls for proposals, programmes, etc.

- It collaborates with different R&D supply agents (Universities, Technology Centres, Agencies), Business Associations (Chambers of Commerce, Regional Confederation of

Businessmen of Aragon, etc.), social interest organisations, Public Administrations for the promotion of R&D&I, companies, etc....

- It collaborates with other bodies such as clusters, business associations, to disseminate knowledge..





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