



European Union
European Regional
Development Fund

Action Plan

Regional Government of Cantabria.

CONTENTS

1	Executive Summary	3
2	General information	4
3	Policy context	4
4	Action: fast track tool for digitalisation of smes (FTFDS)	5
4.1	Background	5
4.1	Knowledge applied from DIGITAL REGIONS.....	7
4.2	Action description.....	9
4.3	Timeframe and Funding.....	11
4.4	WORKPLAN.....	11

1 EXECUTIVE SUMMARY

Industrial reinforcement is one of the key priorities in the development of the regions and this industrial reinforcement will not take place, if the regions are not able to associate innovation and new technologies with the industrial production, especially after the COVID 19 pandemic situation and its impact in all European Regions.

Digitalisation, through the digital single market and the digital transformation of European industry (announced by the European Council in May 2015), is considered by the European Union as one of the priorities. In a globalization, it is an essential task for Cantabria to develop action plans and strategies around these important areas.

We want to achieve, through this Action Plan, the creation and support of these open innovation systems, to foster the creation of new products, the implementation of new processes and the improvement of the activity of our traditional industry through their digitalistaion

Some of the most important points in order to develop such action plan are:

Companies with a higher degree of digitalisation and associated with the industrial sector create more jobs, more stable and with higher quality in terms of wages.

Advanced industrial production systems increase international positioning of regional companies.

The regional industry will be reinforced with trained and more digitalisation focused workers and employees.

The launch of new digital models will encourage and support new connections between innovation business agents and industrial developers.

The Action Plan will give a complete roadmap to develop a new set of tools to encourage the digitalisation actions.

2 GENERAL INFORMATION

- **Project:** DIGITAL REGIONS
- **Partner organisations:** Regional Government of Cantabria
- **Other partner organisations involved (if relevant):** Innovation Forum and Innovation Coordination Regional Group
- **Country:** SPAIN
- **NUTS2 region:** ES13
- **Contact person:** Mr. Jorge Muyo. Regional Innovation Manager. Government of Cantabria.
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3 POLICY CONTEXT

The Action Plan aims to impact:

- ☐ Investment for Growth and Jobs programme
- ☐ European Territorial Cooperation programme
- ☒ Other regional development policy instrument

Name and reference of the policy instrument addressed:

Regional ERDF Plan Cantabria. Smart Specialisation Regional Strategy.

Please detail the name and reference of all additional policy instruments addressed within the Action Plan:

Smart Specialisation Strategy.

FAST TRACK TOOL FOR DIGITALISATION OF SMES (FTFDS)

The action plan will drive to the following policy changes:

- **Implementation of new projects: the target is to open a new call for projects in order to help regional companies in their digitalisation pathway.**
- **The second policy change will be focused on financing new digitalisation actions especially in the SME industrial sector.**

Other achievements from the Action Plan:

- Dissemination activities at regional level with the collaboration of the regional clusters for the digitalisation of SMEs.
- Cooperation agreement with the main stakeholders from the digitalization sector and the regional government in order to increase the level of SMEs digitalisation.

4 ACTION: FAST TRACK TOOL FOR DIGITALISATION OF SMES (FTFDS)

Targets:

- Accelerate the investment of companies in the region, especially SMEs in Cantabria of all productive sectors, promoting the efficient use of aid for the development and implementation of new technologies in traditional production systems.
- Increase the number of employees who possess the necessary skills to be able to develop their skills in the productive environment demanded by advanced manufacturing.
- Create an environment in which companies know the potential in the implementation of advanced manufacturing technologies in their production, management and manufacturing systems.

To increase the level of digitalisation of the regional SMEs from the five thematic ecosystems in the Smart Specialisation Strategy.

Scope of the program: four levels: technology audit, training and education, industrial commitment and project development (technology vouchers and test before invest vouchers), collaboration with other regions and areas to establish a network.

Specially focused on SMEs.

Length of the programme: six months.

4.1 BACKGROUND

The selection of this action is the result of the process started by GOBCAN within the DIGITAL REGIONS project in coordination with other regional stakeholders, which have participated in the project, with the leadership of Innovation DG the responsible of the policy instrument addressed in the project.

DG Innovation has developed different actions in the past years and the action plan proposed is one-step further in order to increase the level of regional innovation and digitalisation.

Coordinated by DG Innovation, this is a public action from the regional government of Cantabria, which will be implemented at regional level.

This action plan has been a result of all the work and meeting developed in the DIGITAL REGIONS project.

Because of this meetings and studies, the action plan has a target of implementing new digital actions and programmes into innovative SMEs.

Designed at four levels of development:

- A) Technology audits specifically focused on digital industrial areas on five technology ecosystems: Health and bio economy, Agrofood, Industry, Tourism and Blue economy.
- B) Training and education: design of a training itinerary for all companies participating in the programme.
- C) Technology vouchers and technology development tools (Fablabs, Test before invest, etc.)
- D) Development of a network of users and providers not only at regional level. Collaboration with other regions and networks.

CHALLENGE	ACTION PLAN APPROACH
Overcome the lack of awareness of the benefits of digitization and innovation.	Training in digital skills. Measurement of the degree of improvement of the company's operations
Improve the adoption of digital technologies by companies	Technology Audits specially focused on the S3 regional ecosystems.

Overcoming the perception of high risk derived from the adoption of digital technologies.	Provision of infrastructures and test before invest service. Implementation of specific pilots. Promotion of an active dialogue between supply and demand services.
Integration of the strategic approach and support services required by digital transformation	Training programs between technology providers. Identification of financing opportunities and development of future projects.

Action Plan Status March 2022.

Meetings with regional stakeholders:

Meeting with Regional ICT Association in order to think about the possibility of implementing the pathway of the action plan. Suggestions received and implementing in the Action Plan.

Meeting with the EU Funds department from the Regional Government: Possibility to include these measures into the new ERDF Fund 2021-2027 and in the future activities of the new regional programme.

Meeting with the DG Industry to receive further actions based on the industrial needs and specially to the SMEs.

Meeting with the regional clusters in order to receive feedback from the actions proposed in the action plan.

Meeting with the regional development agency (SODERCAN) to receive contributions and suggestions on the action plan.

4.1 KNOWLEDGE APPLIED FROM DIGITAL REGIONS

Partner practice/experience (please, detail: practice name, short description and location)	good good short	How this good practice/experience has contributed to the actions developed in your Action Plan (detail any transfers, full or partial of good practice)
Co-Learning LAB.		New approached for the SMEs digitalisation.

<p>CO-LEARNING LAB intendeds to give medium-sized companies in the region a jump-start for their digital transformation.</p> <p>Hof University, Oberfranken.</p>	<p>Improvement of digital skills.</p> <p>New development of training actions and workshops.</p>
<p>Industry 4.0 Voucher (Vale Indústrias 4.0)</p> <p>It supports individual SME projects, for a maximum period of 12 months, aimed at acquiring consultancy services to diagnose the current situation and identify a strategy leading to the adoption of technologies linked to Industry 4.0.</p> <p>Portugal.</p>	<p>Business productivity support.</p> <p>Local SMEs support.</p> <p>Implementation of innovation activities in traditional sectors.</p>
<p>Digitalization Parkour</p> <p>Making SMEs aware of the characteristics and potential of Industry 4.0 technologies requires a practise-oriented approach. A Digitalization Parkour, consisting of several, interactive demo stations, helps to explore and analyse new technologies in a tangible and practise-oriented way.</p> <p>Switzerland Innovation Park Biel / Bienne</p>	<p>Industrial support.</p> <p>Digitalisation of SMEs.</p> <p>Test before invest services.</p>
<p>Digital Innovation Hub Slovenia.</p>	<p>Business productivity support.</p> <p>Local SMEs support.</p>

<p>DIH Slovenia is an Industry Digital Transformation one-stop-shop serving Slovenia and beyond. It creates awareness and provide services to grow digital competencies, share digital experience and case studies locally, regionally and internationally.</p> <p>University of Ljubljana. Slovenia.</p>	<p>Implementation of innovation activities.</p>
<p>FabLab Network Slovenia</p> <p>A technologically supported environment for innovation, prototyping and invention, also aimed at encouraging a circular economy.</p> <p>University of Ljubljana. Slovenia.</p>	<p>New approached for the SMEs digitalisation.</p> <p>Improvement of digital skills.</p> <p>New development of training actions and workshops.</p>

4.2 ACTION DESCRIPTION

The aim of the FAST TRACK TOOL FOR DIGITALISATION OF SMES (FTFDS) is to increase the number of innovative and more digitalised companies at regional level, especially SMEs.

The main activities of the project are to use four different actions at different levels in order to accelerate and to increase the level of digitalisation of the regional companies in different industrial areas.

The action plan is an integral tool and perspective into an open innovation ecosystem and because of the knowledge exchanged developed in the DIGITAL REGIONS project.

These targets will be achieved through a four action perspective:



Project's value for the region:

The FTDFS project will bring the following value for the region:

- Development of training plans promoting digital transformation.
- Increase the basic and advanced digital capacities of companies and workers.
- To increase the image of regional industry and the added of digitalization processes.
- Promote and position the action plan in the main national and international forums through the development of specific actions, attendance to specific fairs and international events.
- To identify the most important trends in relation with digitalization actions and activities using technology foresight tools.
- Launch of new projects and activities related to Industry 4.0, improving the specific regional call about supporting Industry 4.0 projects.
- To update and improve the regional map of technological enablers that serve to know the potential of Cantabria when offering services related to industry 4.0 at national and international level.
- Promotion of activities carried out by companies and research centers in Cantabria in the field of Industry 4.0 and advanced manufacturing through international networks.
- Promotion the business development of regional technology enablers increasing the interaction between clusters and business associations at national and international level.

Targets

The project will try to reach 50 companies at regional level in the next three years involving the adoption of 5 new ecosystem areas, products or processes.

Players involved and role in the implementation and collaboration between them:

Business Associations.

Clusters and Key sector groups.

Technology Stakeholders and knowledge providers

4.3 TIMEFRAME AND FUNDING

Project/Action Investment Line/Funding Source + Amount (please state each source of funding)	Submitted For Funding	Funding Decision	Project Date	Start	Other milestones	key
FTDFS project	Jan 2023	Jan 2023	Feb 2023/Feb 2026			

Funding: Regional government own resources including ERDF plan 2021-2027 with a total of 50% from the own regional resources and 50% from the Cantabria ERDF plan.

At the same time we will try to concentrate efforts from the Digitalisation actions from the S3 regional strategy including the actions which can be adopted from the Regional DIH.

4.4 WORKPLAN.

The project will have a duration of 36 months divided in the following work packages:

Wp1. Management (whole duration of the project): the objective of this WP is to coordinate the different Work packages of the project.

Wp2. Development of four strategic areas: M3-15: the objective of this work plan is to develop the four activities. These activities will be designed in order to help to those SMEs with more knowledge or capacity to develop innovation

and digital services to accelerate them. The objective is to develop a completely action scheme to give services to 50 SMEs.

Wp3. Communication (whole duration of the project): the target of this work packages will be to promote the programme as well as the enrolment of SMEs. The promotion plan includes a strategy in order to contact with other relevant stakeholders at regional level, which can develop a multiplier effect in the process of promoting the programme.

Wp4. Implementation of projects (M6-M36): this work package has the objective of developing those projects already selected by the companies and specially by the SMEs in collaboration with other stakeholders and technology providers and using the different resources already available at regional level. In this part of the work package will have a specific importance the accurate definition of the projects including the main milestones and the services or products improved using innovative or digitalisation services.

Wp5. Development of pilot actions and dissemination of results (M24-M36): Four different actions will be implemented in the project showing the advantages of the project and having into consideration the best practices and the 5 regional ecosystems identified in the Smart specialistaion strategy.

I, Jorge Muyo, Innovation, Technology Development and Industrial Entrepreneurship General Manager, agree to implement the Action Plan for the FAST TRACK TOOL FOR DIGITALISATION OF SMES (FTFDS) of the DIGITAL REGIONS project, as detailed above. I confirm that I have the required authorisation of to do so and that the required authorisation process of has been duly carried out.

On behalf of: Regional Government of Cantabria.

Signed:




Name: Jorge Muyo

Position in Organisation: Innovation, Technology Development and
Industrial Entrepreneurship Regional Manager.
Regional Government of Cantabria.

Date: 3/6/22