

DIGITAL INNOVATION HUB DEVELOPMENT - TEMPLATE

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Digital Innovation Hub development

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1. Structure of DIH

The Digital Innovation Hubs (DIHs) are one-stop-shops that help companies to become more competitive with regard to their business/production processes, products or services using digital technologies. They are based upon a technology infrastructure and provide access to the latest knowledge, expertise and technology to support their customers with piloting, testing and experimenting with digital innovations. DIHs also provide business and financing support to implement these innovations, if needed across the value chain.

DIHs, facilitated in framework of 4Steps project, are composed of 3 boards with specific tasks: 1) Strategic Board, 2) Scientific Board and 3) Stakeholders Board.

1.1. Strategic Board

The Strategic board is focused on the DIHs' governance. The board's key roles include strategic direction, oversight, policy setting, and fund-raising.

CNA Emilia-Romagna systematically plans a bi-weekly calendar of meetings to which its Emilia-Romagna DIHs are invited to be updated with respect to the policies for the digital transition, the release of new calls, initiatives and training meetings.

These meetings represent an opportunity to:

- share the strategies adopted for companies by each DIH in its territory,
- create complicity among the managers of the DIHs for the dissemination of the identity and values of the HUB
- make it clear to everyone where they are going, how they are doing it, but above all why.

Its members are:

- Carlotta Ranieri, DIH of Bologna,
- Luca Bellei, DIH Modena
- Ughetta Fabris, DIH Reggio Emilia,
- Marcello Mazzera, DIH Parma
- Barbara Villaggi, DIH Piacenza
- Valentina Succi and Amelia Grandi, DIH Ferrara
- Debora Zuffa, DIH Imola
- Monia Morandi, DIH Ravenna
- Danila Padovani, DIH Forlì-Cesena
- Gabriele Frisoni, DIH Rimini
- Marcella Contini, Federica Pasini, Elisa Protti, DIH Emilia-Romagna

1.2. Scientific Board

The Scientific board is focused on the scientific and research activities of the DIHs.

CNA Emilia-Romagna organizes regular monthly meetings with the Scientific board, RE: Lab, which supports CNA Emilia-Romagna in identifying the topics and selecting the appropriate scientific analysis tools, with particular attention to participatory co-creation methodologies and involvement of the DIHs. It also carries out pattern analysis using multivariate and factorial statistics techniques.

This board also plays a key role in defining the assessment on innovation and technology transfer needs, in the scientific validation of the indicators, in the IT structuring of the questionnaire itself and of the dynamic digital dashboard.

CNA Emilia-Romagna collaborates with the BI-REX competence center to launch opportunities and services aimed at companies, consistent with those of the 4Steps project.

It is also a first-level partner of BI-REX ++, the project that will be submitted by the Competence Center to the selection by the European Commission of future European digital innovation hubs.



CNA Emilia-Romagna is also a founding member of the Clust-ER of Emilia-Romagna (create, Innovate, mech, agrifood) with the aim of supporting the competitiveness of regional companies in the S3 priority areas and in the digital transition.

Its members are:

- Marcella Contini, Federica Pasini, Elisa Protti, DIH Emilia-Romagna
- Roberto Montanari, Arianna Fantesini, Chiara Ferrarini, RE: LAB
- Danilo Mascolo, BIREX
- Flaviano Celaschi, president of Clust-ER Create
- Elisabetta Bracci, Innovate Clust-ER Manager

1.3. Stakeholders Board

Main aim of the Stakeholders board is to disseminate the latest knowledge among the key stakeholders and also it is a platform for communication between DIHs and companies.

CNA Emilia-Romagna organizes regular meetings with the Stakeholders Board for the dissemination and promotion of the activities of the DIHs. This board is made up of CNA Emilia Romagna, CNA Innovazione, Emilia Romagna Region, Art-ER, SIMPLER, UNIBO and any other interested stakeholders. CNA Emilia-Romagna operates through its structure of representation of professions, female and young entrepreneurship, tourism and commerce, and SMEs.

The importance of networking has always been an added value for CNA Emilia-Romagna, which carefully manages and increases its network of partnerships with universities, research centers, technological partners and DIHs to guarantee a "pipeline" of talents and support the entrepreneurial future.

CNA Emilia-Romagna sits at all the consultation tables of the industrial policies of the Emilia Romagna Region. Therefore, it supports the institutions in the planning and subsequent implementation of actions in favour of the development of the production system and services.

It actively participates in the construction of the Regional Operational Plan, both with respect to the structural funds for training (ESF) and for those relating to production activities (ERDF).

CNA Innovazione is the regional accredited Center in the field of research and innovation, and it supports the DIHs of CNA Emilia-Romagna in the activities of strengthening the links between the world of research and that of business, through the transfer of developed technologies within Research Bodies and support for the implementation of joint projects.

CNA Emilia-Romagna is also a founding member of the Clust-ER of Emilia-Romagna (create, Innovate, mech, agrifood) with the aim of supporting the competitiveness of regional companies in the priority areas S3 and in the digital transition, and through ART-ER it provides companies with skills, tools and resources useful for their development.

CNA Emilia-Romagna collaborates in the Simpler Project with Gabriella Gualandi of Arter, as regional coordinator of the SIMPLER Project which aims to support the sustainable growth of the region through the development of innovation and internationalization of companies in the regional system.

CNA Emilia-Romagna actively collaborates with the University of Bologna to support innovation and soft skills as an added value in the growth process of SMEs, and this university makes available to companies, through the DIHs of Emilia Romagna, methodologies and best practices to support them in the digital transition processes.

The collaboration and contamination of new ideas resulting from the launch of new partnerships will enable CNA Emilia-Romagna and its DIHs to develop new innovation strategies that take into account the strategic territorial positioning and growth prospects of SMEs.

CNA Emilia-Romagna with foresight takes care of its network of knowledge and considers technology transfer and digitalization in SMEs among the priorities of its strategy, and for this reason it has decided to invest with its presence on the Smart Specialization Platform as an opportunity to get in touch with current and new actors of innovation at European level.

Its members are:

- Marcella Contini, Federica Pasini, Elisa Protti, DIH Emilia-Romagna
- Lucia Mazzoni Art-er
- Roberto Ricci Mingani, Marco Borioni, Emilia Romagna Region
- Valentina De Matteo, University of Bologna
- CNA Emilia-Romagna trades:
 - Farmers



- Other Food
- Piadine Kiosks
- Confectionery and bakers
- Pasta makers
- Beverage manufacturers
- Food Production
- Catering
- Potters
- Artistic metalworking
- Artistic processing of wood, glass and marble
- Mosaicists
- Goldsmiths
- Restaurateurs
- Hairdressers
- Beauticians
- SNO dental technicians
- Gyms
- Healthcare (Podiatrists, Optometrists)
- Tattoo artists
- Communication and Press
- Digital
- Publishing
- Photography and video
- Constructions
- Cleaning and disinfestation companies
- Stone and other building materials
- Fashion supply chain
- Fashion Footwear, leather goods and fur
- Tailored fashion
- Textile and Clothing Fashion
- Automatic NCC
- NCC bus
- Funeral honors
- Taxi
- Freight transport
- Elevators
- Electrical
- Electronic
- Refrigerators
- Appliance repairers
- Thermohydraulics
- Chemicals, Glass, Rubber, Plastic
- Wood and Furniture
- Mechanics
- Nautical
- Doors and Windows and Fixtures
- Bodyworks
- Tire specialists
- Mechatronics
- Garden and green operators
- Bathing establishments
- Laundries



2. Main services of the DIHs

CNA Emilia-Romagna HUB 4.0 coordinates a network of 10 Digital Innovation Hubs (DIH) located in the regional territory, that deal with making tools, services and consultancy available to SMEs within the Industry 4.0 program, starting from a system of analysis of the degree of technological maturity of small businesses that can simplify the identification of the TRL.

The main services they offer to businesses regard:

1. Innovation and research: organizational innovation, digitization, management consulting, matching between the business world and high-level skills, technology transfer, patents and certifications.
2. Training and expertise: development of training courses together with companies, training courses managed by experts, funding for training, insertion of highly qualified profiles.
3. Financial consultancy and credit: identification of financing, research and assistance on tax concessions, credit plan.
4. Internationalization: scouting for financing opportunities, commercial action planning, access to new markets.

SERVICES

INNOVATION AND RESEARCH

WHAT

CNA accompanies businesses in defying instruments for the development of new products and processes for their economic expansion and digital transformation.

HOW

1. ORGANIZATIONAL INNOVATION

We help the companies in their growth through the innovation of managerial and decisional models.

 For example: business networks; lean manufacturing; creation of international partnerships.

2. DIGITALIZATION

We accompany the enterprises throughout the selection of the most adequate computer solutions for each reality.

 For example: purchase and installation of hardware; choice of the management software; implementation of websites and business networks.

3. MANAGEMENT CONSULTANCY

We implement process and product analyses from the perspective of Industry 4.0.

 For example: survey of the innovation potential; implementation of development plans.

4. MATCHING THE BUSINESS WORLD WITH HIGH LEVEL SKILLS

 For example: training internships; research apprenticeship.

5. TECHNOLOGY TRANSFER

We bring the technologies developed in research agencies to companies.

 For example: agreed conditions; support to companies; training paths and seminars.

6. PATENTS AND CERTIFICATIONS

We assist the companies in these procedures.

 For example: protection of industrial property rights.

TRAINING AND EXPERTISE

WHAT

For companies, training is the keystone to generate value, activate change, enhance their own potential and position themselves as protagonists.

HOW

1. DEVELOPMENT OF TRAINING COURSES TOGETHER WITH COMPANIES

We identify the needs of companies in order to create an adequate business training plan.

 For example: technical, legislative and managerial updating; focus on new skills.

TRAINING PATHS MANAGED BY EXPERTS

We propose training on the most innovative aspects of management organization, of internationalization, of research.

 For example: Towards Factory 4.0; Digital Manufacturing and Made in Italy.

FINANCING FOR TRAINING

We identify financing opportunities and proposes them to companies.

 For example: European Social Fund; inter-professional funds; facilitations for apprenticeship.

4. INTEGRATION OF HIGHLY QUALIFIED PROFILES

We select new specialized skills to meet the companies' needs.

 For example: career counselling; selection; offer-demand match.

FINANCING CONSULTANCY AND CREDIT

WHAT

CNA offers the companies consultancy and services in the fields of credit and finance, in order to guarantee them an adequate competitive and development level.

HOW

IDENTIFICATION OF SPECIFIC FINANCING

 For example: regional calls; European funds.

2. SEARCH AND ASSISTANCE ON TAX BREAKS

 For example: super-amortization and hyper-amortization; tax credit for research and development; incentive laws.

3° CREDIT PLAN

We offer a comprehensive consultancy, in order to plan the needs of credit of every company at the best.

 For example: bank agreements; debt restoration; creation of a business control system; assessment of the economic-financial effects of investments.

INTERNATIONALIZATION

WHAT

CNA supports the growth of companies in the global market, by identifying the most adequate instruments for their international development.

HOW

1. SCOUTING OPPORTUNITIES OF FINANCING

We monitor the main financing sources, with special attention to the non-repayable funds, and accompanies enterprises in designing proposals.

 For example: international partnerships; ministerial, regional and local calls.

2. PLANNING A COMMERCIAL ACTION

We support companies in developing their national and international market.

 For example: marketing plans; structure of the distribution channel; promotional events; trade exhibitions.

3. ACCESS TO NEW MARKETS

We implement market analyses and define the most adequate strategies of commercial penetration.

 For example: business meetings (B2B); integration of Export Managers and Digital Marketing experts.