



Watify

Boosting Technological Transformation

Nuria de Lama, Atos
nuria.delama@atos.net

WATIFY

November 22, 2017

European Big Data Value Forum, Versailles

Digital & Key Enabling Technologies matter to the European Economy



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Traditional companies add **75%** of the economic value created by internet companies

KETs represent

1 trillion EUR

or **19%** of the total EU-28 production

Digital & Key Enabling Technologies matter to European jobs



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KETs make up **3.3 million jobs**

or 11% of all jobs dependent on manufacturing

1.5 million additional jobs

potential in the EU digital economy

Digital & Key Enabling Technologies matter to European SMEs



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**SMEs grow two-three times faster
embracing digital technologies**

10.000 EU SMEs

**base their businesses on the development &
commercialisation of KETs**

Digital & Key Enabling Technologies matter to European productivity



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KETs stimulate GDP growth & regional innovation performance

Digital technologies increasingly adopted:

e.g. Big Data **40%** usage increase per year,

5-6% higher productivity gains,

3.6% of cost reductions

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:

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- *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**.*

Who?



- **Local and regional policy makers**
- **SMEs**
- **Intermediary Organisations**
 - **Regional development agencies (RDAs)**
 - **Industry associations, clusters, chambers, competence centres**
 - **Large companies**

SMEs



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- Make up 99.8% of all enterprises in Europe
- Are the ones expected to profit most from digital technologies (increased growth of up to 300%)
- Have created more than 85% of new jobs in the past 5 years
- Provide 2/3 of all jobs in the EU

KETs technology centres are open to SMEs



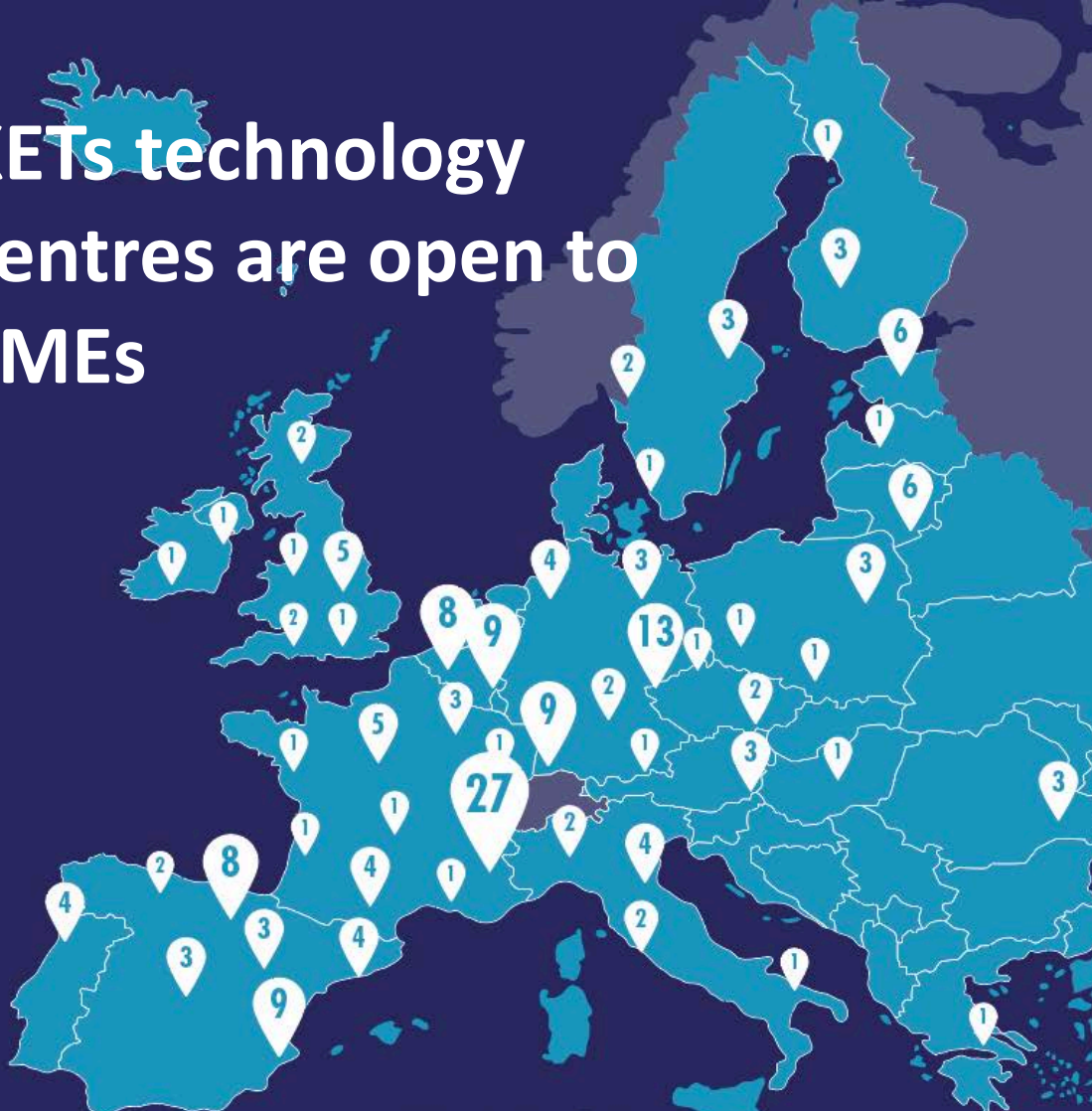
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KETs technology centres are open to SMEs

In 60% of EU countries SMEs are not likely to find the services they need within their national borders

→ European networks needed (Regional development agencies)

The Commission maps existing centres. It encourages Member States and regions to invest in innovation hubs and incentivise companies to embrace technological innovations



Industrial sectors

- Manufacturing
- Healthcare
- Finance
- Creative Industries
- Mechanical Engineering

- Construction
- Tourism
- Retail
- Agro-food

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How?



- **boost and facilitate** technological transfer to SMEs and regions and cities through a network of competence centres.

- **240 awareness events**



- **connect** SMEs and stakeholders by facilitating the sharing of best practices, lessons learnt, ideas for advancement and by encouraging collaboration on projects.

- **40 matchmaking events**



- **inspire** SMEs and local stakeholders to transform and work together on digitisation and KETS projects.

- **More than 100 success stories**

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