

# From digital nodes to virtual houses – improving the innovation capacity of SMEs through digital networks

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**@interregeurope**  
**#policylearning**





## From BDI to EcoPlus:

**GP** Craft+Plug in Labs  
Visit Digital Ecosystem

## From EcoPlus to BDI:

**GP** Competences mapping  
Visit Innovation Ecosystem  
**AP** House of digitalisation (DIH)



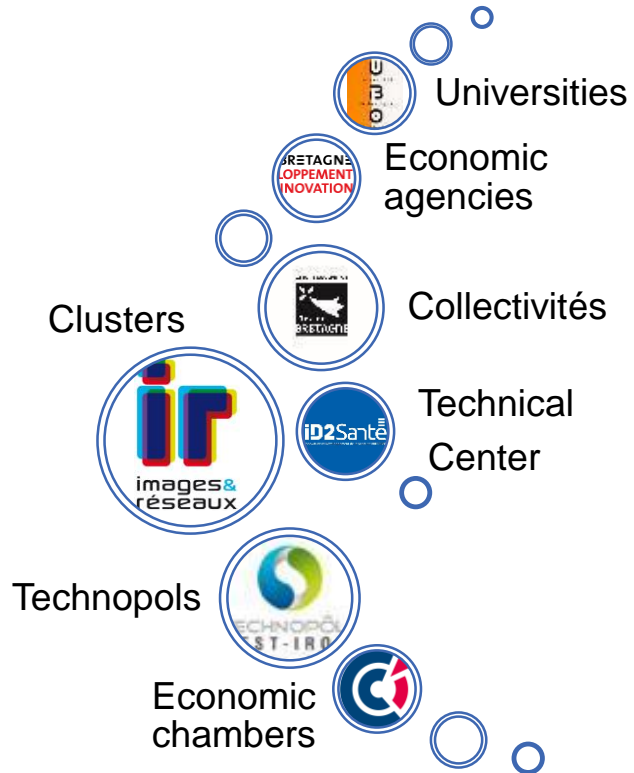
# What is Craft?



## Craft Network

Collaboration

85



## Craft Platform

Mutualisation / Search

11 500



Competences  
Value chains  
Markets  
Turnover /  
workforce  
RIS-S3



Business / SMEs

RTOs, Platforms,  
Equipments

Training organisations

Stakeholders, innovation  
ecosystem

## Craft Services

Deliverables

30



API / Search engine



Economic  
studies



Directories



Mapping

# Why Should I Use Craft?

## To facilitate connection between researchers and business



**Plug in labs**   
Université Paris-Saclay



Keyword  
search



Innovation field  
search



Help and Support

Create an account

Unlock the power of the Université  
Paris-Saclay research

Enter your keywords



**Structure type search**

Specify the structure type you want to request:  
Save time and refine your query selecting a structure type: research unit,  
research team, platform...



**Equipment search**

Focus your search on equipments only:  
The Université Paris-Saclay structures may have and give you access to the  
advanced technological equipment you need.



**Innovation field search**

Build your search by innovation field:  
Display the eight priority innovation fields of the Université Paris-Saclay et  
make up your search by combining the innovation themes.



Research  
and innovation

# Why Should I Use Craft?

## To foster cross-fertilisation and digitalisation

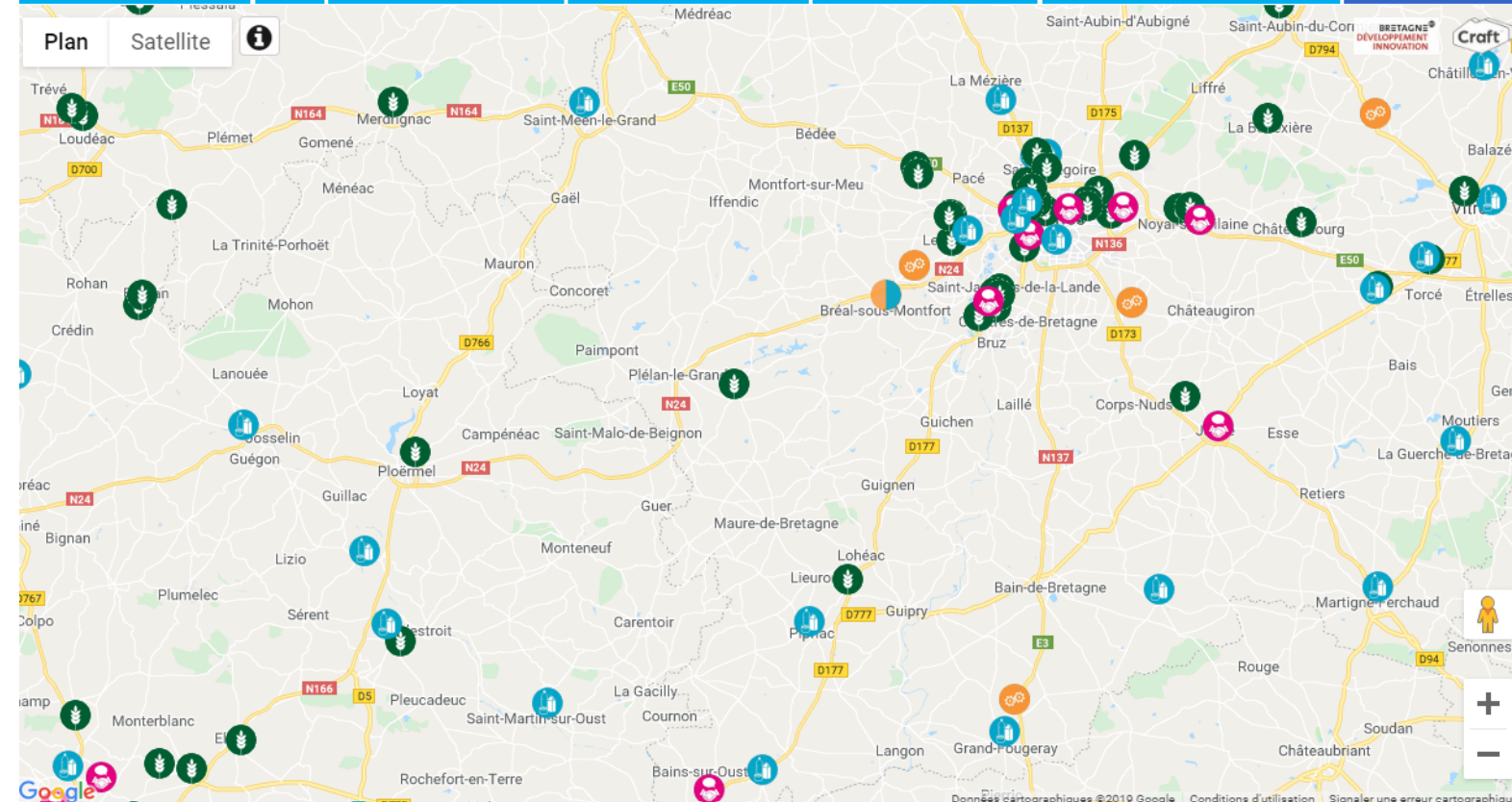


BRETAGNE

BRETAGNE  
DÉVELOPPEMENT  
INNOVATION

### Les cartes de la Bretagne agroalimentaire

Secteurs agroalimentaires | Algues | Principaux sièges bretons | Investissements étrangers | Recherche et Innovation | Certifications et labels de qualité | Secteurs connexes





# Why Should I Use Craft?

## To connect our territories and generate collaboration



European Cyber Valleys : A pilot action for developing interregional cooperation on cybersecurity

Brittany (Leader), Estonia, North Rhine Westphalia, Central Finland, Castilla y Leon

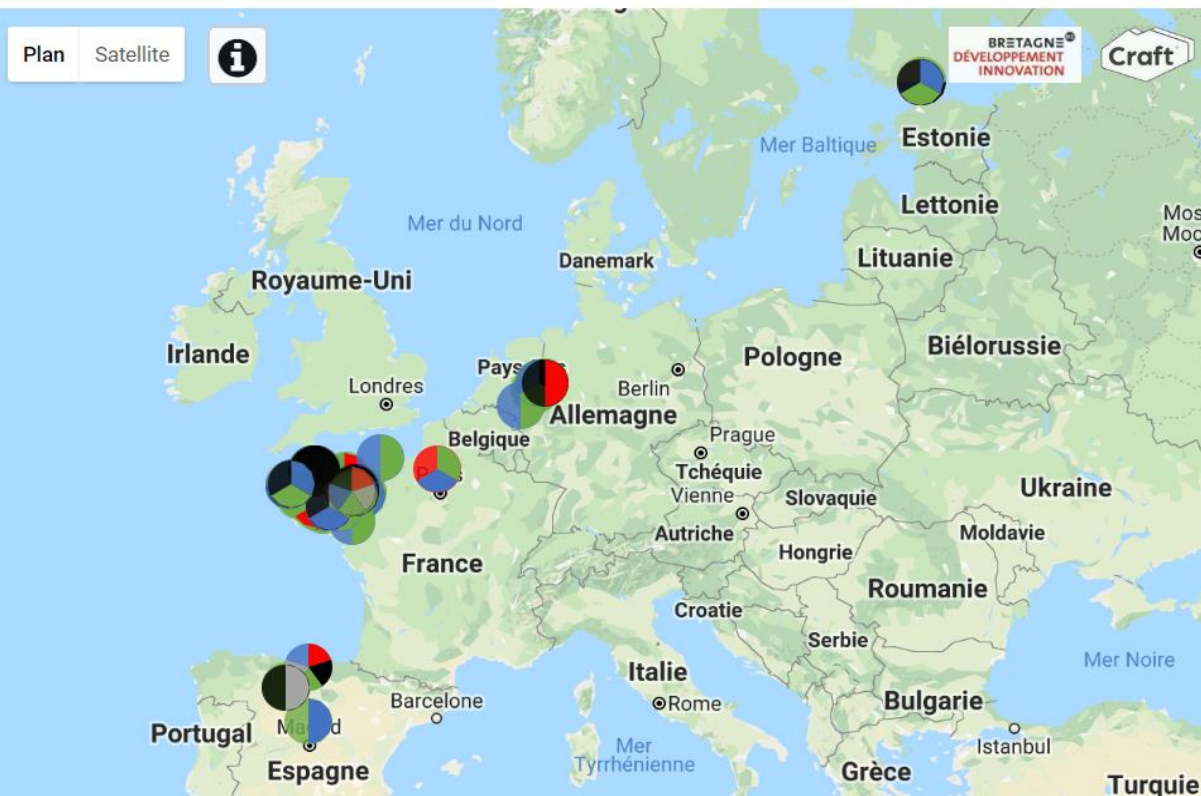
BRETAGNE  
DÉVELOPPEMENT  
INNOVATION



European Directory

Map (Typology)

Map (Capabilities)



### Capabilites

- ☒ Identify : 75 résultat(s)
- ☒ Protect : 123 résultat(s)
- ☒ Detect : 31 résultat(s)
- ☒ Respond : 25 résultat(s)
- ☒ Recover : 15 résultat(s)

- Pilot Action  
S3 «Cyber»: 5 regions
- Innosup S3FOOD  
12 regions



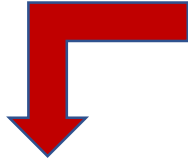
● Europe, let's cooper...

Join at  
**slido.com**  
**#europecooperates**



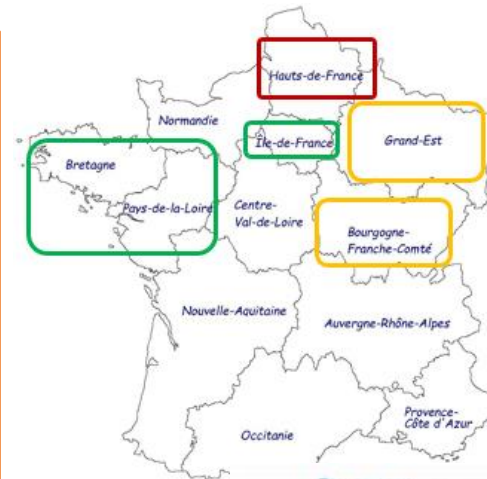


**Could Using Craft Improve your S3 in your Region?**



‘Plug in labs Ouest’ is a webservice presenting scientific and technological skills of all research units in Bretagne & Pays de la Loire.

The main objective is to increase the partnerships between public research and industry.



- Transfer an approved methodology to other regions / countries

- Facilitate cooperation between public laboratories and companies.
- Standardise the presentation of skills and know-how of public research within a given area.
- A language that is understandable for stakeholders.



**INKREASE**  
Interreg Europe

## GOOD PRACTICE JOURNEY



**BRITTANY  
(BDI)**

**LOWER AUSTRIA  
(ECO PLUS)**

House of digitalization  
The **virtual house.**



# Lower Austria: in the centre of the new Europe



**Largest** Austrian **province**



16 Mio.

**16 million** inhabitants  
**Within a 300 km radius**



Federal capital Vienna **is embedded in Lower Austria**



400 km

**400 km** border with the **Czech Republic** and **Slovakia**, close proximity to **Hungary**



St. Pölten is **provincial capital** and **Seat of government**



1.6 Mio.

**Lower Austria has 1.6 million**  
inhabitants





# Regional Key Challenges

- Lacking critical mass in public R&D
- Lacking critical urban agglomeration, low population density
- Highly diversified economy, no strong sectorial specialisation
- Dominated by very small companies
- Companies need to catch up in the field of digitisation

# The House of Digitalisation

- The Network
- The virtual House
- The actual House







# Our Aims?

... to increase the

# Speed of Digital Transformation

in Lower Austrian Business Enterprises.

... to gain easy Access to  
Research Institutions.

... to run collaborative Research Projects and initiate  
multidisciplinary Projects.

- Digital Landmark Project (launched in Spring 2018)
- Regional Ecosystem in Lower Austria for Education, Training, Science, Industry and Administration
- New Topic of the Research / Technology / Innovation Program of Lower Austria
- Financed by ERDF and the Lower Austrian Government



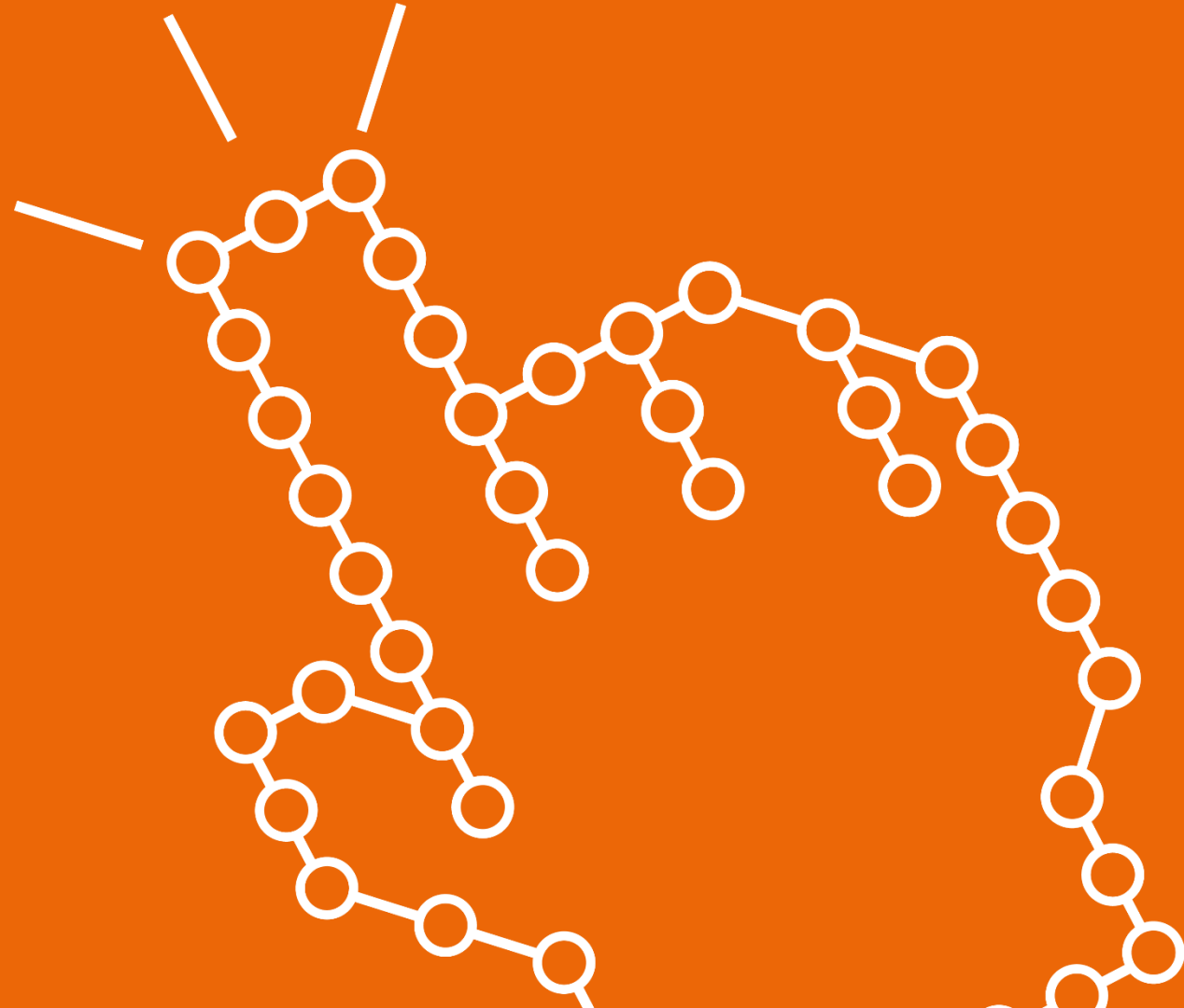
# Our Good Practice Journey

- **The Story of the Process in Lower Austria**
  - **Inspired by Brittany's CRAFT network in the INKREASE Project**
  - **Workshops with regional Stakeholders and Crowdsourcing Process**
  - **Study Visit in Rennes and Staff Exchange**
  - **Reflection during interregional Meetings with INKREASE Team**



# www.virtuelleshaus.at

House of digitalization  
**The virtual house.**





## Video House of Digitalisation

[https://www.youtube.com/watch?v=fAmSWI\\_3N5s&feature=youtu.be](https://www.youtube.com/watch?v=fAmSWI_3N5s&feature=youtu.be)



- Interactive Online Platform (launched in January 2019)
- Learning Platform: Personal Recommender System
- User Generated Content
- Best Practices for Inspiration, Innovation- and Research Projects,  
Support to find Project Partners, Study Offers, Event Calendar, ...
- 430 registered Users and 210 registered Business Enterprises





Research  
and innovation



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# Thank you!



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European Union | European Regional Development Fund