



# Future Ecom

Interreg Europe



European Union  
European Regional  
Development Fund

*New policy instrument  
'Digital Innovation Hubs'  
in Lithuania*

## Mantas Vilys

Lithuanian Innovation Centre  
[m.vilys@lic.lt](mailto:m.vilys@lic.lt)

## Future Ecom - Exploiting digitization to increase B2B e-commerce



### Lead partner:

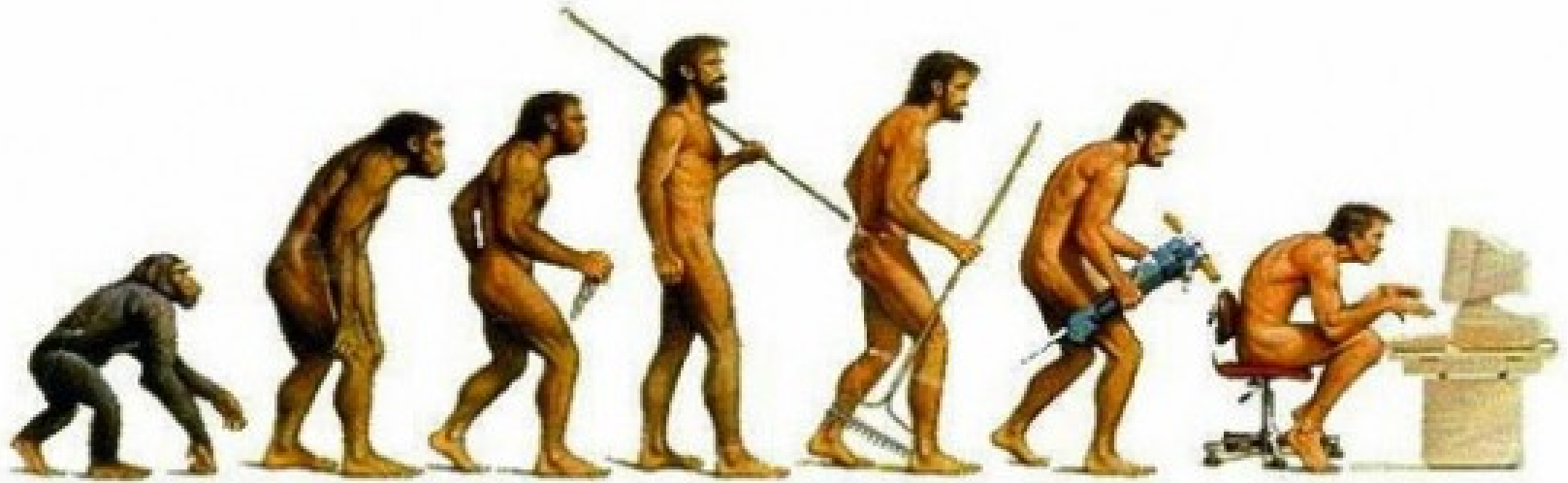
- (UK) Coventry University Enterprises Ltd

### Project partners:

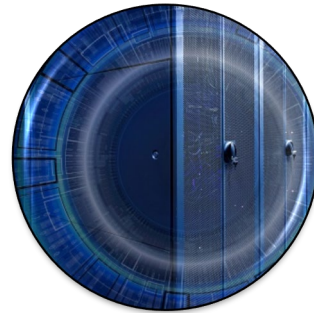
- (LT) Lithuanian Innovation Centre
- (DK) North Denmark Region
- (FI) Cursor Oy, Kotka-Hamina Regional Development Company
- (FI) The Regional Council of Kymenlaakso
- (DE)Business- and Innovation-Center Lippe-Detmold GILDE
- (EL) Chamber of Magnesia
- (PT) NERSANT – Business Association of Santarem Region
- (IT) ERVET – Emilia-Romagna development agency

**Project aims** to help policy makers and business support organizations **better understand the barriers** that prevent SMEs from improving their level of **digitalization** and automation and fully exploiting the potential of the **global online marketplace**.

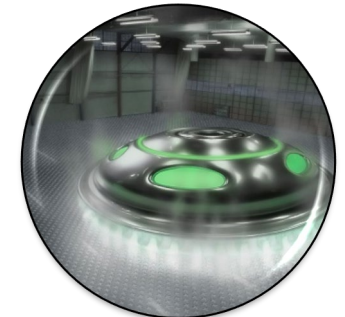
# Instrument wasn't built in a day



**E-Business LT**



**Industry  
Digitization LT**



**Digital  
Innovation  
Hubs**

# Main challenges

Enable any business to access the latest knowledge, expertise and technology

Create an environment for testing and experimenting with digital innovations relevant to companies' products, processes or business models

Provide connections with investors, facilitate access to financing for digital transformations, and help connect users and suppliers of digital innovations across the value chain

Synergies between digital and other key enabling technologies (such as biotech, nanotechnologies, and advanced materials)

# Inspiration – Innovation Campus Lemgo



- **Campus Lemgo was set up as technology and education campus to cooperate and innovate based on technology and education using the proximity of all entities and networking.**

# Inspiration – SmartFactoryOWL



- SmartFactoryOWL provide services to the industry based on their competence and technologies available, operating business model can be transferred to Digital innovation hubs to build the required competence and services
- Project SmartFactoryOWL objective is „Empowering SMEs in NRW for efficient and effective processes along the entire value chain through digitization and networking in line with Industry 4.0

# Inspiration



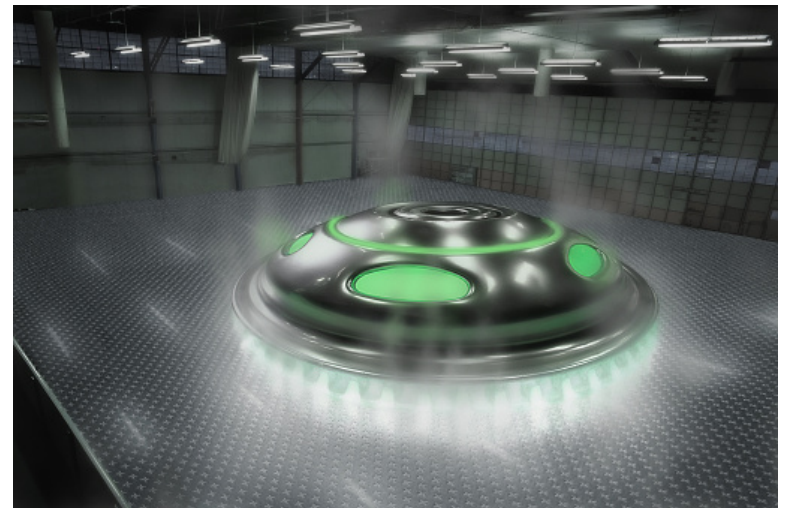
Training programme for transfer mediators to promote innovations (Detmold, Germany)

Importance of technology transfer and development of this ecosystem inspired to consider the financing not only infrastructure investment but also subsidise delivery of services for the duration of the project implementation.

# Policy instrument

## *Digital Innovation Hubs*

**Encourage** companies to **invest in digital** innovation by providing industry with up-to-date information, expertise and infrastructure and technology to **test** digital innovations with their products, processes or business models, thus enabling companies to carry out **R&D&I** activities, increased **access** to technology and equipment.





# Funded activities

- investments in the development of infrastructure for a digital innovation hub that is not publicly available or in clusters
- Consortium coordination and animation
- innovation consulting and innovation support services.

# Important KPIs

- **Income** of the DIH from services provided to SMEs
- **Prototypes** of products, services or processes created by SMEs using the services of the DIH

# Funding

Budget allocated -  
**18,3 M**

Funding Rate -  
**65%**

Duration - **24**  
months

# Call

Applications  
received – **11**

Funding  
Requested – **50M**

Application Funded – **4**

Funding Granted – **16M**

# First results - manuvally.tech



Manufacturing Innovation Valley

# Built in one year under EU project and private investments

July 9, 2021



July 9, 2022

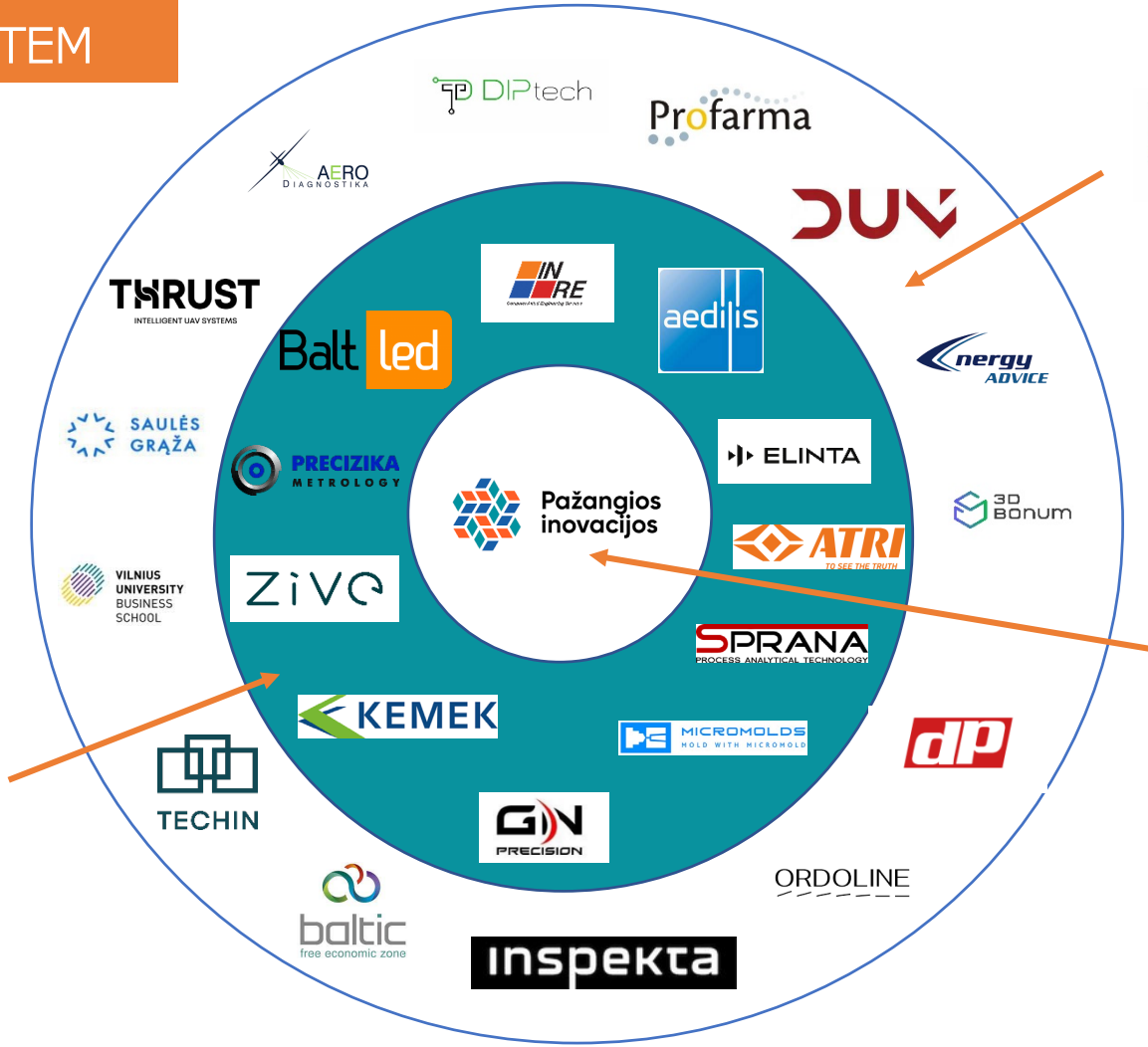


## FROM "GREEN" FIELD TO INNOVATION ECOSYSTEM

ECOSYSTEM FOR INNOVATIVE IDEAS

**MANUFACTURING INNOVATION VALLEY**

**OUR ECOSYSTEM**



Cluster Members

**CLUSTER OF MANUFACTURING INNOVATORS**

Coordinator

**MANUFACTURING INNOVATION VALLEY**

DIH members

**MANUFACTURING INNOVATION VALLEY**

**CLUSTER OF MANUFACTURING INNOVATORS**



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## Thank you!

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Questions welcome



*@FutureEcom*