



Ideal-ist Workshop @ICT 2018



Digital Innovation Hubs - Business Planning & Networking

How to structure sustainable DIHs and leverage established networks

When: 5 December 2018, 14:30-16:00, Workshop Room 2.17

One of the important pillars of the **Digitising European Industry** strategy is the development a network of [Digital Innovation Hubs](#) (DIH).

Digital Innovation Hubs are one-stop-shops that help companies gain a competitive advantage by enhancing their processes, products or services with digital technologies. As competence centres, they provide access to advanced technologies, the latest knowledge and expertise and support their customers in piloting, testing and experimenting with digital innovations. DIHs also provide business and financing support to implement these innovations across the value chain. As geographic proximity is considered crucial, they act as a first regional point of contact, and strengthen the innovation ecosystem. A DIH is a regional multi-partner cooperation (including organisations like RTOs, universities, industry associations, chambers of commerce, incubator/accelerators, regional development agencies and even governments). They also serve as a doorway to the network of DIHs across Europe.

This specialised workshop will **not** focus on what a DIH is, or how to receive funding from EU or Structural funds. Rather, the discussion will focus on the **framework for creating sustainable business plans** for DIH and DIH networks. The workshop will **study the structural elements of such a business plan**, and explore ways to **collaborate with existing networks such as the Enterprise Europe Network or the H2020 NCP networks**.

The business plan elements that the workshop will focus on are:

- **Services provided**
- Collaboration with other networks
- Vision/mission/unique selling points
- The ecosystem
- Organisation & governance
- Funding sources
- Investment plan
- Connection and engagement with society



Agenda:

- Introduction to DIH – European Commission
- Business planning methodology - TNO
- Panel discussion on utilizing the methodology and collaborating with other networks
- Representatives from DIHs, European Commission, EEN, Access4SMEs, Ideal-ist

Further information on Ideal-ist activities at ICT 2018, such as the Face2Face brokerage event:

<https://www.ideal-ist.eu/event/ict-event-2018>



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