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:

- *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.*

Watify
Boosting Technological Transformation

European Commission

How?

- **boost and facilitate** technological transformation in SMEs and between regions and cities through business and regional intermediaries.

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

- **inspire** SMEs and local stakeholders to transform and work together to take full advantage of digitisation and Key Enabling Technologies (KETs).

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boost and facilitate

connect

inspire

Watify
Boosting Technological Transformation

240
AWARENESS EVENTS
in regions and cities all across Europe

40
MATCHMAKING EVENTS
for smart cooperation and investment

100
SUCCESS STORIES
of technological transformation

European Commission

Boost and facilitate

240 AWARENESS EVENTS

in regions and cities all around Europe in the forms of:

- WATIFY information sessions
- Group presentations by WATIFY ambassadors, digital icons and thematic experts
- Short workshops with digitisation and KETs experts
- Presentation of success stories and best practices
- Technology tours to present digitisation and KETs services
- Technology hands-on demonstration sessions
- Online training events
- Twitter chats
- Participation in sectoral, regional and

Connect

40 Matchmaking Events

with the objectives of:

- **Fostering the development** of cross-regional cooperation projects or joint initiatives.

- **Facilitating the cooperation** between SMEs, regions, cities and business intermediaries willing to work together on projects which demonstrate potential for cross-regional cooperation in KETs and digital transformation.

- **Optimising the involvement of all actors** towards the formulation of concrete projects which demonstrate potential for cross-regional cooperation.

Inspire

More than
100 SUCCESS STORIES of:

- **SMEs** that have successfully transformed their business or created new products / services applying digital technologies and/or KETs.

- **Regions** that are leaders in technological transformation policies and projects

Who?

- **Local and regional policy makers**
- **SMEs**
- **Intermediary organisations**
  - Regional development agencies (RDAs)
  - industry associations, chambers, clusters, technology & competence centres, etc.
  - Large companies

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Industrial sectors

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

- Construction
- Tourism
- Retail
- Agro-food

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Advantages

SMEs

- **SMEs will raise awareness of:**
- ✓ the potential of digital transformation
- ✓ added value of digital technologies, business process and business models

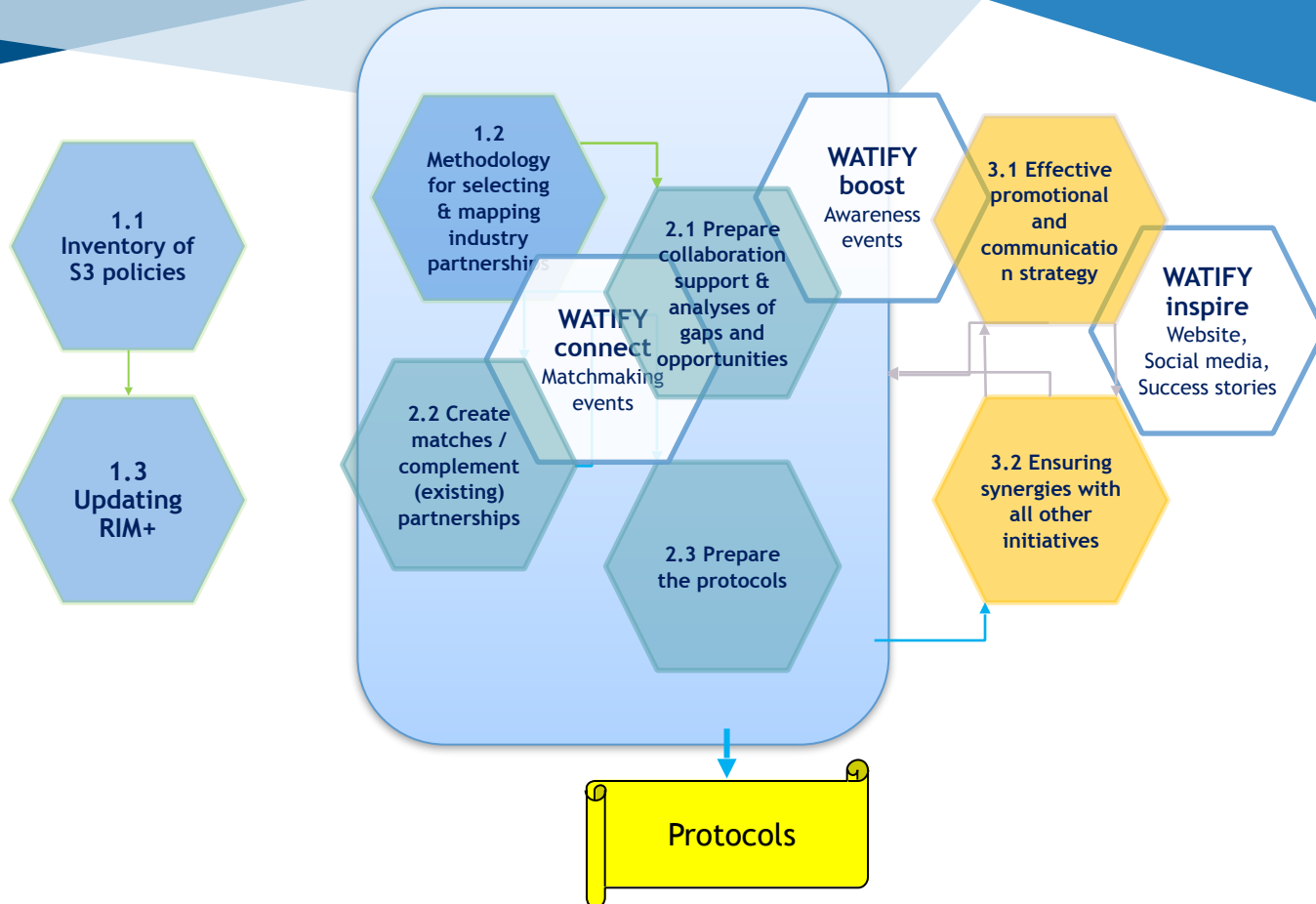- **SME will gain confidence in the application of the new technologies**

Regions

- **Regions will be stimulated to:**
- ✓ work together with **local businesses**
- ✓ launch/implement joint projects with **other regions** on tech transformation and uptake of new technologies

Methodology for matchmaking events

- Focus on **regions and their businesses**

- Cooperating with and beyond S3-IM

- One **specific technology/theme** for each matchmaking event

- Approach based on **three phases**:
  - Explore & Connect phase
  - Launch phase
  - Demonstration phase

Watify &Re-Confirm Complementarity

WATIFY comes to you !

Do you want to raise awareness about technological transformation?

We can help you with integrating a **WATIFY** session in your event .

- Technological transformation information panels
- Workshops with experts on digitisation and advanced technologies (KETs)
- Presentations of success stories and best practices
- Technology tours
- Interactive technology demonstrations(Technology compass)
- Training and coaching sessions

WATIFY comes to you !

Do you want to foster cooperation between businesses and regions and develop joint projects in technological transformation?

WATIFY can help you by co-organizing cross-regional matchmaking events in your region or sector.

- Speed networking to find potential partners
- Presentation and Q&A session to evaluate projects & initiatives
- Launch events of projects & initiatives
- Demonstration events

Let's get social!

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