



# Widening concept in Digital innovation hubs



The BOWI project has received funding  
from the European Union's Horizon 2020  
research and innovation programme  
under grant agreement No 873155

[www.bowi-network.eu](http://www.bowi-network.eu)



CIVITTA

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**CIVITTA**

Coordinator



**FundingBox**

FSTP & Community

**TNO** innovation  
for life

**VTT**

Established hubs

**RWTH AACHEN**  
UNIVERSITY

**K** KRAKOW  
TECHNOLOGY  
PARK

**U** UNIVERSITY  
OF WEST BOHEMIA

LATVIAN  
IT CLUSTER

Digital  
Innovation  
Hub  
Cluster Management  
Excellence



TRANSILVANIA IT  
CLUSTER

**ICT cluster**  
DEVOTED TO DIGITAL TRANSFORMATION

**NTNU**

Pioneer developing hubs

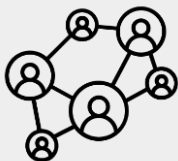


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# BOWI consortium

# Objectives



Support collaboration  
between DIHs across  
Europe, with special focus  
on I4MS/SAE  
underrepresented regions



Increase DIH  
capacity to support  
SMEs with digital  
technologies



Strengthen regional  
economy and the  
competitiveness of  
European companies

## Target groups

- Established and developing DIHs
- SMEs and mid-caps
- Investment agencies and private investors
- Development agencies and policy makers

## Activities

- Initiating self-sustainable DIH widening network
- Running 3 open calls and 60 Technology Transfer Experiments
- Developing and testing a viable business model for DIH cooperation
- Creating blended financing roadmap

# Applying widening in practice

1

Build connections between established and developing DIHs to facilitate access to advanced digital solutions across Europe

2

Support the developing DIHs to become the first technology access points for local companies

3

Support developing DIHs in becoming their region's opinion leaders



## **9 developing DIHs will join BOWI via open call**

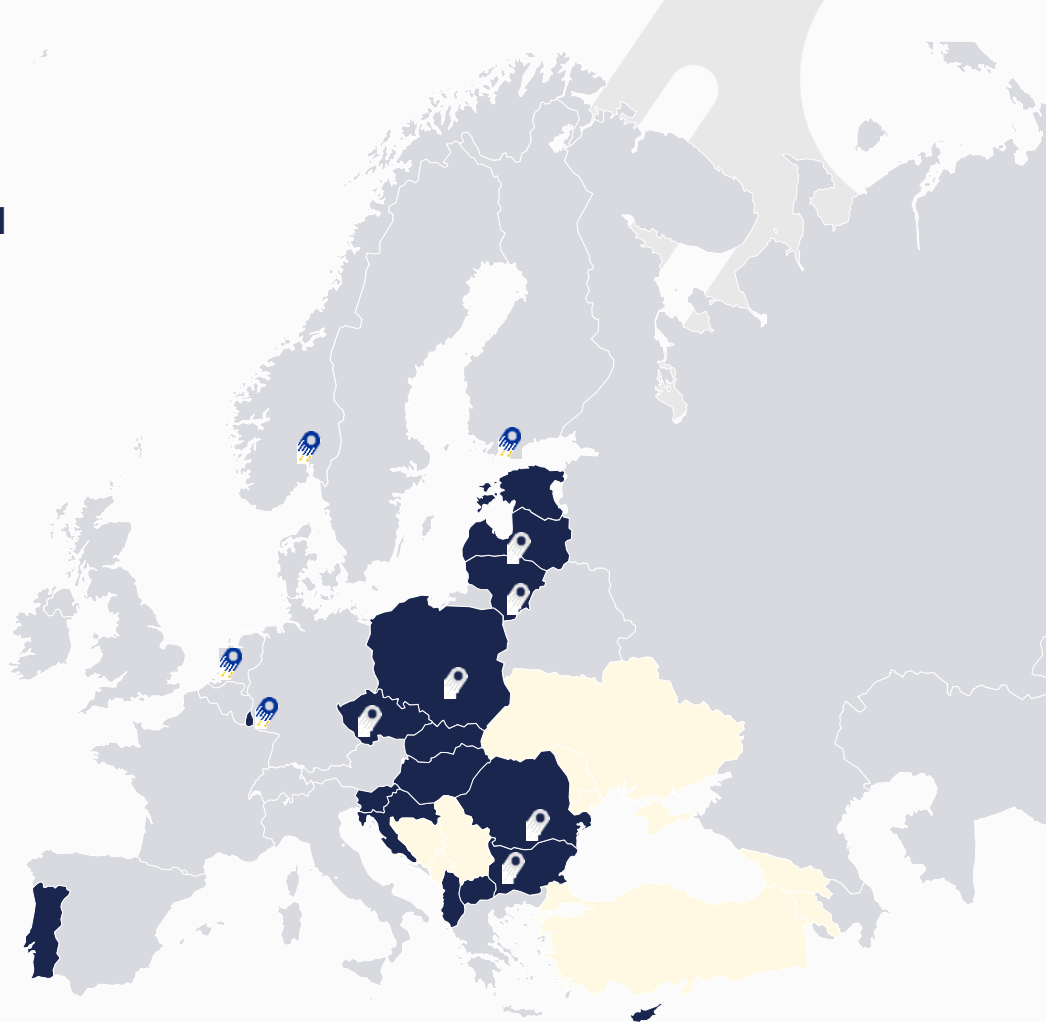
DIHs from industrial regions underrepresented in S4E/I4MS from Widening Member States and Associated Countries

## **BOWI community at the beginning of the project**

Netherlands, Germany, Finland, Norway, Latvia, Lithuania, Poland, Czech Republic, Bulgaria, Romania

## **BOWI community's perspective growth**

Croatia, Cyprus, Estonia, Hungary, Luxembourg, Malta, Portugal, Slovakia, Slovenia, Albania, Armenia, Bosnia and Herzegovina, Faroe Islands, North Macedonia, Georgia, Moldova, Montenegro, Serbia, Tunisia, Turkey, Ukraine



# BOWI widening approach: Experience exchange



**Experience  
exchange**



**Community  
building**



**Business  
model**

- Explore the needs of both established and developing hubs using the experiments as testing ground
- Establish cross-border collaboration between mature and developing hubs that includes mentoring activities, sharing of best practices, technological and business support while collaborating with companies
- Support developing hubs to become their region's opinion leader in digitalization and Smart Specialization strategies
- Expanding the network of perspective partners for both established and developing hubs



# BOWI widening approach: Community building



**Community  
building**



**Experience  
exchange**



**Business  
model**

- Create a joint space for different players – DIHs, SMEs, investors, development agencies, policy makers - to facilitate dialogue and cooperation
- Establish a marketplace where DIHs and SMEs can find new synergies and partners
- Provide the participants with access to new resources such as experience, know-how and infrastructure
- Enable members to access new markets
- Support other EU funded initiatives working towards the Digital Single Market

# BOWI widening approach: Business model



**Business model**



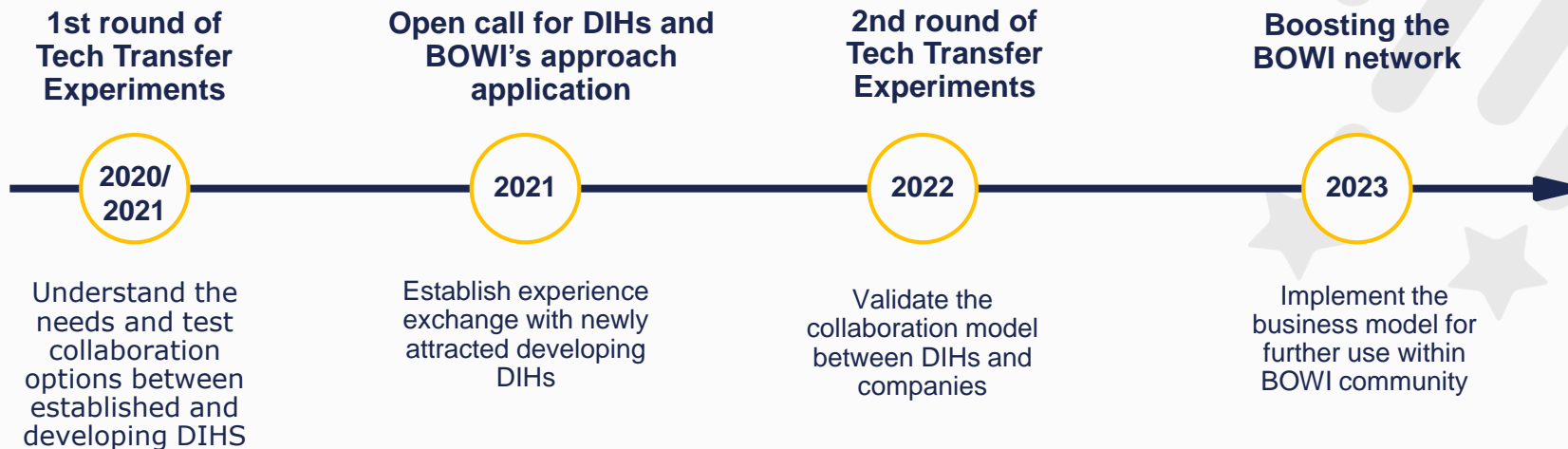
**Community  
building**

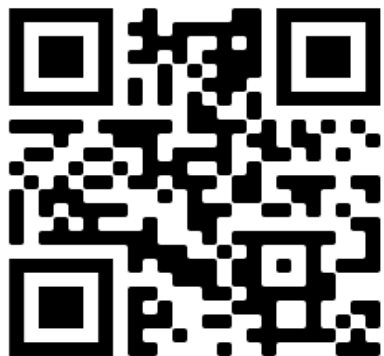


**Experience  
exchange**

- Explore and validate various business models for further inter-hub and cross-regional collaboration during the technology transfer experiments
- Implement the model as the operational basis for further sustainability of the community
- Introduce BOWI network services (membership model / subscription / commercial fees / blended finance programme) to support further functionality of the network

# Implementation timeline





**Thank you!**