Watify

Boosting Technological Transformation

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A forward-looking vision

Watify is an awareness-raising campaign funded by the European Commission to **stimulate the modernization 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.**

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From a regional development perspective

Key enabling technologies (KETs)

- Advanced Manufacturing technologies
- Industrial Biotechnology
- Nanotechnology
- Advanced materials
- Micro/nanoelectronics
- **Photonics**

Digital technologies

- Artificial intelligence
- Big Data
- IoT
- Cybersecurity
- Cloud computing
- Open Source Platforms
- Blockchain

Policies for R&D and Innovation

- These technologies help SMEs to transform and evolve their business because:
  - **Introduce higher added-value to products**
  - **Increase global exports allowing access to high-demanding markets**
  - **Requires high skilled staff increasing performance at all company levels**
  - **Triggers continuous innovation**

Have the potential to modernize manufacturing processes by reducing:

Production costs	Raw materials	Energy consumption

Digital & Key Enabling Technologies matter to the European Economy

Traditional companies add 75% of the economic value created by internet companies

KETs represent

1 trillion EUR

or 19% of the total EU-28 production

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Digital & Key Enabling Technologies matter to European jobs

KETs make up 3.3 million jobs

or 11% of all jobs dependent on manufacturing

1.5 million additional jobs

potential in the EU digital economy

Digital & Key Enabling Technologies matter to European SMEs

SMEs grow two-three times faster embracing digital technologies **10.000 EU SMEs** base their businesses on the development & commercialisation of KETs

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Digital & Key Enabling Technologies matter to European productivity

KETs stimulate GDP growth & regional innovation performance

Digital technologies increasingly adopted:

e.g. **Big Data 40% usage increase** per year**,**

5-6% higher productivity gains,

3.6% of cost reductions

How?

- **boost and facilitate** technological transfer to SMEs, regions and cities

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

- **inspire** SMEs and local stakeholders to transform and work together on digitisation and KETS projects.
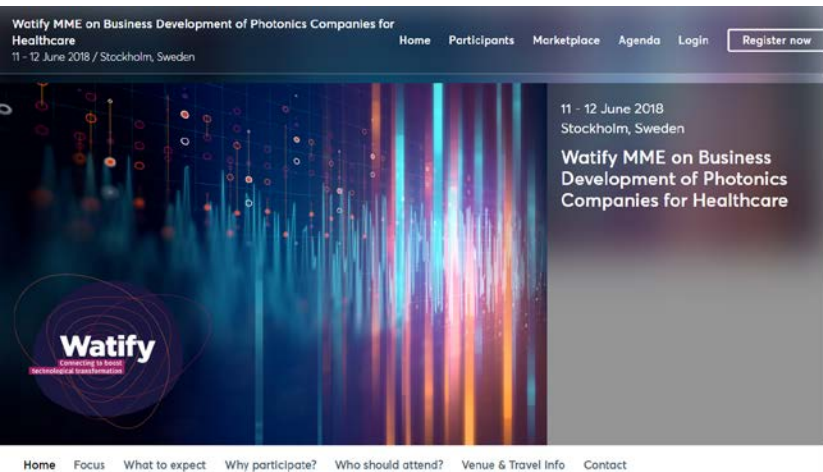
Boost and facilitate

240 AWARENESS EVENTS

in regions and cities all around Europe in the forms

- **Group presentations by WATIFY ambassadors, digital icons and thematic experts**
- **Short workshops with digitisation and KETs experts**
- **Presentation of success stories and best practices**
- **Digital tours to present digitising and KETs services**
- **Online Training sessions**
- **Twitter chats**
- **Participation to sectoral, regional and international events**

Connect

Like here today!

Watify MME on Business Development of Photonics Companies for Healthcare
11 – 12 June 2018 / Stockholm, Sweden

Home   Participants   Marketplace   Agenda   Login   Register now

11 - 12 June 2018
Stockholm, Sweden

Watify MME on Business Development of Photonics Companies for Healthcare

Home   Focus   What to expect   Why participate?   Who should attend?   Venue & Travel Info   Contact

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 competence centres 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

Like in Tuscany last month:
https://watify-tuscany.b2match.io/

Boosting Technological Transformation

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

13

"Ortopedijos Technika" Combining Traditional and Modern Manufacturing Techniques

Success Story – POPIT
Smart solution to detect medical consumption

A Finnish startup founded in 2015, which raised over 1.2 million € in seed financing

- Over 50% of **patients are not taking their pills** as prescribed, which causes hundreds of billions in avoidable healthcare costs and 200 000 lives lost annually in the EU

- **Invented** a device that is clipped on to a medication blister (~80% of the solid drug market packaging vs bottles) to track pill extraction. It measures sound, movement and touch. Information is sent to a smartphone app via Bluetooth.

- **Clinical pilot carried out** and results showed this would reduce the number of missed pills by over 80%

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Success Story – ENTYMED
Medical device for assessing motor symptoms

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A Romanian startup founded in 2016 developed a product for neurology doctors attending patients diagnosed with movement disorders

- Almost 4 million people experience **inner ear and balance problems** and doctors need to work with huge amount of data to get good conclusions. Devices for diagnosis are big and only provide visual information (no standardization).

- **Developed** a small device that assesses inner ear and balance problems at the same time as checking their spinal posture in real time

- **Tested by doctors over 500 patients** resulting that it reduces the differences in the way different evaluators score a patient's status according to the Unified Parkinson Disease Rating Scale (UPDRS)

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Watify generates exploitable resources

EXPERTSISE SESSIONS
Webinars for training and technology awareness

HIGH LEVEL NETWORKING
With the European public and private sectors

BUSINESS OPPORTUNITIES
For anyone taking part and participating in the activities

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Let's get social!

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