





Σύντομη Παρουσίαση Ευρωπαϊκού Κόμβου Ψηφιακής Καινοτομίας για την Κύπρο-DiGiNN

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Mission, Network & Areas of Focus





MISSION

To become the National enabling mechanism (one stop shop) for *Cypriot SMEs and the public sector organizations (PSOs) to tackle digital transformation challenges*

- ✓ Broad uptake of digital skills and technologies by SMEs & PSOs
- PSOs: become the catalyst in elevating the country's productivity and competitiveness.







Technology areas focus (Digital Europe Program):

- ✓ Artificial Intelligence (AI)
- ✓ High Performance Computing
- ✓ Cybersecurity
- ✓ Other Advanced digital skills & technologies (ICT, IoT etc.)

Targets the economy sectors (CY Smart Specialization Strategy):

- ✓ Tourism
- ✓ Manufacturing & Construction
- Services
 (financial, legal, other)

- ✓ Shipping & Transport
- ✓ Energy (RES)
- Agrifood

DiGiNN Consortium: Who We Are



CoEs, Universities & National RCs













Technology & Business Advisory Companies





Business & Industry Associations













DiGiNN: Types of Services

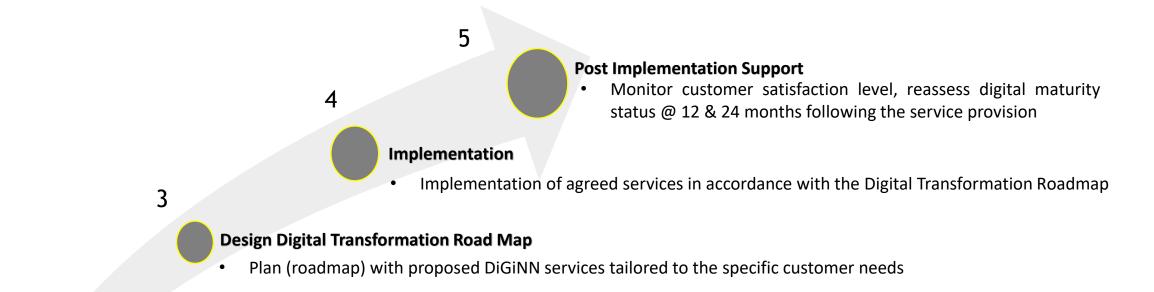


Support Services to SMEs and public sector: serve ~400 businesses & public sector entities & train thousands of individuals

Access to facilities for technology Courses, seminars and private tutoring testing Raising awareness of citizens and private sector on key digital technologies for Enabling informed decisions on enabling a digital society technology adoption and investment Upskilling of workforce on key digital **Test Before Upskilling &** for technology scale-up enabling technologies Invest **Training** Knowledge transfer on specific topics and tools of digital technologies Support to **Innovation** Support services to help SMEs and Develop and maintain an active find **Ecosystem &** PSOs apply for and secure external ecosystem of SMEs & startups Networking Investment financing for their digital upgrading. around digital technologies. Access to EDIH Network (~200 EDIHs),

DiGiNN Customer Journey





- 2 Diagnosis
 - Perform a Digital Maturity Assessment (DMA) to identify current digital maturity status
 - Follow up sessions with Account Managers to further define needs and priorities
- 1 Customer Awareness
 - Marketing Campaigns through DiGiNN Communications Media Channels and Events
 - Events and Communication though Cyprus Chamber of Commerce and Industry (CCCI) & Cyprus Employers and Industrialists Federation (OEB) and their local info points

DiGiNN activities in alignment with the NDS of Cyprus



- ✓ Support the implementation of the National Digital Strategy's vision for the Cypriot government to orchastrate Cyprus' digital ecosystem through DiGiNN's services
- ✓ Become the government's test-bed for the new centralized and collaborative model proposed in the NDS, providing knowledge, best practices, and a ready-to-use network

Aiming towards the achievement of the following NDS objectives and vision:



Making technology work for people



Creating a fair and competitive digital economy



Creating an open, democratic and sustainable digital society



Making Cyprus a resilient regional player with seamless business environment

Vision: Cyprus to become a fit-for-the-future society and knowledge-based economy enabled by digital and emerging technologies that will drive economic prosperity and competitiveness to position the country as a resilient regional player in the European digital economy

Formation of Sectoral DT Roadmaps



Transport/Ship

ping

Port Ops

Freight

companies

Shipping

agents/logistic

Ship/Fleet

management

& operations

Energy

RES producers

RES installers

and

equipment/inf

rastructure

resellers

Cluster Animation & Sectoral Intelligence

- Orchestrating all local stakeholders, to define common **Digital Transformation Roadmaps** per Economy Sector
- Test-bed for a new collaborative model, providing knowledge, best practices, and a ready-to-use network in topics related to the twin of Digital and Green **Transition**

Sectoral Working Groups(SWG)



Sustainable **Development** Clusters(SDC)

Manufacturing **Tourism** Services Agri-food /Construction Financial, tax Materials & audit, processing **HORECA** Producers insurance (aluminum, (agriculture, plastic, bricks fishery, livestock) construction Property & material) real estate Events/tour services Professional, health & wellbeing, Food/Beverag Food lifestyle e packaging & retailers/whol Cultural esalers processing Management industry & logistics & transport Environment

UN SDGs

EC Twin Green & Digital Tx





Expression of interest





https://www.diginn.eu/expression-of-interest/

QR Code for DMA





https://www.diginn.eu/dma/

Thank you!

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