



European Digital Innovation Hub Madrid Region



EDIH-MADRID REGION

EUROPEAN DIGITAL INNOVATION HUB – MADRID REGION

D 4.1 REPORT SERVICES PROVIDED DURING THE FIRST YEARS. WP4

Task 4.2

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Executive Summary

This document describes the procedures to evaluate and report the quality of the services provided by EDIH MADRID REGION within the project during the first year which is from 11/30/2022 to 11/31/2023 of the project, helping project managers and stakeholders assess performance and make informed decisions for future project implementation. This deliverable is addressed to Work Package 4 (WP4) focuses on training and skills services on Madrid region with SME's.

Introduction

The EDIH MADRID REGION project aims to establish a European Digital Innovation Hub (EDIH) in the Madrid region, targeting the digitization of both the public sector and small to medium-sized enterprises (SMEs).

The primary objectives of the project of EDIH MADRID REGION include:

- Accelerating the digital transformation of SMEs and public sector organizations in the Madrid region.
- Providing comprehensive support services, including digital maturity assessments, skill and training services, and support for accessing financing for digital transformation.
- Facilitating the integration and adaptation of advanced digital technologies to improve operational efficiencies and business models.

The project encompasses several key sectors, specifically:

- SMEs in the service sector
- Industrial SMEs focusing on Industry 4.0
- Regional and municipal public administrations
- Mobility and transport sectors

The project commenced on December 1, 2022, and is set to run for 36 months. This timeline includes various phases of implementation, monitoring, and evaluation to ensure the project meets its objectives and delivers tangible benefits to its stakeholders; in this deliverable, we will analyse the services provided during the first year of the project and the achievements and problems found specifically to WP4 training and skills services.

The EDIH MADRID REGION project places a significant emphasis on the digital transformation of industrial SMEs, particularly through the adoption of new disruptive technologies such as blockchain, artificial intelligence, big data and supercomputing.

Work Package 4 (WP4) particularly focuses on delivering comprehensive digital maturity and assessment services to SMEs entities within the Madrid region. These services are designed to evaluate the current level of digitalization, identify areas for improvement, and provide a roadmap for achieving advanced digital capabilities. In the context of Work Package 4 (WP4), the focus on training and skills development in relation to improving

through training the digital transformation and technological innovation of SME's. The principles focus are:

- IA
- Cibersecurity
- Research for funding in european projects in RD+
- Process automation technology

Partners Involved in WP4

1. **Connected mobility Hub (CMH):** CMH focuses on connected mobility, providing expertise and support for digital transformation initiatives within the mobility and transportation sectors.
2. **Fundación para el Conocimiento Madrimasd (MADRIMASD):** Leads the digital maturity assessments and ensures methodological consistency across all evaluations.
3. **Universidad Carlos III de Madrid (UC3M):** Provides academic expertise and access to advanced digital tools and frameworks for assessments.
4. **Hewlett-Packard Servicios España (HPE):** Supplies high-performance computing resources and expertise for advanced digital assessments and solutions.
5. **EIT Digital:** Leading European open innovation organisation that focuses on fostering innovation and entrepreneurship in the digital domain.
6. **IDConsortium:** Attracts European funding to promotes the industrial development and digitalization strategy of SMEs and public organizations.
7. **Asociación de Empresarios del Comercio e Industria del Metal de Madrid (AECIM):** AECIM offers access to the FabLab from IVECO in Madrid and brings extensive experience in supporting industrial SMEs in the region
8. **Asociacion de Empresarios del Henares (AEDHE):** AEDHE contributes its expertise in providing business support services to industrial SMEs, focusing on digital maturity assessment and technology integration
9. **MOVEN** is a technological firm based on mobility data analysis and recommendations of newmobility solutions to accelerate the sustainable transformation of the sector. MOVEN focuses on Public Sector (particularly, local Authorities) by providing recommendations and urban mobility solutions adapted to each city, based on the analysis of huge amount of mobility data.
10. **EGEDA** is the coordinator of EDUCA LAB, a Digital Innovation Centre that uses digital resources and advanced digital skills to achieve widespread use of audiovisual works in educational settings.

This report evaluates the effectiveness and efficiency of the services delivered in WP 4.

Effectiveness refers to the extent to which the services delivered achieve the intended outcomes and goals. For the EDIH MADRID REGION project, effectiveness can be measured through several key indicators: Digital transformation success, skill development, innovation and growth (impact on competitiveness (enable the SMEs to

better compete in the market)

Efficiency relates to the resources used to deliver the services and the speed and cost-effectiveness of the delivery process. Key factors include resources utilization (human, technological resources to deliver high quality services); timelines (delivery of the services with the planned timelines); services delivery processes (by reducing bureaucracy and improving speed); scalability (ability to scale services to accommodate more services without increasing costs or time)

By focusing on these aspects, the EDIH MADRID REGION project aims to ensure that the services provided are both effective in achieving their intended goals and efficient in their delivery, maximizing the benefits for all stakeholders involved.

Description of services provided WP4

In total, **20 trainings** were provided in WP4, to **24 SME'** with **888 attendees**. **16** **27 of these** companies (SME's and PSO's) are EDIH clients; they attended **16 out of the 24 courses**, and we trained **238 staff** members from these clients.

These training sessions are part of the basic training service, and no advanced training service has been delivered during this first year for the EDIH MADRID REGION project.

The topics of these courses have mostly focused on Big Data, sustainability, and digital skills.

These services are described below sorted by customer, indicating in parentheses the partner who has provided them:

Basic Training on Digitization: Develop and deliver fundamental digital skills training.

Connected mobility Hub (CMH)

1) **Three innovation programs** focused on different aspects of mobility: multimodal mobility, urban logistics, and active mobility.

Each program consisted of:

- 1) video interviews about specific topics in each mobility area,
- 2) a series of documents complimenting the video interviews,
- 3) a series of quizzes that the users had to pass to obtain a certificate, and
- 4) online collaborative workshops to deepen the knowledge and facilitate a quality networking between the participants.

With these programs, CMH aimed to broaden the horizon of the participants regarding urban mobility, showcasing multiple innovative solutions and use cases, and allowing them to test their knowledge.

158 attendees

2) **Workshop sobre espacios de datos y casos de uso de movilidad multimodal**

Workshop on Data Spaces and Use Cases for Multimodal Mobility

Date: November 30th, 2023

Training activity, in the form of an in-person workshop, that complements the viewing of the audiovisual capsules which make up the content of the innovation program in sustainable mobility "A Multimodal Journey," as well as the four previously held online workshops. This in-person workshop is, in fact, the final highlight and closing of the program, where participants meet face-to-face and engage in a dynamic session that fosters a deeper understanding of the role of data spaces and the various use cases of multimodal mobility.

44 people registered through the form to participate in the in-person workshop, of which 25 attended.

3) **Workshop sobre movilidad como servicio (MaaS) y cambio de paradigma**

Workshop on Mobility as a Service (MaaS) and Paradigm Shift

Date: November 23rd, 2023

Training activity, in the form of an online workshop, that complements the viewing of the audiovisual capsules which make up the content of the innovation program in sustainable mobility "A Multimodal Journey."

This online workshop, the fourth and final session of the program, focused on the paradigm shift and the new disruptive trends brought about by the rise and development of Mobility as a Service (MaaS). The keynote speaker and main instructor was Carlos Mateo, Director of Mobility at EMT Madrid.

35 people registered through the form to participate in the training activity, of which 18 attended.

4) **Workshop sobre movilidad y digitalización: nuevas tendencias disruptivas:**

Workshop on Mobility and Digitalization: New Disruptive Trends

Date: November 6th, 2023

Training activity, in the form of an online workshop, that complements the viewing of the audiovisual capsules which make up the content of the innovation program in sustainable mobility "A Multimodal Journey."

This online workshop focused on the digitalization of mobility, aiming to understand how the analysis and exploitation of vast amounts of data is bringing about major disruption in the field of mobility and transportation. The keynote speaker and main instructor was Íñigo Bilbao, Director of the Mobility Lab in Vitoria.

28 people registered through the form to participate in the training activity, of which 22 attended.

5) **Workshop sobre sistemas de transporte**

Workshop on Transport Systems

Date: October 19th, 2023

Training activity, in the form of an online workshop, that complements the viewing of the audiovisual capsules which make up the content of the innovation program in sustainable mobility "A Multimodal Journey."

This online workshop focused on multimodal transport systems, with a special emphasis on public collective transport, which serves as the backbone of the transport system. The session also addressed topics such as intermodality and new digital mobility services. The keynote speaker and main instructor was Álvaro Fernández Heredia, a renowned specialist in transport management and former Managing Director of EMT Madrid.

41 people registered through the form to participate in the training activity, of which 23 attended.

6) Workshop sobre micromovilidad y recuperación del espacio público

Workshop on Micromobility and Public Space Reclamation

Date: October 4th, 2023

Training activity, in the form of an online workshop, that complements the viewing of the audiovisual capsules which make up the content of the innovation program in sustainable mobility "A Multimodal Journey."

This online workshop focused on micromobility and the recovery of public space in the context of livable and safe cities. The keynote speaker and main instructor was Silvia Casorrán, from the Barcelona Metropolitan Area.

7) Webinar de inversión centrado en las smart cities

Investment Webinar Focused on Smart Cities

Date: June 14th, 2023

Online event in webinar format lasting 1 hour and 15 minutes, with an exchange of ideas among investors on international investment trends.

4 startups delivered their pitch to present their solutions.

The event had a remarkable impact, with over 150 attendees joining the webinar, in addition to the 3 investors who took part in the roundtable and the 4 mobility startups that had the opportunity to pitch their solutions.

Universidad Carlos III de Madrid (UC3M)

1) Importancia y beneficios de Big Data en logística

Importance and Benefits of Big Data in Logistics

Date: October 23rd, 2023

Audiovisual capsule about the usefulness of Big Data for organizing logistical information into a single file, and the need for mathematical tools to make decisions based on that data.

20 attendees

2) JORNADA «LA ROBÓTICA INTELIGENTE EN LOS RETOS DE SALUD Y ASISTENCIALES»

INTELLIGENT ROBOTICS IN HEALTH AND CARE CHALLENGES

Date: March 22^{sd}, 2023

The day-long Conference 'Intelligent Robotics in Health and Care challenges', held from 10 am to 7 pm, addressed cutting-edge topics such as social robotics for elderly care, memory disorders in long COVID patients, AI-driven pediatric radiology, and robotics applications in cerebral palsy rehabilitation and neurorehabilitation. The event attracted a predominantly academic audience, including researchers and master's/doctoral students from Madrid-based universities and research centers. Technical sessions also covered mobile robots for gait analysis and collaborative robotics in healthcare. The agenda culminated in a roundtable discussion with experts from academia, hospitals, and industry, focusing on challenges and opportunities in healthcare robotics.

64 attendees

3) Robotics Meets AI & 5G – The Future is Now!

Date: November 28th, 2023

Bruno Siciliano is professor of robotics and control at the University of Naples Federico II. He is also Honorary Professor at the University of Óbuda where he holds the Kálmán Chair. His research interests in robotics include manipulation and control, human-robot cooperation, and service robotics. Fellow of the scientific societies IEEE, ASME, IFAC, AAIA, he received numerous international prizes and awards, including the 2022 Engelberger Award for Education. He was President of the IEEE Robotics and Automation Society from 2008 to 2009. He has delivered more than 150 keynotes and has published more than 300 papers and 7 books. His book "Robotics" is among the most adopted academic texts worldwide, while his edited volume "Springer Handbook of Robotics" received the highest recognition for scientific publishing: the 2008 PROSE Award for Excellence in Physical Sciences & Mathematics. His team has received more than 18 million Euro funding in the last 15 years from competitive European research projects.

44 attendees

AECIM

1) Ayudas para la digitalización previstas en 2024

Digitalisation Grants Planned for 2024

Date: March 22nd, 2023

During the conference held at AECIM, the subsidies for digitalization that are expected to be published in 2024 were announced. This workshop was organized with the aim of allowing companies to know in advance the digitalization aid that will be announced next year, and can plan their investments. The subsidies aimed at industrial SMEs in terms of digitalization were explained, both those called at the state, regional and local levels; either from the Next Generation Funds or the FEDER Funds, as well as from the budget of the Community of Madrid and the City Council, since these Administrations can complement actions not covered by the Next Generation funds.

14 attendees

2) Digitalización en la industria de la automoción

Digitalisation in the Automotive Industry

The spokespersons chosen to share these realities were Rafael Herrero, head of Industry 4.0 at IVECO Valladolid; Óscar Hernández, Senior Manager of Industry 4.0 at Bosch Madrid; and Diego Ortega, head of R&D&I at DEFTA Spain. The meeting, which lasted about two hours, was moderated by Javier Ealo, from Bosch Industry Consulting and president of the Asepa Production Digitalization Technical Commission. In addition, it allowed attendees to learn what difficulties the three companies encountered when implementing certain solutions, as well as the improvements and benefits they obtained once implemented.

120 attendees.

3) Soluciones para la digitalización

Solutions for Digitalisation

The 6th of July the conference was opened by the Community of Madrid, and then there were six different thematic talks:

- Process Management Block
- Cybersecurity Block
- Financing Block
- Industry Block, in which AECIM provided a speaker, called Tekniker, who explained how an SME could reach a Smart Factory.
- Mobility Block
- Training Block

70 attendees.

1) Data Science for Business Innovation

Date: November 29-30th, 2023

Data Science for Business Innovation looks at the tools to make the most of BigData, how to achieve business goals and create value, and how different lines of business and staff need to communicate effectively with technical data analytics teams in a business environment. This edition of the course has a particular focus on the mobility industry but is open to professionals from all sectors.

7 attendees

AEDHE

1) Masterclass: Big Data for SME'S

Date: November 30th, 2023

In the masterclass we will talk about what is Big Data illustrating its relationship with SMEs and we will analyze a large amount of data in order to achieve valid information for decision making.

35 Attendees

2) Increase sales of your digital business

Date: October 26th, 2023

Event aimed at SMEs to improve the way they obtain more sales through the digital channel.

42 attendees.

3) Basic training on Calculate the value of the company"

Date: October 24th, 2023

The so-called "corporate operations" raise a question: How much is a company worth? On next Tuesday, October 24, we will see the methods to know the value of each company.

35 attendees.

4) Technology innovation for security in the company

Date: June 27th, 2023

"Technological innovation at the service of safety and health", aimed at Occupational Risk Prevention Technicians, Businessmen, Entrepreneurs, Human Resources Directors and anyone who wants to live different experiences, through virtual reality, as well as try

other innovative health and safety systems such as exoskeletons or experience a controlled explosion of dust.

7 attendees.

5) Technological innovation in the service of health and safety

Date: June 27th, 2023

Information day on everything related to digitization and technological innovation in the service of health and safety.

7 attendees.

FMID

1) Gamificación inmersiva para PYMEs

Immersive Gamification for SMEs

Date: November 14th, 2023

4.5h's basic training for SMEs

7 attendees

Analysis of the delivery of services

20 trainings were provided in WP4, to **24 SME'** with **888 attendees**.

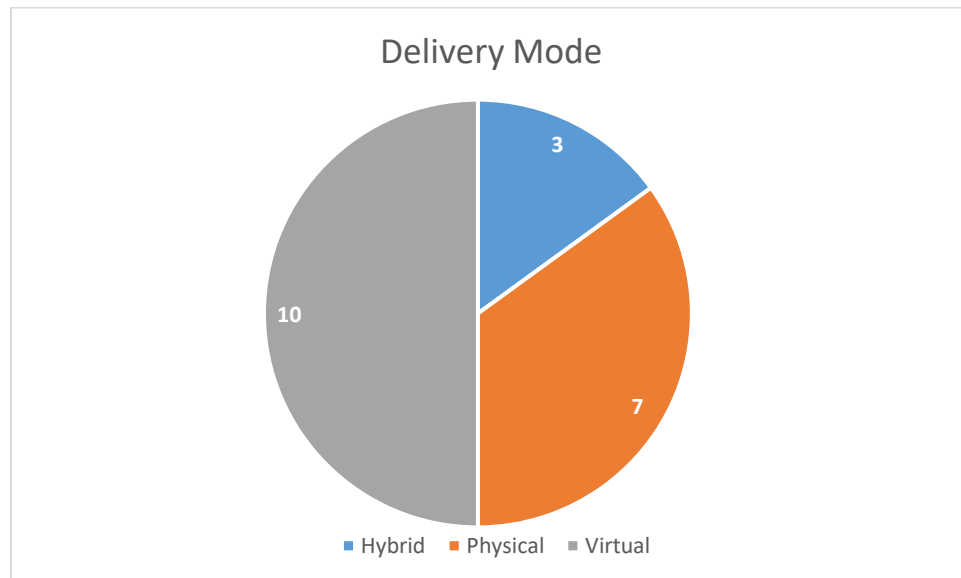
Breakdown of courses by EDIH partner

EDIH's Partner	No of courses	Number of attendees to the event
AECIM	3	204
AEDHE	5	126
CMH	7	416
EIT	1	7
FMID	1	7
UC3m	3	128
Total	20	888

Distribution of courses by topics

TOPICS	No of courses
Big Data	3
Ciber	1
Digital Skills	6
Robotica	2
Support Investment	1
Sustainability	7
Total general	20

Overview of training courses by format/type



Best practices and Continuous Improvement

The project identifies successful strategies and practices that have been instrumental in delivering high-quality services. These practices are based on stakeholder feedback and are used to refine and enhance service delivery methods. Key strengths and areas for improvement have been recognized, and these insights are being utilized to optimize the processes and training planning.

The focus on capacity building through targeted training sessions has also been pivotal in empowering SME employees to adopt new technologies confidently.

In terms of continuous improvement, the project has benefited from regular feedback loops with stakeholders, allowing for adjustments to service delivery and the identification of areas for enhancement. Challenges encountered during service provision, such as addressing diverse technological needs and overcoming resource constraints, have served as valuable learning opportunities.

Monthly WP4 meetings are held to share the planned training sessions and to jointly coordinate them among all partners, to identify which topics may be relevant, which training courses have been more successful, and which ones have not worked and why.

Conclusions

The EDIH-Madrid project with this WP4 is one of the added values of the training service is the opportunity it provides to attract new clients, as well as to offer complementary services to those attending the sessions. For instance, a training course on funding

opportunities may lead to supporting those companies in their search for financing.

While the basic training covers the clients' initial needs, it is essential to identify topics that are critical to their processes and digitalisation efforts, so that we can offer them more advanced courses.

HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1	01/04/2022	Initial version
2	23/03/2025	Report submitted
3	09/09/2025	Table of contents edited, and errors corrected Cover actualised