



European Digital Innovation Hub Madrid Region



EDIH-MADRID REGION

EUROPEAN DIGITAL INNOVATION HUB – MADRID REGION

D 4.2 REPORT SERVICES PROVIDED DURING THE SECOND 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 second year which is from 11/30/2023 to 11/31/2024 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

A total of **44 courses** were delivered with **858 attendees**. 146 companies (both SMEs and PSO's) participated, of which **95 SME's are EDIH clients** and the attendees of the public sector organizations attend the trainings as representatives of entrepreneurship support entities, liaison centers, and technology parks.

A total of **539 employees from EDIH client companies** have participated in our trainings, and **19 of the EDIH clients have participated in more than one course**.

These training sessions are part of the basic training service, and only **1 advanced training** service has been delivered during this second 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.

CMH

1) **Active and healthy mobility Program**

The program will be taught through audiovisual pills starring professionals from the sector, which can be viewed **between May and June 2024** on an online platform in a completely asynchronous manner. At the end of each module, a brief questionnaire on the topics covered must be passed. Successful completion of the program leads to a certificate of achievement.

This training action is aimed at all those who are interested in digital and innovative solutions that are driving active and healthy mobility in cities, in the context of more resilient and livable cities.

2) Workshop Decathlon Maximizing Active Mobility in Cities.

Date: November 28th, 2024

Connected Mobility Hub hosted a dynamic training webinar in collaboration with Decathlon on the topic of "Maximizing Active Mobility in Cities." This interactive online workshop leveraged tools like Miro to pose key questions and spark engaging discussions among participants. It provided an innovative space to share practical strategies and ideas for promoting active and sustainable transportation habits in urban environments.

18 attendees

3) Online workshop on DRT & Use Cases

Date: Octobre 24th, 2024

Collaborative online workshop that gathered the main mobility players, both public and private, to exchange good practices and innovative solutions about Demand Responsive Transport (DRT).

22 attendees

4) Startup pitch session

Date: Octobre 9th, 2024

17 attendees

5) Date spaces applied to active mobility

Date: Octobre 9th, 2024

22 attendees

7) Workshop on urban cycling and use cases

Date: May 29th, 2024

The training activity focused on Active and Healthy Mobility in the context of livable cities. The event counted with the outstanding participation of Las Rozas Innova as Keynote speaker, who shared valuable insights during his 15-minute presentation. Afterwards, the participants shared an exchange of ideas and experiences commenting on the use cases mentioned in the presentations. The activity culminated with the synthesis of collective conclusions on the actions needed to achieve the use of bicycles in the city.

12 attendees

7) Workshop on active mobility in the context of healthy cities

Date: May 13th – 20th, 2024

The program will be taught through audiovisual pills starring professionals from the sector, which can be viewed between May and June 2024 on an online platform in a completely asynchronous manner. At the end of each module, a brief questionnaire on

the topics covered must be passed. Successful completion of the program leads to a certificate of achievement.115 attendees

8) Webinar on pitching

Date: April 24th , 2024

Eit Digital y Connected Mobility Hub realizaron un pitch session orientado a Startups.con herramientas y claves que facilitaron Daniel Auriel, Access to Finance Specialist at EIT Digital y Lyall Davenport, Principal at Claret Capital Partners.

Con un total de 15 participantes conectados y 18 inscritos a la convocatoria se presentaron herramientas y las startups tuvieron espacio de preguntas que fueron respondidas en vivo.

15 attendees

9) Webinar on public funding and European calls

Date: February 27th , 2024

Macarena Sanz and Sebastian Melgar from ID Consortium presented the European Calls to which Connected Mobility Hub startups and EDIH members can apply for public funding.

With a total of 14 participants connected and 17 registered to the call ID Consortium effectively shared the European calls available for startups to apply soon, in details of the requirements, deadlines and what each one consists of.

14 attendees

10) Workshop on infrastructure and microhubs

Date: February 22^{sd}, 2024

The training activity focused on the exploration of collaborative infrastructures and microhubs. The event featured the outstanding participation of Alex Martin from Mimoto Parking, who shared valuable insights during his 20-minute presentation. Afterwards, participants were organized into discussion groups, fostering an exchange of ideas and experiences.

17 attendees

11) Workshop on urban logistics challenges

Date: February 8th , 2024

The training activity focused on exploring the challenges in logistics and urban distribution of goods. The event featured the outstanding participation of Ramon Garcia, from CITET, who shared valuable insights during his 20-minute presentation.23 attendees

Universidad Carlos III de Madrid (UC3M)

1) Best Practices in Smart Inspection Systems

Date: May 21rd, 2024

As a training section of the conference that took place on May 21 at the Science Park of the University Carlos III of Madrid (UC3M), in Leganés, several experts belonging to leading companies in Intelligent Inspection Systems presented their success stories. The aim of these presentations was to share best practices and the advantages offered by technological advances in this transversal process, within sectors or fields of application as diverse as aeronautics, industry or electronics.

28 attendees

AEDHE

1) AEDHE invites you to the conference organized by Robotplus “Easy implementation of collaborative robotics”

Date: November 19th, 2023

Esta formación realizada sobre Robótica colaborativa, brinda y muestra los nuevos y avances y aplicaciones de la robótica actualizada a los trabajos en los que las personas necesitan de la colaboración conjunta de la robótica

20 Attendees

2) Basic training on the creation and implementation of digital trnasformation plan on SMEs

Date: February 14th, 2024

Consumer goods/products|Manufacturing|Professional, Scientific and Technical Activities|Wholesale and retailAttendees

18 attendees

EIT Digital

1) Speed Master Lite

Date: April 18th, 2024

Speed Master Lite 2024 co-organized with DigitalTech EDIH. 1.5 hour training for entrepreneurs.

8 attendees

2) Speed Master Lite: Navigating SME Growth in the Digital Age

Date: December 11th, 2024

Joint Webinar with DigitalTech EDIH on the following topics:

- Lead Generation: Strategies for expanding your customer base.
- Organisational Culture: Building a foundation for success.
- Innovation Lifecycle: From idea to impactful execution.
- Access to Finance: Understanding financial avenues for growth.

Designed for SMEs from all sectors, this webinar aims to deliver transformative knowledge in a concise format.

7 attendees

AECIM

1) Digitalisation grants for 2025

Date: March 21st, 2024

On November 21, within the framework of MetalMadrid 2024, the Association of Metal Companies of Madrid (AECIM) presented the subsidies planned for 2025 for which industrial companies in the Community of Madrid can apply. This event was supported by the EDIH Madrid Region, thanks to which companies were informed about the main lines of subsidies and supported in the planning and processing of their investment projects

20 attendees.

2) Conference on artificial intelligence aids for SMEs

Date: September 27^h, 2024

AECIM, together with the Community of Madrid, is organizing an information day with the aim of publicizing the characteristics of the two recently published grants aimed at industrial SMEs:

- Development of training programs in the field of artificial intelligence applied to industrial SMEs
- Development of use cases of artificial intelligence applied to industrial SMEs.

The General Director of Digital Strategy of the Community of Madrid, Mr. Ignacio Azorín, participated in the day.

30 attendees.

3) Digitalization of industrial SMEs

Date: February 13th, 2024

The Madrid City Council has published the subsidies aimed at promoting, promoting and reactivating the industry and services, the application period for which ends on February 28.

15 attendees.

4) Aids for digitalization of industrial SMEs

Date: February 6th, 2024

The Getafe City Council, through Getafe Initiatives S.A (GISA), and AECIM have organized a joint day to publicize the line of aid for the digitalization of industrial SMEs in Madrid. This aid from the Community of Madrid, supported by FEDER Funds, can be requested from January 2, and allows you to obtain up to a 35% non-refundable subsidy.

21 attendees.

5) Public aids for the digitalization of industrial SMEs

Date: January 15th, 2024

We have held a conference at our headquarters on Aid for the Digitalization of Industrial SMEs in the Community of Madrid, co-financed with FEDER Funds. The session, which included the participation of representatives from the Community of Madrid, offered our associates information of interest about the characteristics of the aid and the processing process of these subsidies aimed at promoting the digital transformation of the Madrid industry.

14 attendees.

6) Aids for digitalization forecast in 2024

Date: November 6th, 2024

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.

14 attendees.

7) Digitalization in the automotive industry

Date: November 6th, 2023

The objective was to help industrial SMEs to implement different digital technologies and improve their production processes with the help of two large companies, such as Bosch and Iveco, and a medium-sized one, Defta. Three leading companies that explained their business reality, both from a strategic and practical point of view.

120 attendees.

8) Digitalization solutions

Date: July 6th, 2023

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.

Fundación para el Conocimiento Madrimasd (MADRIMASD)

1) Training on Green Digitalization: Roadmap for Transitioning to the model proposed by the Circular Economy.

Date: November 11st, 2024

The principles and proposals of the Circular Model provide an opportunity to generate ideas and solutions that ensure the sustainability required by current scenarios and address the new challenges emerging, particularly from administrations, investors, and clients/consumers, in an effective and efficient manner. This is an inevitable, profitable, and high-impact path—socially, economically, and environmentally—that affects organizations and society in a cross-cutting way.

10 attendees

2) How to deal with Public Procurement processes 2 sessions

Date: October 21st and 28st 2024

In this course we will provide the necessary tools to master and improve specific aspects of public procurement, covering specific aspects of the law and the procurement process and how to implement them in a practical and efficient way.

8 attendees

3) LinkedIn by Small and medium-sized enterprises

Date: October 10th, 2024

Training on LinkedIn adapted to startups and entrepreneurs focused on improving your management in this network by improving your competences.

11 attendees

4) Applied IA course Health, extraction of medical records – 2 sessions (morning and afternoon).

Date: October 9th, 2024

what AI is and its value-added applications in the healthcare sector?

The course covers the understanding of different types of data and artificial intelligence models, tools and real use cases already implemented that generate value. It focuses on the estimation of benefits and implementation costs and concludes with a review of the applicable regulatory and ethical requirements.

30 attendees

5) Introduction to the drafting of R+D+I projects

Date: October 4th 2024

Course we will provide useful tools to develop a winning proposal in all its dimensions: from the description of the idea, project objectives and state of the art, to the development of the work plan and associated budget. We will also go deeper into how to identify and reflect in the proposal the risks associated with the implementation, as well as other more novel elements of special relevance that we cannot forget to include in our proposal.

20 attendees

6) Training on R&D&I Financing programs

Date: September 16th, 2024

This course presents the main R&D&I support programmes available at national and European level, with the different requirements associated to be able to access them.

20 attendees

7) Manage your blog from wordpress

Date: May 13th and 14th 2024

This WordPress course is designed to offer digital design professionals (mainly focused on blogs) complete knowledge about the content management platform.

15 attendees

8) AI applied to teaching

Date: April 25th and 26th 2024

6 hours long Understand the basic concepts of AI Learn to use AI tools Create texts and images using AI Know the legal and ethical limits involved in using certain AI tools.

40 attendees

9) Basic training in data protection for SMEs and PSOs

Date: April 9th, 2024

22 attendees

10) Artificial Intelligence for digital marketing and sales

Date: April 3rd, 2024

Training focuses on the evolution of Artificial Intelligence applied to marketing and sales teams, going into detail to understand basic concepts and how to write effective prompts to get the most out of these technologies.

17 attendees

11) Basic concepts to Create your Website with WordPress from Scratch

Date: March 13rd 2024

Advanced training on using Wordpress with Elementor

12 attendees

12) Preparation and use of podcasts for scientific communication

Date: April 11th and 12th 2024

In this course you will discover the possibilities of the podcast to carry out scientific dissemination, as an instrument to publicize content, activities and results of research projects. You will learn about the possibilities of this versatile and simple format to bring scientific content closer in an attractive way.

21 attendees

13) Digital strategies to improve visibility, indexing and scientific positioning. 2 sessions

Date: February 22th and 29th 2024

The course aims to offer a comprehensive vision of the current model of scientific positioning based on the comprehensive communication of research results. Some of the techniques and tools will be known to optimize the digital presence of scientific publications, facilitating their discovery in the main academic databases as well as in media and sources that allow expanding the scientific and social impact.

The focus of the course will allow an approach to new qualitative evaluation models in line with the San Francisco Declaration on Research Assessment (DORA), the agreements and principles of the Coalition for Advancing Research Assessment (CoARA) and the Leiden Manifesto for Research Metrics.

46 attendees

14) Digitalisation and creation of learning experiences in the corporate environment

Date: January 23rd, 2024

Digitalization and creation of learning experiences in the corporate environment.

6 attendees

15) Basic training in artificial intelligence for SMEs

Date: December 18th, 2023

15 attendees

16) Immersive gamification for SMEs

Date: November 14th, 2023

7 attendees

IDC

1) I3 call for proposals program: key points to success in proposals

Date: October 30th, 2024

Webinar on the key points and best practices to succeed in the I3 call for proposals

4 attendees

2) BASIC TRAINING ON PUBLIC FUNDING MANAGEMENT FOR DEEPTech

Date: February 2nd, 2024

Webinar on the key points and best practices to succeed in the I3 call for proposals

4 attendees

3) Basic training for the preparation of European proposals

Date: February 16th, 2024

The training session aimed primarily to strengthen business capabilities in key areas. IDConsortium shared valuable strategies and advice aimed at maximizing financing opportunities for SMEs.

20 attendees

4) Public funding in the mobility sector Webinar

Date: February 27th, 2024

Webinar dedicated to showcasing financing opportunities in the mobility sector at the European level and how to approach them.

13 attendees

5) Basic training on regional public funding calls

Date: February 16th, 2024

The training session aimed primarily to strengthen business capabilities in key areas. IDConsortium shared valuable strategies and advice aimed at maximizing financing opportunities for SMEs.

10 attendees

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

Fundación para el Conocimiento Madrimasd (MADRIMASD)

1) Advance Course on Prometheus

Date: November 3rd, 2024

Prometheus course is designed to provide a comprehensive understanding of monitoring and alerting in modern cloud-native environments. Participants will explore the fundamental concepts of Prometheus, including its architecture, data model, and query language. The course begins with an introduction to time-series data and the role of Prometheus in observability.

This course was organized because a client of the EDIH needed Prometheus certification to obtain ISO 27001. Although it was a very specialized course, it was published on our website and social media in case other clients were interested in this technology. In the end, only the three technicians from the company took the course and obtained the certification.

3 Attendees

Analysis of the services delivered

44 trainings were provided in WP4, to **105 SME's** with **attendees**.

Breakdown of courses by EDIH partner

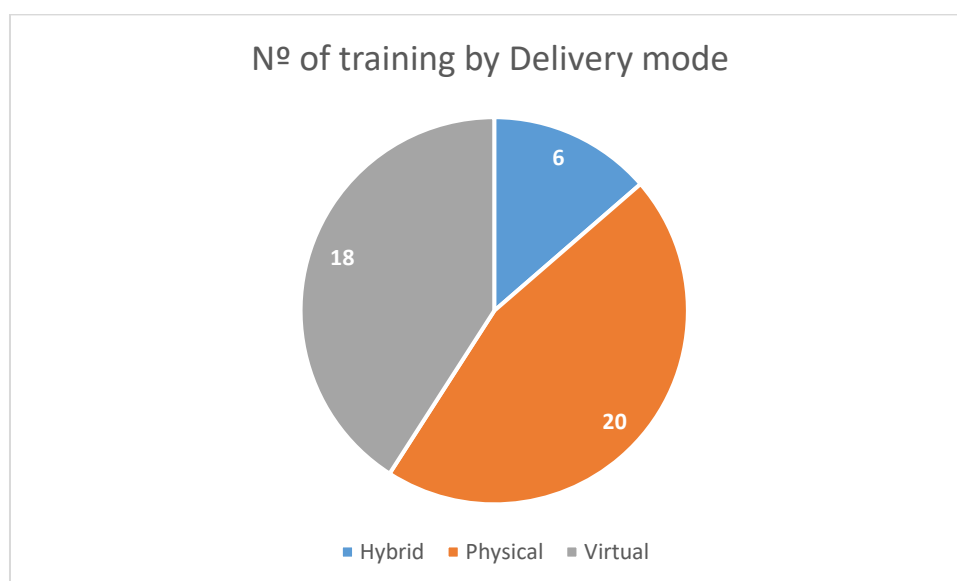
EDIH's Partner	No of courses	Number of attendees to the event
AECIM	5	124

AEDHE	2	38
CMH	11	286
EIT	2	15
FMID	18	307
IDC	5	60
UC3m	1	28
Total	44	858

Distribution of courses by topics

TOPICS	No of courses
Big Data	8
Ciber	1
Digital Skills	12
Robotics	1
Support Investment	12
Sustainability	10
Total general	44

Overview of training courses by format/type



Best practices and Continuous Improvement

The project has identified a series of successful strategies and good practices that have proven instrumental in delivering high-quality services. These practices are grounded in stakeholder feedback and are actively used to refine and enhance service delivery methods. Key strengths and areas for improvement have been acknowledged, and the resulting insights are being leveraged to optimize processes and training planning.

A central pillar of the project is capacity building through targeted training sessions, which has played a crucial role in empowering SME employees to adopt new technologies with

greater confidence. The inclusion of regular feedback loops with stakeholders has supported a process of continuous improvement, enabling timely adjustments to training content and formats, while also identifying emerging needs.

Challenges encountered during service delivery—such as addressing the diverse technological requirements of SMEs and managing resource constraints—have been valuable learning opportunities. These experiences have informed the evolution of both content and delivery approaches.

Monthly WP4 coordination meetings have been key to aligning the training offer among partners. These meetings serve to:

- Share upcoming training sessions.
- Jointly coordinate logistics and promotion.
- Identify relevant topics.
- Analyse which training formats and subjects have been most effective.
- Understand which sessions were less successful, and why.

During this second year, we have had several repeat clients to whom we have provided more than one training service, reflecting their satisfaction and trust in our training offering.

Conclusions

WP4 represents one of the main added values of the EDIH-Madrid training service. It not only provides SMEs with essential knowledge and skills, but also serves as a gateway to attract new clients and offer complementary services to training participants.

During this second year, 20 % of EDIH clients to whom we have provided more than one training service, reflecting their satisfaction and trust in our training offering. This more targeted approach has increased the effectiveness and impact of the training activities. While the basic training sessions have successfully addressed the initial needs of clients, it is essential to identify topics that are critical to their processes and digital transformation efforts.

In this period, one advanced course has already been delivered, and the goal is to expand this offer with more specialized sessions that meet the growing demand for high-value training in specific areas.

HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1	20/11/2024	Initial version
2	01/04/2025	Final version
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