INNOCAPE DMA TOOL PILOTING OVERVIEW

INNOCAPE DMA TOOL DEVELOPMENT OVERVIEW

Digitalisation for improving competitiveness is among top priorities in political agendas of most countries across BSR and beyond, demonstrating high focus on Industry 4.0 in policy making. Respectively, systematic cooperation and exchange of practices at BSR level enables faster, more consistent and secure development of each individual country. Whereas, DIHs strengthen their capacity to provide SMEs with partnerships and an ecosystem enabling the digital transformation.

INNOCAPE DMA TOOL DEVELOPMENT OVERVIEW

In the long run, such transnational cooperation contributes to closing the gap between digital top players and lower performing countries of the BSR. Having all that in mind project partners have set the goal to develop the unified digital maturity assessment tool which would enable standardised evaluation of companies' digitalisation level in all Baltic Sea Region countries. Access it here: **dma.innocape.eu**.

INNOCAPE DMA TOOL GOALS

Benchmarking of BSR countries
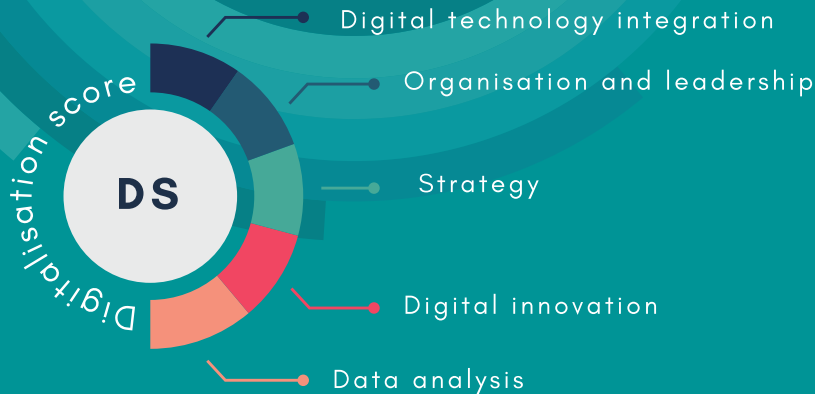
Self-evaluation of digitalisation

Facilitation in practical DIHs activities

Interreg
Baltic Sea Region

EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND

InnoCAPE

FLAGSHIP FOR THE BALTIC SEA REGION
FLAGSHIP

INNOCAPE DMA TOOL DEVELOPMENT OVERVIEW

The development of the tool has started with the overview of what is already available in the market, analysing pros and cons of it and setting up criteria of what project partners are aiming to achieve with the tool. Involved individuals represent a range of digital and business competent professionals, researchers, marketers and technology auditors. At the later stages of the development, business companies have been invited to trial assessment and evaluate it contentwise.
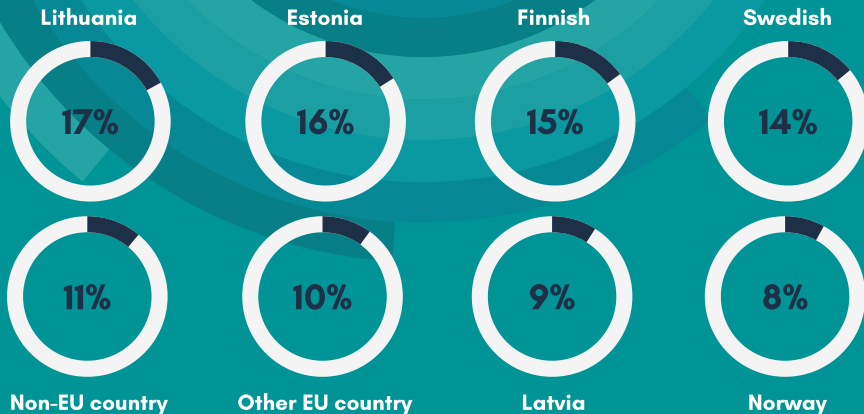
INNOCAPE DMA TOOL DIMENSIONS

DS

Digitalisation score

- Digital technology integration
- Organisation and leadership
- Strategy
- Digital innovation
- Data analysis

INNOCAPE DMA TOOL PILOTING OVERVIEW

After completing the development of InnoCAPE DMA tool, partners were involved in piloting the new tool with actual companies across BSR. Data about initial 100 entries was downloaded for analysis. Despite that, partners are continuing to use DMA tool in their professional activities and promote it to the target groups. The analysis serves as a general BSR market overview when it is needed to address the current status of the region. Information about the company is handy if they acquire assistance from DIHs.

GEOGRAPHIC DISTRIBUTION OF DMA USERS

Lithuania

17%

Estonia

16%

Finnish

15%

Swedish

14%

11%

Non-EU country

10%

Other EU country

9%

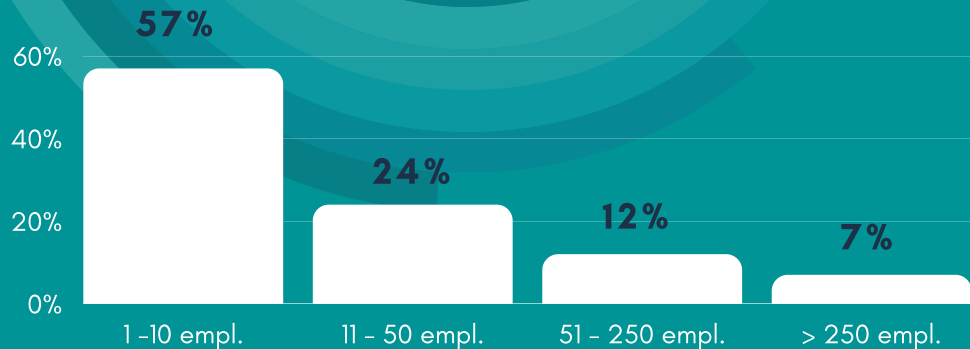**Latvia**

8%

Norway

SIZE OF COMPANIES

Most of the InnoCAPE DMA respondents represent very small companies in terms of number of employees. This indicates that selected target group is interested in digitalisation as such.

SIZE OF COMPANIES

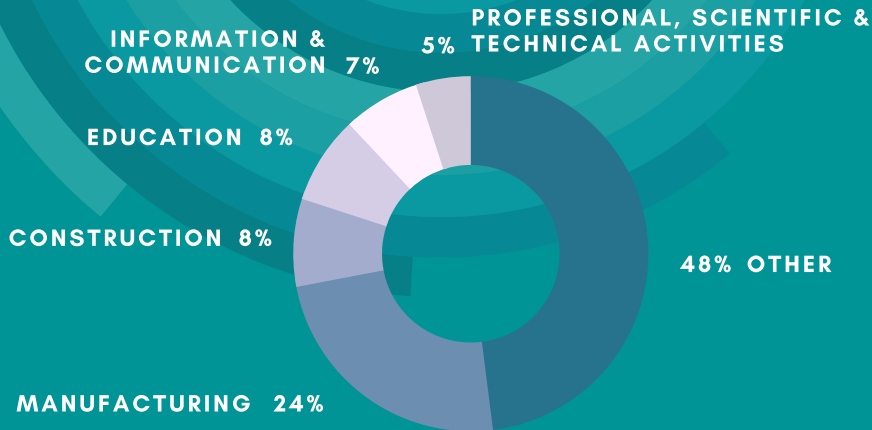| Category	Percentage
1 –10 empl.	57%
11 – 50 empl.	24%
51 – 250 empl.	12%
> 250 empl.	7%

SECTORAL DISTRIBUTION

Manufacturing companies constitute the largest part of all respondents (24%) – it was one of the project key target groups. See top 5 industries represented by the outcome in the next page.
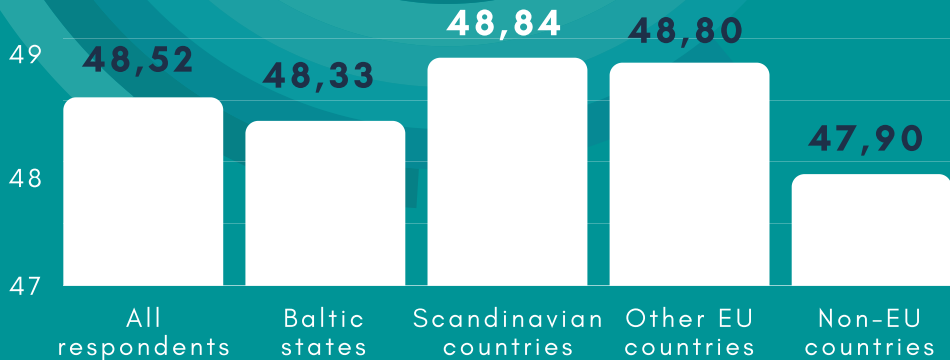
Interreg
Baltic Sea Region

EUROPEAN
REGIONAL
DEVELOPMENT
FUND

EUROPEAN UNION

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FLAGSHIP

SECTORAL DISTRIBUTION

PROFESSIONAL, SCIENTIFIC & TECHNICAL ACTIVITIES 5%

INFORMATION & COMMUNICATION 7%

EDUCATION 8%

CONSTRUCTION 8%

48% OTHER

MANUFACTURING 24%

Interreg
Baltic Sea Region
EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
InnoCAPE

EU STRATEGY FOR THE BALTIC SEA REGION
FLAGSHIP

AVERAGE DIGITALISATION SCORES

InnoCAPE DMA tool is designed to score each response ranging from 0 to 100 in terms of digitalisation – each question answer is given a number of points depending on the selected answer. Final score is evaluated as the average of those answers and is indicated as **Digitalisation Score** or DS. Separate regions have been evaluated separate in terms of DS and compared. See the visualisation in the next page.

AVERAGE DIGITALISATION SCORES

Category	Score
All respondents	48,52
Baltic states	48,33
Scandinavian countries	48,84
Other EU countries	48,80
Non-EU countries	47,90

AVERAGE DIGITALISATION SCORES

Numbers show that Scandinavian countries are still keeping the leading role in digitalisation and scoring higher than other regions. Baltic companies are slightly behind but surpassing other regions. Baltic DIHs should maintain InnoCAPE outcomes to follow indicated project goals – benchmark against Scandinavian DIHs, learn from their best market practices and apply the knowledge in local ecosystems this way bridging the knowledge gap for the benefits of the whole BSR region.

INNOCAPE PROJECT

InnoCAPE DMA tool was developed as part of Interreg Baltic Sea Region flagship project InnoCAPE. Project has brought together eleven partners from the Baltic Sea Region to work toward higher competitiveness of the region in the global market.