



# PID - Punto Impresa Digitale Chamber of Commerce of Reggio Emilia



Camera di Commercio  
Reggio Emilia

# SUPPORT FOR ENTERPRISES IN THE PROCESS OF DIGITISATION: PID – PUNTO IMPRESA DIGITALE

In recent years, in order to boost the competitiveness of Italian companies, numerous industrial policy actions have been planned that, in addition to supporting investments in innovation, research and development through fiscal measures, have sought to promote a **new business culture** focused on enabling technologies, digital skills and new business models, essential to maximise the benefits of the fourth industrial revolution.

This strategy has been named “Impresa 4.0” in english “Enterprise 4.0”.

# SUPPORT FOR ENTERPRISES IN THE PROCESS OF DIGITISATION: PID – PUNTO IMPRESA DIGITALE

Ministry of Economic Development decided that the place to set **PID – Punto Impresa Digitale (Digital Business Points)** was in **each single Chamber of commerce** with the coordination of the Italian Union of Chambers of commerce to make sure that each Chamber of commerce would set up **the same basic services referring to the “Impresa 4.0 strategy”**

- ✓ Dissemination of knowledge on the benefits of investments in Enterprise 4.0 technologies.
- ✓ Supporting companies in understanding their digital maturity and identifying priority areas for action.
- ✓ Strengthening and dissemination of skills related to "enabling" technologies.
- ✓ Business orientation towards digital transformation support structures and technology transfer centers.
- ✓ Stimulating and supporting businesses in carrying out industrial research and experimental development projects.

# SUPPORT FOR ENTERPRISES IN THE PROCESS OF DIGITISATION: PID – PUNTO IMPRESA DIGITALE

Other actors are involved in this national strategy and the PID of the Chambers of commerce have the task to bring in touch small enterprises with:

- ✓ **Competence Centres** (CCs): highly specialised centres in the form of public-private partnerships between the worlds of research and business.
- ✓ **Digital Innovation Hubs** (DIHs): represented by trade associations that offer specific training and support for their respective fields of competence (industry, commerce, crafts etc.).



# SUPPORT FOR ENTERPRISES IN THE PROCESS OF DIGITISATION: PID – PUNTO IMPRESA DIGITALE

Interventions of the Chamber of commerce PID network are planned on a three-year basis.

At almost the end of the second “three year period” the main milestones achieved at a national level are:

- ✓ Organisation of over 3,000 info-training events that saw the involvement of about 200,000 participants.
- ✓ Design and dissemination of two tools for measuring the digital maturity of companies, to be applied regardless of the company's sector and size: self-assessment (SELFI 4.0), guided assessment (ZOOM 4.0).
- ✓ Completion of more than 40,000 assessments of digital maturity – both autonomously (SELFI 4.0) and guided (ZOOM 4.0).
- ✓ Over 5,000 actions aimed at the 4.0 network.

# ACTIVITIES CARRIED OUT IN 2017-2021 BY THE CHAMBER OF COMMERCE OF REGGIO EMILIA

- ✓ **"14.0 Digital Vouchers Call"** to support companies in Reggio Emilia that invest in innovative projects through grants for the purchase of consulting, training, hardware and software selected from an extensive list of eligible technologies.
- ✓ **Mapping the digital maturity** of companies through two types of assessment (SEIFI 4.0 and ZOOM 4.0).
- ✓ **Seminars and training events** to disseminate the basic knowledge of "Enterprise 4.0" digital technologies.
- ✓ **Specialist assistance and one-to-one meetings** with companies interested in exploring the "Enterprise 4.0" technologies.
- ✓ **Programme Agreement with the University of Modena and Reggio Emilia**, lasting two years, in order both to foster interaction between the business and academic worlds and to concretely stimulate innovation in the company through the development of prototypes.
- ✓ **Partnerships with the Reggio Emilia Technopole and with a Competence Centre** with the aim of supporting companies in carrying out R&D, technology transfer and initiating collaborations with research bodies and laboratories.
- ✓ **Spreading information on economic incentives** in the field of "Enterprise 4.0" and digital technologies.
- ✓ **"Digital Excellence"** project with training and specialised assistance in the field of Digital Marketing.

# RESULTS - I4.0 DIGITAL VOUCHER CALL

Each single year the Reggio Emilia Chamber of Commerce launches the I4.0 Digital Voucher Call as part of the PID project to promote the spread of digital culture and practice in MSMEs in all sectors through the economic support for Enterprise 4.0 digitisation initiatives implemented by local companies alongside the other services offered by the PID.

The I4.0 Digital Voucher Call disburses grants equal to 50% of the costs incurred for the purchase of consulting, training, hardware and software for projects related to the use of I4.0 technologies.

**The total resources allocated in this programme were €2,861,250.00, facilitating 347 companies in total** (the number will grow with the second selection of recipients for the 2021 call).



**2.861.250 €**

**I4.0 DIGITAL VOUCHER CALL**

# RESULTS – DIGITAL MATURITY ASSESSMENT

**SELFI 4.0** is a self-assessment in the form of an online questionnaire that companies can complete autonomously. **ZOOM 4.0**, on the other hand, consists of a guided assessment performed with the aid of a Digital Promoter from the PID who personally visits the company to perform a more in-depth survey of the production processes in order to provide guidance on the most appropriate digitisation solutions to pursue. At the end of the assessment the company receives a final report with an indication of the current level of digitisation of the various areas examined and suggestions on the technologies and/or specialised technological structures to contact to implement the recommended solutions.



**+350**  
**DIGITAL MATURITY**  
**ASSESSMENT**



# RESULTS - SPECIALISED ASSISTANCE AND ONE-TO-ONE MEETINGS WITH COMPANIES

Digital Promoters have offered constant support to companies in Reggio Emilia interested in exploring the innovations and opportunities of “Enterprise 4.0” technologies, digital marketing and/or interested in learning about the digital services offered by the Chamber of Commerce. Support for companies has resulted in numerous **one-to-one meetings**, mainly held at the headquarters of companies that have sought support from the PID.

During these meetings, **Digital Promoters provided information and proposed solutions starting from a precise analysis of the specificities and individual business needs.** Matching was frequently done to help companies get in touch with and assess possible collaborations with highly specialised organisations such as Unimore, Reggio Emilia Technopole and laboratories of the E-R HighTechnology Network. In total, 224 one-to-one meetings were held between 2018 and the first half of 2021.



**224**  
**ONE-TO-ONE**  
**MEETINGS**

# RESULTS - PROGRAMME AGREEMENT WITH UNIVERSITY OF MODENA AND REGGIO EMILIA

The Reggio Emilia Chamber of Commerce has entered into a Programme Agreement with the University of Modena and Reggio Emilia to implement “Impresa 4.0 technologies”

The joint project between the Chamber of Commerce and the University. had the objective of **allowing companies of all sectors and sizes in the area to work with the academic and research worlds** in order to develop process and/or product improvements. The project consisted of two one-year initiatives, the first in 2018 and the second in 2019.

# RESULTS - PARTNERSHIP WITH TECNOPOLE OF REGGIO EMILIA

The Chamber of commerce of Reggio Emilia and the local Technopole worked closely together to carry out the following activities:

- Organisation of seminars on "Enterprise 4.0 technologies";
- One-to-one consulting and specialised support on "Enterprise 4.0" technologies;
- Foster the promotion, dissemination and technological transfer of patents and technologies selected from the catalogue of the National Research Centre (CNR) and/or ENEA and/or other public research centres in order to identify public patents and technologies not covered by patents that are potentially interesting for local companies;
- Feasibility study in order to facilitate the launch of tangible projects that provide for the implementation of "Enterprise 4.0" technologies in the company through the use of the skills and resources of the High Technology Network of Emilia Romagna.

## RESULTS - PARTNERSHIP WITH THE BI-REX COMPETENCE CENTRE

In 2021 the Chamber of Commerce signed a **partnership with the Bi-Rex Competence Centre** as part of the PID project, with the aim of further strengthening the support offered to MSMEs in the area looking to initiate or consolidate their digital transformation. The Bi-Rex Competence Centre will provide its experts for the joint organisation of webinars on the topics of “Enterprise 4.0” technologies and will offer support to the PID Digital Promoters to provide follow-up service and specialised support to companies that have requested the ZOOM 4.0 digital maturity assessment.

# THE STRATEGIC LINES OF ACTION FOR THE THREE-YEAR PERIOD 2020-2022

In light of these results and the stated objectives, the actions planned for this three-year initiative are divided into two lines:

**Line of action 1** – Continuation and consolidation: aimed at consolidating the important results achieved by the PID, reinforcing the services already offered in previous years while also ensuring initiatives capable of increasing their level of recognition and identity throughout the country.

**Line of action 2** – Reinforcement and development, aimed at introducing new additional initiatives in areas with greater potential to improve and expand the support and guidance services offered to micro, small and medium-sized enterprises, in close cooperation with the training chain, with the associations (national and European DIHs, EDI), research and technology transfer (Competence Centres, Technology 4.0 Transfer Centres, FabLabs) worlds; all favouring approaches capable of combining “innovation and sustainability”.

**Line of action 3** – Digital Voucher Call: continue actions to support digitisation through the granting of vouchers to companies.

**Line of action 4** – Actions will be taken to encourage companies to rethink their export strategy, focusing on digitisation and access to digital platforms and marketplaces.

**Line of action 5** – Environment and digitalization.

# THANK YOU

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impresa  
digitale



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