

# Digitalization in alpine SMEs:

---

## Results of the case study

Olga Boyarintseva  
BIOPRO Baden-Württemberg GmbH

Stuttgart, 27.05.2021



**Smart SME's**  
Co-financed by the European Parliament through the  
Alpine Region Preparatory Action Fund (ARPAF)

## SME: Definition

Company category	Staff headcount	Turnover	or	Balance sheet total
Medium-sized	< 250	≤ € 50 m		≤ € 43 m
Small	< 50	≤ € 10 m		≤ € 10 m
Micro	< 10	≤ € 2 m		≤ € 2 m

Source: [https://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition\\_en](https://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en)



**Smart SME's**  
Co-financed by the European Parliament through the  
Alpine Region Preparatory Action Fund (ARPAF)

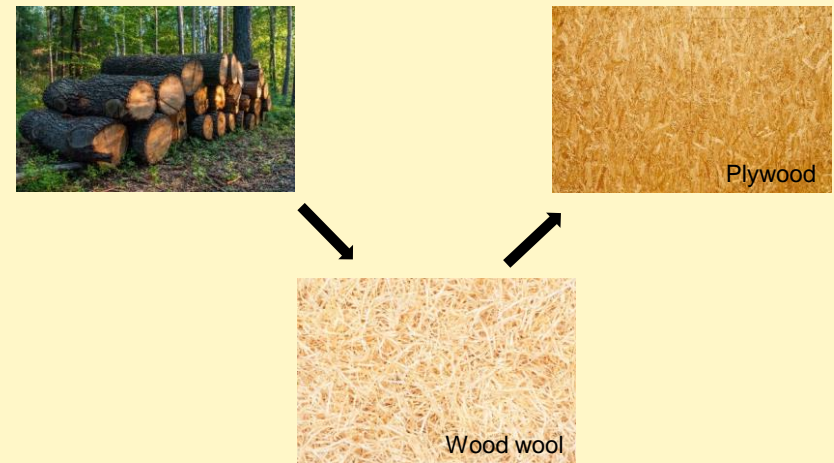
## Project “Smart SMEs”: Scope

Natural fibers, cultivated and recycled:

agriculture



forestry and wood production



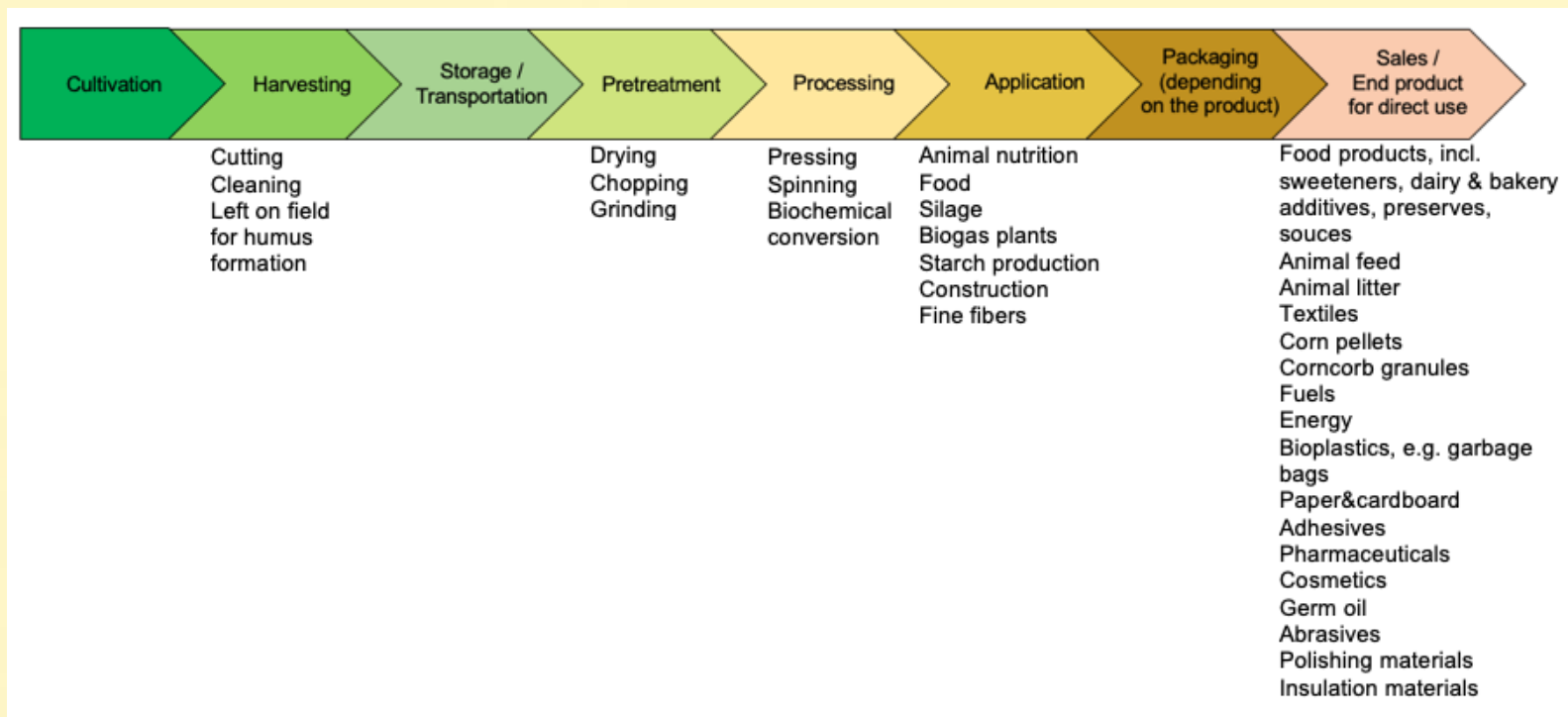
Images: [www.pixabay.com](http://www.pixabay.com), [www.pinterest.de](http://www.pinterest.de), [www.123rf.com/photo\\_54875138\\_light-brown-wood-wool-packaging-materials-filling-material-natural-material-for-decoration.html](http://www.123rf.com/photo_54875138_light-brown-wood-wool-packaging-materials-filling-material-natural-material-for-decoration.html) (wood wool)



**Smart SME's**  
Co-financed by the European Parliament through the  
Alpine Region Preparatory Action Fund (ARPAF)

## Bio-based value chains in Baden-Württemberg

... based on the cultivated maize plant



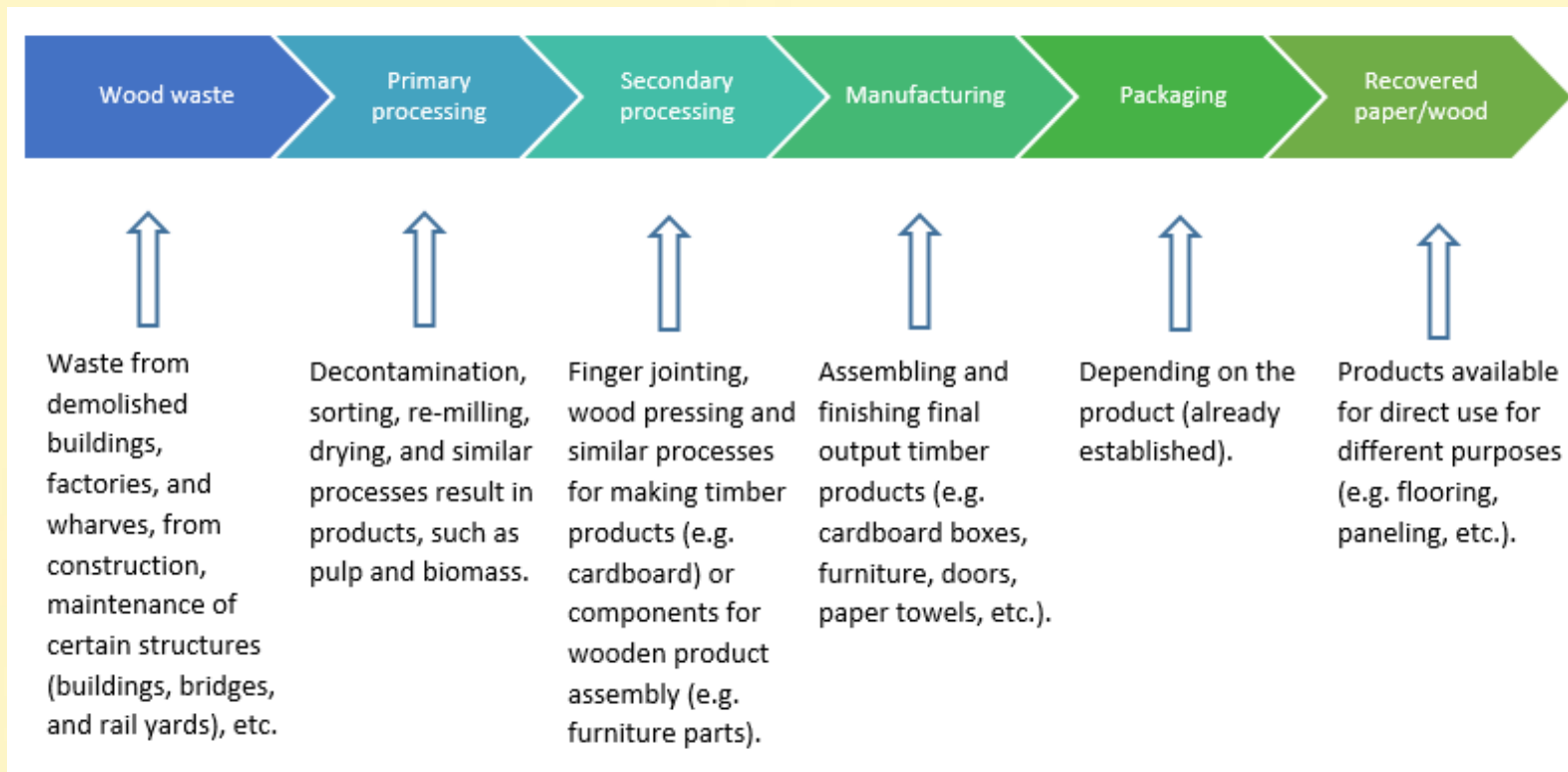
Source: Mapping of actual state of play and needs. Synthesis report. Project Smart SMEs, BIOPRO Baden-Württemberg GmbH, p. 12



**Smart SME's**  
Co-financed by the European Parliament through the  
Alpine Region Preparatory Action Fund (ARPAF)

## Bio-based value chain in Slovenia

... based on wood recycling



Source: Mapping of actual state of play and needs. Synthesis report. Project Smart SMEs, BIOPRO Baden-Württemberg GmbH, p. 62



**Smart SME's**  
Co-financed by the European Parliament through the  
Alpine Region Preparatory Action Fund (ARPAF)

## Project “Smart SMEs”: Goals

- To what extent are SMEs in the Alpine space aware of digitalization tools and approaches and do they use them?
- What are the obstacles that prevent SMEs from exploiting the full potential of digital solutions?



[www.pixabay.com](http://www.pixabay.com)



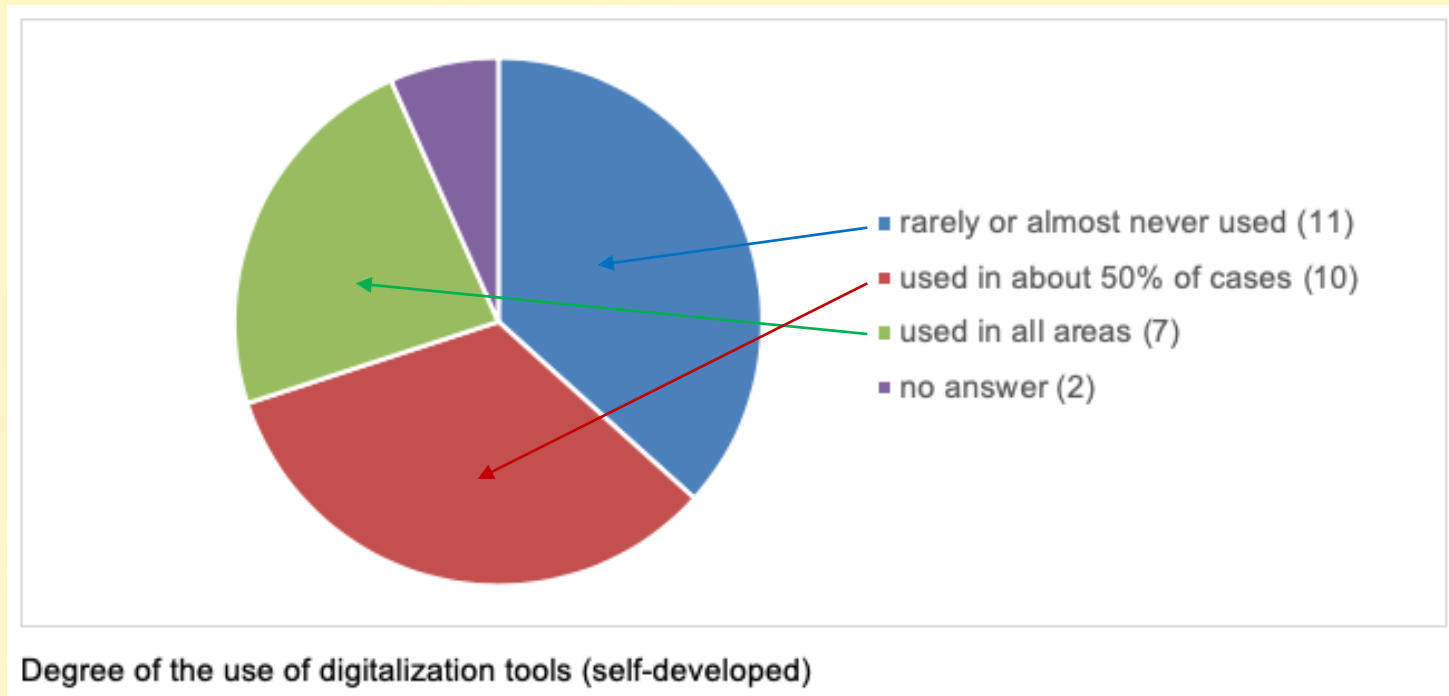
[www.triplepundit.com](http://www.triplepundit.com)



**Smart SME's**  
Co-financed by the European Parliament through the  
Alpine Region Preparatory Action Fund (ARPAF)

## Digitalization status SMEs (survey)

30 SMEs from agriculture and wood sectors in Baden-Württemberg, Lower Austria, Slovenia and Trentino (questionnaire on the anonymous basis)

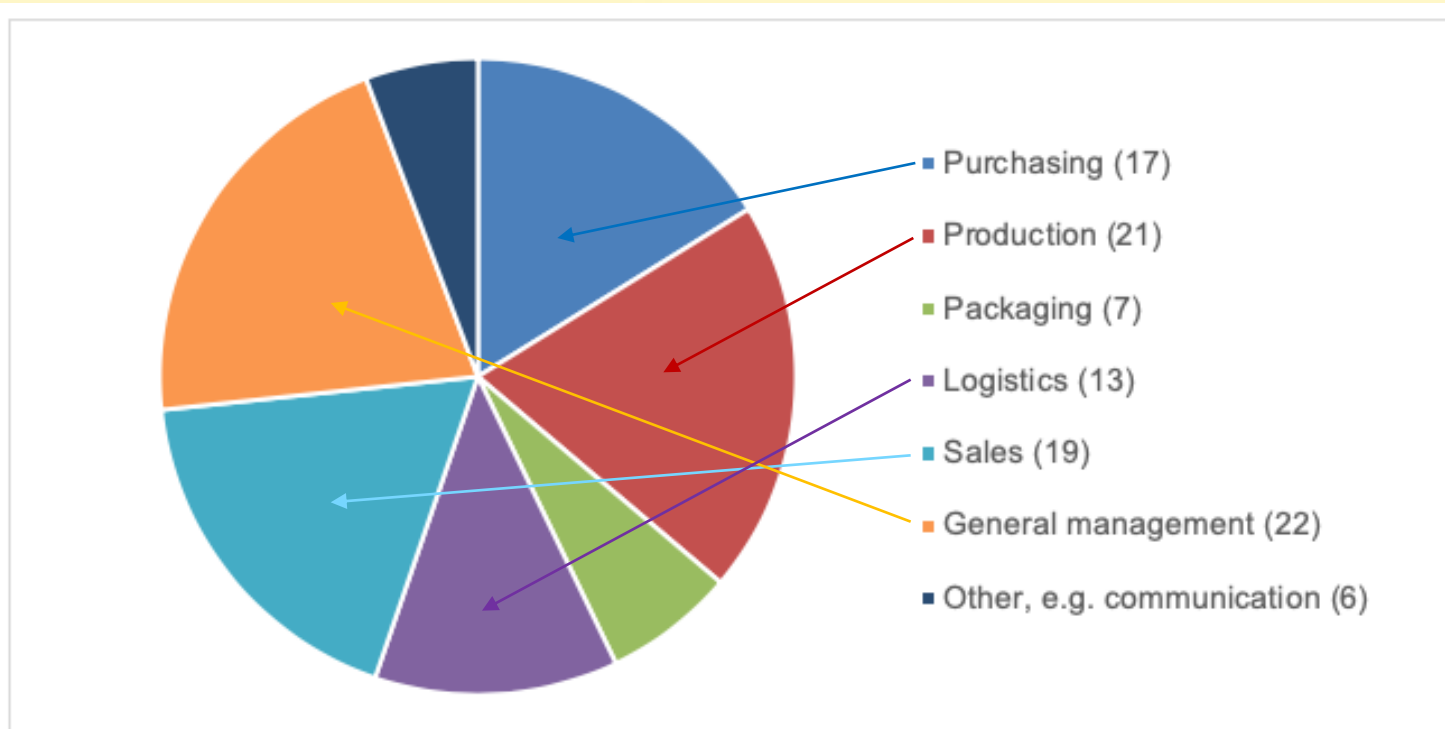


Source: Mapping of actual state of play and needs. Synthesis report. Project Smart SMEs, BIOPRO Baden-Württemberg GmbH, p. 27



**Smart SME's**  
Co-financed by the European Parliament through the  
Alpine Region Preparatory Action Fund (ARPAF)

## Digitalization status SMEs (survey)



Departments or processes of the company in which digitalization tools are applied (self-developed)

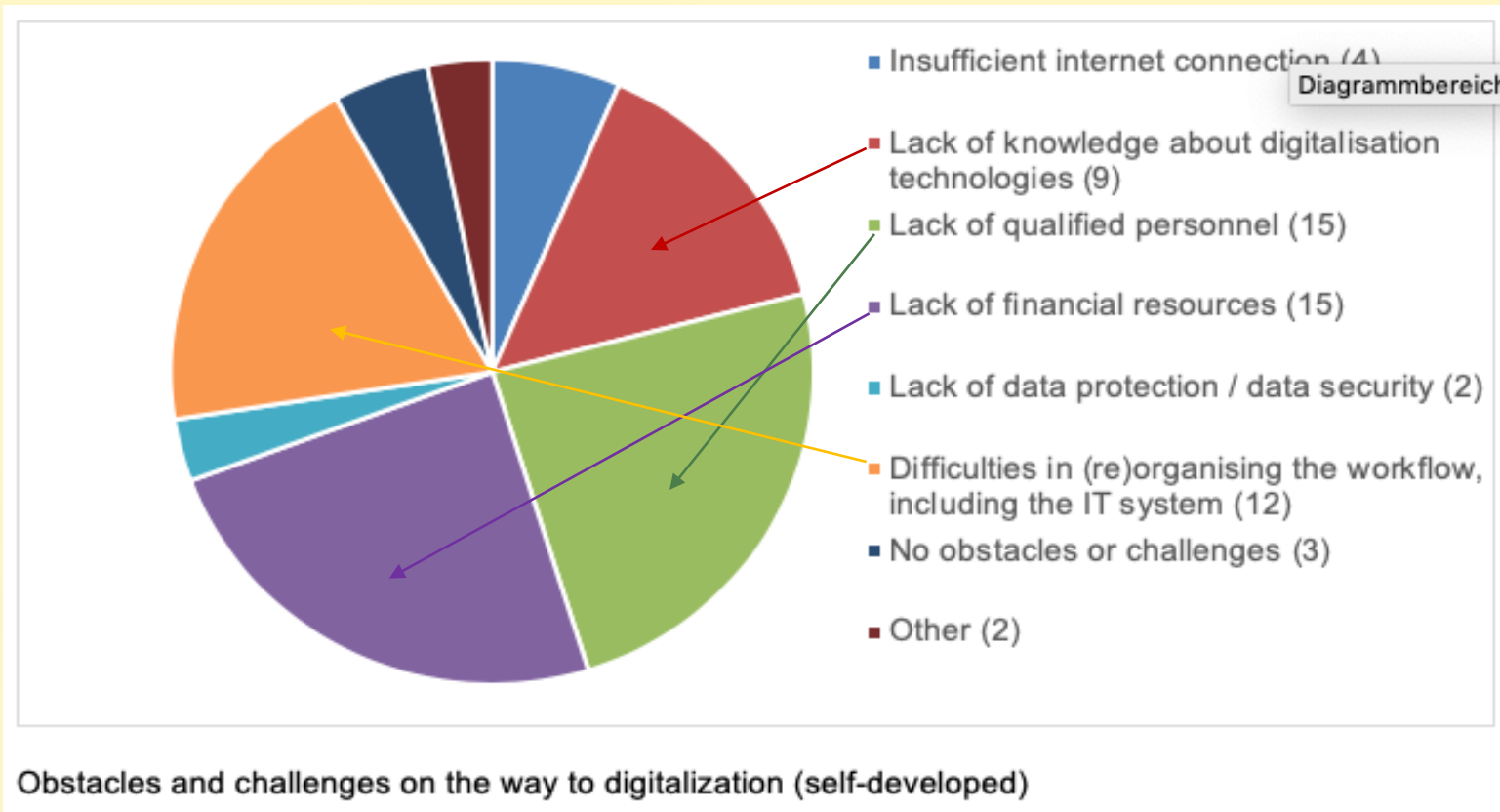
Source: Mapping of actual state of play and needs. Synthesis report. Project Smart SMEs, BIOPRO Baden-Württemberg GmbH, p. 28



**Smart SME's**  
Co-financed by the European Parliament through the  
Alpine Region Preparatory Action Fund (ARPAF)



## Digitalization status SMEs (survey)

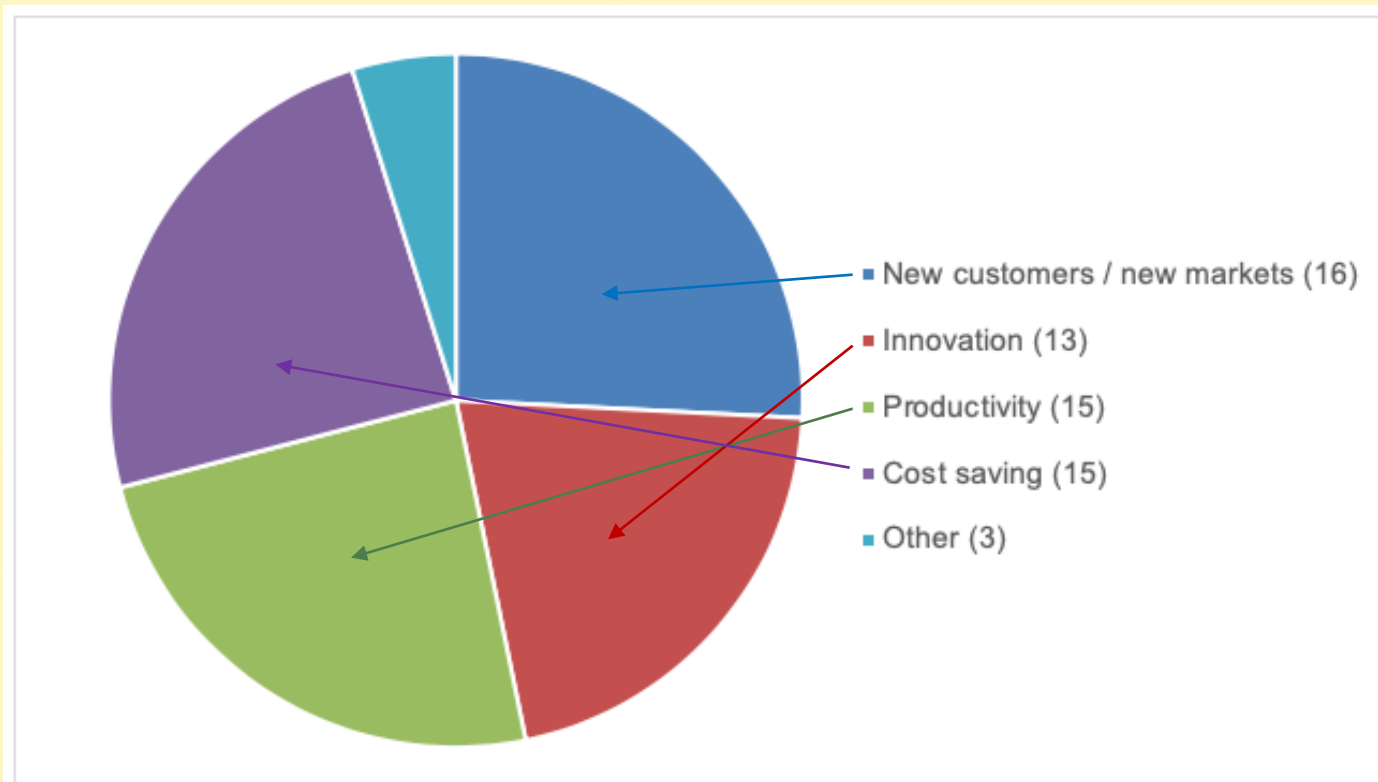


Source: Mapping of actual state of play and needs. Synthesis report. Project Smart SMEs, BIOPRO Baden-Württemberg GmbH, pp. 29



**Smart SME's**  
Co-financed by the European Parliament through the  
Alpine Region Preparatory Action Fund (ARPAF)

## Digitalization status SMEs (survey)



Goals associated with the advancing digitalization (self-developed)

Source: Mapping of actual state of play and needs. Synthesis report. Project Smart SMEs, BIOPRO Baden-Württemberg, p. 32



**Smart SME's**  
Co-financed by the European Parliament through the  
Alpine Region Preparatory Action Fund (ARPAF)

## Digitalization status SMEs (survey)

### SMEs are ready invest in:

- Acquisition of new or significantly improved hardware and/or software
- Reorganization of the workflow for integration of new digital work steps
- Development of new marketing or sales concepts via the Internet
- Online advertising and promotion
- Development of the corporate website



## Digitalization knowledge ecosystem for SMEs (status Feb. 2020)

- Digital innovation hubs (all regions) - unique crystallization points for digital innovations and regional contact points for SMEs for questions regarding digitalization
- Technology parks, university incubators, research centers, etc.
- Examples:
  - ✓ Digital Innovation Center, Business Innovation Engineering Center (both B-W)
  - ✓ House of Digitization (Lower Austria)
  - ✓ Slovenian Digital Coalition, initiative Digital Academy (Slovenia)
  - ✓ Digital Innovation Hub Trentino - Alto Adige
- Financial support and incentives:
  - ✓ funding schemes
  - ✓ grants
  - ✓ digitalization premium
  - ✓ innovation voucher
  - ✓ tax incentives



## Digitalization knowledge ecosystem for SMEs (status Feb. 2020)

- Digitalization Strategy "digital@bw" (BW) – ca. €1 billion by 2021
- Digitalization Strategy (Lower Austria)
- Framework Digital Slovenia 2020 – Development Strategy for the Information Society
- Piano Industria 4.0 (Italy)



**Smart SME's**  
Co-financed by the European Parliament through the  
Alpine Region Preparatory Action Fund (ARPAF)

# Thank you for your attention!



**Smart SME's**  
Co-financed by the European Parliament through the  
Alpine Region Preparatory Action Fund (ARPAF)