



**DigiBEST**  
Interreg Europe



European Union  
European Regional  
Development Fund



# STUDY VISIT ONLINE GRANADA – SPAIN 24-25 NOVEMBER 2020

## PRESENTATION

Good morning,

I am delighted to invite you to participate in the Study Visit online to be held online from 24-25 November 2020. Organized by our institution, County Council of Granada, this event is framed within the DigiBEST Project (INTERREG EUROPE program).

The focus for the event will be on presenting four good practices related to promote SMEs competitiveness through digital transformation. These practical examples have proved to be successful in our territory and which is of potential interest to other European regions. This event should result in recommendations to policy makers, intermediaries and SME associations at all levels to facilitate the uptake of technologies by European SMEs.

As may you know, DigiBEST is an interregional cooperation project for policy improvement of SMEs competitiveness promotion. DigiBEST's role is to help European companies, especially SMEs, to acknowledge existing opportunities and possibilities for exploiting them to achieve tangible results, as well as to increase their competitiveness, which will result in improved overall economic development and employment.

DigiBEST is co-financed by the European Regional Development Fund and Norwegian national funding through the INTERREG EUROPE programme. The project is in partnership with seven partners from Latvia, Norway, Italy, Spain, Austria and Portugal.

As the overall objective of the project is to support and promote SMEs competitiveness through digital transformation of SMEs by proposing solutions to enhance their capacity to use advanced technologies and new innovative business approaches, in this Study Visit online we will show you some of the best solutions we have found to facilitate the digitalization process in our SMEs.

It would be a pleasure if you could attend the date.

For that purpose, please, complete the personal information request, by entering this link; <https://n9.cl/8ahve>

Thanks for your attention.  
Best Regards.



Ana Muñoz Arquelladas  
Deputy of Employment and Sustainable Development  
County Council of Granada

## PROGRAMME STUDY VISIT ONLINE 24-25 NOVEMBER

Tuesday, 24 November, 2020		
TIME (CENTRAL EUROPE TIME)	ACTIVITY	SPEAKER / ENTITY
9h55	<b>VIRTUAL WAITING ROOM - (ZOOM)</b>	
10h00	Welcome and brief presentation of the province of Granada	<a href="#">José Mateos Moreno</a> General Director of Employment and Sustainable Development County Council of Granada
10h30	Good Practice 1 : Programme “Digital Transformation Offices”	<a href="#">Juan Ruiz Lázaro</a> <b>ANDALUSIAN SUSTAINABLE CONSTRUCTION CLUSTER (CCSA)</b> CCSA is a public-private initiative that brings together actors of the industry operators, aimed at increasing competitiveness through innovation, sustainability and collaboration.
	Good Practice 2: Programme “Digital Advisors”	<a href="#">Antonio Rico Ortega</a> CEO at <a href="#">DESARROLLO TIC</a> Engineering SME specialized in digital transformation. Enterprise approved by Red.es for the provision of digitization services to SMEs through the "Digital Advisors" programme.
11h15	Discussion among the participants / Questions&Answers about GP1 and GP2	<b>OPEN TO ALL PARTICIPANTS</b>
11h30	<b>BREAK</b>	Moderator inviting participants to have some coffee break for 30 minutes
12h00	Good Practice 3: Programme Guadalinfo	<a href="#">Gerardo Romero León</a> <b>CONSORTIUM FERNANDO DE LOS RÍOS</b> The Consortium “Fernando de los Ríos” has been commissioned by Junta de Andalucía as well as the eight County Councils of Andalusia to develop and deploy throughout the region those projects and actions leading to the implementation of the Information and Knowledge Society among the citizens. One of the main actions they are managing is Guadalinfo Project. <a href="http://www.guadalinfo.es/">http://www.guadalinfo.es/</a>
12h45	Discussion among the participants / Questions&Answers about GP3	<b>OPEN TO ALL PARTICIPANTS</b>
13h00	<b>END OF THE DAY</b>	

Wednesday, 25 November, 2020

TIME (CENTRAL EUROPE TIME)	ACTIVITY	SPEAKER / ENTITY
9h55	<b>VIRTUAL WAITING ROOM - (ZOOM)</b>	
10h00	Programmes to promote the digitalization of SMEs	<p><a href="#">Vito Episcopo Solís</a> <b>General Secretary</b> <a href="#">ONGRANADA TECH CITY - Asociación Granada Plaza Tecnológica</a> onGranada Tech City has become the largest Digital Economy business organisation and the largest Technological Cluster in Andalusia. OnGranada has 640 associated companies that represent 51% of the sector's turnover in Andalusia, representing more than 3,700 million euros, almost 3% of the autonomous GDP.</p> <p><a href="#">Eduardo Haro</a> <b>Founder &amp; CEO at Nazarías IT</b> Nazarías IT has been developing technological solutions in the field of monitoring and sensorization, as well as in the architecture of high volume data systems, and the development of platforms that perform more than 5 million transactions a day, counting with international clients in countries like Switzerland, Belgium, France, USA, Mexico, Qatar or Morocco, among others.</p>
10h45	Discussion among the participants / Questions&Answers	<b>OPEN TO ALL PARTICIPANTS</b>
11h00	<b>BREAK</b>	Moderator inviting participants to have some coffee break for 30 minutes
11h30	Good Practice 4: Programme TICCAMARAS	<p><a href="#">Javier García Valenzuela</a> <b>Treasurer at <a href="#">CHAMBER OF COMMERCE OF MOTRIL</a></b> Chambers of Commerce plays an active role in improving the competitiveness of businesses, particularly SMEs.</p> <p><a href="#">Blanca Montero Rodríguez</a> <b>Public relations at <a href="#">RON MONTERO</a></b> Ron Montero is a company founded in 1963 and in which we are dedicated to carefully elaborating the authentic Motril cane rum. Ron Montero was a beneficiary of TICCAMARAS</p>
12h15	Discussion / Questions&Answers about GP4	<b>OPEN TO ALL PARTICIPANTS</b>
12h30	<b>END OF THE DAY</b>	

## A BRIEF PRESENTATION OF GRANADA

Granada is a province of southern Spain, in the eastern part of the autonomous community of Andalusia. It is bordered by the provinces of Albacete, Murcia, Almería, Jaén, Córdoba, Málaga, and the Mediterranean Sea (along the Costa Tropical). Its capital city is also called Granada.



The province covers an area of 12,531 km<sup>2</sup>. Its population was 914,678 as, of whom about 30% live in the capital, and its average population density is 72.44/km<sup>2</sup>. It contains 174 municipalities.

Of the productive sectors, the service sector (tertiary) is the one that employs the most people, followed by agriculture (primary), industry (secondary) and finally construction.

The tourist sector in Granada province represents 14% of the Gross Domestic Product, with an annual turnover of more than 2,200 million euros. 76% of non-agricultural companies in Granada province belong to the service sector. Retail trade (except vehicles) is the activity with the greatest weight and represents 18.5% of the total.

### What can you find in Granada?

- A pleasant climate with less than 50 days of rain a year.
- One of the best universities in the world.
- Affordable housing for purchase or rent.
- City with an adequate size <500,000 inhabitants
- The ski resort of Sierra Nevada.
- The beach and the tropical coast.
- Attractive sociocultural and tourist offer.

## GRANADA: DIGITAL TRANSFORMATION

Granada's digital transformation is not starting from scratch: its digital economy accounted for over 7% of the GDP of its province (higher than the national average of 5.6%). Coupled with the importance of its ICT, biotechnology and health industries, it is safe to say that Granada is one of Spain's digital hot spots.

Granada aims to become an international reference in creativity and wellness and as the main regional pole for the development of innovative solutions.

### Why Granada is an ICT reference?

Granada: A powerful TIC, BIO and eHealth industry.

- The Granada ICT industry represents more than 400 companies, with more than 6,000 direct jobs and more than 7% of the province's GDP in turnover.
- National and international success

- The ICT industry, BIO and eHealth from Granada leads national markets, receives national and international awards and recognitions and each day exports more technology and knowledge.

The mix composed by:

- UGR (University of Granada)
- A TIC, BIO and eHealth industry with long experience
- Spin Off university and StartUps dynamic and innovative.

On the other hand, an enviable quality of life and climate, lower operating costs and wage costs than the European average and adequate and in some cases unique infrastructures are the ideal ecosystem for any technological enterprise (ICT and BIO).

#### Granada: An Ideal destination for nearshoring.

The quality of the engineers of the ETSIIT (School of Computer Engineering) of the UGR, the experience and quality of local companies.

But also the conditions and labour costs as well as the cost of the infrastructures position Granada as an ideal destination for nearshoring and onshoring, already counting on several cases of success that have led to the creation of more than 2,000 jobs in recent years.

#### The University of Granada

- ETSIIT-UGR one of the best Engineering Schools in the world.
- CITIC-UGR is one of the most innovative in Spain and the EU27.
- First Spanish university in ICT in the ranking Shanghai 2016.
- Among the top 20 IT world universities in the Shanghai 2016 ranking.
- A particularly dynamic OTRI transfer office.
- More than 350 research groups.
- More than 80 spin-offs, 27 of which are ICT.
- More than 60,000 students, 3,650 teachers
- Nearly 500 years of history and trajectory of success.

#### Appropriate infrastructures

- Two international airports less than 75 minutes from the city.
- Network of motorways with connection to national capitals.
- National rail network with high speed, AVE for 2018.
- Extensive connection and urban transport services.
- Direct access to the international backbone network of data and IPV6.
- Most important Cloud Computing CPD of Andalusia.
- Unlimited flow and bandwidth service.
- Interconnection infrastructure for fiber optic and WiMax.
- Wide availability of land and buildings.



## STAKEHOLDERS

In Granada there are several organizations involved in the process of SME's digitalization. County Council of Granada has selected for DigiBEST project a group of most relevant organisations that may play a role in the design and implementation of the policy addressed by the project in our territory.

The stakeholders participating in DigiBEST project from Granada are:

- ✓ [Chamber of commerce of Granada](#)
- ✓ [OTRI – University of Granada](#)
- ✓ [Andalusian Sustainable Construction Cluster \(CCSA\)](#)
- ✓ [ONGRANADA TECH CITY - Asociación Granada Plaza Tecnológica](#)
- ✓ [Free Software Foundation](#)
- ✓ [Consortium Fernando de los Ríos](#)
- ✓ [Business Innovation Center – BIC GRANADA](#)
- ✓ [Agency of Innovation and Development of Andalusia IDEA](#)
- ✓ [Association of Young Entrepreneurs of Granada – AJE Granada](#)
- ✓ [Chamber of Commerce of Motril](#)
- ✓ [Andalucía Emprende – Government of Andalusia](#)
- ✓ [Smart Agrifood Startups](#)
- ✓ [Higher Technical School of Information Technology and Telecommunications Engineering of the University of Granada - ETSIIT](#)
- ✓ [Circle of Technology of Granada](#)



Stakeholders from DigiBEST project discuss the digital transformation of SMEs in the province of Granada


## GOOD PRACTICES IN GRANADA

**TITLE OF THE PRACTICE:** *Digital transformation offices (OTDs)*

<b>Location of the organisation in charge:</b>	Country	Spain
	Region	Comunidad de Madrid
	City	Madrid
<b>Main institution in charge</b>	<i>RED.ES (Red.es is a public corporate entity belonging to the Ministry of Energy, Tourism and the Digital Agenda, and which depends on the Secretary of State for Information Society and Digital Agenda).</i>	

Detailed description	
<b>Short summary of the practice</b>	<i>Creation and consolidation of Digital Transformation Offices to facilitate the digitalization process of the Spanish SMEs and promote digital entrepreneurship.</i>
<b>Detailed information on the practice</b>	<p>- <i>What is the problem addressed and the context which triggered the introduction of the practice?</i></p> <p><i>Looking into Spain's digitisation development of the last years, there has been a constant improvement and Spain has surpassed the EU average. In particular, Spain has advanced in terms of digital public services and e-government and the integration of digital technology. However, one of the biggest challenges remains reaching SMEs and support their digitisation development.</i></p> <p>- <i>How does the practice reach its objectives and how it is implemented?</i></p> <p><i>The OTD objective is to promote the creation and consolidation of digital transformation offices to disseminate the need and advantages of the digitalisation process of Spanish companies. It aims at strengthening the ecosystem of support for SMEs in ICT matters by offering dynamization and support services for their digital transformation, thus helping them to improve and optimise their processes and through this their productivity and competitiveness.</i></p> <p><i>There are two services offered:</i></p> <ul style="list-style-type: none"> <li>• <i>Support: Attention and resolution of consultations on solutions and/or Methodologies to improve the management of the company through the use of the ICT.</i></li> <li>• <i>Diffusion: Collective actions to communicate the advantages and/or methodologies in the implementation of technological solutions.</i></li> </ul> <p>- <i>Who are the main stakeholders and beneficiaries of the practice?</i></p> <p><i>The benefiting entities to be OTDs are professional associations or colleges which provide service to the sector to which they are directed. Within each Spanish region there are a maximum of one OTD per sector.</i></p>




<b>Resources needed</b>	<i>The programme aids EUR 100 and 200 thousand per office to develop the action plan. It is co-financed by the managing entity (e.g. association or professional college) with a min of 20% of the eligible budget. The OTD is financed by the ERDF (EUR 5 million) and co-financed by the OP for Smart Growth.</i>
<b>Timescale (start/end date)</b>	<i>March 2019 – March 2020</i>
<b>Evidence of success (results achieved)</b>	<i>Red.es has selected 28 entities in Spain (2 in Granada: Cluster of Sustainable Construction and Cluster of Technology and Biotechnology). From March 2019 to March 2020, both clusters have organised more than 240 events and activities focused on dissemination of the advantages of digitalization for SME's. The Digital Economy and Society Index (elaborated by the European Commission) for 2018 report highlights the work carries out by Red.es with programs such as Digital Transformation Offices.</i>
<b>Potential for learning or transfer</b>	<i>This good practice is easily transferable to any region or EU state member. The entity that transfers the funds must open a public call addressed to the sector associations and professional colleges. Professional associations and colleges attend this call by submitting an application that includes an Action Plan with the actions to be carried out. The eligible actions are: a) Dissemination actions: To communicate to a group of SMEs users the advantages or necessary methodologies for the implementation of technological solutions. It also contemplates the realization of actions promoting digital entrepreneurship. These actions can be developed in the form of conferences or seminars in order to spread the advantages of using technologies and encourage their adoption. b) Supporting actions: To provide a service of attention to SMEs to solve questions about solutions and / or methodologies to improve the management of the company through the use of ICT.</i>
<b>Further information</b>	<a href="https://www.red.es/redes/es/que-hacemos/transformaci%C3%B3n-digital-en-pymes/oficinas-de-transformaci%C3%B3n-digital">https://www.red.es/redes/es/que-hacemos/transformaci%C3%B3n-digital-en-pymes/oficinas-de-transformaci%C3%B3n-digital</a>
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**TITLE OF THE PRACTICE: “Digital Advisors” programme**

<b>Location of the organisation in charge:</b>	Country	Spain
	Region	Comunidad de Madrid
	City	Madrid
<b>Main institution in charge</b>	<p>RED.ES</p> <p>Red.es is a public corporate entity belonging to the Ministry of Energy, Tourism and the Digital Agenda, and which depends on the Secretary of State for Information Society and Digital Agenda.</p>	

<b>Detailed description</b>	
<b>Short summary of the practice</b>	<i>Promotion of the digital transformation of SMEs through individualized advice by specialized agents (digital advisors).</i>
<b>Detailed information on the practice</b>	<ul style="list-style-type: none"> <li>- <i>What is the problem addressed and the context which triggered the introduction of the practice?</i> Spain has been successful in tackling the recession, particularly regarding the development of the digitisation of the industry. Looking into Spain’s digitisation development of the last years (2016-2018), there has been a constant improvement and Spain has surpassed the EU average. In particular, Spain has advanced in terms of digital public services and e-government and the integration of digital technology. However, one of the biggest challenges remains in reaching SMEs and support their digitisation development.</li> <li>- <i>How does the practice reach its objectives and how it is implemented?</i> Digital Advisors programme is aimed at promoting the digital transformation of Spanish SMEs through individualized advice by specialized agents. This service is focusing on the realization of a Digitalization Plan for the incorporation of ICT in its processes (business management, relationship with third parties, electronic commerce, digitalization of services and solutions). The program includes a diagnosis of the state of digitalization of SMEs and an action plan for its digital transformation.</li> <li>- <i>Who are the main stakeholders and beneficiaries of the practice?</i> On the one hand, beneficiaries are SMEs which can receive a grant up to 5,000 EUR per SME. And, on the other hand, beneficiaries are digital advisors, who have to register at the database of programme to provide this individualized advice.</li> </ul>
<b>Resources needed</b>	<p>The budget for this programme is EUR 5 million, it is financed by the ERDF and co-financed by the Operational Program for Smart Growth.</p> <p>Red.es allocates up to 80% of the costs of specialized advisory services, with a max amount of 5,000 EUR per SME. The SMEs must co-finance at least the remaining 20%</p>
<b>Timescale (start/end date)</b>	November 2017 – ongoing

<p><b>Evidence of success (results achieved)</b></p>	<p>267 Spanish SMEs are presently participating in the programme (133 are specifically from Andalusia). These SMEs are receiving financial support of up to 5.000 EUR for the contracting of advisory services in the digitalization of their business.</p> <p>Moreover, there are 79 enterprises registered as Digital Advisors.</p> <p>The Digital Economy and Society Index (elaborated by the European Commission) for 2018 report highlights the work carried out by the Red.es with programs such as Digital Advisors.</p>
<p><b>Potential for learning or transfer</b></p>	<p>The Spanish government (through the public entity RED.ES) launched a grant programme to promote the Digital Transformation of SME. This good practice is easily transferable to any region or EU member state. The entity responsible of the programme, through a general invitation, prepares a list of providers of digital advice services: Registry of Advisors. For the incorporation to this Registry of Advisors, an application must be submitted.</p> <p>This programme is an efficient way to transfer funds to SMEs to initiate their digital transformation process. So, SMEs can obtain a specialized and personalized advice service that is specified in the realization of a Digitalization Plan for the incorporation of ICTs in SME processes.</p> <p>Any SME which wants to participate in the program must send all the required documentation in the call.</p>
<p><b>Further information</b></p>	<p><a href="https://www.red.es/redes/es/que-hacemos/transformaci%C3%B3n-digital-en-pymes/asesores-digitales">https://www.red.es/redes/es/que-hacemos/transformaci%C3%B3n-digital-en-pymes/asesores-digitales</a></p>
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**TITLE OF THE PRACTICE: *Guadalinfo - a social network of inhabitants in Andalusia***

<b>Location of the organisation in charge:</b>	Country	Spain
	Region	Andalucía
	City	Granada
<b>Main institution in charge</b>	Consortio Fernando de los Ríos	

<b>Detailed description</b>	
<b>Short summary of the practice</b>	<i>Guadalinfo offers a free accessible public space in the internet which aims to generate projects and initiatives and stimulate the transformation of local areas</i>
<b>Detailed information on the practice</b>	<p>- <i>What is the problem addressed and the context which triggered the introduction of the practice?</i></p> <p><i>Guadalinfo is aimed to close digital gap between urban and rural areas and to encourage full integration into the Knowledge Society.</i></p> <p>- <i>How does the practice reach its objectives and how it is implemented?</i></p> <p><i>Guadalinfo shows the opportunities that the use of ICTs offers by carrying out activities for entrepreneurs, SMEs and the community in general.</i></p> <p><i>Some activities are dedicated to SMEs, which aim to develop entrepreneurial capacities and increase self-esteem as vital assets for adapting to change. The promotion of virtual entrepreneurial initiatives and support for start-ups aim to produce entrepreneurs capable to manage the continuity of their initiatives, while courses equip entrepreneurs with the skills they need to operate in the work place.</i></p> <p><i>Guadalinfo has also worked to increase the value of website creation by SMEs. The former can thus experience the benefits of trading online while the latter can raise their profile and value.</i></p> <p><i>Guadalinfo Centres have created a network for information, communication and learning to generate projects and initiatives among citizens and thereby stimulate the abilities to transform and improve the local areas.</i></p> <p>- <i>Who are the main stakeholders and beneficiaries of the practice?</i></p> <p><i>Guadalinfo is aimed at different ages and groups to train digital skills, improve professional and entrepreneurial skills, promote the digital transformation of SMEs and employment options, access electronic administration, make optimal use and secure technology or generate social innovation projects. The offer of activities of the centres is adapted to different ages, circumstances and needs of its users.</i></p>
<b>Resources needed</b>	<i>The budget for Guadalinfo is about EUR 19,3 million. Guadalinfo has about 800 centres rooted in Andalusia with 800 Local Innovation Agents.</i>
<b>Timescale (start/end date)</b>	<i>2001 – ongoing</i>

<p><b>Evidence of success (results achieved)</b></p>	<p><i>Guadalinfo developed 70.000 activities in 2017, 90.000 in 2018 and 100.000 in 2019. About 10.000 entrepreneurs and 5.000 SMEs participated in one or more activities related to digital transformation in 2019. Currently platform has more than 1 million users.</i></p> <p><i>The region has improved in IT literacy in the Guadalinfo towns, benefiting in particular people, entrepreneurs and SMEs in rural areas and those with traditionally more difficulties in accessing ICTs. 53% of the users, for example, are women.</i></p>
<p><b>Challenges encountered</b></p>	<p><i>A particular obstacle during the implementation phase of Guadalinfo was the inherent geographical distance within the management structure. As such, it was necessary to establish a 'dispersed' organisational model and the tools to allow close collaboration among the actors.</i></p>
<p><b>Potential for learning or transfer</b></p>	<p><i>During the development years of the Guadalinfo project, the Government of Andalusia received numerous expressions of interest from the other Spanish regions and countries due to the high transferability of the project at national and international level. In particular, there has already been an exchange of experience with Bolivia, Brazil and Romania as well as various relationships which have been developed with the other Spanish Autonomous Communities.</i></p> <p><i>In terms of good practice for developing the Information Society, Andalusia's Ministry of Innovation particularly points out its choice to pursue a strategy based on free software as a way of combating the limitations caused by property software. The advances achieved in providing citizens with training resources, providing SMES tools for digital transformation and the development of a model encouraging cooperation between local bodies can be considered a point of reference for other initiatives with the same aims.</i></p>
<p><b>Further information</b></p>	<p><a href="http://www.guadalinfo.es/home">http://www.guadalinfo.es/home</a></p>
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**TITLE OF THE PRACTICE: TICCÁMARAS**

<b>Location of the organisation in charge:</b>	<i>Country</i>	SPAIN
	<i>Region</i>	MADRID
	<i>City</i>	MADRID
<b>Main institution in charge</b>	CAMARA DE COMERCIO DE ESPAÑA	

<b>Detailed description</b>	
<b>Short summary of the practice</b>	<i>Programme providing to local SMEs a series of instruments, activities and support to help their digitalization processes and applications of IT.</i>



<p><b>Detailed information on the practice</b></p>	<p>- <i>What is the problem addressed and the context which triggered the introduction of the practice?</i></p> <p><i>TICCAMARAS promotes the systematic incorporation of the IT to the usual activities of SMEs as competitive key tools in its strategy, as well as to maximize the opportunities that IT offer to improve its productivity and competitiveness.</i></p> <p>- <i>How does the practice reach its objectives and how it is implemented?</i></p> <p><i>The program is characterized by its orientation towards the specific needs of the targeted companies through the development of a mixed methodology of diagnosis, support in the process of solutions' implementation and dissemination of the knowledge.</i></p> <p><i>The program materializes through the following actions of direct support: In a 1st phase, technological advisors bring a qualified vision and recommendations about the solutions that they will make to improve the competitiveness to the company:</i></p> <ul style="list-style-type: none"> <li>• <i>tools of productivity in the cloud (ERP, CRM, TPV, Lot, Big Data, virtual reality)</i></li> <li>• <i>e-Commerce (web, online shop, footbridge of payments, e-invoicing, digital signature)</i></li> <li>• <i>digital marketing (social web positioning, marketing email, media, mobile applications, Lot)</i></li> </ul> <p><i>In a 2nd phase, the accompaniment is made in the elaboration and the follow-up of a personalized Plan for implementation based on the advisors' recommendations. The Chamber of Commerce of Motril helps companies with 4,900 euros if they invest at least 7,000 euros in IT solutions (computer developments, licenses, solutions, hardware and connectivity).</i></p> <p><i>TICCámaras organizes also local actions in awareness-raising of the advantages of using the IT.</i></p>
<p><b>Resources needed</b></p>	<p><i>The 1st phase costs 1.200 euros per SME, and also TICCámaras helps with 4.900 euros more to implement the 2<sup>nd</sup> phase.</i></p> <p><i>For example, Chamber of Commerce of Motril advises about 12 SMEs per year. So, TICCAMARAS Motril needs 73.200 euros each year. In this case, the human resources required are just one person.</i></p> <p><i>In Spain, Chambers of Commerce advises more than 1.000 SMEs each year thanks to TICCAMARAS.</i></p>
<p><b>Timescale (start/end date)</b></p>	<p><i>March 2014 – March 2020 (annually renewed).</i></p>

<p><b>Evidence of success (results achieved)</b></p>	<p><i>Since 2014, 60 local businesses have participated in TICCAMARAS Motril and increased their productivity by using digital marketing, e-commerce and business management tools by using cloud technology.</i></p> <p><i>In addition, every year Chamber of Motril organizes seminars aimed at SMEs in order to explain the advantages of IT usage.</i></p> <p><i>Each year, TICCAMARAS in Spain has the following global results:</i></p> <ul style="list-style-type: none"> <li>- <i>More than 1.000 Diagnoses to SMEs</i></li> <li>- <i>More than 1.000 IT plans implemented in SMEs</i></li> </ul>
<p><b>Challenges encountered</b></p>	<p><i>As a lesson learned, Chamber of Commerce of Motril has find out a lot of interesting IT solutions to help SMEs in their digitalization process.</i></p> <p><i>The main difficulty encountered during the implementation of TICCAMARAS in Motril is to collect all the required documents from each SME participating in the program.</i></p>
<p><b>Potential for learning or transfer</b></p>	<p><i>We consider this practice as potentially interesting for other European regions. A lot of SMEs do not invest in IT if they are not motivated. Thanks to TICCAMARAS many of them are starting their digital transformation and, as a result of this process, are increasing their competitiveness. The evaluation of TICCAMARAS shows that the amount of money received for each SME is enough for these companies (up to 4 900 euros). Moreover, this economic incentive requires an effort for SMEs, hiring IT services for 7.000 euros. In this way, TICCAMARAS is motivating a lot of SMEs to initiate their digitalization.</i></p> <p><i>We firmly believe that one of the key factors of TICCAMARAS is that once the SME is advised, they have to pay the IT investment, proving the expenses.</i></p> <p><i>This program was initially implemented by Chamber of Commerce of Spain and later it was spread through 36 local Chambers of Commerce around the country, such as Motril, Madrid, Valencia, Sevilla, etc.</i></p>
<p><b>Further information</b></p>	<p><a href="https://www.camara.es/innovacion-y-competitividad/ticcamaras">https://www.camara.es/innovacion-y-competitividad/ticcamaras</a></p>
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## DigiBEST project' partners



SviluppoBasilicata



- [Ministry of Environmental Protection and Regional Development of the Republic of Latvia](#)
- [University of Latvia](#)
- [Trøndelag County Council \(Norway\)](#)
- [Sviluppo Basilicata SPA \(Italy\)](#)
- [Granada County Council \(Spain\)](#)
- [Austria Wirtschaftsservice Gesellschaft mbH \(Austria\)](#)
- [Intermunicipal Community of Tâmega and Sousa \(Portugal\)](#)