

InnovAction: supporting SMEs for digital and green transformation

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FBK supports the Twin Transition of Italian companies through a consortium with innovative services and dedicated funding.

InnovAction is an initiative that focuses on the transformation of Italian companies through the adoption of advanced and sustainable technologies. Among the key players of this project is also **Fondazione Bruno Kessler** with its **Center for Digital Industry** and **Center for Cybersecurity**, committed to supporting companies in the **digital** and **green** transition, the so-called **Twin Transition**, by offering innovative services, financed or at subsidized costs.

Through its services, aimed primarily at **micro, small and medium-sized enterprises**, InnovAction aims to improve production efficiency, foster the development of sustainable solutions and promote the integration of cutting-edge digital technologies.

How? Here are the main categories of services offered by InnovAction:

1. **Testing before investment:** companies can test innovative technologies in a controlled environment before proceeding to their final implementation, reducing the risks associated with investment.
2. **Training and skills development:** Customized training programs are offered to strengthen the digital and green skills of business resources, preparing businesses for the challenges of the future.
3. **Networking and access to the innovation ecosystem:** InnovAction facilitates dialogue with strategic partners, industry experts and institutions, creating a strong network for the development of innovative projects.
4. **Support for investment and funding:** companies can benefit from targeted support in research and access to economic resources for the implementation of innovative ideas.

Specifically, **FBK** offers **services** that fall under the **Test Before Invest** category – described in the catalog available [here](#): this method allows companies to test innovative technologies in a controlled environment, before proceeding to their final implementation, thus reducing the risks associated with investments.

A concrete example of the development and application of an FBK-supported service involves working with an SME to optimize the allocation of computational resources in the context of Cloud Computing, with a focus on GPUs (GPU as a Service). Through a Proof of Concept (PoC), FBK is supporting and guiding the implementation of advanced capabilities that aim to improve GPU as a Service, providing the company with significant benefits in terms of reduced operational costs, increased energy efficiency, and strengthened market competitiveness.

Access to the services offered is designed to **be simple and flexible**: thanks to **State Aid, startups, micro and small businesses can cover up to 100 percent of the costs**, making InnovAction a concrete solution to meet the challenges of digitization and sustainability. The **Funding and Innovation for Digital Industry (FIDI) Unit** team at FBK's Center for Digital Industry provides dedicated support to companies interested in accessing FBK's services.

The contact person for the project is **Paola Baruchelli**, Research Manager and Administrator of the Center for Digital Industry, who explains how accessing the services offered by Innovaction can be beneficial for companies and SMEs in particular: *“With InnovAction, I invite all those who wish to introduce new digital and Artificial Intelligence solutions in their organizations to contact us to check together how best to start and implement them.”*

The InnovAction project has been awarded the [Seal of Excellence](#) as part of a European call for proposals from the Digital Europe funding program for the selection of European Digital Innovation Hubs (EDIHs) that aim to foster business competitiveness and growth through innovation. The project, active 2023-2026, **is** co-funded by the Ministry of Enterprise and Made in Italy (MIMIT), the European Union through the Next Generation EU program and funds from the National Recovery and Resilience Plan (NRP).

For more information about the [services offered by FBK](#) and the procedures for [accessing services](#), please visit the [InnovAction website](#).

For information regarding the services offered by FBK, you can contact the Funding and Innovation for Digital Industry (FIDI) Unit team of the Digital Industry Center at

ue.kbf(ta)secivres-retneqid
, and project contact person Paola Baruchelli –
ue.kbf(ta)illehcurabp

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- #pnrr
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- #smi
- #SOE
- #Test Before Invest
- #twin transition

AUTHORS

- Michela Antino