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MAGAZINE

InnovAction supports SMEs through the Twin Transition

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FBK expertise, consulting, and technology transfer to help companies accelerate digital innovation, sustainability, and cybersecurity

How can companies concretely address the digital and sustainable transitions, turning new technologies and skills into opportunities for growth?

This is the challenge at the heart of **InnovAction**, the three-year project funded by the Ministry of Business and Made in Italy (MIMIT) under the PNRR. In its role as a **European Digital Innovation Hub (EDIH) – Seal of Excellence**, Fondazione Bruno Kessler, through its **Center for Digital Industry** and **Center for Cybersecurity**, has supported 11 companies on their paths toward the Twin Transition, providing scientific and technological expertise tailored to their specific needs.

Thanks to the **State aid** mechanism, the companies involved—active in different sectors, from energy and robotics to construction and training—were able to access subsidized consulting and technology transfer services, reducing barriers to digital and sustainable innovation. The initiatives covered the **digitalization of processes to optimize resources and reduce waste and inefficiencies**, the integration of **enabling technologies such as Big Data and Artificial Intelligence**, and the strengthening of **cybersecurity** to increase the protection of information assets and organizational resilience.

InnovAction brought together complementary expertise within a partnership consisting of Cefriel, as coordinator, Fondazione LINKS, the University of Naples Federico II, Intesa Sanpaolo, and Fondazione Bruno Kessler.

From research to real-world business needs

One of the distinctive features of InnovAction was its **hands-on approach**: research, business, and technical teams worked side by side, starting from companies' real-world challenges to develop digital and sustainable solutions tailored to their specific needs.

This model of collaboration demonstrates the value of technology transfer in making innovation more accessible to SMEs and supporting them as they introduce new technologies into their processes.

The successful conclusion of InnovAction is therefore also a starting point. The experience gained has fostered new relationships between research and business and new collaboration networks, creating the conditions for continuing the innovation journeys already underway.

For companies, tackling the Twin Transition means not only adopting new technologies but also being able to rely on the expertise needed to understand them, experiment with them, and transform them into useful tools for growth.

Want to discover which technologies and expertise can support your company's next innovation journey? Explore FBK's technological services and collaboration opportunities: https://dicenter.fbk.eu/services

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