

Acelera  
pyme

# SMEs Digital Take off.



VICEPRESIDENCIA  
PRIMERA DEL GOBIERNO  
MINISTERIO  
DE ASUNTOS ECONÓMICOS  
Y TRANSFORMACIÓN DIGITAL

SECRETARÍA DE ESTADO  
DE DIGITALIZACIÓN  
E INTELIGENCIA ARTIFICIAL

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UNIÓN EUROPEA

Fondo Europeo de Desarrollo Regional

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# Introduction

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The pandemic has presented us with challenges such as online education, teleworking or the digitalisation of small and medium-sized enterprises in all sectors, especially commerce.

Covid has accelerated digitalisation and forced the barriers or fears of new technologies to be overcome.





Investment in digitalisation is the key lever for economic growth and employment, because of its direct impact on business productivity and business growth. SMEs are the main target of digitalisation, both in terms of their representation in the production system as a whole and the volume of jobs they generate..

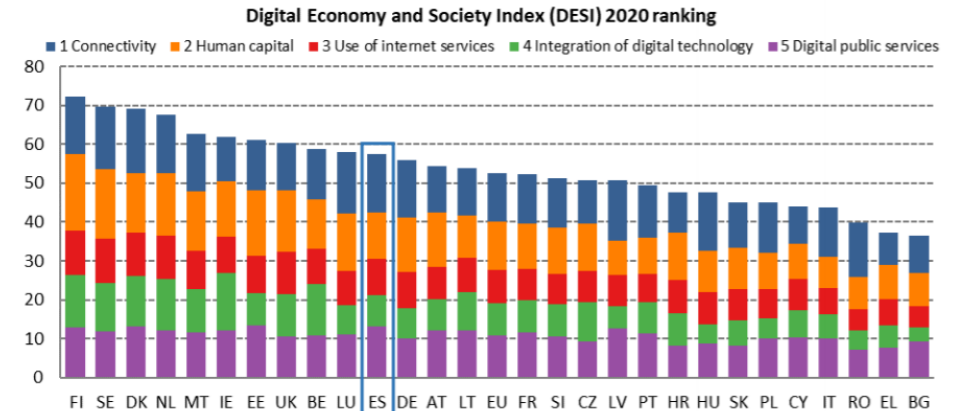
› Spain has 2,874,879 companies, of which: **99.83% are SMEs, which together account for 64.7% of total employment.**



# Digital transformation from a strategic perspective

Europe's digital transformation is measured by the Digital Economy and Society Index (DESI), published by the European Commission, which analyses Europe's overall digital performance and the digital competitiveness of EU countries.

➤ DESI report highlights a reality: the vast majority of SMEs in the European Union do not yet use digital technologies, only 18% use cloud services, 12% analyse big data and 17,5% sold products or services online in 2019.



**Summary table of the Spanish situation compared to the rest of the EU members. DESI Report.**

		Spain		EU
	DESI 2018	DESI 2019	DESI 2020	DESI 2020
	value	value	value	value
<b>4a1 Electronic information sharing</b>				
% enterprises	46%	46%	43%	34%
	2017	2017	2019	2019
<b>4a2 Social media</b>				
% enterprises	28%	28%	29%	25%
	2017	2017	2019	2019
<b>4a3 Big data</b>				
% enterprises	8%	11%	11%	12%
	2016	2018	2018	2018
<b>4a4 Cloud</b>				
% enterprises	18%	16%	16%	18%
	2017	2018	2018	2018
<b>4b1 SMEs selling online</b>				
% SMEs	20%	18%	19%	18%
	2017	2018	2019	2019
<b>4b2 e-Commerce turnover</b>				
% SME turnover	10%	10%	9%	11%
	2017	2018	2019	2019
<b>4b3 Selling online cross-border</b>				
% SMEs	7%	7%	7%	8%
	2017	2017	2019	2019

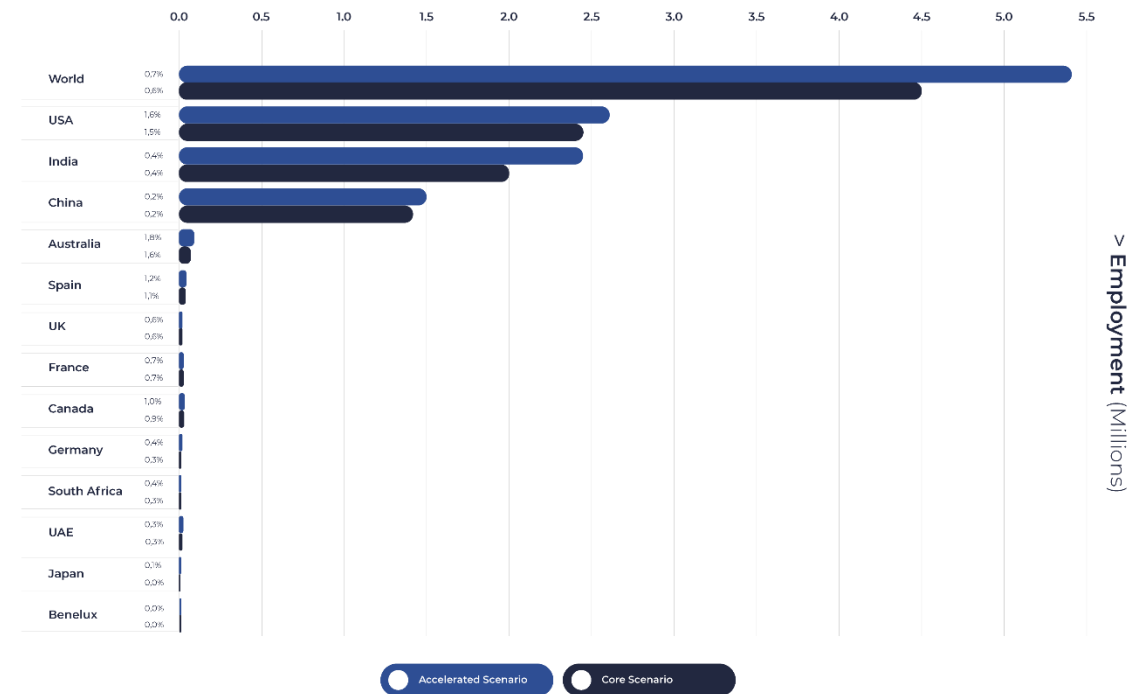
**Digital Technology Integration. DESI Report.**

# Digital transformation from a strategic perspective

**The impact of digitalisation on the economy is so great that it is estimated that GDP in Spain could grow by 4.38%\* in the next six years if companies are digitalised.**

On the other hand, in terms of employment, according to the report Upskilling for Shared Prosperity, produced by PwC and the World Economic Forum, if Spain reduces the digital breach, it could create 220,000 jobs by 2030.

“La digitalización: una oportunidad para Europa”.  
(produced by Deloitte for Vodafone). 2021



Upskilling for Shared Prosperity, produced by PwC and the World Economic Forum.

# Digital transformation from a strategic perspective

> Following **the orientations of the European Commission** with its plan "Shaping Europe's Digital Future" published in February 2020, the Spanish Government has also designed **strategies that enable the transition towards a more digital society.**

	Strategy	Main objectives	Budget
National Plans	Digital Spain Agenda 2025	<ul style="list-style-type: none"> <li>- Promote Spain's Digital Transformation as one of the key levers for relaunching economic growth, reducing inequality, increasing productivity and taking advantage of all the opportunities offered by these new technologies.</li> </ul>	3,750M €
	Recovery, Transformation and Resilience Plan. España Puede	<ul style="list-style-type: none"> <li>- To draw up a roadmap for the modernisation of our country's economy.</li> <li>- The recovery of economic growth and job creation.</li> </ul>	72,000M €
	Digitalisation of SMEs Plan 2021-2025	<ul style="list-style-type: none"> <li>- Establish a set of scalable programmes for the basic digitalisation of SMEs by fostering public-private cooperation.</li> <li>- Promote business and management training in digital skills.</li> <li>- Promote disruptive innovation and entrepreneurship in the digital field.</li> <li>- Establish sectoral digitalisation programmes</li> <li>- Reduce the gender gap in digitalisation.</li> </ul>	4,656M €

> In addition to other specific plans for enabling technologies development (ENIA, Cybersecurity, etc.).

# The Digitalisation of SMEs Plan as a driver for Digital Transformation

- > The Digitalisation of SMEs Plan 2021-2025 is a **priority of the Digital Spain Agenda 2025**.
- > The Plan aims to reach **1,500,000 SMEs**, structuring the actions led by the State in order to mobilise **public and private investment** and **maximise the boost of digitalisation**, reducing the existing gaps.

## 5 Objectives



Scalable  
programmes for  
SMEs basic  
digitisation



Promote business  
and management  
training in digital  
competences.



Promoting disruptive  
innovation and  
entrepreneurship in  
the digital field



Establish sectoral  
digitalisation  
programmes.



Reducing the gender  
gap in digitisation

## 4 Main lines of action

1. Basic digitalisation for SMEs.
2. Change management Support.
3. Disruptive innovation and digital entrepreneurship.
4. Sectoral Digitalisation Support.

## 14 Measures

4 measures

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3 measures

4 measures

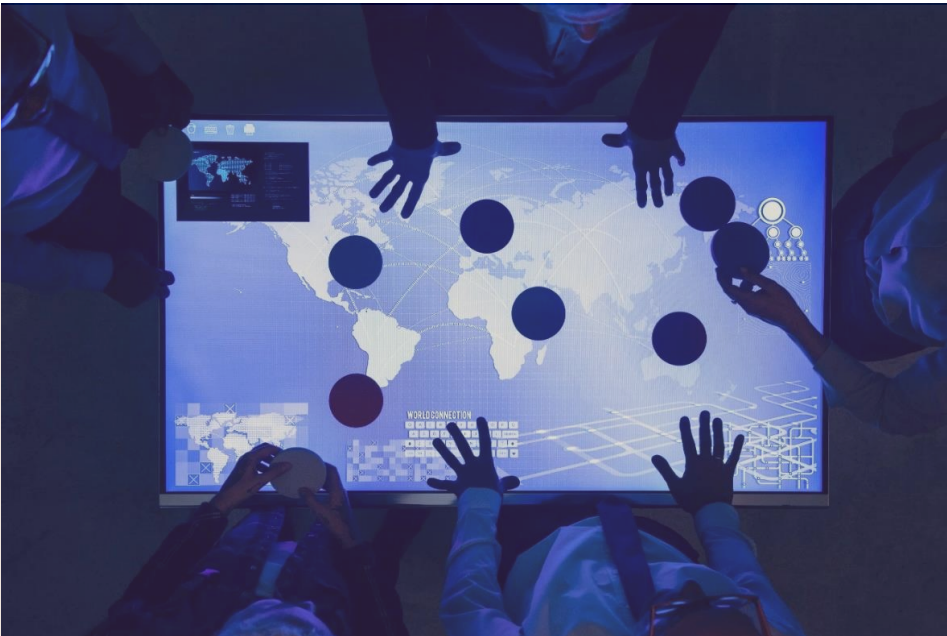
3 measures



# Acelera *pyme* as a cornerstone

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> Acelera *pyme*, as part of the *Digitalisation of SMEs Plan 2021- 2025*, envisages support actions to SMEs to be implemented in the short and medium term to tackle the crisis generated by COVID-19, amounting to 250 M€ in the technological field, of which 14 M€ will be allocated to the digital transformation of SMEs.



## Objectives

1.

**Boost the digital transformation of Spanish SMEs**

2.

**Generate a digital ecosystem and community around digital transformation.**

3.

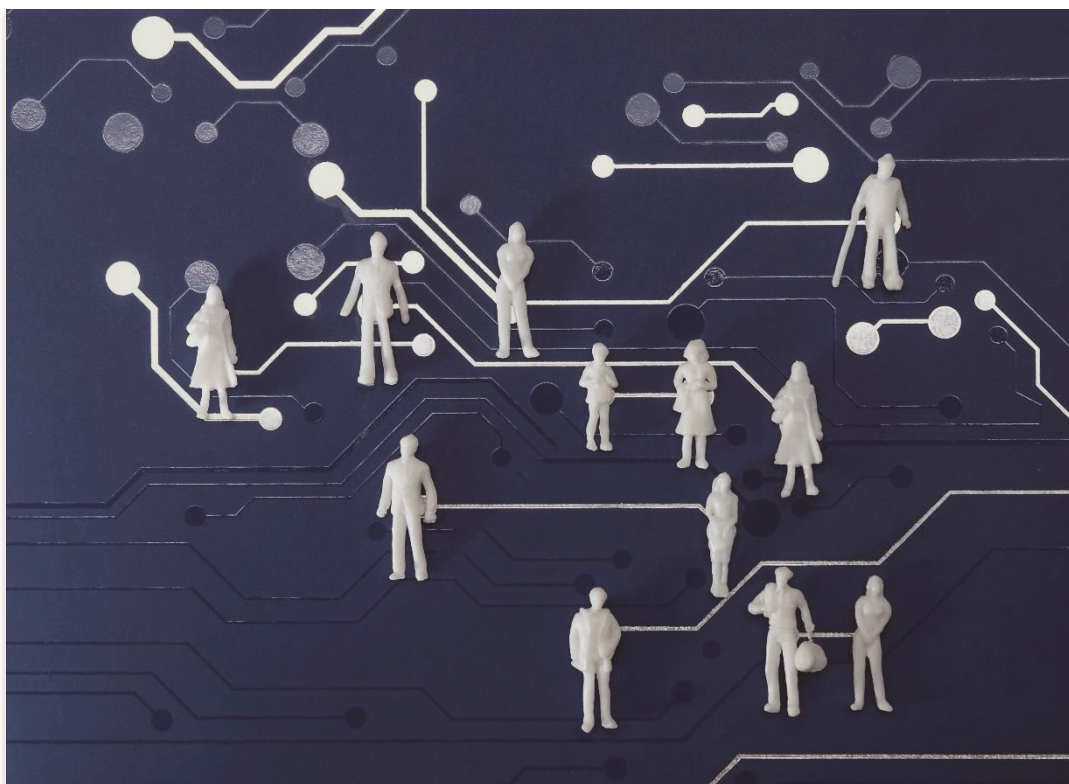
**Offer high-value services to the largest number of SMEs.**

4.

**Promote governments strategic objectives.**

# Acelera *pyme* as a cornerstone

> Acelera *pyme* programme is the initiative that aims **to build the reference ecosystem** for the **digital transformation of national and international SMEs**.



## Actions



### Acelera Offices Network

The creation of a network of Acelera *pyme* offices in collaboration with different entities to raise awareness and support SMEs.



### Acelera *pyme* platform

The development of a dynamic platform with valuable content and self-diagnostic tools, offering resources to companies to encourage their digital transformation.



### Support and Advisory Services

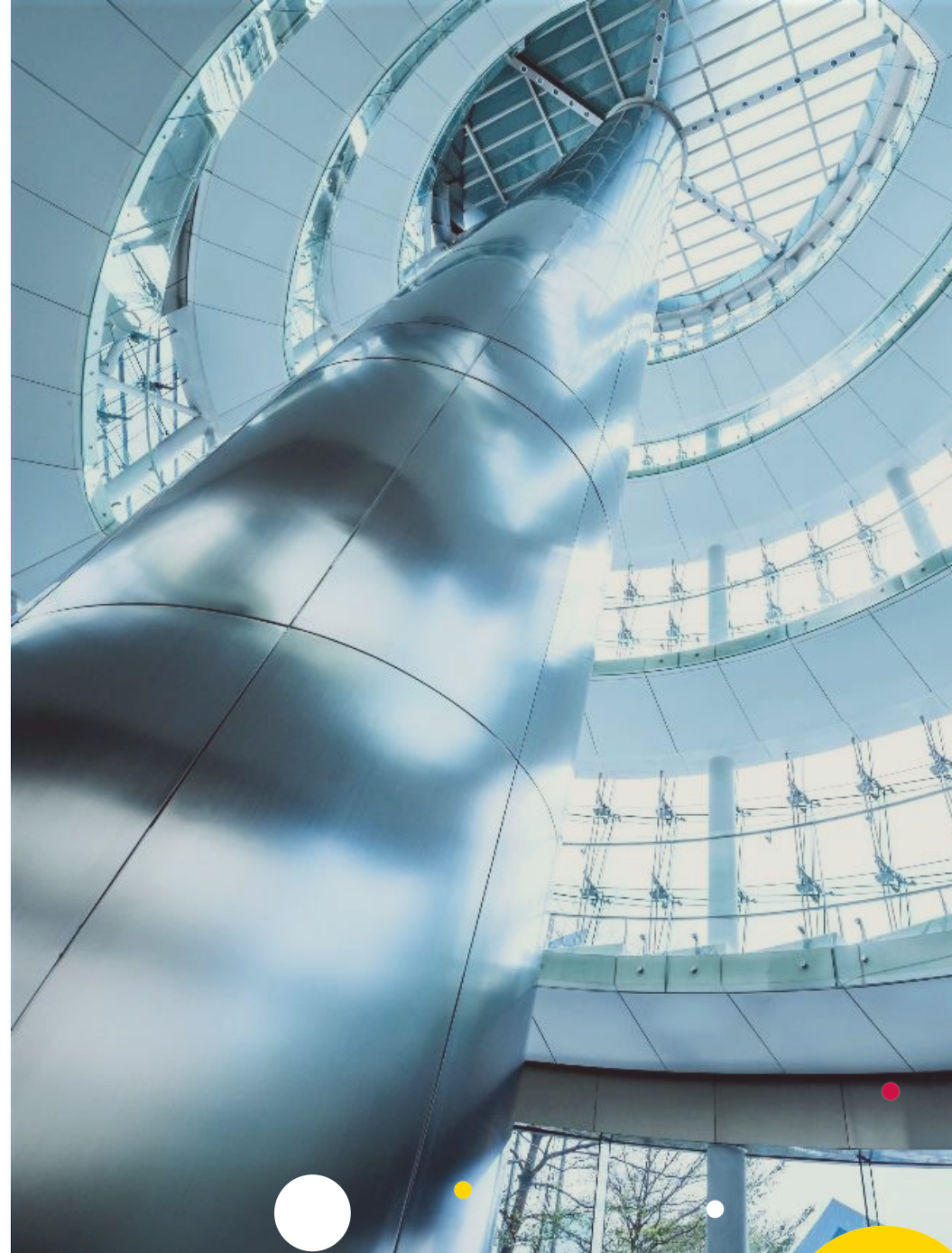
Holding workshops and seminars throughout the national territory about digital initiatives.

# Acelera *pyme* as a cornerstone

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## 4 Keys

1. Aimed at SMEs of any size, sector and level of digitalisation.
2. Acelera *pyme* is a groundbreaking initiative to bring answers to different problems, providing services aimed at solving SMEs day-to-day problems, connecting them with expert advisors.
3. It is a plan that offers personalised attention, with a territorial approach, and can be accessed in a physical or online format, covering a wide range of needs.
4. Complemented by training and innovation promotion actions..



# Conclusions

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**Economy's digital transformation, and in particular SMEs', is the key to economic and employment recovery, with EU investment for economic recovery plans now available. Acelera *pyme* is positioned as the key initiative of the strategy at country level, highlighting the following aspects of its design:**

- **Integrated approach.**
- **SME-centred approach.**
- **Public-private partnership.**
- **Aligned with the strategic objectives and guidelines of the European Commission.**

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