



DIVA successfully bids to become the European Digital Innovation Hub (EDIH) for the Pays de la Loire region.

EDIHs are part of the European Commission's programme to support businesses in their digital transformation.

The Digital Innovation Value Hub – DIVA – is one of 10 French EDIHs to be selected and funded by the European Commission as part of its efforts to shape a "Digital Europe".

The EC's programme seeks to foster the widespread adoption of digital technologies by businesses and to build an ethical and ecological vision of Europe's digital transformation (artificial intelligence, cybersecurity and high-performance computing). DIVA's 11 partners welcome this success, kicking off a new stage in the deployment of the Pays de la Loire's digital roadmap.

DIVA: helping Pays de la Loire go digital in practical ways

DIVA began in 2020 and aims to support the region's businesses in understanding, adopting and harnessing new data-handling practices and artificial intelligence (AI). The hub will provide a practical programme to help companies take advantage of the many opportunities offered by AI. It offers a step by step approach tailored to each company:

1. Awareness-raising and digital maturity assessment;
2. Technical support including easy access to testing and experimentation facilities;
3. Skills and training in data management and AI;
4. Streamlined access to funding tools;
5. European networking for technical and business collaboration with other EDIHs.

DIVA is open to small and mid-sized businesses and focused on key sectors including health, aeronautics, shipbuilding, energy, agriculture, agrifood, tourism and mobility.

DIVA: Fostering an ethical and principled use of AI

To be powerful and responsible, Artificial Intelligence must embrace transparency, respect privacy and foster knowledge sharing; this is what DIVA and its consortium are all about across Pays de la Loire. DIVA is fully aligned with the EU's ambition for an ethical use of digital technologies and with the European Green Deal. In this respect, the hub has set up a "human & user-centric" board to support AI projects that are useful to and caring for people, businesses and society as a whole.

Everyone at DIVA shares a conviction: Artificial Intelligence will generate added value and well-being for society if it is used properly.

EDIHs connecting businesses and ecosystems

European Digital Innovation Hubs have been set up as part of the Digital Europe Programme. They gather complementary expertise, making powerful innovation ecosystems to support businesses in their digital transformation. Networking among the hubs is a key activity and offers mutual upskilling opportunities. They cater for private businesses, including SMEs and start-ups, and public sector bodies. In Pays de la Loire, DIVA hopes to support some 3,000 companies.

<https://www.diva-dih.eu/>

DIVA governance

DIVA is led by **Atlanpole**, the regional business and innovation hub supporting deep tech start-ups and SMEs, and co-piloted by the **EMC2** cluster specialising in smart manufacturing.

The project is supported by the Pays de la Loire Regional Council and by a consortium comprising **Solutions&co**, **Chambers of Commerce and Industry in Pays de la Loire**, **ADN Ouest**, **Images et réseaux**, **Laval Mayenne Technopole**, **Angers Technopole**, **Le Mans Innovation**, **IMT Atlantique** and **Nantes Université**. DIVA covers the region's AI and robotics ecosystem; technical centres and technology platforms, Technocampus network, training and research community, clusters, business incubation centres and technopoles. DIVA will be deployed across Pays de la Loire in cooperation with local authorities and technopoles. It forms part of the region's strategic digital roadmap.

Press contact:

Solutions&Co- Lucille Gransard - l.gransard@solutions-eco.fr

02 40 48 32 02 / 06 07 79 50 17



The DIVA consortium:



With support from:

