

1<sup>st</sup> Transnational Capacity Building event  
**Boosting digitalisation and data  
strategies in the social economy**  
**7-8 April 2025 - Turin**

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***Digitalisation Strategy How to tackle  
Digitalisation?***





Italian network of companies, research centers, organisations and cities for the valorisation and promotion of the industrial and research excellences regarding the Smart Cities & Communities areas



The Polo ICT is a network that connects innovation stakeholders to develop reasearch projects and new bsuiness opportunities, managed by FPI

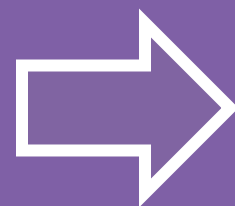


FPI is a private and public partnership established by institutional entities of Piedmont that focus on **enabling innovation and digitalization** within **local businesses, no profit organizations and public administration** thanks projects **sustainable and replicable**.

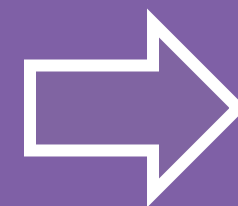
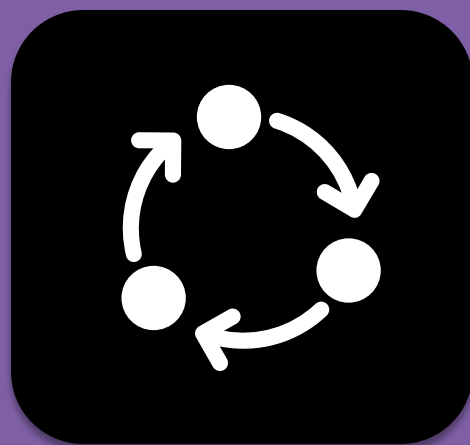
Founders and contributors



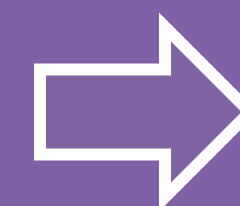
Technology



Process



Mentality



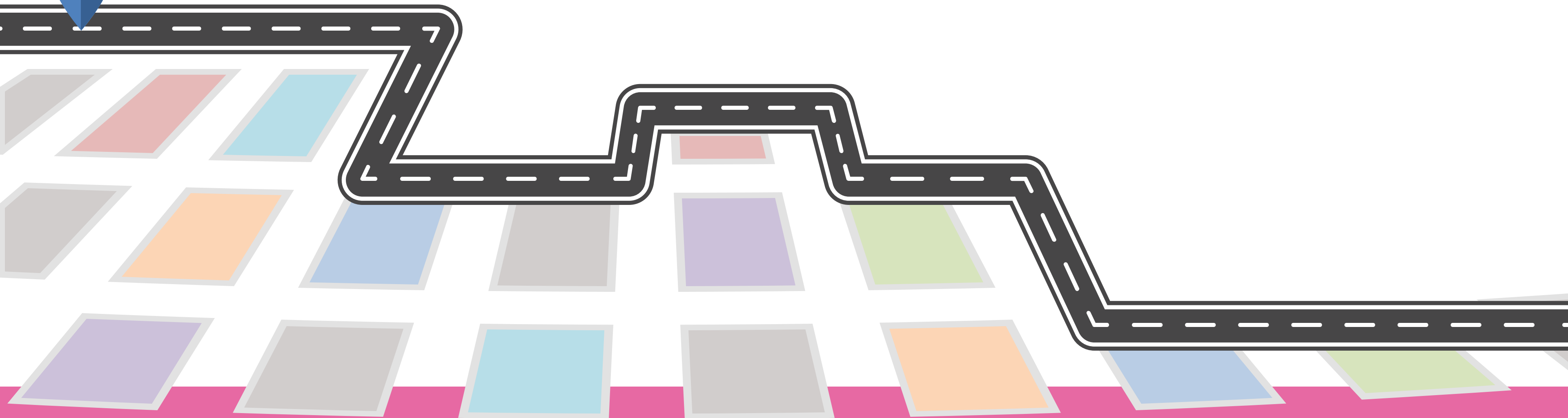
People



## AWARENESS

Identifying needs and gaps  
Value of the solutions

01



## **AWARENESS**

Identifying needs and gaps  
Value of the solutions

01

WHAT DOES DIGITAL TRANSFORMATION REALLY MEAN?

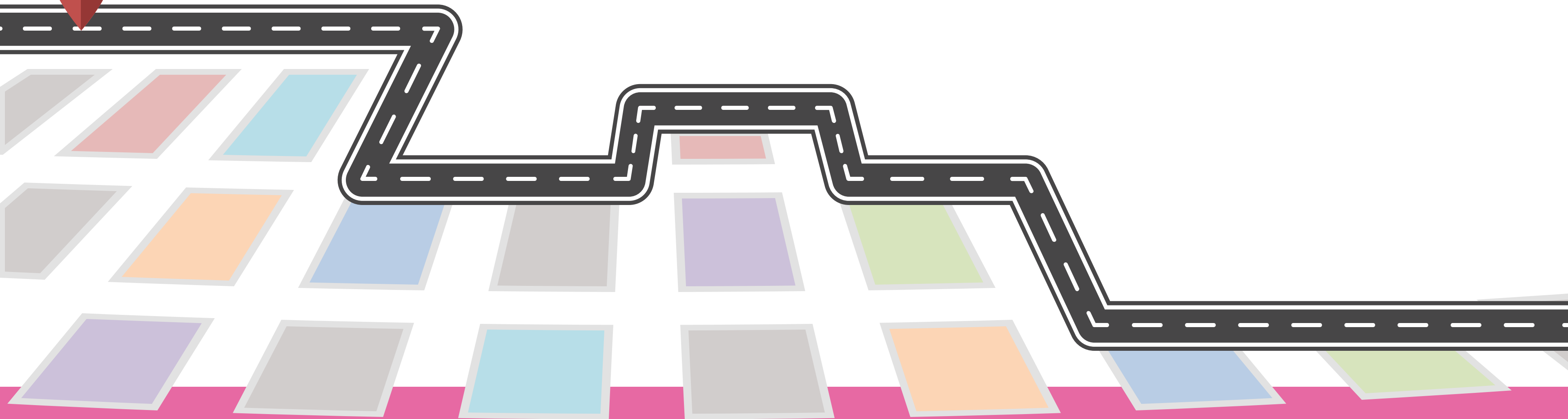
WHAT ARE SOME REAL-WORLD EXAMPLES OF DIGITAL TRANSFORMATION?

HOW COULD IT BENEFIT OUR COMPANY SPECIFICALLY?

## ASSESSMENT

Digital maturity  
Feasibility study  
Plan of Action  
(case studies)

02





## ASSESSMENT

Digital maturity  
Feasibility study  
Plan of Action  
(case studies)

02

ARE THERE EXAMPLES OF SIMILAR ACTIONS ALREADY IMPLEMENTED?

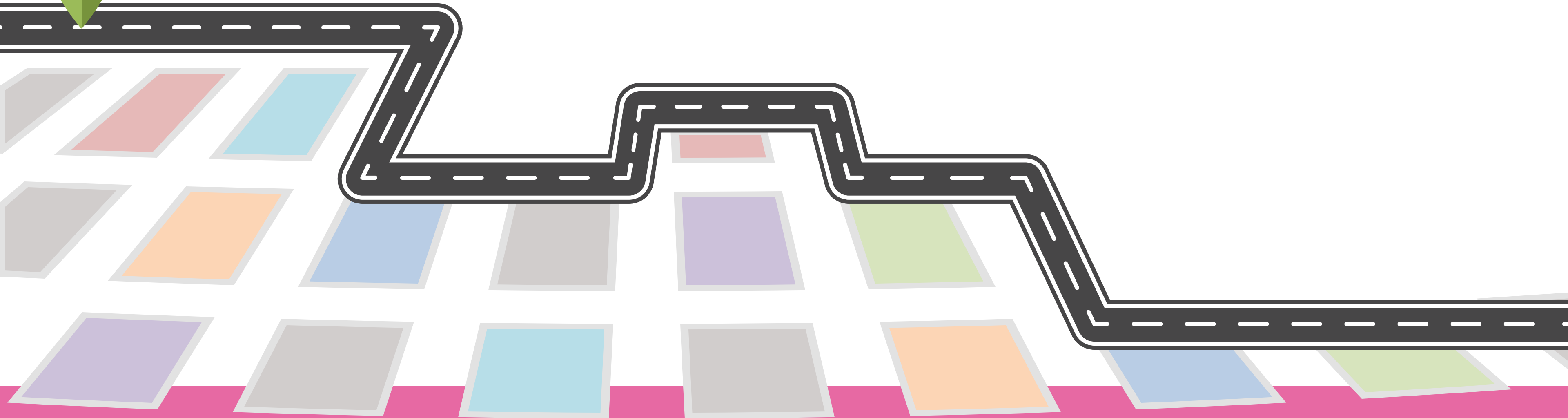
WHERE DO WE CURRENTLY STAND IN OUR DIGITAL TRANSFORMATION JOURNEY?

HOW CAN WE TAKE ACTION TO LEVERAGE THE OPPORTUNITIES OF THIS JOURNEY?

**PLANNING**

- Solution scouting
- Funding research
- Define digital transformation goals

03





## PLANNING

Solution scouting  
Funding research  
Define digital transformation goals

03

HOW TO TURN THE ACTION PLAN INTO OPERATIONAL ACTIVITIES?

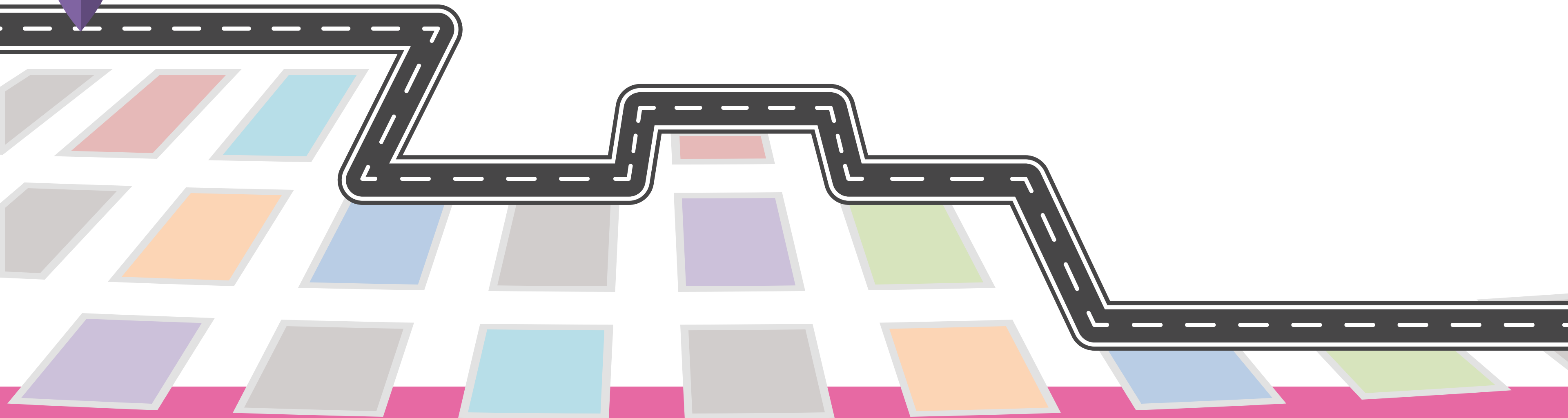
WHO SHOULD WE ACQUIRE THE SOLUTION FROM??

WHAT CHANGES NEED TO BE MANAGED?

## IMPLEMENTATION

Access to funding  
Technology transfer  
Change management  
Upskilling & training programs

04



## IMPLEMENTATION

Access to funding  
Technology transfer  
Change management  
Upskilling & training programs

04

HOW TO APPROACH THE FINANCIAL INVESTMENT?

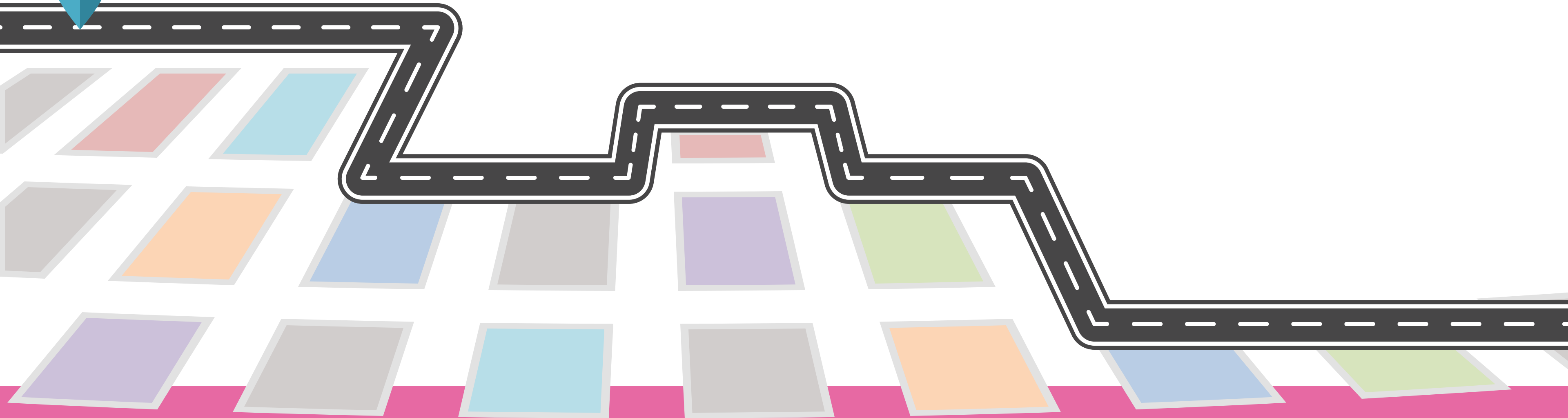
HOW TO PROCEED WITH INTRODUCING THE CHANGES?

HOW TO MANAGE ORGANIZATIONAL CHANGES?

**MONITORING**

KPI of performance  
Impact analysis

05



## MONITORING

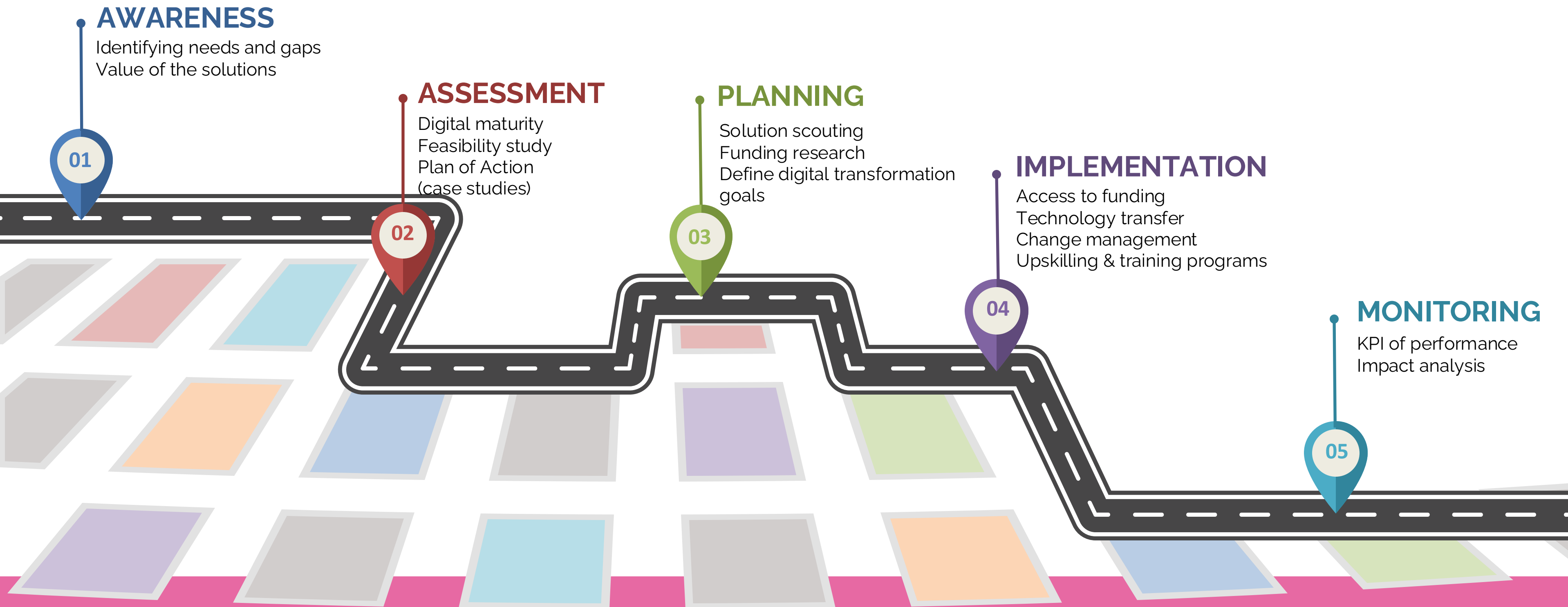
KPI of performance  
Impact analysis

05

HOW CAN WE KNOW IF WE'VE BEEN SUCCESSFUL AND ACHIEVED OUR GOALS?

WHICH KEY INDICATORS CAN REPRESENT THE EXPECTED PERFORMANCE?

CAN WE DO BETTER? HOW?





**Constant dialogue** and availability for direct support

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Research on grants and **funding opportunities**

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Solution **scouting** and networking within the innovation clusters

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**Dedicated project support** and capacity building

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**Specialized consulting services**

(GDPR/Compliance/Salesforce)

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# Beware of Biases, don't fall into the trap!



- The status quo bias
- Lack of Knowledge
- Groupthink fallacy

# Thank you!

## Contacts:

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The logo for doimpact.eu, featuring a stylized 'd' icon made of two overlapping shapes (one light blue, one light green) followed by the text 'doimpact.eu' in a bold, sans-serif font.