



DIATOMIC

digital innovation | transformative change

Accelerating place-based innovation in the West Midlands

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DIATOMIC: DIGITAL INNOVATION TRANSFORMATIVE CHANGE



Programme Summary

The DIATOMIC Programme will build the **innovation capability and capacity** to drive **growth locally, prosperity nationally** and enhance the **reputation of the West Midlands globally**, by creating **an interdisciplinary, cross-cutting framework** that will become a model for other UK regions.

- Leverage the data economy
- Increase the spend with the social economy
- Embed entrepreneurialism into the fabric of society
- Create international trade
- Generate bilateral innovative solutions that respond to local and global challenges



PROGRAMME ELEMENTS



01

Digital Twin

Working towards ultimate ambition of a Digital Twin for the city.

Develop three use cases in energy systems, hydrogen fuel cells, and traffic air quality

02

Global Innovation

Support West Midlands international innovation agenda.

Build on existing international relationships.

Support WM SMEs in international market.

03

Accelerator

Run an accelerator that will solve a City Council key innovation challenge.

Support and coach SMEs on programme, opportunities for trials and testing.

04

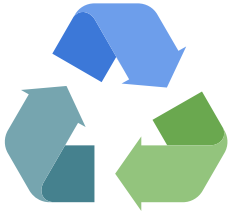
Inclusive Innovation

Develop first regional Inclusive Innovation Network, work with diverse SMEs through local innovation challenge (BCC), support work of CREME (AU)

ACCELERATOR CHALLENGE AREAS



Applications open 18th July



We are looking for solutions which could help the Housing, Parks & Waste Management teams to the following challenge areas:

- **Data insights**
- **Performance**
- **Knowledge sharing**
- **Citizen engagement**

- **Opportunity page: <https://cp.catapult.org.uk/opportunity/diatomic/>**

ACCELERATOR KEY DATES



18th July

Applications open

8th August

Information Webinar

16th August

In –person information seminar Birmingham

10th September

Application deadline

11th-28th September

Shortlisting and selection.

24th October

Cohort welcome day

End: April
2024

MORE OPPORTUNITIES...



Global accelerator programme

- We will be working with a number of West Midlands SMEs to support them to enter an international market
- More info coming soon...

Inclusive Innovation Network


- We will be running an 'impact entrepreneurship' programme
- Working with SMEs in East Birmingham to support them to access real market opportunities


Digital Twin


- Opportunities for SMEs to engage in data collection and development of the use cases
- More info coming soon...


PROJECTED PROGRAMME IMPACT




 Up to **40** SMEs engaged through accelerators

 New models of innovative procurement developed


 Building on existing strengths and partnerships

 Leveraging data economy to promote place-based decision making

 Coordination of SME engagement in region

 Solutions for real world city challenges accelerated

 Promoting the West Midlands as the place to invest for innovation activities

 Inclusive innovation embedded across innovation economy

THANK YOU

Any Questions?

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