



A Living Strategy

From Findings to Action

How the EDIH Anadolu Regional Needs Analysis shaped service delivery — and how the strategy stays up to date.

Version 1.0 · January 2026

The strategy in one view

Regional evidence is converted into concrete services, then refreshed through new evidence.

Needs analysis is not a static deliverable. It is the operating logic that steers EDIH Anadolu's priorities.

The document makes the evidence-to-action link explicit: findings from regional analysis shape outreach, training, consultancy, investment support and sector-focused roadmaps.



FROM FINDINGS

Low AI adoption, finance constraints, digital-skills gaps and sector maturity differences.



TO ACTION

Awareness activities, proposal-writing support, training, diagnostics and Test-Before-Invest services.

Built on regional fieldwork

Who we asked, and how the evidence was gathered.

167

SMEs surveyed

Face-to-face surveys and analysis sessions with manufacturing SMEs across the region.

9

provinces covered

Grouped into three comparable sub-regions to keep the analysis statistically sound.

4

target sectors

Textile, food, metal and machinery — the backbone of regional manufacturing.

42

industry representatives

Across three regional workshops that tested the findings with industry.

Method

The survey mirrors the six dimensions of the EU Digital Maturity Assessment.

The findings speak the same language as the assessments the hub delivers, and the results stay comparable across the European EDIH network.

What the region told us

Four headline signals from the Regional Needs Analysis.

3%

AI integrated

Very low AI adoption: start with awareness-to-application before advanced use-cases.

~68%

Finance barrier

Access to finance emerged as the top obstacle to digital transformation.

#2

Talent need

Qualified human resources ranked as the second pressing need.

4

Sector roadmaps

Maturity gaps became tailored roadmaps and targeted diagnostics.

Implication

The hub's first-period delivery should not look like a generic digitalisation catalogue.

It should be sequenced around readiness: build AI awareness, unlock financing routes, close skills gaps, diagnose sector-specific needs and give firms hands-on testing before investment.

From findings to action

The traceability logic turns research findings into visible programme choices.



Priority 1: AI readiness & skills

Activities were sequenced around the region's actual maturity level.

FINDING

AI was barely integrated in daily operations.

Rather than promoting advanced AI use-cases first, the hub prioritised activities that moved firms from awareness to practical application.

DELIVERED EMPHASIS

Digital Transformation & AI Conference
GenAI: From Idea to Product Marathon
DigiHack4Anatolia
Adana Vocational Education Conference

28 digital skills & training events

seminars · workshops · trainings

Priority 2: Finance, proposals & investment readiness

The strongest barrier became a targeted support programme.

~68%

reported access to finance as the top barrier

The response was not only awareness raising: it built practical support around funding routes, proposal-writing and investment preparation.

Examples of shaped activity

EU Project Proposal Writing Workshop

Develops internal and external capacity to access competitive funding.

Local Opportunities for Green Future & Digital Transformation

Connects digitalisation priorities to green transition and financing opportunities.

Digitalisation Opportunities for SMEs

Frames digital support in terms that firms can act on before committing investment.

Priority 3: Sector roadmaps & Test Before Invest

Readiness gaps became targeted diagnostics and hands-on validation.

SECTOR-SPECIFIC MATURITY GAPS

Four tailored roadmaps guide Digital Maturity Assessments and consultancy.

The strategy avoids a one-size-fits-all approach. Roadmaps help match support to sector maturity and operational needs.

LOW AUTOMATION

Test Before Invest — Gaziantep Model Factory gives firms hands-on, pre-investment technology testing.

Diagnose → Test → Invest with confidence

Priority 4: Ecosystem & European network capacity

The regional strategy is strengthened by active cross-border engagement.

15 network interactions

Study visits, MoUs and collaborations across the European EDIH ecosystem.

European EDIH network

Study visit to Hungarian EDIHs; MoUs with Spain, Latvia and Hungary.

Adjacent partners

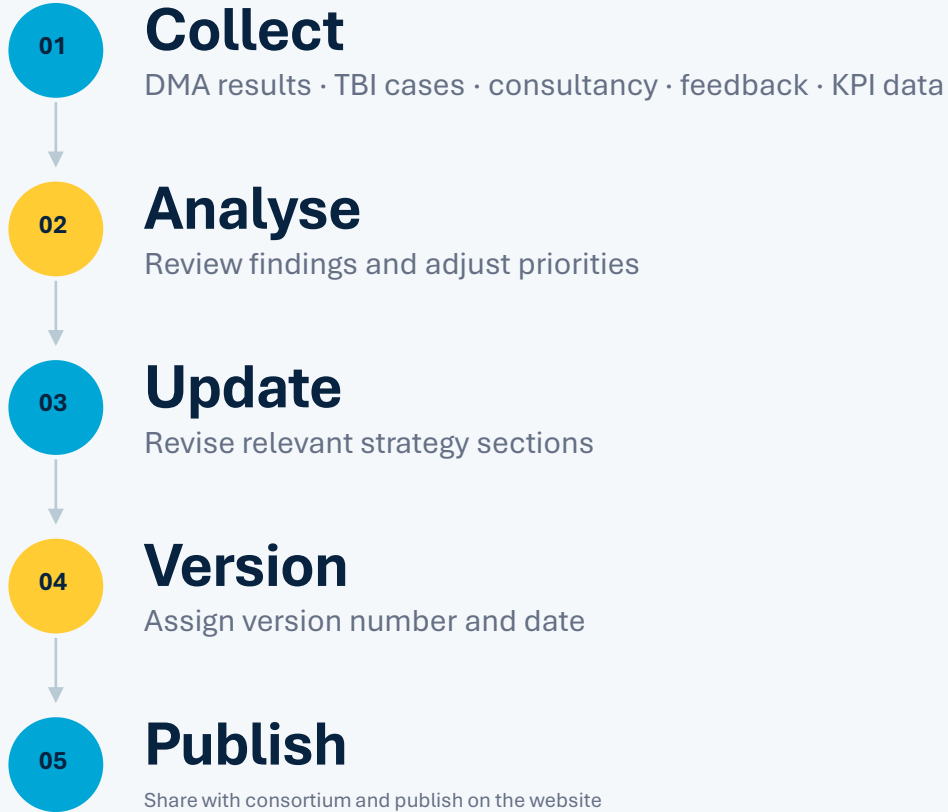
Collaboration with EEN, NCC and EULEP strengthens outreach and capacity.

Regional effect

More practical knowledge, stronger referrals and wider support channels for SMEs.

How the strategy stays alive

A lightweight, repeatable update cycle keeps the strategy current.



The strategy is reviewed every reporting period and recorded as a dated, version-numbered output.

Governance & next update

Owner · inputs · frequency · version control

OWNER

KTO Karatay University
WP2 Lead

INPUTS

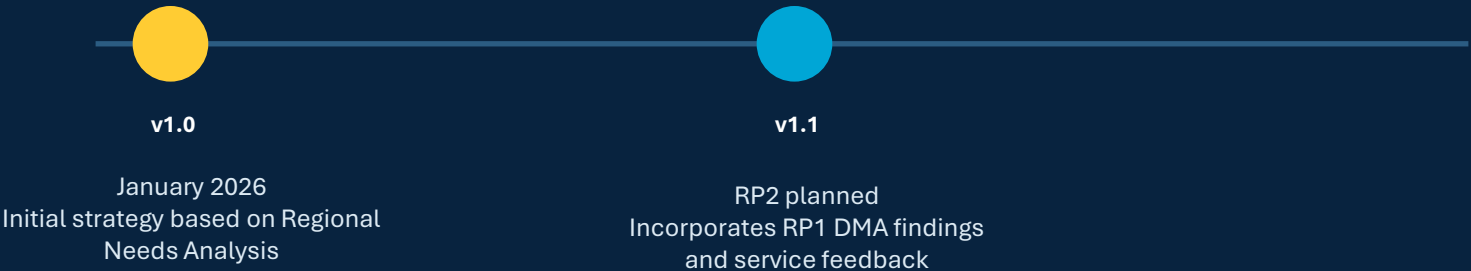
DMA results · Test-Before-Invest cases
consultancy assignments · feedback · KPI
data

FREQUENCY

Every reporting period
at least annually

OUTPUT

Version-numbered, dated strategy
plus a short change note



**From evidence
to action.
From action
to learning.
From learning
to a stronger
regional strategy.**

Version 1.0 is the published [EDIH-Anadolu Regional Digital Transformation Strategy Report](https://edihanadolu.com) · edihanadolu.com

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