The case study provides policy-maker perspectives about the Research-Create-Innovate initiative supporting the digitalisation of traditional industries in Greece, especially SMEs, covering its mandate, main fields of activity, the selection process of its main fields, challenges faced during its implementation, and its linkages to the European Horizon 2020 programme.

**What is the Research-Create-Innovate initiative?**
It is a grant scheme that promotes research activities in key selected domains by enterprises and public research organisations (promoting their collaborations also across-countries).

**Main fields of activity**
- Energy
- Culture-tourism-cultural & creative industries
- Life sciences & health-pharma
- Materials-construction
- Agrifood
- Environment & sustainable development
- Transports & logistics

**Bottom-up selection process of main fields of activity**
- Innovation Platforms: Stakeholder meetings organised by the General Secretariat for Research and Technology
- Info day events about initiative in 8 main cities across different Greek regions
- Social media promotion
- News about the initiative were posted on various public authorities’ websites

**Methodology of Innovation Platforms to select key economic fields of activity**
- Demand
  - Identify key economic domains
    - Synthesis of economic studies on key country sectors (GSRT)
  - Identify main economic activities within each domain
    - Contributions from:
      - Private sector
      - Government agencies
      - Regional authorities
  - Identify main value added chains
    - Contributions from:
      - Private sector
- Supply
  - Identify technologies to support value added chain
    - Contributions from:
      - Research ecosystem
      - National council for RTD
      - Thematic scientific councils
  - SWOT analysis for identified technologies
  - Measure to support identified technologies
    - Formulation of National strategic plan for RTDI

**Selection criteria of grantees**
Selection criteria aligned with those of the EU Horizon 2020 research programme:
- Scientific and technological excellence
- Potential economic impact: Job creation, firm growth and competitiveness, commercialisation of research results
- Experience and credibility of the beneficiaries
- Alignment with national priorities

**Mandate**
- Promote research activities of enterprises and the uptake of digital technologies
- Promote collaboration between enterprises and public research organisations
- Integrate research results into the production process
- Foster patenting of innovative products and services
- Create linkages with European and international partners
- Increase competitiveness, productivity and exports

**Budget**
- EUR 410 million (recently raised to EUR 542.5 million) for the period 2017-2020

**Impact**
- Increase in ICT-related applications in creative industries and traditional economic sectors
- Higher than expected share of applications from private sector
- 53% of applications came from ICT-related fields