



European Digital Innovation Hubs Network

Driving the EU's digital transformation

KPI Reporting – 1

Project: Digital Innovation Gateway for Kosovo

Acronym: DIG-4K

Project No. 101191620

EDIH Activity Report

EDIHs - KPIs Table – 01.01.2025-30.06.2025

	Sectors								
Services	Manufacturing & Industrial Production	Agriculture & Food	Commercial & Service Activities	Cultural & Creative Industry	Finance & Fintech	Education & Healthcare	ICT	Energy & Environment	Total
Test Before Invest									0
Number of SMEs and Public sector receiving services:									
Public sector	0	0	0	0	0	0	0	0	0
Private sector / SMEs	0	0	0	0	0	0	0	0	0
Description of services: Please breakdown it as per KPIs identified in your GA									
Digital Skills and Training									0
Number of SMEs and Public sector receiving services:									
Public sector	0	0	0	0	0	0	0	0	0
Private sector / SMEs	0	0	0	0	0	0	0	0	0
Description of services: Please breakdown it as per KPIs identified in your GA									
Support to Find Investment (Access to Finance)									0

EDIH Activity Report

Private sector / SMEs									93
Communication activities <i>Please breakdown it as per KPIs identified in your GA</i>									
Branding									Logo and visual identity created in M4
Website engagement									Tracking via google analytics scheduled for Jul 2025
Newsletter									Issue scheduled for Jul 2025
Social Media									279 aggregated followers
Networking events									3 Networking events (Turkey, Montenegro and Serbia)
Press Releases									1 st semi-annual press release issued

EDIH Activity Report

KPI Report – Summary

This report presents the first six-month assessment of the DIG-4K project's progress against its Key Performance Indicators (KPIs). The purpose of this report is to provide a detailed overview of measurable results, describe the actions undertaken to achieve them, and assess performance against targets. It also identifies challenges encountered and areas for improvement, ensuring lessons learned can improve the next phase of implementation.

The reporting period focused on the operationalization of the consortium, initiating project activities, engaging stakeholders, and establishing early outreach and visibility mechanisms. These outreach efforts were concretely reflected through the launch of an open call for MSMEs and business applications. Progress during this initial stage sets the foundation for sustained delivery of services, networking, collaboration, and communication over the project's full four-year lifecycle.

Organizations Reached

DIG-4K successfully reached 99 organizations out of the four-year target of 200. This includes 66 MSMEs engaged through the Open Call for MSME Digitalization Support, and an additional 33 businesses and public sector entities reached during the official DIG-4K Launch Event. These outreach efforts built awareness of the hub's service offerings and marked a strong start toward the overall outreach target.

Direct Services

The project initiated direct services with the implementation of Digital Maturity Assessments (DMATs) for 40 MSMEs that met the eligibility criteria from the open call. These assessments mark the first step toward supporting enterprises in accelerating their digital transformation.

As part of this process, 6 DMAT assessments have already been completed with selected companies. The process was carried out smoothly and efficiently, providing valuable insights into each company's level of digital readiness. The results indicate that while most of the assessed MSMEs demonstrate a moderate level of digital maturity, there is significant potential for improvement, particularly in areas related to integrated management systems, customer relationship management, and process automation. These findings will guide the next stages of tailored service delivery and digitalization support. This early delivery represents almost half of the four-year target of 100 organizations, signaling strong initial uptake and the relevance of DIG-4K's offerings to the Kosovo business ecosystem.

Networking and Collaboration

In February 2025, DIG-4K was officially introduced to the European EDIH community during the EDIH Launch Event in Turkey, marking its first appearance at the EU level and enabling early alignment with established practices.

EDIH Activity Report

In April 2025, DIG-4K took part in the Western Balkans EDIH/DEP Workshop in Podgorica, organized by GIZ under the EU4Digital programme. The event gathered EDIHs and National Contact Points from across the region to strengthen cooperation, support integration into the EU Digital Single Market, and advance joint SME support initiatives. Later, in June 2025, DIG-4K joined the 3rd Regional DIH Workshop in Niš, Serbia, held alongside the Forum of Advanced Technologies. Participation reinforced DIG-4K's presence in regional innovation networks and its commitment to collaboration with both Western Balkans and EU partners.

Additionally, DIG-4K formalized strategic cooperation by signing a Memorandum of Understanding (MoU) with EDIH Trakia in Bulgaria and securing a Letter of Support for CROBOHUB.AI in Croatia, reflecting strong regional interest in cross-border collaboration. These initial agreements lay the foundation for joint service delivery, staff exchanges, and co-hosted events, and directly contribute to the project's KPI targets for collaboration. Informal exchanges with other EDIHs continue, with further partnerships planned in the next reporting period.

Branding and Visibility

By month four, DIG-4K completed its branding package, including logo, visual identity, and visual materials. The DIG-4K landing page was launched on the coordinator's website, featuring regular updates on project news, activities, and events.

Website engagement tracking through Google Analytics was set up and prepared for activation at the end of the reporting period, with data collection to begin in the next phase. The first project newsletter, scheduled for release in July 2025, will formally launch DIG-4K's structured dissemination efforts. The newsletter aims to reach up to 1,000 recipients over the four-year project period, contributing to the long-term communication and visibility targets.

DIG-4K's social media presence grew steadily, reaching 279 aggregate followers across Facebook, Instagram, and LinkedIn. Organic growth during this phase was primarily driven by awareness posts and event-related content. Paid promotional activities and success-story campaigns are planned for the next periods to increase reach and engagement toward the overall KPI target of 1,500 followers.

Challenges and Lessons Learned

During this reporting period, the project encountered difficulties in reaching and maintaining its target audience. Many MSMEs remained unaware of the benefits of the services offered or of the DIG-4K initiative itself, despite ongoing outreach efforts. To improve visibility, a dual approach will be adopted: local campaigns in collaboration with chambers of commerce and municipalities, and targeted digital promotion through industry-specific channels. Additionally, more success stories will be showcased to build trust and generate interest among potential beneficiaries. One key lesson learned was that digital-only outreach was not as effective, especially in the early stages of the project. Moving forward, DIG-4K will implement a hybrid engagement model that combines virtual check-ins with in-person sessions and live demonstrations. This approach is expected to better engage MSMEs and support more effective collaboration among all project partners.