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## OPEN CALL FOR APPLICATIONS DOCUMENT

The **Technical Assistance for Support for the Digital Transformation of Manufacturing Industry in Türkiye Project (DIGITAL Türkiye)** is co-financed by the European Union and the Republic of Türkiye under the Instrument for Pre-Accession Assistance (IPA).

The project aims to support the digital transformation of the manufacturing industry in Türkiye by strengthening capacities, enhancing the adoption of digital technologies, and improving the competitiveness of companies.

Within this scope, this Open Call for Applications invites eligible companies to benefit from the services provided under the project to accelerate their digital transformation processes.

The services under the Open Call will be delivered through four Competence Centers, each with specific sectoral expertise while maintaining the capacity to support enterprises from other manufacturing sectors where relevant.

| Center Name                                                                                                                                                               | Sectoral Focus                                                                                 | Regional Scope                                                                                                                                                     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| METU-DTX (Middle East Technical University Digital Transformation and Innovation Center)<br><a href="https://dtx.metu.edu.tr/tr/">https://dtx.metu.edu.tr/tr/</a>         | Primarily automotive and machinery industries but also supporting other sectors.               | Nationwide service provision, with capacity to support enterprises across Türkiye through on-site and remote activities where appropriate. There is no limitation. |
| İHKİB Digital Transformation Center (DDM)<br><a href="https://www.ddmturkiye.org/">https://www.ddmturkiye.org/</a>                                                        | Primarily textiles and apparel industry but also supporting other sectors.                     | Nationwide service provision, with capacity to support enterprises across Türkiye through on-site and remote activities where appropriate. There is no limitation. |
| OzUBEX (Digital Transformation of SMEs in Turkey through the Establishment of an Industry 4.0 Competence Center)<br><a href="https://ozubex.com/">https://ozubex.com/</a> | Primarily white goods suppliers and manufacturing companies but also supporting other sectors. | Nationwide service provision, with capacity to support enterprises across Türkiye through on-site and remote activities where appropriate. There is no limitation. |
| AnkaTheraHub (Ankara Innovative Theranostics Development Center)<br><a href="https://ankatherahub.com/tr/">https://ankatherahub.com/tr/</a>                               | Primarily healthcare and medical technologies and products.                                    | Nationwide service provision, with capacity to support enterprises across Türkiye through on-site and remote activities where appropriate. There is no limitation. |

While each center has sectoral priorities reflecting its original design, infrastructure, and expertise, the services offered under this Open Call are not restricted to these sectors. Subject to technical relevance and available capacity, the centers may support enterprises operating in other manufacturing domains and cross-sectoral applications. Services may be delivered through a combination of on-site activities, remote support, testing facilities, consultancy services, and collaborative technology development activities, depending on the nature of the service and beneficiary needs.



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The objective of this call is to support companies in the **digital transformation** and **to reduce the costs of enterprises**, increase their productivity, and ensure their compliance with the EU Green Deal and related sustainability requirements, including resource efficiency circular economy practices, carbon footprint reduction, energy efficiency measures and relevant National/International Industry standards such as the EU Green Deal, EU AI Act Regulation, EU Cyber Resilience ACT, EU MDR (Medical Device) Regulation, Ecodesign for Sustainable Products Regulation (ESPR), Digital Product Passport DPP and other related EU policies. Due to limited project resources, not all eligible applications can be supported.

### **Added Value for Technology Users / Factories**

Manufacturing enterprises seeking to advance their digital transformation, particularly SMEs, will benefit from a comprehensive support mechanism designed to strengthen competitiveness, efficiency, and technological readiness.

Key opportunities and benefits include:

- **Digital Maturity Assessment and Roadmapping**  
Enterprises will be able to assess their current level of digitalization and identify priority areas for improvement through structured digital maturity analyses and tailored transformation roadmaps.
- **Expert Advisory Support**  
Participating companies will gain access to specialized consultancy services on topics such as digital investment planning, technology adoption, cybersecurity, operational efficiency, and strategic transformation processes.
- **Pre-Investment Technology Testing and Validation**  
Before making investment decisions, enterprises will have the opportunity to test and validate new technologies within the facilities of the Digital Innovation Centers, including İHKİB DDM, OzUBEX, and METU-DTX. This approach helps reduce investment risks, supports informed decision-making, and increases confidence in technology adoption processes.

### **Added Value for Technology Providers / Technology Companies**

Technology providers, software developers, and R&D companies offering digital solutions for the manufacturing industry will benefit from increased visibility, collaboration opportunities, and direct engagement with industrial stakeholders.

Key opportunities and benefits include:

- **Solution Testing and Validation in Real Industrial Environments**  
Technology providers will have the opportunity to test and demonstrate their digital solutions within real manufacturing environments, enabling them to validate performance, improve reliability, and strengthen market credibility.
- **Access to New Customers and Business Opportunities**



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Through dedicated matchmaking and networking activities, technology providers will be connected with potential industrial clients, creating opportunities for collaboration, pilot implementations, and long-term commercial partnerships.

- **Strengthened Industry Collaboration and Innovation Ecosystem**

The program will facilitate closer cooperation between technology developers, manufacturers, and digital innovation actors, supporting the development of practical, industry-oriented digital transformation solutions

Therefore, companies have the opportunity to apply for the following services:

### Scope of Services

Selected companies will receive support in the following areas:

| Service                                                    | Digital Maturity Assessment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Description</b>                                         | <p>The service will serve to determine the enterprise's current digital maturity level and define the following steps for the company to achieve a higher level of maturity. The assessment is also expected to determine the assessed enterprise's need for other services under the project (i.e., training, consultancy, testing &amp; verification, use-case development).</p> <p>The service provider will be expected to apply its digital maturity assessment tool. The assessment will at least yield details and following steps on:</p> <ul style="list-style-type: none"> <li>• Business Strategy (Level of digital investments and readiness/willingness for investment)</li> <li>• Digital Readiness (Use of digital solutions and advance digital technologies)</li> <li>• Human Resources (Up-skilling, staff engagement etc.)</li> <li>• Data Management (Aggregation, storage, integration analytics, security etc.)</li> <li>• Automation</li> <li>• Green Transition Environmental sustainability of the business</li> </ul> |
| <b>Minimum Number of Enterprises Receiving the Service</b> | <b>300</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

| Service | Consultancy |
|---------|-------------|
|---------|-------------|



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|------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Description</b>                                         | <p>The consultancy services will guide technology users and providers via following means:</p> <ul style="list-style-type: none"> <li>• Based on the results of their maturity assessments, the benefits for the technology user enterprises will be a more successful digital transformation, enhancing operational efficiency and sustainability, innovation capacity, and technology utilization.</li> <li>• Technology providers will benefit these services through their digital technology solution development and delivery to the market enhancing their capacity on the feasibility, possible applications, and market potential of their solutions.</li> </ul> <p>These services are required to address enterprise's consultancy needs on strategy development and planning, technology investment and implementation, solution/product development, product/process optimization, change management including staff upskilling, intellectual property rights, environmental sustainability, access to finance etc.</p> <p>The indicative, long list of consultancy topics are:</p> <ul style="list-style-type: none"> <li>• Digital technology investment strategy development</li> <li>• Selection and investment feasibility of digital technology solutions</li> <li>• Digital solution/product feasibility</li> <li>• Development, integration, deployment, implementation, and optimization of the digital technology solutions (addressing cybersecurity)</li> <li>• Capacity development of the company staff to develop, use and manage the solutions</li> <li>• Sustainability reporting utilizing digital tools</li> <li>• Support on access to financing mechanisms</li> </ul> |
| <b>Minimum Number of Enterprises Receiving the Service</b> | <b>250 (Indicative average days per service is approximately 5 days)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |



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| Service                                                    | Testing & Verification                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Description</b>                                         | <p>The aim of the testing and verification services is to identify potential issues with digital technology solutions, refine them, and increase their effectiveness. These services will serve both technology users and providers.</p> <p>Technology users will benefit from these services where they need to test a technology solution before investment or optimize the technologies they already possess. For technology users, this service will be complementary to consultancy services and cover the technical testing of the solutions.</p> <p>On the other hand, technology providers will have the chance to have the capabilities and feasibility of their digital technology solutions tested, verified, and optimized in a realistic industrial setting before offering them to the market.</p> <p>The service provider will offer their existing infrastructure and capacity for setting up the test environment, configuration, execution of the tests, data collection and analysis of the data, and benchmarking. The service receiving firm's own infrastructure and capacity may be incorporated where needed.</p> |
| <b>Minimum Number of Enterprises Receiving the Service</b> | <b>30 (Indicative average days per service is approximately 10days)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |



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| Service                                                    | Joint Technology Solution Development                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Description</b>                                         | <p>These services will serve to solve an enterprise's specific problem or achieve their particular goal utilizing enabling digital technologies. The services will serve both technology users and providers.</p> <p>Based on the results of the maturity assessments, customized use-cases will be jointly developed and applied with technology users. The benefits for the technology users will be improved operational efficiency, enhanced prediction, cost reduction (including energy efficiency), improved and data driven decision making, increased flexibility and agility, enhanced quality control, supply chain optimization, sustainability etc.</p> |
|                                                            | <p>Technology providers will also be able to apply to jointly develop such solutions with the service provider.</p> <p>The service provider will provide their infrastructure and capacity for:</p> <ul style="list-style-type: none"> <li>• Technical consultation and determine technical feasibility,</li> <li>• Research application design and prototype development,</li> <li>• System integration,</li> <li>• Data collection and analysis,</li> <li>• Testing and validation of the solution etc.</li> </ul> <p>The service receiving firm's own infrastructure and capacity may be incorporated where needed.</p>                                           |
| <b>Minimum Number of Enterprises Receiving the Service</b> | <b>20 (Indicative average days per service is approximately 10 days)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |



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## Eligibility Criteria

Applicants must meet the following criteria:

- Be a **legally registered company operating in Türkiye**
- Operate in the **manufacturing industry** especially machinery, automotive and suppliers, Machinery, Electrical & Electronics, White Good, Chemicals & Plastics, Textiles & Apparel, Medical Technology
- Be willing to engage in **digital transformation processes and related project activities**
- Demonstrate commitment to actively participate in the services provided under the project (e.g., assessments, trainings, workshops, and other support activities)
- Assign relevant staff to ensure effective participation throughout the implementation of project activities

The company must provide relevant data and information to support the evaluation of the Project activities, outputs, and results, including the impact of the services delivered under the Project.

## Selection Criteria

Applications will be evaluated based on:

- Relevance of the company's sector and activities
- Defined company specific needs and goals for digitalization.
- Potential impact of the support on company performance
- Availability of internal resources to engage in the process
- Service-related criteria shown in the application form

## Selection Process

The selection process consists of:

1. Eligibility check
2. Technical evaluation and scoring
3. Final selection considering portfolio balance

## Application Process

Interested companies are invited to apply by:

- Filling out the **application form** (provided separately) :

Applicants are required to complete and submit the relevant application form(s) together with any supporting documentation requested under this Call.

## Application rules and service pathway



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- Companies may apply for one or more services under the DIGITALTR Open Call.
- Applicants are encouraged to review the Frequently Asked Questions (FAQ) section before submitting their application.
- Where multiple services are requested, the proposed service pathway should follow a logical and technically justified sequence.
- As a general approach, enterprises are encouraged to follow the progression below:
  - **Type 1 – Digital Maturity Assessment Service**
  - **Type 2 – Consultancy Service**
  - **Type 3 – Testing and Verification Service**
  - **Type 4 – Joint Technology Solution Development Service**
- The results of the Digital Maturity Assessment are expected to provide the basis for identifying digital transformation priorities and defining the scope of subsequent consultancy and implementation activities.
- Consultancy Services may support enterprises in developing digital transformation roadmaps, selecting suitable technologies, assessing investment options, improving business processes, and strengthening organizational capabilities.
- Testing and Verification Services enable enterprises to validate selected technologies, solutions, or products before wider deployment or investment.
- Joint Technology Solution Development Services support the collaborative development, adaptation, or demonstration of innovative digital solutions addressing identified business needs.
- The final allocation of services and assignment to respective Digital Transformation Centers will be determined by the project based on evaluation results, technical suitability, and available capacities.

#### **Direct access to advanced services**

- For advanced services (Consultancy, Testing & Verification, and Joint Technology Solution Development), participation is normally based on the results of a Digital Maturity Assessment. Where such assessment is not yet available, it may be conducted within the scope of this project.
- Companies that already possess a recent and valid digital maturity assessment or can otherwise demonstrate a sufficiently advanced level of digital transformation preparedness, may apply directly for **Type 2, Type 3, and/or Type 4 Services**.
- Direct applications to advanced services will be subject to the eligibility, technical evaluation, and approval procedures defined under this Call.

#### **Important note**

- Submission of an application does not automatically guarantee access to the requested service(s).



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- All applications will be evaluated in accordance with the eligibility criteria, evaluation methodology, available service capacities, and the objectives of the DIGITALTR Project.
- Submitting required company information and contact details
- (If applicable) Participating in preliminary assessment activities

Applications must be submitted via:

👉 [\[Çağrı Başvuru Form – DigitalTR / info@digitaltr.org\]](#)

### What Happens Next?

Following the submission of applications, the DIGITALTR Project Team will carry out an eligibility and technical evaluation process in accordance with the selection criteria and methodology defined under this Call.

The evaluation process will include:

- Verification of eligibility requirements and completeness of the application;
- Assessment of the company's digital transformation needs, readiness, and expected impact;
- Evaluation of the requested service(s) against the objectives and priorities of the DIGITALTR Project;

Applicants may be contacted during the evaluation process to provide clarifications or additional information where necessary.

Upon completion of the evaluation, selected companies will be notified and assigned to the most appropriate Digital Transformation Center and service pathway.

The subsequent implementation process is expected to include the following steps:

1. Kick-off Meeting – An introductory meeting will be organized between the beneficiary company and the assigned Digital Transformation Center to confirm objectives, scope, timeline, and responsibilities.
2. Needs Assessment and Service Planning – The company's needs, priorities, and expected outcomes will be reviewed, and a tailored service plan will be agreed upon.
3. Service Delivery – The approved service(s) will be implemented in accordance with the agreed work plan and methodology.
4. Monitoring and Follow-up – Progress and results will be monitored throughout the service implementation period, including the collection of feedback and relevant performance information.
5. Completion and Reporting – Upon completion of the service, outputs, achievements will be documented in line with the DIGITALTR Project requirements.

Please note that submission of an application does not automatically guarantee access to the requested service(s). All applications will be assessed competitively and subject to the available capacities and resources of the DIGITALTR Project.



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## Benefits of Participation

Selected companies will benefit from:

- The services offered under the DIGITALTR Open Call are provided within the framework of the DIGITALTR Project, which is co-financed by the European Union and the Republic of Türkiye. Access to digital transformation know-how and tools
- Increased competitiveness and innovation capacity
- Improved operational efficiency and productivity
- Stronger integration into digital value chains

## Timeline

### **1st Application Period**

- Launch of the Open Call: 3 July 2026
- Application Period: 3 July 2026 – 30 September 2026
- Application Deadline: 30 September 2026
- Evaluation Period: October 2026
- Notification of Selected Companies: October 2026
- Start of Service Delivery: November 2026

### **2nd Application Period**

- Application Period: November 2026 – December 2026
- Application Deadline: December 2026
- Evaluation Period: January 2027
- Notification of Selected Companies: January 2027
- Start of Service Delivery: February 2027

### **3rd Application Period**

- Application Period: February 2027 – March 2027
- Application Deadline: March 2027
- Evaluation Period: April 2027
- Notification of Selected Companies: April 2027
- Start of Service Delivery: May 2027

## Contact Information

For further information, please contact:

 [info@digitaltr.com](mailto:info@digitaltr.com)

 <https://linktr.ee/digitaltrproject>