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# İmalat Sanayinin Dijital Dönüşümünün Desteklenmesi için Teknik Destek Projesi

*Technical Assistance for Support for the  
Digital Transformation of Manufacturing Industry Project*

## 5. Farkındalık Artırma Semineri: Başvuru Çağrısı *5<sup>th</sup> Awareness Raising Seminar: The Call for Applications*

24.09.2026 / Ankara



# EU-SUPPORTED DIGITAL TRANSFORMATION



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## Technical Assistance for Support for the Digital Transformation of Manufacturing Industry (DIGITALTR)

### Financing

Joint financing by the EU and the Republic of Turkey  
under the IPA program

### Aim

To increase competitiveness of Turkish manufacturing  
industry enterprises by supporting digital  
transformation through an enhanced policy ecosystem  
and improved infrastructure



### 4 Digital Innovation Centers

While the centers have sectoral priorities, they  
can expand their services across various sectors.



### TECHNOLOGY USERS

Manufacturing businesses, especially SMEs, that want to  
accelerate their digital transformation.



### TECHNOLOGY PROVIDERS

Software and R&D companies that develop digital solutions  
for the manufacturing industry.

### What does this mean for you?

- Free expert support
- Access to Digital Innovation Centers
- Tailored support for your digital transformation

# Project Services Overview



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- **Where are you and how to proceed?**  
Digital Maturity Assessment
- **Advance your company!**  
Digital Transformation Consulting
- **Test before you invest!**  
Testing and verification
- **Get tailored solutions!**  
Developing joint technology solutions

→ **Your journey to Digital Transformation!**



# Digital Maturity Assessment



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**Determine your business's current level of digitalization  
and identify areas for improvement**

## Scope of Analysis

- Business Strategy and Digital Readiness
- Human Resources and Competencies
- Data Management and Cybersecurity
- Automation and Green Transformation

## What you will receive

Digital transformation roadmap, identification of priority areas and laying the groundwork for transitioning to other services



# Digital Transformation Consulting

Plan and implement your digital transformation with expert support

## Consulting Topics

- Digital technology investment strategy
- Solution selection and feasibility analysis
- Cybersecurity integration
- Sustainability and access to finance
- Change management and competency development

## Expected Business Benefits

Increased operational efficiency, sustainability, innovation capacity, and strengthened use of technology



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# TESTING AND VERIFICATION



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Test, validate and verify your technologies  
before investing.

## For whom

- **Technology Users**  
Pre-investment technology testing and existing system optimization  
→ Reduce investment risks before implementation
- **Technology Providers**  
Testing solutions in a real production environment

## Scope

Test environment setup, configuration, test execution, data collection and analysis, benchmarking



# Why is this Call important for you?



## Why Is This Call Important for Technology Providers?

The DIGITALTR Open Call enables technology providers to engage directly with manufacturing companies seeking digital-transformation solutions. It offers opportunities to demonstrate their technologies, develop solutions tailored to real industrial needs, establish new partnerships and expand their business networks through the DIGITALTR ecosystem.

## Why Is This Call Important for Technology Users?

The DIGITALTR Open Call enables manufacturing companies to assess their digital maturity, identify priority areas for improvement and access expert support tailored to their specific needs. Participating companies can test relevant technologies, develop practical transformation roadmaps and implement solutions that improve their productivity, competitiveness and resilience.

# Specific Guidance for Technology Providers



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Technology providers may apply for the service or services that match their needs; they do not need to apply for a Digital Maturity Assessment (DMA) .

They may apply directly for Consultancy, Testing & Verification, or Joint Technology Solution Development (JTSD), where the proposed work fits the scope of the service.

## 1. Select

Relevant service

## 2. Apply

Separate form per  
service

## 3. Explain

Need, technology  
and outcome

## 4. Identify

Manufacturing  
company and its  
role

## 5. Attach

Relevant technical  
documents

# Joint Technology Development



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Develop digital solutions tailored to your business's specific needs with the help of experts

## Activities

- Technical consultancy and feasibility
- Research design and prototype development
- System integration and data analysis
- Testing and verification of the solution

## Expected Benefits

Operational efficiency, cost reduction, data-driven decision-making, sustainability



# Benefits for Participating Companies



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## BENEFITS OF PARTICIPATION



Expert support



Digital transformation knowledge and tools



Competitiveness and innovation capacity



Operational efficiency and productivity.



Strong integration



Green transition goals (EU Green Deal)

## COMPANY SPECIFIC BENEFITS

### RESULTS ACHIEVED IN COMPARABLE INTERNATIONAL INITIATIVES



**+33,6%**

**PRODUCTIVITY**

Significant increase  
in operational  
productivity



**+44,4%**

**QUALITY**

Improved product  
and process quality



**-16,3%**

**LEAD TIME**

Reduction in  
production lead time



**-30-40%**

**SEARCH TIME  
FOR INFORMATION**

Faster access to data  
and information



**-30,7%**

**COST**

Reduction in  
operational costs



**-12,8%**

**INDUSTRIAL  
ACCIDENTS**

Improved workplace  
safety and fewer  
accidents



**+12,7%**

**SALES**

Increase in sales  
and market  
performance



**STRONGER  
COMPETITIVENESS  
& SUSTAINABILITY**

Better integration  
into global value chains  
and green transition



**Real Impact.  
Measurable Results.**

These results were achieved by companies  
in similar programs and initiatives worldwide.



# ELIGIBLE APPLICANTS AND SECTORS



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## WHO CAN APPLY?



Legally registered manufacturing companies



Technology providers that develop digital solutions



Those who commit to actively participating



Participation in project activities by assigning personnel

## PRIORITY SECTORS



Machine



Automotive and  
Supply Industry



Electrical and Electronics



White Goods



Chemistry and Plastics



Textiles and Apparel



Medical Technologies



Other Sectors

**While the centers have sectoral priorities, their service models and technological infrastructure can be expanded to other manufacturing areas as well.**

# EVALUATION CRITERIA



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## EVALUATION CRITERIA



**Sector Suitability:** The company's field of activity and the sector's suitability to the scope of the call



**Motivation:** The strength of the desire and commitment to digital transformation



**Potential Impact:** The expected impact and benefit of the support on company performance



**Participation Capacity:** Sufficiency of internal resources for effective participation in the process



**Service Criteria:** Service specific evaluation criteria as stated in the application form

***Tip: Address these criteria explicitly in your application***  
***Due to limited capacity, not all applications can be supported***

# Hints for Successful Application



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- ✓ **Explain your motivation**  
Describe why digital transformation is important for your company
- ✓ **Focus on concrete challenges**  
Clearly explain the problem or opportunity you would like to address
- ✓ **Demonstrate commitment**  
Show that management and relevant staff are willing to actively participate
- ✓ **Describe the expected impact**  
Explain how the service could improve productivity, quality, sustainability or competitiveness
- ✓ **Select the most suitable service**  
Choose the service that best fits your company's current situation and needs
- ✓ **Provide complete information**  
Incomplete applications may delay the evaluation process

## What evaluators want to see

- ✓ Clear business challenge
- ✓ Realistic expectations
- ✓ Management commitment
- ✓ Potential impact
- ✓ Willingness to cooperate



# Applicant Guidance and Support

## Application Process

### How to Apply

- Applicants can submit their applications through the DIGITALTR website.

<https://digitaltr.org/cagri-basvurusu/>

### Application Steps

- Access the DIGITALTR Open Call Application Portal
- Register by providing the required contact information
- Review the Open Call information and Applicant Guidelines
- Complete the general applicant and company information
- Select the service or services requested
- Complete the relevant service-specific application form(s)
- Review and submit the completed application online
- Receive confirmation of successful submission



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# Applicant Guidance and Support

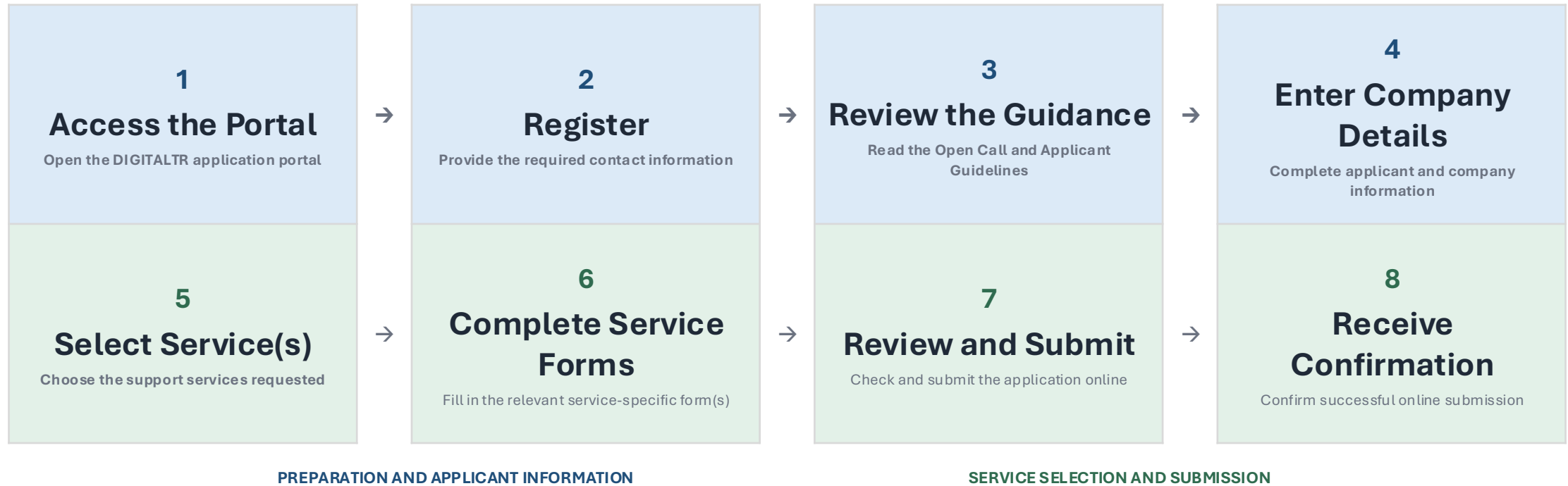


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## DIGITALTR Open Call Application Journey

Eight steps from portal access to successful submission



# Timeline and Deadlines



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**This Open Call has three cut-off dates:**

| Deadline   | Expected Call Result | Expected Project Start |
|------------|----------------------|------------------------|
| 30.09.2026 | October 2026         | November 2026          |
| 31.12.2026 | January 2027         | February 2027          |
| 31.03.2027 | April 2027           | May 2027               |

**Three opportunities for application are available**

**But: applications can be submitted at any time before the next cut-off date**

# Applicant Guidance and Support



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## Supporting Applicants Throughout the Open Call Process

The DIGITALTR Open Call is designed to provide applicants with clear guidance and continuous support throughout the application process.

Support includes:

- ✓ Open Call information sessions
- ✓ Applicant Guide and downloadable application documents
- ✓ Frequently Asked Questions (FAQ)
- ✓ Direct communication via e-mail
- ✓ Support from the Digital Transformation Centers during the application process

## Objective

To ensure that all eligible applicants have equal access to information and are able to submit complete and high-quality applications.

# Applicant Guidance and Support



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## Confidentiality

All submitted information will be treated confidentially and processed only for:

- ✓ Evaluation
- ✓ Project implementation
- ✓ Monitoring
- ✓ Reporting

in accordance with the Turkish Personal Data Protection Law (KVKK)



# Applicant Guidance and Support



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## Frequently Asked Questions

- **Previous Digital Maturity Assessment**

Companies that completed a DMA within the last year using SIRI or DDX/METU-DTX methodologies may directly apply for other services without repeating the assessment.

- **Ongoing Digital Transformation Projects**

Companies with ongoing digital transformation projects are eligible to apply.

- **Application Language**

Applications are accepted in Turkish and English

- **Participation Fee**

Participation is **free of charge** under the DIGITALTR Project, co-financed by the European Union and the Republic of Türkiye.

## Some additional hints

- ✓ Applications are made through the **website**
- ✓ Applications must be completed **before the deadline**
- ✓ You can apply for multiple services with **separate forms**
- ✓ **Supporting documents can be attached** to the application
- ✓ Please **contact the project team** for technical issues

# Applicant Guidance and Support

## Applicant Support Need Assistance?

Applicants can receive support throughout the application period

### Support Channel

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

Questions regarding eligibility

- ✓ Application forms
- ✓ Required documents
- ✓ Open Call procedures
- ✓ Technical guidance



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**We support you  
at every step!**





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# DIGITAL TRANSFORMATION START YOUR JOURNEY!

Apply now and benefit from expert support.

Increase your competitiveness.

*This publication has been prepared with the financial support of the European Union and the Republic of Turkey. The Consortium is solely responsible for the content of this publication, and it cannot in any way be interpreted as reflecting the views of the European Union or the Republic of Türkiye.*





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# TEŐEKKÜRLER...