200 SME CHALLENGE

The UX Challenge

-

Fostering User-Centered Innovation

7 October 2021

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824212.

Hub Innovazione Trentino

HUBINNOVAZIONETRENTINO

We foster technology transfer

UNIVERSITÀ DI TRENTO

FONDAZIONE BRUNO KESSLER

FONDAZIONE EDMUND MACH

TRENTINOSVILUPPO
IMPRESA INNOVAZIONE MARKETING TERRITORIALE

eit Digital

eit Climate-KIC

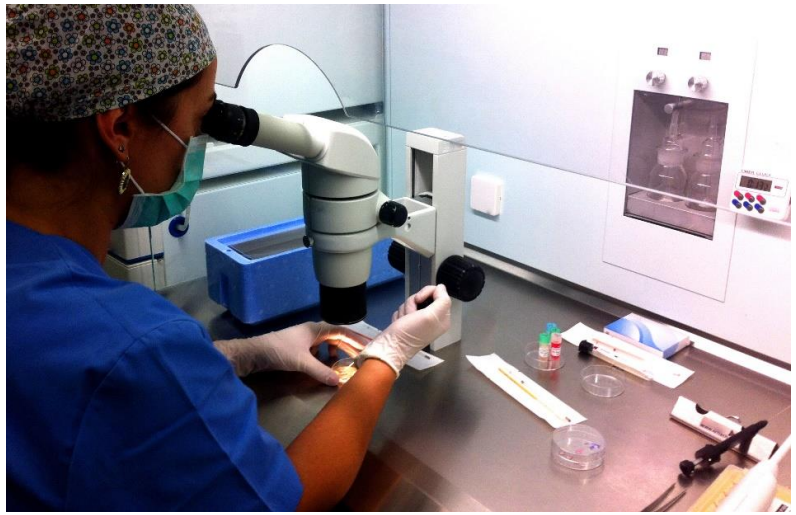
eit RawMaterials

eit Food

eit Manufacturing

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824212.

Market-driven innovation



PULL

PUSH

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824212.

INNOVATION PRIZES

HIT HUBINNOVAZIONETRENTINO

Google LUNAR XPRIZE

LONGITUDE PRIZE

مؤسسة دبي للمستقبل
DUBAI FUTURE FOUNDATION

Challenge.gov
Government Challenges, Your Solutions

European Commission

Human-Computer Interaction

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824212.

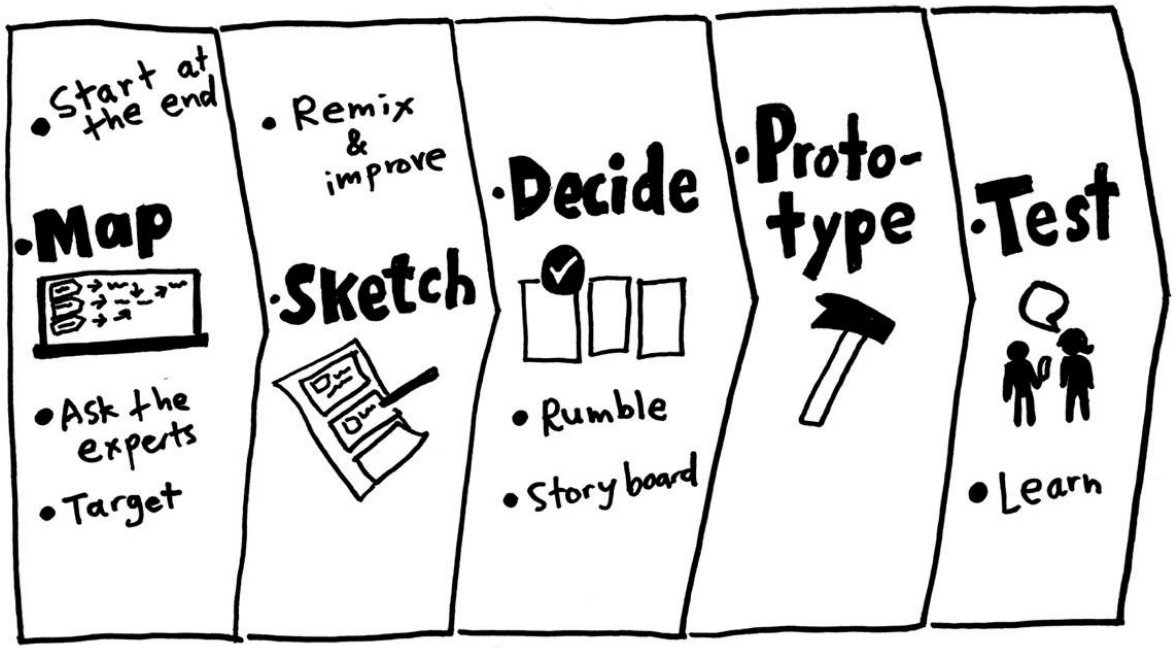
200 SME CHALLENGE

HUB INNOVAZIONE TRENTINO

UX CHALLENGE

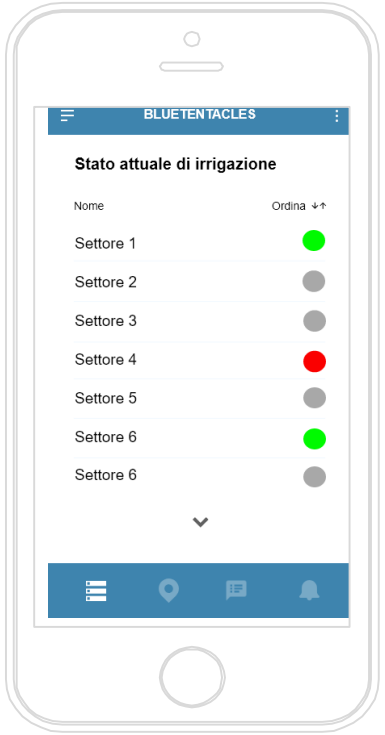
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824212.

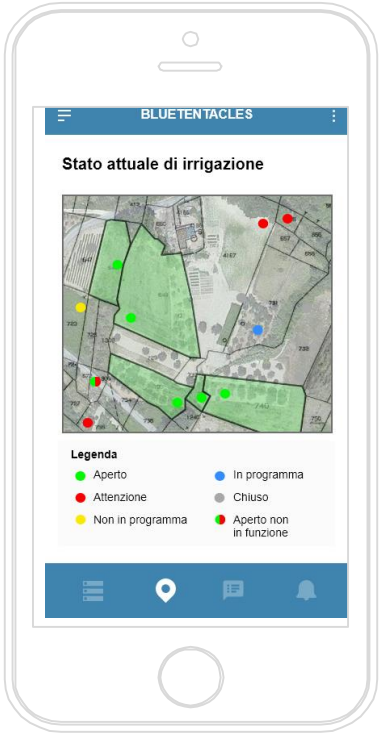
Design Sprint



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824212.

Outputs





This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824212.

Early evidence of impact

- High satisfaction with outputs (prototypes, etc.)
- Companies hire students
- New collaborations between SMEs and mentors
- Improved awareness of benefits of user-centered design
- Increased trust between companies and academia

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824212.

200 SME CHALLENGE

European Commission | Funding & tender opportunities

Single Electronic Data Interchange Area (SEDIA)

SEARCH FUNDING & TENDERS | HOW TO PARTICIPATE | PROJECTS & RESULTS | WORK AS AN EXPERT | SUPPORT

Supporting experimentation in innovation agencies

TOPIC ID: INNOSUP-06-2018

Grant

- **General information**
- Topic updates
- Topic description
- Conditions and documents
- Submission service

General information

Programme
Horizon 2020 Framework Programme

Work programme part
Innovation in small and medium-sized enterprises

Call
For a better innovation support to SMEs (H2020-INNOSUP-2018-2020)

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824212.

200 SME CHALLENGE

HIT HUB INNOVAZIONE TRENTINO

FONDAZIONE BRUNO KESSLER

STEINBEIS-EUROPA-ZENTRUM

Dansk Design Center

Tehnopol

LIC LITHUANIAN INNOVATION CENTRE

OULU | BusinessOulu

UJI UNIVERSITAT JAUME I
Fundació General · FUGEN

espaitec
Parc Científic i Tecnològic

UX CHALLENGE

Castelló
Copenhagen
Karlsruhe
Oulu
Tallinn
Trento
Vilnius

www.200smechallenge.eu

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824212.

Why a large scale pilot?

- Does the UX Challenge really **impact** on SMEs?
- Is the challenge **feasible** and **scalable**?
- Can we build other **opportunities**?

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824212.

Results of the pilot

7 countries

190 SMEs involved

60 SMEs supported

281 Solvers

62 Mentors

≈200 Testers

Full remote setting

#UXchallenge21 | #UXchallenge

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824212.