



REVIVE

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Developing Community
Based Innovative
Business Models for
the Revival of the
Internal Areas in the
Mediterranean-
REVIVE

D.3.1.2 Mediterranean Digital Innovation Online Platform



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Project title	Developing community-based innovative business models for the revival of the internal areas in the Mediterranean
Project acronym	REVIVE
Mission	Innovative Sustainable Economy
Programme priority	1 - Smarter MED
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Deliverable number	D.3.1.2 Mediterranean Digital Innovation Online Platform
Work package	WP3 - Mediterranean Digital innovation Hubs
Activity N°	Activity 3.1 MED Digital innovation hubs (MDIHs) set up and digital laboratories for improving skills
Type of Deliverable	Digital platform and monitoring tool
Language	English
Target Audience	• SMEs and micro-enterprises in rural and Mediterranean territories • Innovative Community Cooperatives (ICCs) • Mediterranean Digital Innovation Hubs (MDIHs) and DIHs • Regional and local public authorities • Development agencies and business support organizations • Innovation enablers (technology centres, universities, research institutions) • Business associations and sectoral organisations
Geographical Scale	Local and regional



Partner in charge	MCC - Mallorca Chamber of Commerce
Partners involved	• Larnaca and Famagusta Districts Development Agency – ANETEL (Cyprus) • National Research Council – CNR (Italy) • Institute of Agriculture and Tourism - IPTPO (Croatia) • Official Chamber of Commerce, Industry, Services and Navigation of Mallorca - MCC (Spain) • National Association of Italian Municipalities - Tuscany - ANCI Toscana (Italy) • Regional Rural Development Standing Working Group in South East Europe - SWG RRD (North Macedonia) • Development Agency of South Aegean Region - READ S.A. (Greece) • Balearic Islands Agency for Tourism - AETIB (Spain) • E-institute - Ezavod (Slovenia)
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1. Platform overview

1.1 Role within WP3 and the REVIVE Project

The Mediterranean Digital Innovation Online Platform constitutes one of the main outputs of WP3 of the REVIVE project. Activities 3.1 and 3.2 focused respectively on the establishment of Mediterranean Digital Innovation Hubs (MDIHs), digital laboratories and immersive experiences, while Activity 3.3 focuses on data integration consolidates and capitalises these results through a structured data integration and visualisation system.

The platform operationalises the objectives of WP3 by transforming pilot-level experimentation into a shared Mediterranean knowledge and monitoring environment. It integrates data on innovative supply chain processes, digital and immersive solutions, service models, training activities and key indicators from the seven pilot areas. In doing so, it enables cross-pilot comparability while respecting territorial specificities.

Beyond being a repository, the platform acts as a **strategic monitoring and decision-support tool**, allowing the REVIVE transnational cluster of ICCs and MDIHs to:

- Track the uptake of advanced technologies across territories;
- Visualise innovative solutions and service models developed in WP2 and WP3;
- Monitor agreed indicators at the regional and Mediterranean level;
- Support evidence-based policy and strategic planning in rural areas.

The platform therefore represents the digital backbone of the REVIVE MDIH Framework, ensuring coherence between digital laboratories and capacity-building activities, immersive experiences and digital solutions. It marks the transition from pilot experimentation to structured knowledge management and capitalisation at a Mediterranean scale with long-term objectives.

1.2 Target users

The Mediterranean Digital Innovation Online Platform is designed to serve a multi-level ecosystem of users connected to the REVIVE cluster and to rural innovation processes in the Mediterranean region.

Primary target users include:

- SMEs, micro-enterprises and entrepreneurs, particularly in agri-food, agriculture, tourism, creative and cultural sectors, are seeking visibility, inspiration and access to innovative service models and digital solutions.

- Innovative Community Cooperatives (ICCs), as collective actors coordinating value chains and collaborative business models. The platform supports ICCs in benchmarking solutions, sharing experiences and identifying replication opportunities.
- Mediterranean Digital Innovation Hubs (MDIHs) and innovation enablers, which can use the platform as a monitoring and knowledge-sharing instrument to support SMEs in digital and green transitions.
- Public authorities and regional development agencies interested in accessing structured data, indicators, and best practices to inform policy design, funding strategies, and territorial planning.
- Stakeholders involved in pilot activities, including civil society organisations, NGOs, research institutions, technology centres and business associations, who contribute to and benefit from shared knowledge and networking.

By addressing this diversified audience, the platform reinforces the collaborative dimension of REVIVE and supports the development of a transnational innovation ecosystem rooted in rural Mediterranean territories.

2. Core Components – Functional Description

The Mediterranean Digital Innovation Online Platform is structured around a modular architecture that combines data visualisation, structured repositories and interactive features. Its design responds to three main objectives: comparability across pilot regions, accessibility for different stakeholder profiles within rural innovation ecosystems and scalability beyond the project lifetime.

2.1 Interactive Map of Pilot Regions

The interactive map constitutes the entry point to the platform and provides a territorial overview of the seven pilot regions. Each region is represented through a dedicated profile page containing structured information derived from the common data collection template.

For each pilot area, the map provides:

- Territorial profile (geographical, socio-economic and sectoral characteristics)
- Description of the ICC and governance model
- Overview of innovative solutions and immersive experiences developed
- Key indicators linked to digital capacity and innovation ecosystems
- Links to relevant stakeholders and institutional actors

This component ensures territorial visibility while allowing users to navigate between regions and identify similarities, complementarities and potential replication pathways.

2.2 Dashboard and key indicators

The dashboard is a central analytical feature of the platform. It aggregates quantitative data collected through the shared template and visualises it in a structured and comparable manner.

Indicators include:

- Number of people attending events organized in the territory
- Number of tourist nights per month
- Number of stakeholders that signed the charter of value or partnership agreement
- Number of associations involved in the business model
- Number of Social initiatives organized in collaboration with local entities
- Number of Additional products / services offered to the community
- Number of innovative products / services created
- Number of collaborations with start-ups, universities, and research centers for the development of new solutions and technologies
- Number of courses attended for the development of new skills and technological know-how
- Number of people trained with new skills and technological know-how.

The dashboard allows users to visualise aggregated data at:

- Regional level
- Cross-pilot Mediterranean level

This component supports monitoring, benchmarking and evidence-based decision-making, transforming qualitative pilot experiences into measurable insights.

2.3 Catalogue of Innovative Solutions and Service Models

This module includes structured entries from each pilot region covering both technological solutions (WP3) and developed/tested service models (WP2).

A. Innovative Solutions

For each solution:

- Name of the solution
- Type of technology: Augmented Reality (AR), Virtual Reality (VR), Artificial Intelligence (AI), IoT (Internet of Things), data analytics, etc
- Sector (culture, tourism, agriculture, etc.)
- Short description
- Contact for further information

B. Service Models

For each developed/tested model:

- Description of the service model
- Type of service (cultural, tourism, environmental, community-based, etc.)
- Technologies applied (linked to innovative solutions)
- Main stakeholders involved (SMEs, DIHs, local authorities, etc.)
- Key outcomes

This catalogue supports replication, knowledge transfer and cross-regional learning.

2.4 Catalogue of best practices

A dedicated section highlighting transferable practices across regions.

Each entry includes a description and a link to supporting resources (PDF, webpage, etc.)

This component strengthens the role of the platform as a long-term support instrument rather than a static database.

2.5 Funding opportunities

A structured list of relevant funding instruments at the regional level, National level and EU level. Each entry includes a short description and a link to official calls or programme webpages.

2.6. Mediterranean DIH directory

A directory of Digital Innovation Hubs across participating regions, including area of expertise, relevant EDIH thematic group(s) (e.g. tourism, sustainability, digitalisation, etc.) and link to website.

2.7 Catalogue of Digital Laboratories

This section compiles training initiatives carried out within the REVIVE project relevant to SMEs, ICCs and innovation stakeholders. Including a description and link to the resource, this can serve as an inspiration for the development of further digital laboratories in other territories.

2.8 Data Integration Architecture

The platform is based on a harmonised data collection system using a shared template distributed to all partners. This ensures:

- Standardisation of data fields
- Comparability across pilot regions

- Structured aggregation of qualitative and quantitative information
- Interoperability potential for future integration

Data integration follows a decentralised input model (regional data provision) combined with central validation and structuring. This approach balances local ownership with Mediterranean-level coherence.

Together, all these components transform the platform into more than a repository. It becomes:

- A visibility tool for rural innovation
- A monitoring system for the MDIH framework
- A benchmarking instrument for ICCs and SMEs
- A capitalisation mechanism for REVIVE outputs

3. Implementation process and timeline

The development and deployment of the Mediterranean Digital Innovation Online Platform are implemented within Activity 3.1 MED Digital innovation hubs (MDIHs) set up and digital laboratories for improving skills , corresponding to Period 5 of the REVIVE project (January–June 2026).

The implementation follows a phased and structured approach, ensuring methodological consistency, technical feasibility and alignment with WP3 outputs.

The platform design takes into account existing European practices in data-driven innovation dashboards and territorial monitoring tools, such as [Data4food](#) and [Smartera online platform](#).

The platform will be hosted on a separate website (revive.nadiaplatform.com). Links to this website will be published on REVIVE's website and project partners' websites.

MCC, with the external expertise of Anysolution, are in charge of developing and maintaining the MDIH platform.

3.1 Development phases

The implementation process is organised into four main phases:

Phase 1 – Data Structuring and Template Finalisation

- Consolidation of the common data collection template;
- Clarification of indicator definitions and data categories;
- Alignment with outputs from WP2 (service models) and WP3 (digital solutions and immersive experiences);

- Collection of validated regional data from partners.

This phase ensures that technical development is grounded in a harmonised and validated data structure.

Phase 2 – Technical Development and Integration

- Design and configuration of platform architecture;
- Development of the interactive map module;
- Integration of dashboard and indicator visualisation tools;
- Structuring of catalogues (innovative solutions, service models, DIH directory, funding, training);
- Testing of navigation and filtering functionalities.

The modular structure allows progressive integration of components without disrupting existing data entries.

Phase 3 – Internal Testing and Validation

Before public deployment, the platform undergoes internal validation, including:

- Functional testing of interactive features;
- Verification of data visualisation and aggregation;
- Cross-checking of regional entries;
- User testing with selected partners to ensure usability and clarity.

This phase ensures technical stability and coherence across all pilot regions.

Phase 4 – Launch and Dissemination

- Official presentation of the platform within REVIVE communication activities;
- Dissemination to SMEs, ICCs, DIHs and public authorities;
- Integration into partner websites and project communication channels.

The launch marks the transition from an internal tool to an operational Mediterranean knowledge environment.

3.2 Technical Architecture

The platform is developed using a modular architecture that allows:

- Structured data integration;
- Visualisation of aggregated indicators;

The system is designed to be:

- User-friendly for stakeholders with different levels of digital maturity;
- Compatible with standard web-based technologies.

3.3 Maintenance and Post-Project Sustainability

During the project lifetime, updates are coordinated centrally within WP3.

It is to be noted that, as it stands in the project proposal, this will be a static platform, meaning that the data integrated is not supposed to be updated on a regular basis after the project ends. The platform will be operating up to 5 years after the project ends (up to 2031).

Post-project sustainability will depend on the institutional anchoring of the MDIH framework within partner organisations and possible future developments. The modular structure of the platform could allow:

- Updating of regional entries;
- Addition of new solutions or service models;
- Inclusion of additional territories;
- Continuous indicator monitoring, where relevant data sources remain available.

The technical design prioritises simplicity, maintainability and scalability to support continuity beyond the REVIVE project lifecycle.

4. Expected impact and sustainability

The Mediterranean Digital Innovation Online Platform will enhance decision-making processes by transforming dispersed pilot experiences into structured and comparable data. Through shared indicators, harmonised templates and visualised information, the platform enables regional actors, ICCs and innovation enablers to access reliable evidence on digital adoption, service models and innovation dynamics. This contributes to more informed strategic planning, supports prioritisation of actions and reinforces data-driven policy approaches in rural Mediterranean territories.

At the same time, the platform strengthens regional and transnational networks by creating a shared knowledge space for SMEs, ICCs, MDIHs and public authorities. By making innovative solutions, service models and best practices visible across pilot regions, it facilitates peer learning, benchmarking and replication. The cross-regional comparability of data reinforces cooperation and contributes to the consolidation of a Mediterranean innovation ecosystem rooted in rural areas.

Beyond the project duration, the platform is designed to remain a reusable knowledge and monitoring instrument. Its structured data model and modular organisation allow continued reference, consultation and potential updating by participating organisations. By consolidating the results of WP2 and WP3 into a single, coherent environment, the platform supports long-term capitalisation of REVIVE outcomes and contributes to the sustained development of community-based digital innovation in the Mediterranean region.