New digital innovation accelerator – DIVA – officially launches

The launch of DIVA at the West Data Festival comes at a time when artificial intelligence has been making much progress, especially with the advent of ChatGPT, which is shaking up how we handle and relate to data.

DIVA helps businesses in Pays de la Loire to go digital, thus making them more effective, whatever sector they operate in. Small and medium-sized businesses, digital start-ups and regional organisations can turn to DIVA for all the support they need, including for data handling.

DIVA has been awarded the EDIH label (European Digital Innovation Hub). It is supported by the Pays de la Loire Regional Council and co-financed by the European Commission. The hub gathers complementary expertise to accelerate the digital transformation of businesses. It also seeks to foster an ethical and principled use of artificial intelligence (AI).

DIVA – Comprehensive and bespoke support

As a hub, DIVA draws on different digital players to provide bespoke support to businesses in data management and AI.

A set of services available for all types of businesses

DIVA is now offering its services to small and medium-sized businesses and digital start-ups in Pays de la Loire operating in different sectors of activity. These services include:
- Digital maturity assessments and co-planning for digital transformation
- Implementation support and testing of solutions
- Searches for funding opportunities
- Upskilling and access to training
- Access to an ecosystem and to European cooperation

Objectives for the next 3 years

Over the next three years, DIVA hopes to engage with 3,000 businesses in the region, to perform some 500 assessments, to support 150 projects and to achieve 50 AI proofs of concept.

DIVA – an official EDIH working against a backdrop of fast AI development

The hub is part of a network of 150 EDIHs in Europe. Its vision is clear: develop a human-centred digital transformation to give businesses a competitive edge.

As AI and its uses grow as never before, the aim is to set out and promote a European vision for the rollout of AI technology in line with sustainable development goals.

DIVA – an ethical and responsible approach

DIVA seeks to adopt a responsible approach to AI and digital transformation. This is in keeping with the European Commission's goal to foster an ethical use of digital technology and AI. It also draws on the region's strong commitment to CSR. This means that all the projects

supported by DIVA will undergo impact measures and optimisation research in relation to their economic, social, environmental, legal and regulatory aspects.

In this respect, the DIVA consortium is setting up a user and ethics committee. It will draw on data science, AI and CSR experts but also philosophers and researchers in cognitive science and human factors. The aim is to anticipate the issues that AI will have in society and to provide a means to support businesses while caring for people.

"*The DIVA project is coming together today thanks to a shared ambition in the region, one that has been rolled out by 13 organisations across Pays de la Loire*," concludes Constance Nebbula, Vice-President of the Regional Council and in charge of digital development. "*They are working hard to deliver real data management solutions to regional businesses, a key factor for success and potential growth. The Pays de la Loire Regional Council is highly committed to the digital development of its business and industry. DIVA will play a pivotal role in this endeavour – fostering the best use of artificial intelligence and data for greater performance and efficiency. With DIVA, we hope to put our region at the forefront of the ethical use of data and AI, by and for humanity and society.*'

Learn more at: DIVA

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