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Next2Met
Interreg Europe



European Union
European Regional
Development Fund

Newsletter #3 - October 2021



“Increasing the attractiveness of Next2Met regions with soft digitalisation measures”

Dear Readers,

Next2Met partners and stakeholders continued to exchange valuable practices and ideas on how to make their regions more attractive and reflected upon the potential of **digital transition** for their

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territories and communities.

How does **digitalisation** enable better services and quality of living? How can different actors be included in development processes? How can we involve **citizens** in the design and use of digital tools? These are some of the questions addressed in the last months.

Our third Newsletter aims at showing you the recent project activities and the good practices developed in the partner regions, which try to give response to the challenges we are facing and take advantage of the great existing opportunities!

We hope you will enjoy reading this newsletter and remain updated about the developments of Next2Met.

- **Upcoming events**
- **New partner**
WITENO
- **Workshop**
Citizen participation and Digital solutions
- **Policy Learning**
Event #4
- **Good practices**



Upcoming Event

19th EUROPEAN WEEK of REGIONS and CITIES

Together for Recovery

11 - 14 OCT
2021

”

In the end, regional attraction is about people, and people are emotional creatures.

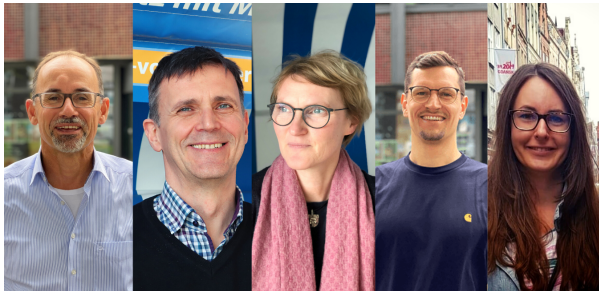
#EURegionsWeek

You are warmly invited to our joint workshop **“Is Your Region Worth Your Love? Soft Digitalisation, Regional Attraction and Engagement”**, taking place on **Tuesday, 12 October** from **9:30 to 11:00 CET** at the European Week of Regions and Cities, under the thematic cluster *Digital Transition*.

The workshop will examine the elements of **regional attraction** from the point of view of **“soft digitalisation” and participation**, especially in relation to the COVID-19 pandemic. How does the digital transition enable better services and quality of living? How to include different actors in development processes? Practical case studies will be presented to inspire interaction and seek possible cooperation opportunities.

[More info here](#)

New Partner



From left to right: Dr. Wolfgang Blank (CEO), Alexander Schwock, Dr. Gudrun Mernitz, Lars Schimanski, Jennifer Billowie

We would like to present you our new partner

[WITENO](#)

Read our interview with their excellent team, to know more about it.

[Read more](#)

Past Events

Policy Learning Event #4

Hosted by the Eastern and Midland Regional Assembly

The PLE#4 took place on May 26th, 2021 and gathered regional actors and stakeholders, who showcased digitalisation good practices and innovative projects developed in the Irish Midlands across the **EMRAs 3 Key Principles**, namely **Healthy Placemaking, Climate Action and Economic Opportunity**.

Participants had the opportunity to exchange further views on the topic of **Rural Working Hubs and Clusters** and interact in the break-out rooms with the speakers and event organisers.

The second session concerned the **EU Recovery Plan** and included **key messages from a regional perspective** shared by the Conference of Peripheral Maritime Regions (CPMR), Next2Met advisory partner.

[More material available here](#)



Workshop on Citizen participation and Digital solutions

Initiatives and projects for local and participative development

[Find out more](#)

Good Practices

Great news!

LISA - Mobility as a Service & Last Mile

Evidence of success

The project is up and running.
Further results will be measured according to the following criteria:

- Positive development of utilization

is now published in the Interreg Europe Policy Learning Platform good practice database

Where: Lower Austria, Austria

Office of the Regional Government of Lower Austria

What: Comprehensive package of public transport, bike lanes, shared vehicles and innovative mobility concepts

Why: Reduce the dependence on own cars in rural areas, reduce mobility costs and CO2 emissions

- of bus, eCar sharing, wheel boxes
- Personal feedback from citizens
 - Social media feedback from users
 - Feedback from region/communities/partners

[READ MORE HERE](#)

NØRD – First Digitalization Congress in Mecklenburg-Vorpommern

Where: Mecklenburg-Vorpommern, Germany

Ministry of Energy, Infrastructure and Regional State Development

What: Digitalization Congress to inspire, connect and create in the Digital Innovation Space MV

Why: Create visibility and awareness throughout the entire land on the topic of digitalisation



Evidence of success

- 11 themes addressed
- 68 seminars
- 31 workshops
- more than 100 speakers and experts

[READ MORE HERE](#)

[VISIT THE WEBSITE](#)

The e-Podlaskie Program

Where: Podlaskie, Poland

Marshal Office of Podlaskie
Voivodeship

What: Program for the
Development of the Information
Society of the Podlaskie
Voivodeship, including e-
administration, e-business, e-
health, e-education, and ICT
networks

Why: Improve governance and
services for citizens



Evidence of success

Implementation of programme:

- 130 partners and over 1,200 entities together

Podlaskie e-Health Information
System:

- 220 specialist clinics in 30 medicinal entities connected to the Platform and 25.000 users

Broadband Network of Eastern
Poland – Podlaskie Region

- total length of the network: 1885.23 km

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