



Next2Met
Interreg Europe



European Union
European Regional
Development Fund

Next2Met - Introduction

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Our Project

What is our goal?

Increasing attractiveness of Next2Met regions with soft digitalisation measures.

Why?

By focusing on the strengths of territories surrounding metropolitan areas, Next2Met aims to overcome the current bottlenecks to attracting and retaining knowledge, people and capital.

Objectives

How will this be done?

Overall objective:

Ensure that public policy supports increased attractiveness of territories surrounding metropolitan areas.

SUB-OBJECTIVES

Define how means to support funding and application of soft-digitalisation measures can be improved within policy instruments.

Ensure correlation between measures and priority sectors (RIS3) that should be the regions' unique selling points.

Ensure long-term impact of improved policy, whereby public funding instruments stimulate further public/private investments, thus attracting capital.

Main steps

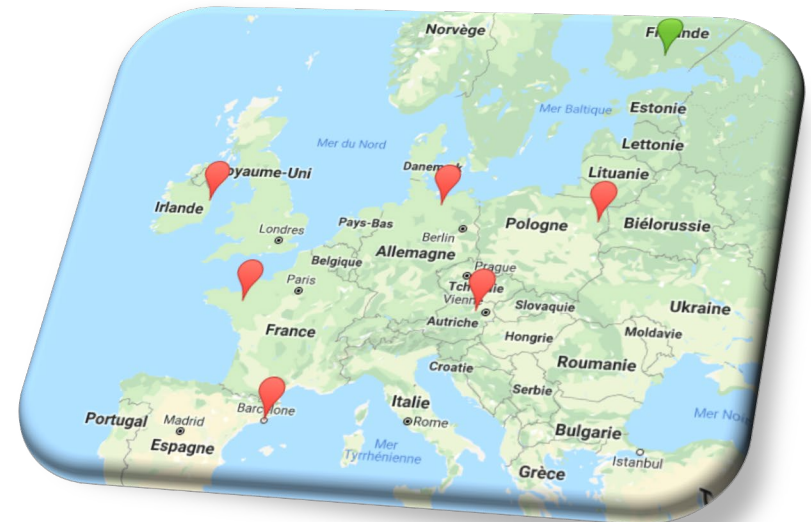
How will this be done?



Partnership

Who is involved?

LP	Regional Council of Päijät-Häme(FI)
P2	Office of the Regional Government of Lower Austria (AT)
P3	Barcelona Provincial Council(ES)
P4	Eastern and Midland Regional Assembly (IE)
P5	Podlaskie Voivodship(PL)
P6	Mecklenburg-Vorpommern Regional Authority (DE)
P7	Conference of Peripheral Maritime Regions of Europe –CPMR (FR) / Advisory partner



Next2Met in numbers



6 action plans and 6 policy instruments addressed.

6 local and regional authorities + 1 advisory partner.



42 months
(1.8.2019 -
31.1.2023)

Phase 1: 2,5 years → Interregional Exchange + Action Plans
Phase 2: 1 year → Monitoring activities

Total Budget: **€1,358,584.00**
ERDF Contribution: **1,154,796.40**



Next2Met Local Stakeholder Group

- Juhani Ukko, LUT University
- Katariina Mäenpää, LAB University of Applied Sciences
- Anna Huttunen, City of Lahti
- Timo Järvinen and Minna Järvinen, NayaDaya inc. Lahti
- Kimmo Seppänen, LADEC
- Riika Kivelä, Regional Council of Päijät-Häme
- Riikka Nieminen, Päijät-Häme Joint Authority for Health and Wellbeing
- Jussi Eerikäinen, Häme Chamber of Commerce
- Ilkka Kuhanen, Lahti Historical Museum
- Raija Forsman, Lahti Region
- Kalle Bäckman, Solita inc.

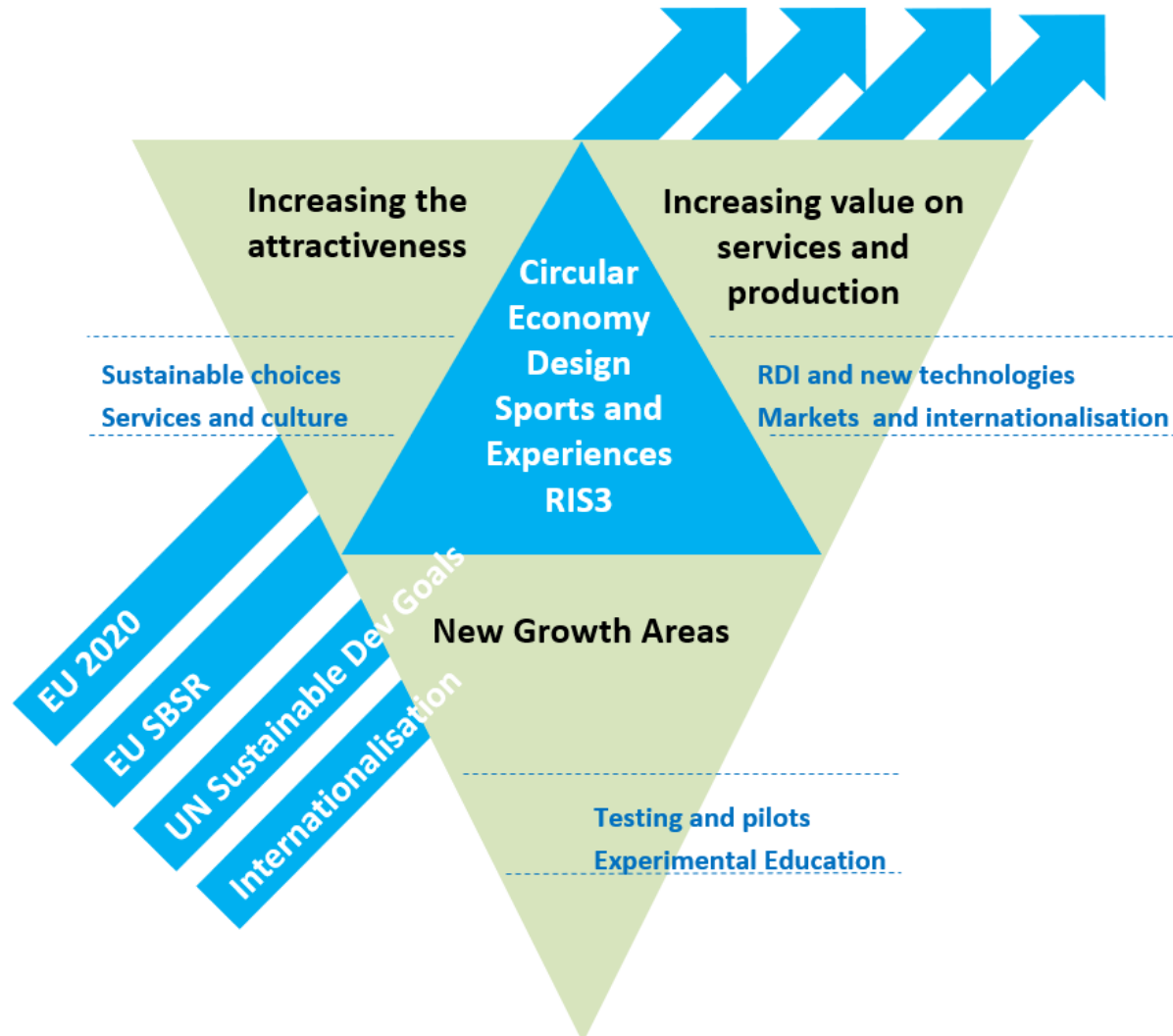
Päijät-Häme: The Challenge

- Echoing “Rust Belt” history of the 1990’s
- Unemployment rate: 12,5% (2/2019)
- Becoming old quickly – challenges in healthcare and public service structure
- Young people leaving the region
- Too few academic jobs
- Bad reputation for true and false reasons
- Location: close to metropolitan area - but not close enough?

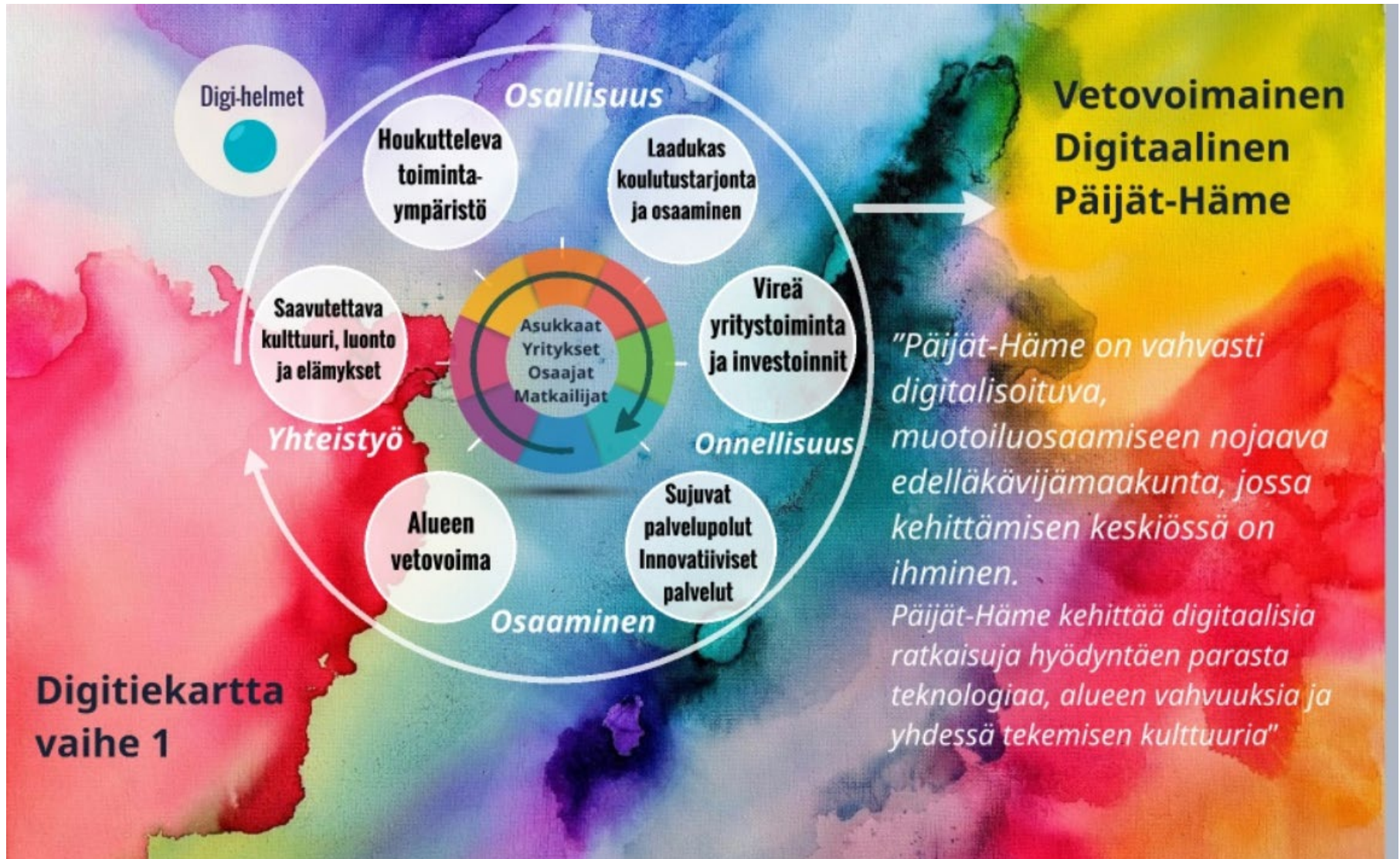
Päijät-Häme: Attractions

- Green growth & Eco-innovation (Lahti: Green Capital 2021)
- Growing role of the University sector
- Location & Infrastructure; close to metropolitan area
- Nature, air, water
- Lakeland + urban tourism
- Sports and culture, experiences
- Affordable living in beautiful settings
- Quality of everyday life: time, closeness, functionality
- Citizen involvement and participation

Päijät-Häme: Smart Specialisation



Päijät-Häme: Digital Road Map



Soft Digitalisation: What?

- Technology as a slave and a tool
- Always a meaningful concept or service at the core
- Focus on making everyday life easier & more meaningful
- Creating good life -> attracting competencies
- Using existing technology to deliver innovative services – not to (re-)invent technology as such
- Answering, but also creating needs
- Based on our Smart Specialisation spearheads

Soft Digitalisation: What?

- Tentative definition:

“Means of delivering people-centered deeper meaning to the quality of life and added value for business by utilising digital solutions, thus increasing the overall attractiveness of the region.”



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Thank you!

Comments & Questions welcome

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