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Interreg Europe

INCREASING ATTRACTIVENESS OF
NEXT2MET REGIONS WITH SOFT
DIGITALISATION MEASURES

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Regional Strategy of Päijät-Häme 2022 - 2025



According to the territorial analyses, Region Päijät-Häme suffers from a declining population, demographic distortion, a lack of highly skilled workforce and brain drain of young & professional people heading to bigger cities

Next steps!

01

Multilocality



02

Hybrid work



03

Competence mobility



Lessons learned & Good Practices

During the Next2Met project exchanges, Region Päijät-Häme gained inspiration & input from various partners and case examples



Irish partner EMRA's case of their digital hubs & coworking spaces

"We will make Päijät-Häme a pioneer in multilocal remote working & recognise new opportunities for tourism and housing."

Concrete actions

01

Coworking hubs & community building

02

Supporting public services



03

Marketing & branding actions



ERDF Investment in **Growth & Jobs Austria 2014-2020 OP (Operational Program) Investment priority and Lower Austrian Fund for Economy & Tourism**



The Digitalization Strategy Lower Austria is the guiding strategy document for the digital transformation support activities in the region. It has three main goals: secure & create new jobs, strengthen rural regions & improve life quality

The Digitalization Strategy Lower Austria is in line with the aim of the project Next2Met



Lessons learned & Good Practices

The Barcelona Provincial Council shared its good practice Smart Urban Platform in the Next2Met policy learning event #3, among others. Their experience in the development & management of the Smart Urban Platform provided very valuable input



Preparation of an Internet of Things (IoT) Platform in Lower Austria

Concrete actions

Development of a collaborative project "Pilot IoT Platform for Lower Austria" in 6 work packages:

01

Project management

02

IoT platform

03

Use cases

04

Training or Competition/Awards or consulting for award-winning

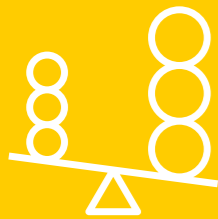
05

Visualisation of the show cases

06

Communication & study on citizen acceptance

Local Governments Network: Service Catalogue, Technologies & Digital innovation



There is a key challenge to reduce digital territorial asymmetries in the region & to enhance the attractiveness of the non-metropolitan area to develop digital projects and smart initiatives beyond the Barcelona Metropolitan Area

These challenges were identified in the regional territorial analysis carried out at the start of the Next2Met project



Lessons learned & Good Practices

Activities and interregional exchanges carried out during the project have highlighted the importance to adjust digitalisation resources to increase opportunities in the regions next to big metropolitan areas



how to provide services that are more accessible & cost-efficient by means of digitalisation and strengthening the rural areas



Facilitating remote work in the non-metropolitan areas

Concrete actions

Modification of the three resources offered within the Smart Region Strategy for the Service Catalogue 2021-2023



by lowering the minimum population size of municipalities that can have access to these resources:

01

"Smart Region Platform"

02

"Acquisition of devices that can be integrated into the Smart Region Platform"

03

"Development of smart city strategies"

A new economic resource was added to the Service Catalogue 2021: support to buy devices & software to facilitate remote work directed at smaller municipalities in the region

Target policy instrument; Regional Spatial and Economic Strategy (RSES) for the Eastern and Midland Region 2019-2031



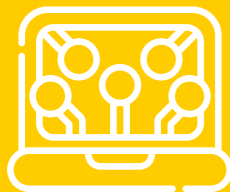
This 12-year strategy provides a framework for the physical and economic development for the region.

Midlands: the focus region of the Next2Met project in Ireland

Challenge: How can digitalisation help increase the attractiveness – for knowledge, opportunities, and capital – of a region that is in the shadows of a big metropolitan area



Lessons learned & Good Practices



Of the good practices examined during the project, EMRA was inspired by Lower Austria's

- Future-oriented, mid- to long-term digitalisation strategy
- The House of Digitalisation



Drawing inspiration from these good practices, EMRA will lead the development of a new Digitalisation Strategy for the Midlands region

Concrete actions

EMRA will collaboratively develop a new Digitalisation Strategy for the Irish Midlands in three steps:

01

Planning:

- case building and needs assessment
- examine details of good practices

02

Content creation:

- collaborative exchanges with key stakeholders to create strategy content
- draft digital strategy for Midlands

03

Approval and Adoption:

- submission of strategy for adoption



Podlaskie



Regional Operational Programme for Podlaskie Voivodeship (ROPPV) 2014-2020 (multi-fund ERDF/ESF)



the objectives of this programme are, the development of enterprises, increase in export & profitability of Podlaskie companies, better jobs and better earnings of the inhabitants, i.e. higher quality of life

When the Next2Met project started in 2019, it was clear that it would meet the wishes of the regions to enhance their digitalisation



Lessons Learned & Good Practices

Among the many lessons learned during the project, the most responsive to the need of Podlaskie region was the good practice: "Digital consultations to inform Local Digital Strategies" of the partner from Ireland, Eastern and Midland Regional Assembly



Use of online tools in the process of collecting opinions & encourage other public institutions in Podlaskie region to make use of these tools

Concrete actions

Podlaskie's action plan is a new criterion for the selection of projects for the development of electronic services in administration, implemented in 4 steps;

01

Testing digital tools by the Marshal's Office of the Podlaskie Voivodeship

02

The new projects selection criterion

03

Conference "Development of e-services in Podlaskie Voivodeship - opportunities & examples"

04

The call for proposal and evaluation

Digital Agenda Mecklenburg Vorpommern (MV) and Regional innovation Strategy (RIS) for Smart specialization of MV - 2021- 2027

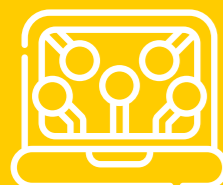


Region Mecklenburg-Vorpommern was inspired by different partner regions and put in place two action plans to be implemented in the coming years

**Internationalise the
network "Digital MV"**

**Include the Digital Innovation
Room into the RIS 2021-2027**

Lessons learned & Good Practices



The "House of Digitalisation" of the Austrian partners & the Remote Working Hubs in Ireland are good examples that inspired MV's network "Digital MV" with its 6 regional Digital Innovation Centers

Concrete actions

Aim to develop & include a new strategy concept: "internationalisation" in two phases;

01
analysis & research of
needs and potential

02
international & regional
events (workshops, study
visits) organised via
LinkedIn

Lessons learned & Good Practices



The experiences of the Austrian partners were an inspiration for the Digital Innovation Region MV to be developed in its invaluable format and to be taken into the RIS

Concrete actions

The Digital Innovation Region MV was included into the RIS for the years 2021-2027, which was agreed upon on 15 October 2020 ("Regionale Innovationsstrategie für Intelligente Spezialisierung des Landes Mecklenburg-Vorpommern 2021-2027")