

# Regional policies for the industrial transformation

Online event, 2 July 2025



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Interreg Europe Policy Learning Platform

**Interreg  
Europe**



Co-funded by  
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# Policy Learning Platform services



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# Interreg Europe objective

To improve **regional development policies** through the identification and transfer of good practices among EU regions

Helps policymakers to find new solutions to their challenges

- Primarily dedicated to policymakers
- Focus on exchange of experience



Different from cross-border or transnational cooperation

# Two actions

## Projects

Limited number of regions exchanging and transferring experience on a shared regional development issue

## Policy Learning Platform

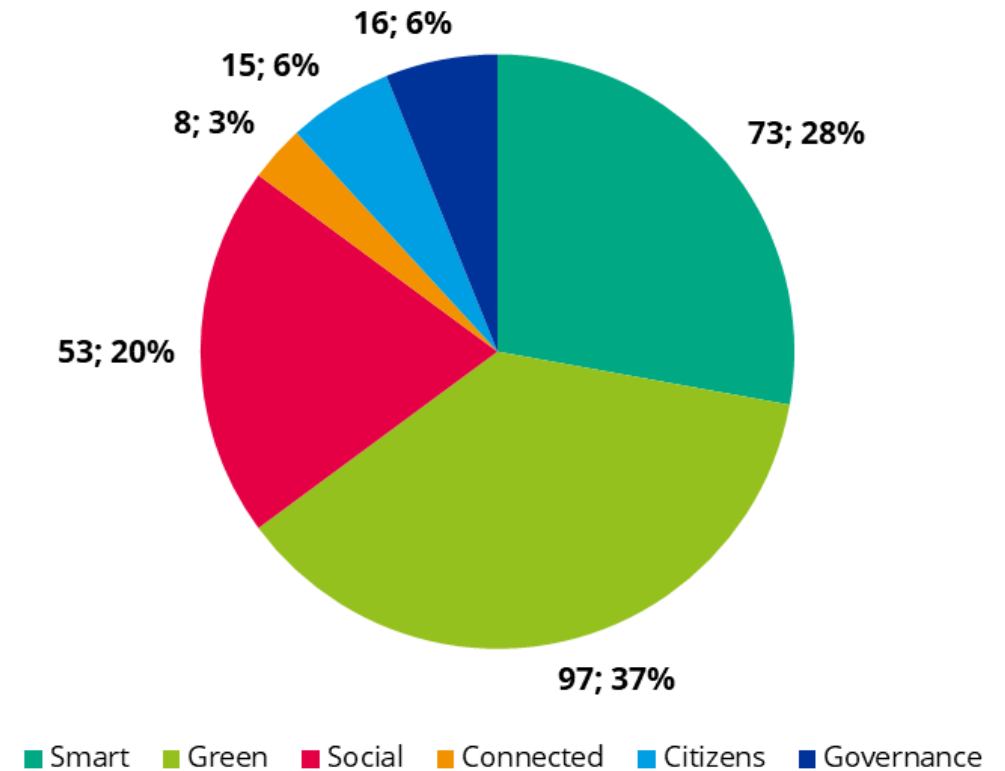
Further exploiting projects' achievements and opening up the programme benefits to all



# Interregional Cooperation Projects

262 approved projects

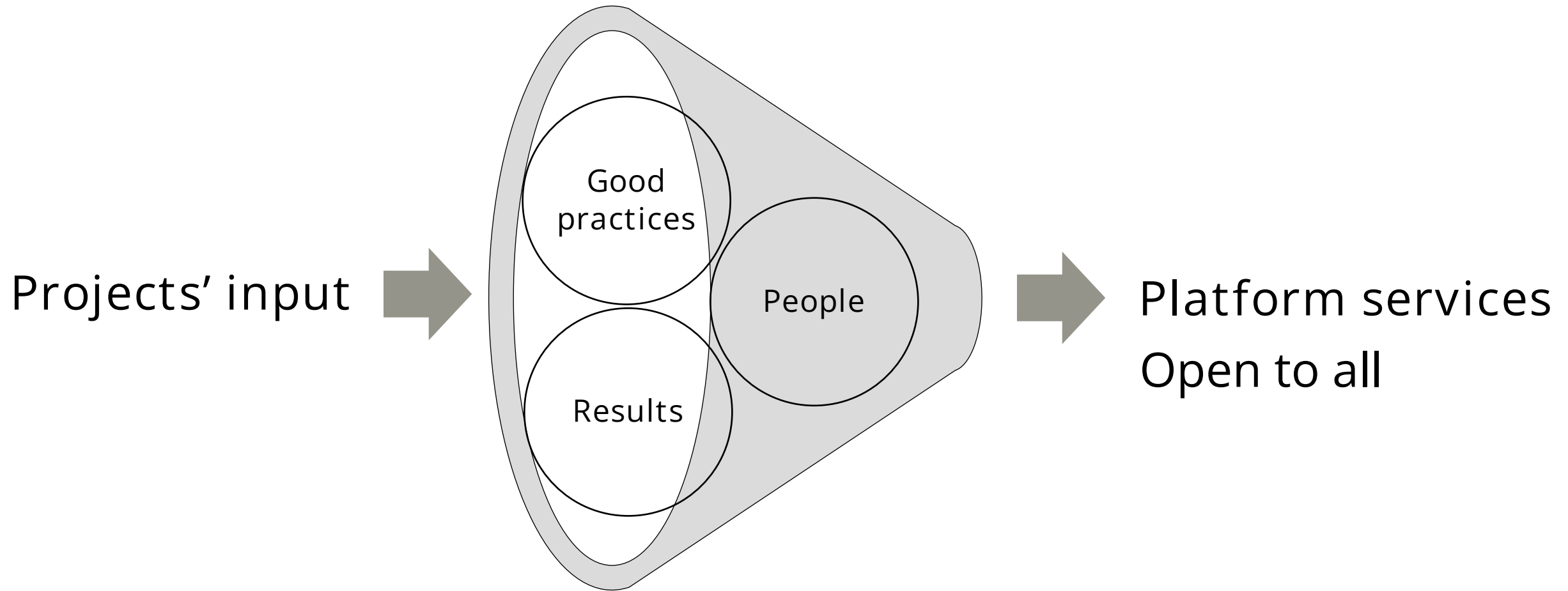
- 2,257 project partners
- 36 countries
- 90% NUTS2 regions
- 61 pilot actions (testing policy solutions)  
(96% success rate in the 1st call for pilot action at midterm)



*All funds committed*

*No further calls planned*

# Building on the projects' treasure

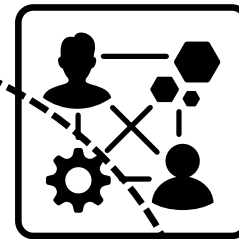


# Platform in a nutshell

An easy tool for learning and capacity building for all policymakers in Europe to help improve regional policies through:

## Knowledge

Find **policy solutions**  
(good practice database,  
thematic publications)



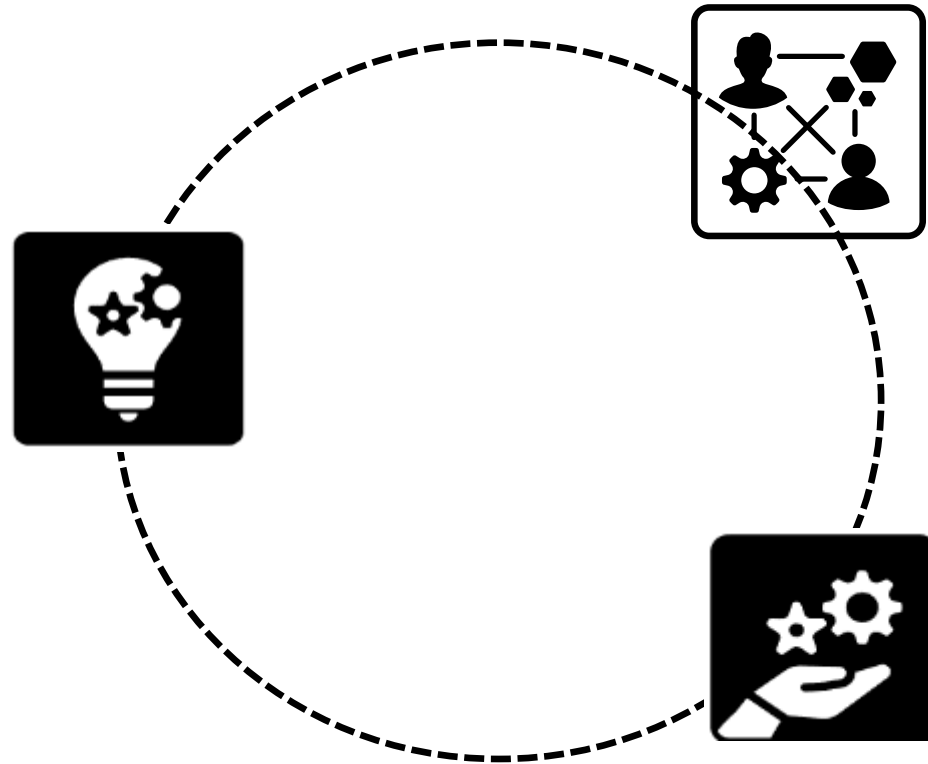
## People

Meet our **community**  
(thematic events, webinars)



## Expertise

Get **expert support**  
(peer reviews, matchmakings,  
policy helpdesk)





What makes us unique: our team of experts!








# Access to policy solutions

Interreg  
Europe



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the European Union

 Search

 News and events

 Help & contact

 My account

The programme

Look for funding

Approved projects

**Policy solutions**

Get expert support

Meet our community



3,500+  
good practices



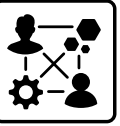
100+  
policy briefs



150+  
stories



100+  
webinar  
recordings



# Access to community

- Be part of a powerful network
- Connect with like-minded people
- Add EU leverage to your daily work



20,000+  
community members

15,000+  
organisations



180+  
policy-learning events

# Community: events

- Monthly thematic webinars
- In-person and online workshops (2x a year) primarily for projects
- Capacity building events in new countries
- Up on-demand online discussions

The screenshot displays the 'Community: events' interface. At the top, there is a calendar for July 2025. The date '02 JUL 2025' is highlighted, indicating an event. Below the calendar, there are several filter buttons: 'Select all', 'General info', 'Smart', 'Green', 'Connected', 'Social', 'Citizens', and 'Governance'. A red circle highlights the 'Platform' dropdown menu. At the bottom, there are buttons for 'Reset filters' and 'Filter events'.

**1 event(s)**

**EVENT**

**02 JUL 2025**

Online

**Policies for business transformation**

On 2 July 2025, the Policy learning Platform will host a webinar on policies for business transformation towards a more digital, green, and resilient economy.

By Platform



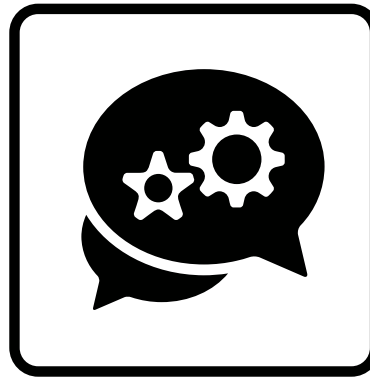
# Access to expert support

A fast track to policy solutions (priority to newcomers)



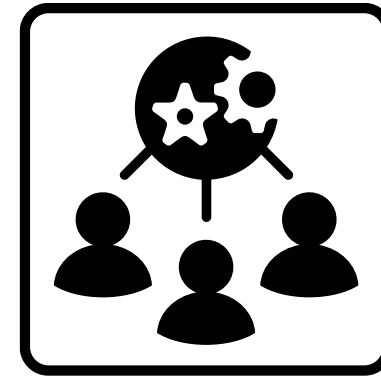
## Policy helpdesk

Get expert advice to any type of questions in regional policy-making



## Matchmakings

Be inspired from good practices across Europe during a 2-hour exchange



## Peer reviews

Get tailored solutions from relevant peers during a 2-day in-depth analysis



# Peer review key features

In-depth thematic exchanges over two days about a specific policy challenge in the beneficiary region or in one of the peer regions.

- Platform experts organise and facilitate the peer review
- Careful preparation of all participants (beneficiary and peers)
- Opportunity to involve stakeholders
- Onsite or online – adapted agenda and format
- Costs covered by the Platform
  - Beneficiary  
Catering, interpretation, and local transport
  - Peers  
Travel and accommodation costs and Flat Daily Allowance (FDA) of EUR 350 for up to three working days (upon request)





# Who can apply for a peer review?

- Public authorities responsible for regional development policies from programme eligible area  
(all EU, Albania, Bosnia & Herzegovina, Moldova, Montenegro, North Macedonia, Norway, Serbia, Switzerland, Ukraine)
- Priority to non-project partners



# Peer learning in practice



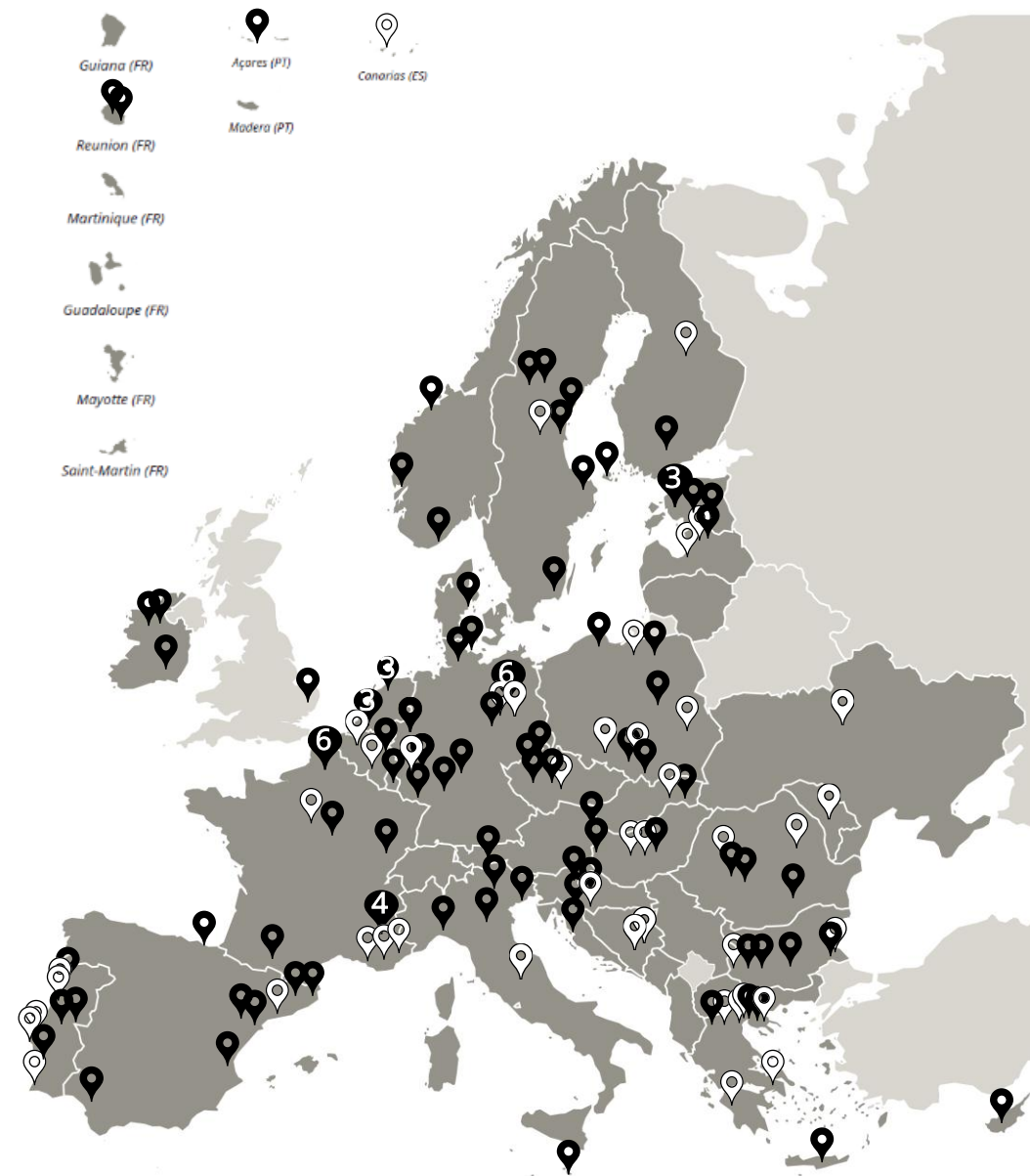
108 peer reviews since 2018



55 matchmaking sessions

Apply to benefit from expert support any time

<https://www.interregeurope.eu/get-expert-support>



**Interreg  
Europe**



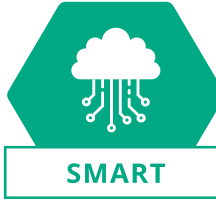
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# Thematic context



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# Transition towards a more digital, green, and resilient economy

Key drivers of the industrial transformation are:

- Digitalization

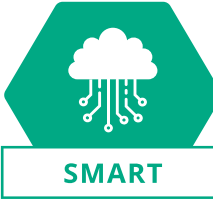
The rise of digital technologies offers unprecedented opportunities to enhance industrial productivity and innovation. By leveraging AI, IoT, and big data, industries can improve efficiency, reduce costs, and open up new avenues for growth.

- Green Transition

Sustainability is at the core of the European Green Deal, aiming to make Europe the first climate-neutral continent by 2050. Industries must adapt to stricter environmental standards and embrace circular economy principles to thrive in this green future.

- Resilience and Sustainability

The recent disruptions, such as the COVID-19 pandemic and geopolitical tensions, have highlighted the need for resilient and adaptable industrial sectors. Strengthening supply chains and fostering community resilience are essential to withstand future shocks.



# Alignment with European Union Priorities

- European Green Deal (2019)
- Shaping Europe's digital future (2020)
- New Industrial Strategy for Europe (2020)

The new European industrial policy includes a dedicated strategy for small and medium-sized enterprises (SMEs) “for a sustainable and digital Europe.”

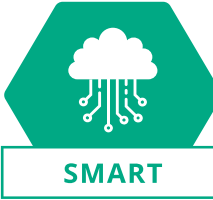
*“Sustainability Advisors will be appointed within the existing Enterprise Europe Network to help SMEs with environmental and social challenges and improve access to skills.*

*Up to 240 Digital Innovation Hubs will advise SMEs on how to integrate digital innovations into their products, business models and processes.*

*The new European Innovation Council (EIC) will make available €300 million as of next year to encourage breakthrough innovations delivering Green Deal objectives.”*

- Circular economy action plan (2020) as part of the European Green Deal
- Recovery and resilience facility (2021)
- 'Green Deal Industrial Plan for the NetZero Age' (2023)





# Skills for S3 and industrial transition

## CCSI4CCSI

Cultural and Creative Sectors and Industries for Collaboration, Competitiveness, Sustainability and Innovation

## LOTTI

Local identity driving traditional industry transition

## ORIGINN

Economic and social transformation in rural areas through industrial innovation, emphasis in agri-food sector

## REWARD

Retaining and attracting knowledge workers and skills for regional development

## SEE

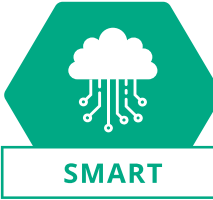
Sustainable Entrepreneurship Education

## TALENT4S3

Retention and attraction of TALENT for a better deployment of Smart Specialisation Strategies

## SKYLA

Smart Specialisation Skills Ecosystems for the Twin Transition



# SME competitiveness & digitisation

## Support to sectors

### ACTIVE ID

Activating Citizens Towards healthy lifestyles In Vital EU-regions with Innovative Data-driven solutions

### FISSH

Food Industry SMEs Sustainability Support and Help

### FBI4EU

Policies to promote the competitiveness of forest-based SMEs in resource-efficient European regions

## Future-oriented sectors

### MAE

Moving towards AErospace

### NOTRE

Novel Methods Improving Production Innovation  
Potential with examples of senior care-related solutions

## Twin transition

### AccelerateGDT

Realign Cluster Policies to Accelerate the Twin Green and Digital Transitions

### TOURBO

Boosting the transition pathway of MSMEs in tourism with green and digital transformation

### GRANDIS

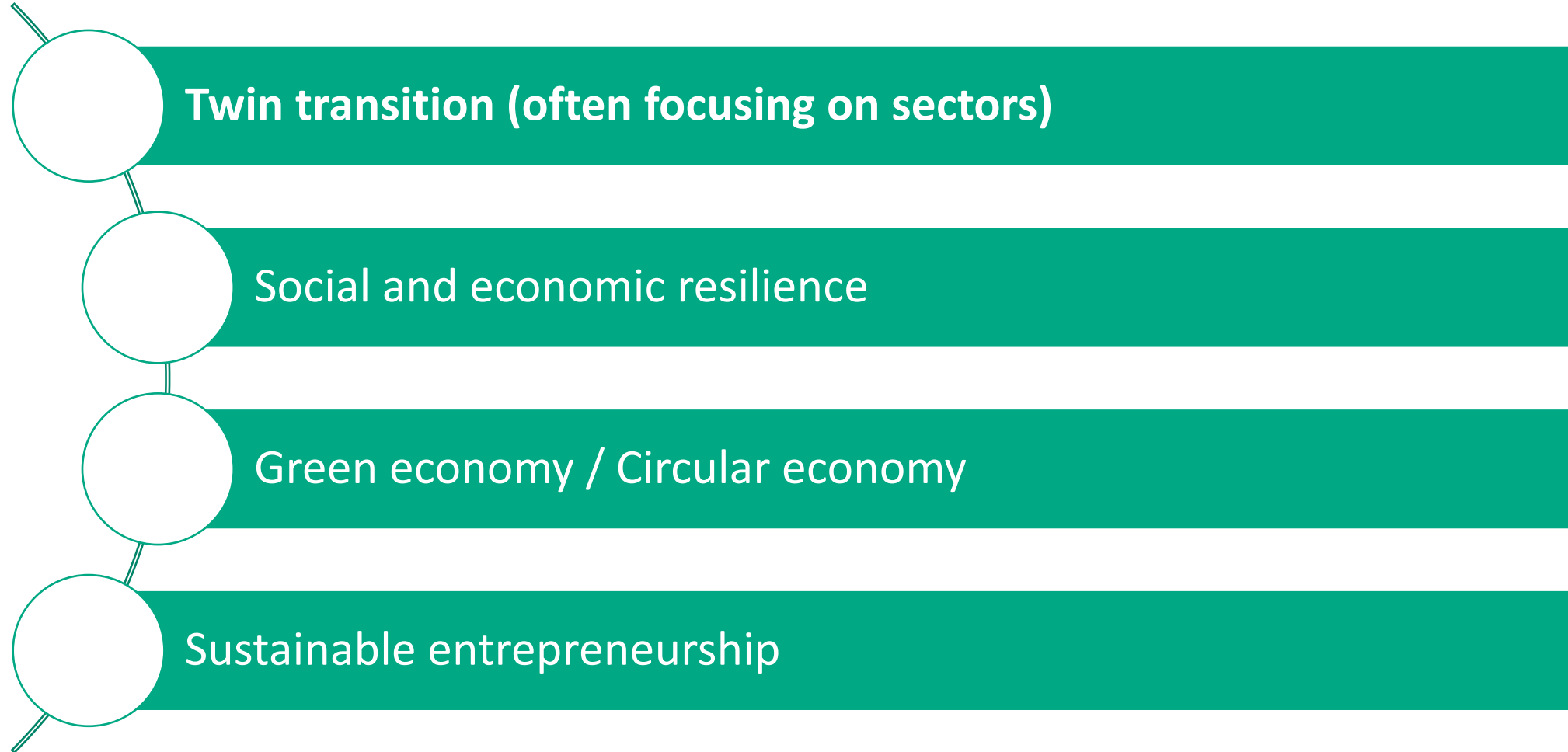
Green, digital, female-driven SMEs

### CEI BOOST

Boosting Circular Economy Innovation through emerging technologies application



# Multi-faceted approaches in Interreg Europe



# Peer review:



## Designing governance to support regional transformation in Heide Region

On 15-16 October 2024, the Policy Learning Platform held an onsite peer review for the Heide Region, which requested advice regarding their policy challenge on how to design a governance arrangement to support regional transformation.



## Strengthening Hungarian Micro, Small and Medium-sized Enterprises in ESG Related Aspects

On 2-3 July 2024, the Policy Learning Platform held an onsite peer review for the Hungarian Economic Development Agency, which requested advice regarding their policy challenge on how to support SMEs in ESG related aspects.



## European Value Chains for the green transition

The Policy Learning Platform hosted a peer review for the Regional Council of Jämtland-Härjedalen, in Östersund, Sweden, on 14-15 November 2023. The Region was looking for inspiration on how to build European value chains for the green industrial transition.



## The Platform helps Tartu set up a Green Deal accelerator

Discover the policy recommendations from the peer review that took place on 29 and 30 June 2021 in Tartu (Estonia).

More information [here](#)

# Events:



The card features a header with a play button icon and the word 'WEBINAR' in a white box. The main image shows a group of people in a virtual meeting. A star icon is in the top right corner. Below the image is a green hexagonal icon with a white cloud and rain. The title 'Supporting SMEs in adopting and implementing ESG: key learnings' is in bold. The description states that on 22 May, the Policy Learning Platform organised a webinar on support to SMEs in adapting and implementing Environmental, social and governance (ESG). At the bottom, the date '23 May 2025' and 'By Platform' are listed.

**WEBINAR**

**Supporting SMEs in adopting and implementing ESG: key learnings**

On 22 May, the Policy Learning Platform organised a webinar on support to SMEs in adapting and implementing Environmental, social and governance (ESG).

23 May 2025 | By Platform



The card features a header with a group of people icon and the word 'WORKSHOP' in a white box. The main image shows a group of people in a physical meeting. A star icon is in the top right corner. Below the image is a green hexagonal icon with a white cloud and rain. The title 'Leading industrial transition: key learnings' is in bold. The description states that the workshop in Bilbao, Spain gathered public authorities and Interreg Europe project partners to explore Europe's path toward industrial transformation. At the bottom, the date '29 November 2024' and 'By Platform' are listed.

**WORKSHOP**

**Leading industrial transition: key learnings**

Discover the key learnings of our workshop in Bilbao, Spain which gathered public authorities and Interreg Europe project partners to explore Europe's path toward industrial transformation.

29 November 2024 | By Platform

More information [here](#)



# Our speakers today



FOOD VISION 2030: IRELAND'S INTEGRATED SYSTEMS APPROACH FOR A SUSTAINABLE AGRI-FOOD SECTOR

Ian Fox

Department of Agriculture, Food and the Marine, ORIGINN project, Ireland



FOSTERING THE TWIN TRANSITION OF TOURISM OPERATORS IN MARCHE REGION

**Alessio Lupi**

SVEM - Sviluppo Europa Marche S.r.l., TOURBO project, Italy



MIND THE GAP – BUSINESS TRANSFORMATION AND SKILLS NEEDS IDENTIFICATION TOOL

Anders Elmevik

Region Skåne, SKYLA project, Sweden