

**Interreg
Europe**



European Union | European Regional Development Fund



Enabling the digital transformation Regional business support ecosystems

Learning from good practices, interesting approaches and policies
linked to Interreg Europe's projects

Policy Learning Platform

Online discussion

22 October 2018

Agenda



- European policies - Digitising European Industry
- Digital Transformation Scoreboard
- Approaches from Interreg Europe projects
 - DEVISE
 - ESSPO
 - SKILLS+
- Wrap-up from & discussion
- Short presentation of the Policy Learning Platform – Upcoming activities

Digital transformation and businesses

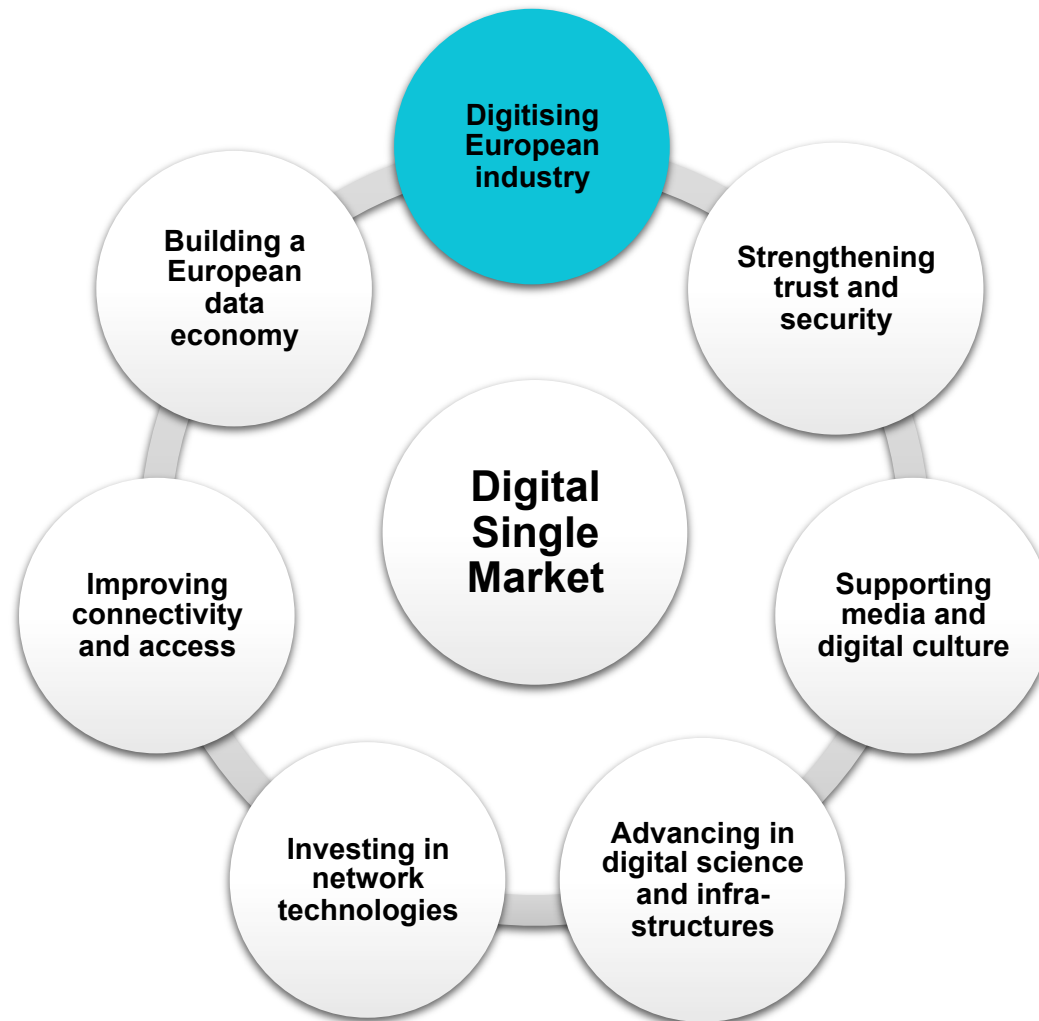


- Broad concept encompassing the **changes induced by the increased availability and use of digital technologies** in almost all kind of human activities.
- **For businesses** it implies that
 - existing or emerging digital technologies contribute to **change their business models, their products or services** and the way they are manufactured and delivered, as well as
 - the necessary **skills to remain competitive in fast changing competitive environments**.

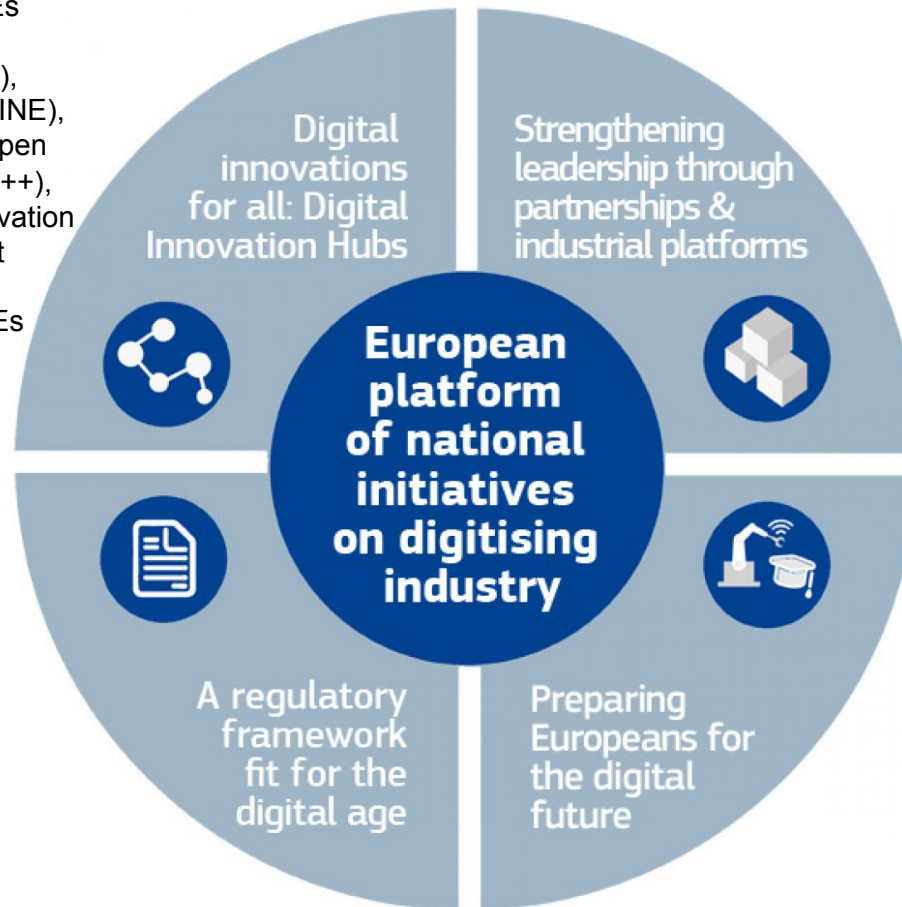
➔ CHALLENGES AND OPPORTUNITIES

- Key policy topic on **European, national and regional/local** level.

Digital Single Market (DSM) strategy



Digitising European industry



- Innovation for Manufacturing SMEs (I4MS),
- Smart Anything Everywhere (SAE),
- Open Data Incubator Europe (ODINE),
- European Coordination Hub for Open Robotics Development (ECHORD++),
- Access Center for Photonics Innovation Solutions and Technology Support (ACTPHAST),
- Supercomputing Exercise for SMEs (SESAME NET),
- EIT Digital.

- Updated regulations in key fields:
- Cybersecurity
- Free flow of data

- Digital Manufacturing platforms for connected smart factories,
- Agricultural digital integration platforms and digital service platforms for rural economies,
- Smart hospital and smart/healthy living at home,
- Interoperable smart homes and big data solutions for energy,
- Smart construction (preparatory actions).

- Digital skills and jobs coalition,
- Digital opportunity scheme.

Source: European Commission



EU Good Practice **Watify**

Boosting Technological Transformation



Watify is an awareness-raising campaign funded by the European Commission to support the EU efforts to **stimulate the modernisation of Europe's industry** by:

- *Boosting European SMEs' **technological transformation***
- *Supporting Europe's regions to translate their smart specialisation strategies in the areas of **digitisation and KETs** into **concrete projects**.*

Good practice: De Trog bakery



SOLUTIONS

ECO & HUMAN-CENTERED
PRODUCTION



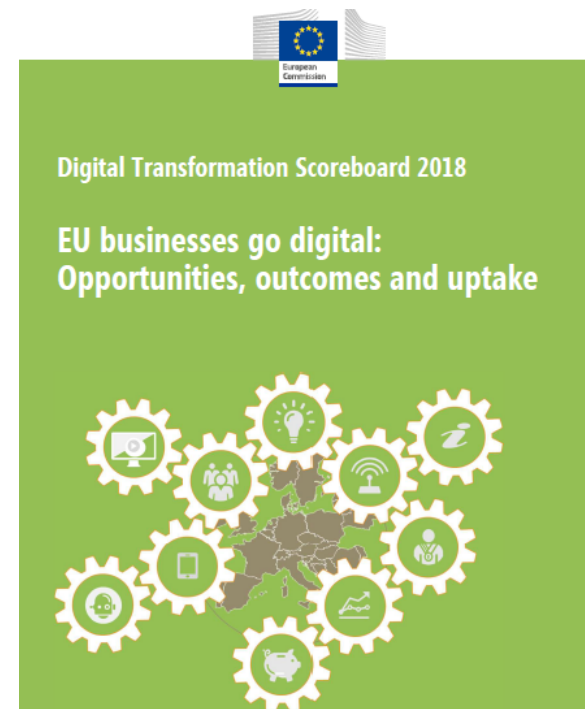
Digital Transformation Scoreboard 2018



- **Indicators for monitoring** the digital transformation
- **National digital transformation policies and programmes**
 - priority challenge,
 - design and implementation,
 - sources of funding,
 - scale and strategic approach.
- **Country profile** reports for each of the 28 Member States



Source: Digital Transformation Scoreboard 2018

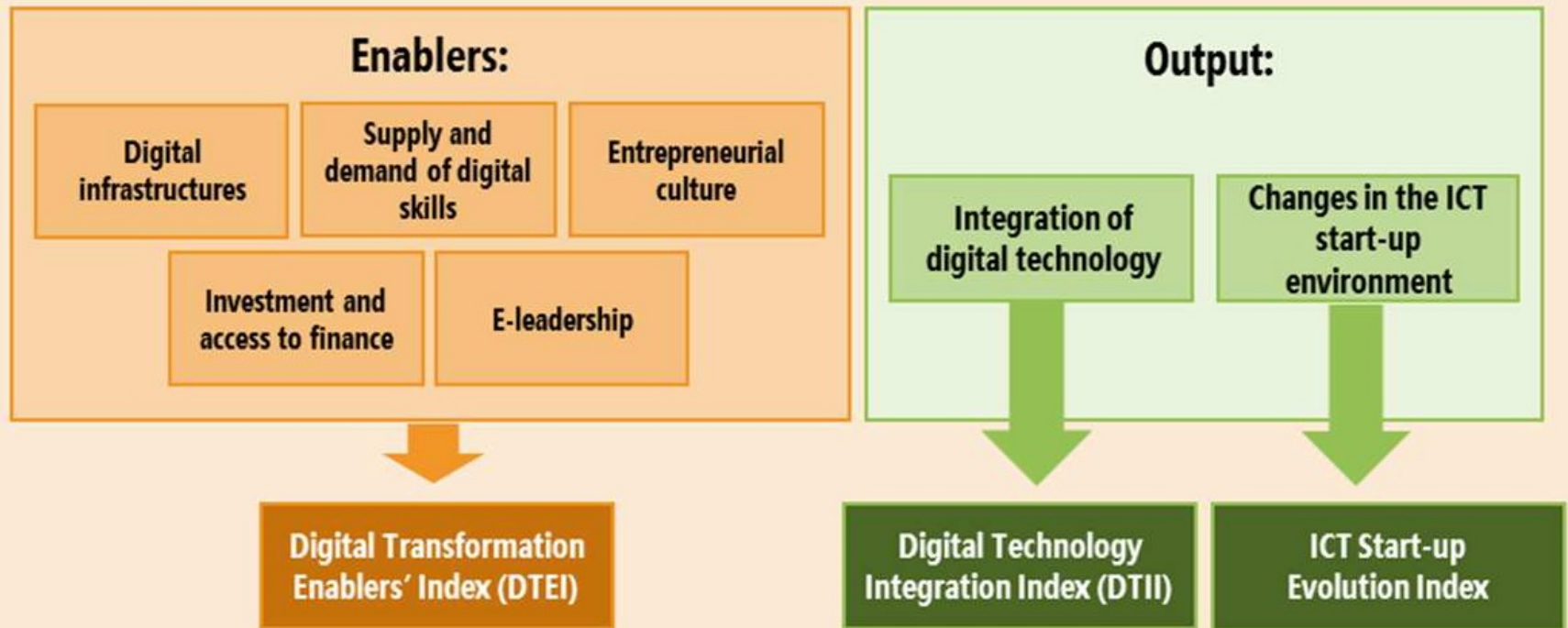


Monitoring of digital transformation



Indicator

Monitoring digital transformation based on the analysis of national data sourced from national statistics offices and international organisations



Source: Digital Transformation Scoreboard 2018

Interreg Europe Projects



TO	Project start	Acronym	Title
	1.1.2016	ESSPO	Efficient support services portfolios for SMEs
	1.1.2016	INTRA	Internationalisation of regional SMEs
	1.1.2016	SKILLS+	Supporting knowledge capacity in ICT among SME to engage in growth and innovation
	1.1.2016	TRINNO	Business ecosystem for TRadition and INNOvation
	1.1.2017	FFWD EUROPE	FAST FORWARD EUROPE
	1.6.2018	CYBER	Regional policies for competitive cybersecurity SMEs
	1.6.2018	DEVISE	Digital tech SMEs at the service of Regional Smart Specialisation Strategies
	1.6.2018	RegionArts	Enhancing SME growth by the integration of Artists in ICT projects
	1.6.2018	Future Ecom	Exploiting digitisation to increase B2B e-commerce
	1.6.2018	OSS	One Stop Shop towards competitive SMEs, focusing on the ecosystem for the first line service system
	1.1.2016	ERUDITE	Enhancing Rural and Urban Digital Innovation Territories
	1.6.2018	INNO PROVEMENT	Translating Industry 4.0 to improved SME policy instruments targeting innovation
	1.6.2018	Digitourism	Digitourism
	1.1.2016	CD-ETA	Collaborative Digitization of Natural and Cultural Heritage

Interreg Europe Projects



PROJECTS		ENABLERS					OUTPUT	
TO	Acronym	Digital infrastructures	Supply and demand of digital skills	Entrepreneurial culture	Investment and access to finance	E-leadership	Integration of digital technology	Changes in the ICT start-up environment
	ESSPO							
	INTRA							
	SKILLS+							
	TRINNO							
	FFWD EUROPE							
	CYBER							
	DEVISE							
	RegionArts							
	Future Ecom							
	OSS							
	ERUDITE							
	INNO PROVEMENT							
	Digitourism							
	CD-ETA							

Interreg Europe Projects - Approaches



- **DEVISE** - Digital tech SMEs at the service of Regional Smart Specialisation Strategies
ERNACT - European Regions Network for the Application of Communications Technology, Colm Mc Colgan/Eilís Mc Fadden
- **ESSPO** - Efficient support services portfolios for SMEs
Tartu Science Park, Vaido Mikheim
- **SKILLS+** - Supporting knowledge capacity in ICT among SME to engage in growth and innovation
Regional Development Agency, Kainuun Etu Ltd., Silja Keranen

PROJECTS		ENABLERS					OUTPUT	
TO	Acronym	Digital infrastructures	Supply and demand of digital skills	Entrepreneurial culture	Investment and access to finance	E-leadership	Integration of digital technology	Changes in the ICT start-up environment
	DEVISE							
	ESSPO							
	SKILLS+							

Priorities for policy areas



Which policy issues would you like to focus on when learning from others?

„Output“ related priorities:

- Foster the **integration of digital technologies** in traditional businesses
- Improve the **ICT start-up** environment

„Enabler“ related priorities

- Support the increase of **knowledge and skills** in businesses
- Promote an **entrepreneurial culture**

Others

Priorities for instruments



Which type of instruments would you like to focus on when learning from others?

- Physical **infrastructure** (co-workings, incubators, digital hubs, living labs...)
- **Soft support** (trainings, networking, mentoring, specialised services...)
- Access to **finance** (loans, grants, vouchers...)
- Others

Policy learning platform services



Expert support



Community



Knowledge hub



Good practices

delivered through

Online portal



Expert team



Research
and innovation



SME
competitiveness



Low carbon
economy



Environment
and resource
efficiency

Upcoming activities



- Thematic workshop
Fostering entrepreneurship and business creation
14 November 2018 in Sofia (Bulgaria)
- Policy brief on **business accelerators** (soon)
- Regular **news** and **articles**
- Featured **good practices** and further projects results

Thank you!
Contact us:



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