

**Interreg
Europe**



European Union | European Regional Development Fund

Mastering the digital transformation of business support

Thematic workshop

27 November 2019 | Brussels



Agenda



Morning session

- **State of the art**
 - **The EU perspective** (*Alma Joy Ridderhof, DG CONNECT*)
 - **Good Practice from Trentino, Italy** (*Marco Combetto, Trentino Digitale Spa - Provincia autonoma di Trento*)

- **Interactive introduction for participants**

- **Useful practical examples**
 - **On-line grant schemes** (*Chiara Longo, Genova, Italy, PURE COSMOS*)
 - **Online portal for SMEs – Checklist for SMEs on internationalization readiness** (*Amna Potočnik, Maribor Development Agency, Slovenia, INTRA*)
 - **Digital tool for Start-ups "My Business"** (*Malene Aaram Vike Møre and Romsdal County Council, Norway, OSS*)

Agenda



Afternoon session

- Interaction with peers – groupwork
 - **Topic 1 - eGovernment**
 - Efficient business administration
 - Online management of funding applications
 - **Topic 2 – Business support delivery**
 - Efficient access to business support
 - Efficient business support delivery
 - Effective sensitization
- Wrap-up



**Mastering the digital transformation
of business support
in Interreg Europe projects**

Interreg Europe projects





Digital transformation

What for?



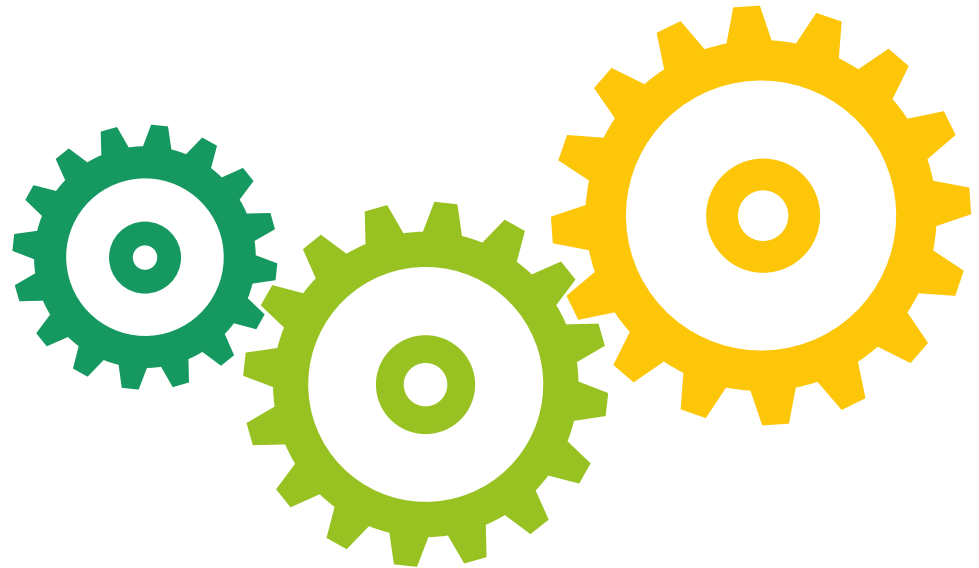
Reduce the weight of public administration



Improve quality/relevance of support delivery to SMEs



Improve efficiency of business support portfolios / ecosystems (cost/benefit)



Digital transformation

What to change?



- **Legal and administrative aspects**

- What is necessary? (according to legislation)
- What is possible? (going beyond the minimum)
- What should be made possible? (changing the regulation)
- What should be changed? Simplified? (Administrative simplification (digitalization is not the digital replication of the status))



- **Governance level - ecosystems**

- How to coordinate efficiently stakeholders?
- How to keep business support ecosystems running?



- **Operational level**

- Are there better / new ways of working and **delivering services** to businesses?
- Which **capacities** are required for business advisers?





Digital transformation of business administration

Guiding principles

- **DIGITAL BY DEFAULT**
- **ONCE ONLY**
- **INCLUSIVE AND ACCESSIBLE**
- **OPEN AND TRANSPARENT**
- **CROSS-BORDER BY DEFAULT**
- **INTEROPERABLE BY DEFAULT**
- **TRUSTWORTHY AND SECURE**



Governance

Different models and approaches

- **ONE STOP SHOP**
- **NO WRONG DOOR**
- **BLENDED MODELS**

One stop shop



One Stop Shop



One stop shop

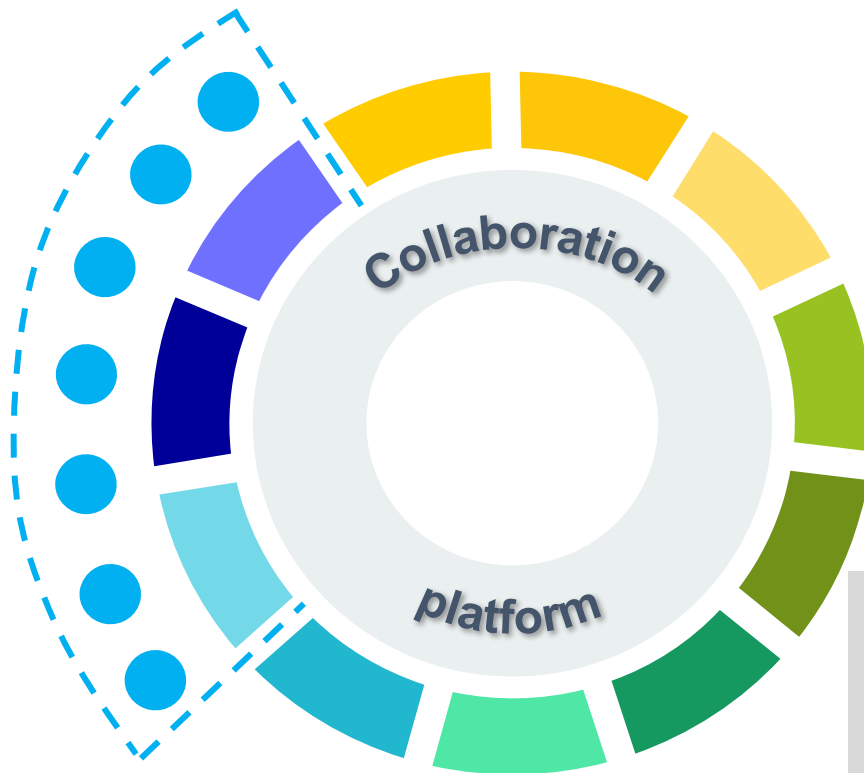
- Integration of expertise/responsibility into one single organisation
- Business advisers with different fields of expertise
- Access to regional networks of competences
- One identity
- One face to the client

No wrong door



Pooling of resources

- Joint services



First in line business support organisations

- Direct contact to businesses
- Business advisers with specific expertise
- Own identity

Collaboration platform (voluntary)

- Knowledge transfer
- Joint services offer development (often project-based)

Blended model



First in line business support organisations

- Direct contact to businesses
- Business advisers with specific expertise
- Own identity

Collaboration platform (managed)

- Knowledge transfer
- Community building
- Joint services offer

Shared resources

- Management (staff)
- IT platform for eServices
- Tools: diagnostic methods, database...
- Experts
- Infrastructure (e.g. offices)
- Branding (logo, website, brochures...)



Reduce the weight of business administration - PLP can help

Check our [good practices database](#)



Check our [knowledge hub](#)





Business support services PLP can help



Good practices

Good practice:
The "succession-in-germany" information platform.

Good practice:
The Economic Developer's' University in Centre-Val de Loire Region



Knowledge hub



Boosting exports through collective support

Check our [policylearning webinars!](#)

- Enabling the digital transformation. Regional business support ecosystems

Expertise - PLP can help



Check our [peer review call](#)



- Call open permanently
- Examples:
 - Startup internationalisation (Berlin, July 2019)
 - Trade Desk (ACCIO, October 2019)
 - *Ethical guidelines for artificial intelligence (Austria)*
 - *Digital transformation support landscape (Hessen, Germany)*

State of the art



Digitalisation, SMEs and public services

Alma Joy Ridderhof
DG CONNECT

Good Practice from Trentino, Italy

Marco Combetto
Trentino Digitale Spa
Provincia autonoma di Trento

Useful practical examples



eGovernment

- *One Stop Shop for Productive Activities (SUAP)*
(Veronica Nenci, Florence, Italy, PURE COSMOS)
- **On-line grant schemes**, Chiara Longo, Genova, Italy,
PURE COSMOS

Business support delivery

- **Online portal for SMEs – Checklist for SMEs on internationalization readiness**, Amna Potočnik, Maribor Development Agency, Slovenia, INTRA
- **Digital tool for Start-ups "My Business"**, Malene Aaram Vike Møre and Romsdal County Council, Norway, OSS



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Your feedback means a lot!

Please give us 5' of your time to help us improve:

<https://www.surveymonkey.co.uk/r/digitransformation>



Thank you!



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