

**Interreg
Europe**



European Union | European Regional Development Fund



Digital Innovation Ecosystems

Title: KPI for monitoring Arad City Digital Transformation Strategy

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Online Discussion

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1. Monitoris3 – general framework

- MONITORIS3 Project aims to address the CHALLENGE on MONITORING of the Regional Specialization Strategies (S3) developed by Regions as ex-ante conditionality for implementing Structural Funds.
- 14 Good practices related to policy instruments and monitoring tools
- 3 Good practices related to building the innovative ecosystem



<https://www.interregeurope.eu/monitoris3/>

- 6 regions
- €1,409,537.00

1. Monitoris3 – GP’s that are building the ecosystems

- **Contamination LAB** Veneto – “acceleration concept” for students to address an innovation challenge proposed by an enterprise - “infused” with 6-month training
- Regional Innovation **Networks** (Veneto) - aggregation between enterprises, public and private bodies around innovation challenges strengthening the supply chain, addressing RIS3 related funds
- Mobilization for **research based innovation** in the industry in Helgeland (Nordland) – brokerage and facilitation activities, very technical, oriented to match needs and resources and designed to manage a vast geographical territory (6 hours driving for a meeting)

Hands on approach



<https://www.interregeurope.eu/monitoris3/>



2. KPI for monitoring and evaluating the Arad Digital Transformation Strategy - Context



- City administration established a digital transformation as a priority for local development
- 2018-2019 participating in the Digital City challenge Program

Vision

- alignment to digital economy,
- increasing attractiveness for citizens and younger generations
- Using data and technology in a innovative manner



- Second most important city in West Region Romania
- 176 thousands people (2018)
- 8.930 Euro GDP/capita (2018)
- 30 minutes driving to Hungarian border
- Multicultural city



AR@Digital: Open. Educated. Innovator



2. KPI for monitoring and evaluating the Arad Digital Transformation Strategy - result

*The vision of Arad is to transform their potential for economic growth and alignment to the digital economy through **proactive collaboration between local players who are genuinely involved**. Arad wishes to **re-fresh/review its attractiveness both for its own citizens, and especially the young generation, but also in relation to other interested parties**. Arad wishes to achieve this re-invention through **the innovative use of data and technologies to solve the city's problems/challenges**.*

- 1. To establish and develop Arad's digital value proposition and branding for growth**
- 2. To create conditions to stimulate and improve Arad's entrepreneurial culture enabled by digital technologies**
- 3. To develop and provide digital services to business and citizens**
- 4. To join up thinking and behaviour between Arad's digital and non-digital stakeholders across sectors**

KPI1 # of projects originated from the Digital Council's activity (/year)
T1: 5
KPI2 # of people involved in awareness raising activities related to digital value and branding(/year)
T2: 300

KPI3 # of people involved in activities aimed at developing digital skills for citizen with various background (/year)
T3: 75
KPI4 # of cases of blending academic education with a business-based experience (/year)
T4: 8

KPI5 Appointment of a Chief Digital Officer in the City Hall, with appropriate responsibilities and authority [Y/N]
T5: Yes
KPI6 # of services provided through an extended one-stop-shop for business and citizens (tax, authorizations, cadastre, garbage, fines, education, etc)
T6: 8
KPI7 Availability of operational open datasets [Y/N]
T7: Yes

KPI8 # of people using the open lab (% of active population)
T8: 2%
KPI9 # of technology events (meetups, digitation, gaming, contests, etc) organized (/year)
T9: 10
KPI10 # services / applications originated from the activities in the open lab
T10: 3

OO6: Stimulate and develop digital entrepreneurship through education & community

OO1: Modernise Arad City Hall's activities through the use of digital technologies

OO2: Deliver user-centric digital public services

OO3: Create Open Datasets and make them available to users

OO4: Set-up a Digital Lab [as the environment for open innovation]

OO5: Develop and operate an innovative collaboration mechanism /framework

2. KPI for monitoring and evaluating the Arad Digital Transformation Strategy – relevant effects

Expert support

- EC facilitated the access to external expertise that finally created the strategic framework for local action

Political consensus:

- local administration created a **policy instrument** to publicly finance projects related to the local digital strategy (80.000 Euro)
- **Digital Office** created under the direct supervision of the Mayor of Arad – manages all digitalisation projects related to administration: informatic system, documents control, open data sets, smart public lightning

Community participation

- **IT Arad** community – informal meet-ups & trainings, support group
- **Hackathon** related to administration projects & challenges – bees migration, smart home, integrated informatic system for public administration, land management etc.
- 2021 **international Hackaton**

Further developments

- 2020 Arad won the **Intelligent city challenge**
- 2020 West Region successfully passed the **national DIH selection**



Expert support



Knowledge hub



Community



Good practices

3. Recommendations



1. Having a strategy is ok, but proposing KPI helps the strategy become relevant for stake-holders – easier to “digest”
2. Measuring in a practical way – «compass » for local action
3. Having some practical experience in talking and understanding business community helps a lot (EEN, DIH, accelerators, fab-labs)
4. Build a business case for the community – helping sustainability of the initiative: challenges, ideas, money, roles,
5. **Understand the younger generation expectancies and values**

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Thank you!

