

**Latvian Digital  
Innovation Hub**

POWERED BY LATVIAN IT CLUSTER

# Cluster Collaboration

&

# Digital Transformation

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*Latvian IT Cluster – Digital Innovation Hub*

**SKILLS+**   
**Interreg Europe**



European Union  
European Regional  
Development Fund

# Key figures

12  
partners

Lead partner:



**SAXONY-ANHALT**

Ministry of  
Regional Development  
and Transport



5

years  
(04/2016-03/2021)



Overall budget: 2,462,052.00 €

ERDF funding:  
1,781,164.00 €

NO funding:  
176,500.00 €

# Policy learning

- **Analysis** of previous and ongoing good practices (2016)
- Series of 3 **capacity building workshops** (2016/2017)
- **Baseline study** of partner territories (2017)
- **Peer review** among partners (2017/2018)
- **Policy recommendations** (2018)
- **Action plan** elaboration (2018/2019)
- Implementation support (2019/2020)
- **Stakeholder participation (anytime)**



# Latvian IT Cluster



Strong IT Community



**Cross industry collaboration -  
digitalization/**

DIGITAL INNOVATION HUB



Facilitate and support  
competitiveness and export activities



**Recognition of Latvian IT industry**

Regional and international projects for  
education, innovation, business  
promotion



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# Why Digital transformation became our topic

Implementing technologies is time consuming, expensive and troublesome process, but the return/impact will be visible in long term only...



Remain competitive



Enforced by customers or partners

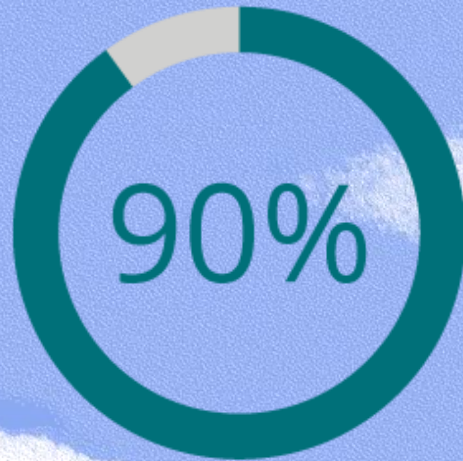


Workforce issues



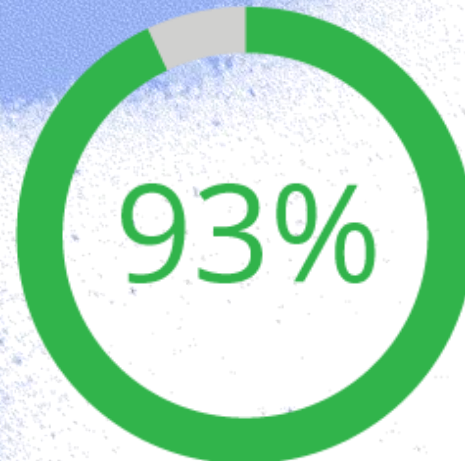
Technology inevitability

# Digitalization still doesn't really matter



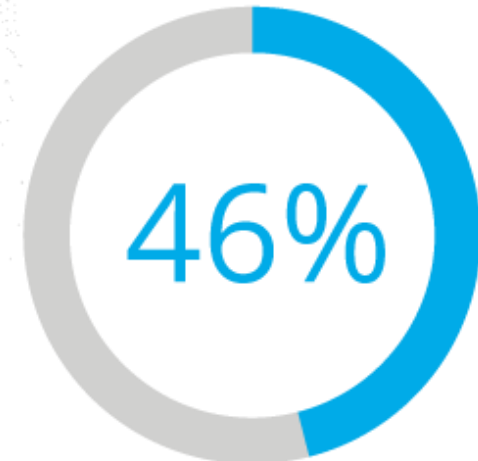
90% of respondents **agree** or **strongly agree** that digital technologies are **disrupting** the industry to a great or moderate extent

**AND**



93% of those with a digital strategy **agree** or **strongly agree** that the objective of their digital strategy is to **enhance** customer experience and engagement

**YET**



Only 46% **agree** or **strongly agree** that they are adequately **preparing** for digital disruption

# Cross-industry collaboration topic:

Digital  
transformation as  
balancing  
between



Continue to  
develop core  
product or  
services



Looking for  
new business  
models and  
opportunities

# SME transformation (digital)

**Environment:** community, municipality, Communications

**Resources:** information, knowledge, skills, access to financing

**Facilitation** – encourage to change behavior



# Why Cluster collaboration?

Implementing technologies is time consuming, expensive and troublesome process, but the return/impact will be visible in long term only...  
How to facilitate it?



Clusters are champions in networking and community management



Clusters advocate cross-industry collaboration, innovation and growth



Clusters have established international and local networks



Access to financing and projects; also collaboration opportunities

# Cluster collaboration through cross-industry hackathons

Tech + AgriFood  
(COSME, 2018-2019)



Build sustainable  
partnerships  
(Cluster or SMEs)  
through practical  
events



Soft activities  
sometimes is not  
enough... projects  
and activities should  
be of visible  
business value



Industry SMEs are  
still reluctant to  
invite tech.  
Building trust takes  
time



Follow-up and  
continuity should  
be provided  
already outside  
projects

# Cluster role to facilitate SME collaboration – our experience – «N:N»

**Hackathons**

**Business  
matchmaking  
events**

## **Benefits**

- In short time get solutions
- Real business opportunities
- Lot of good learning; possible to cover variety of topics

## **Challenges to address**

- Keep focus on topic
- Reluctancy from traditional industry SMEs
- Lots of prejudice

# Cluster role to facilitate SME collaboration – our experience – «1:N»

**Digital Expert  
Visits  
(couch experts)**

## **Mentored SME:**

- In short time gets multiple expert opinions
- Must be open and open-minded
- Interesting company for partnership

## **Technology SME:**

- In short time gets valuable market insight
- Must give honest opinion



**«Coming together is a beginning.  
Keeping together is progress.  
Working together is success.»**

**Let's keep in touch!  
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