

**Interreg  
Europe**



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# The Policy Learning Platform:

your reference point for regional  
policy-making

**Name**

*Title*

**Date | 20 Minutes**



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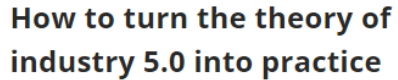



Policy Learning Platform workshop  
22 November 2022

# **Digital innovation hubs (DIHs) and demonstrators supporting the digital transformation and the competitiveness of European businesses**



Mart Veliste  
Luc Schmerber  
SMEs competitiveness experts





# Why are we tackling this topic?



On 22 September, the Policy Learning Platform hosted a webinar on how to turn the theory of industry 5.0 into practice. Access the recording, presentations and key learnings here.

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26 September 2022 | By Platform



Access the recording and presentations of our online workshop on clusters driving the digital and green transitions that took place on 10 December.

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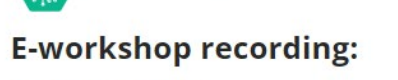


14 December 2021 | By Platform



Access the recording and presentations of our workshop on SMEs digital transformation that took place on 10 November and get inspired!

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17 November 2021 | By Platform



Access the recording and presentations of our workshop on industry 4.0 that took place on 3 November and get inspired!

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08 November 2021 | By Platform

## Today's agenda

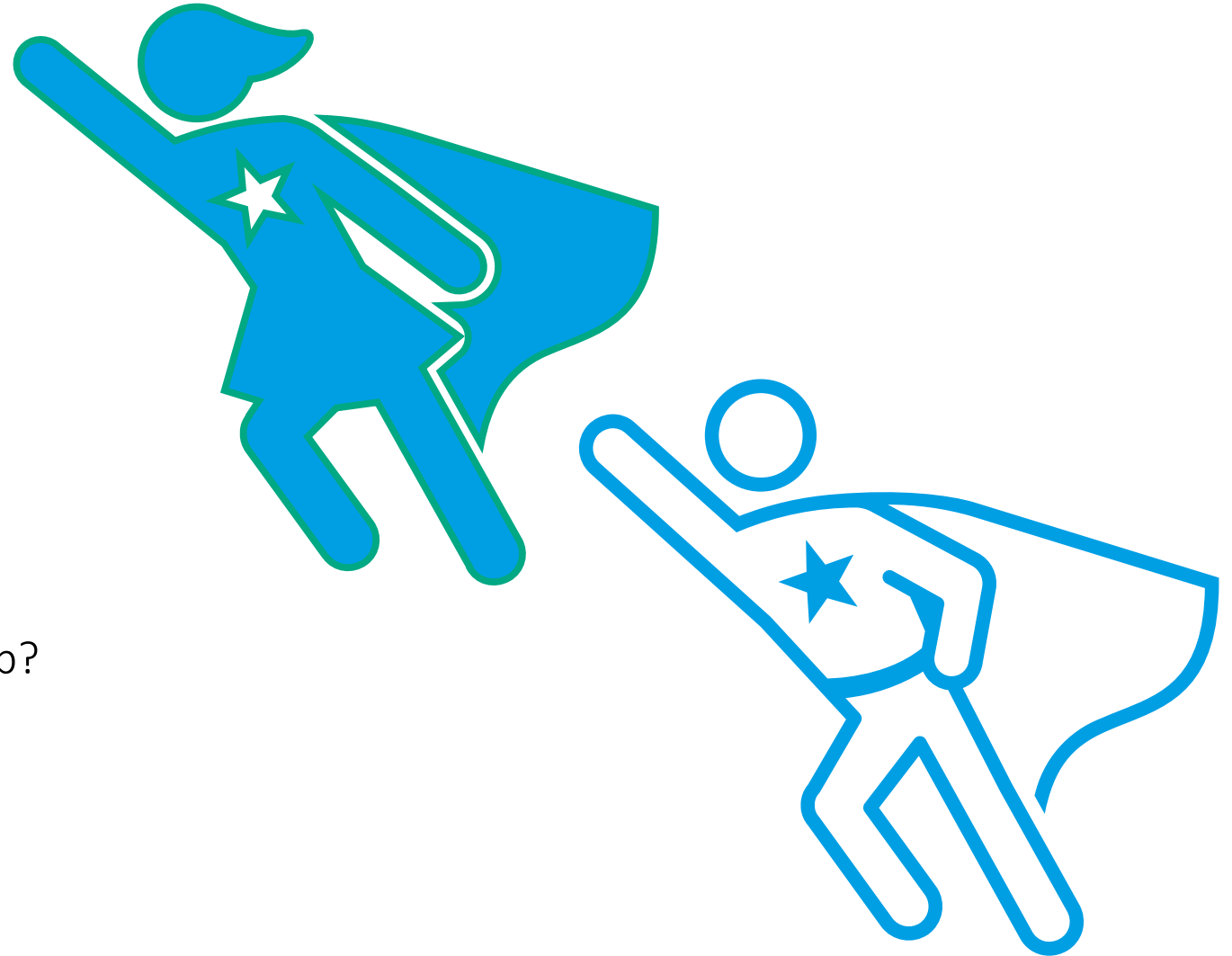
09:30 – 10:40	<b>DiHs ('policy focus') - Part 1</b> <b>Finnish digital innovation ecosystem</b>
10:40 - 11:00	Short break - networking
11:00 - 11:45	<b>DiHs ('policy focus') - Part 2</b> <b>Spotlight on experiences from the Interreg Europe community</b>
11:45 - 12:45	<b>Interactive group discussion</b>
12:45 - 14:15	Lunch
14:15 – 15:30	<b>Digital demonstrators and testbeds (smart cities, living labs)</b> <b>Experiences from the Interreg Europe community</b>
15:30 – 16:00	<b>Conclusion</b>
16:00 – 17:30	<b>Discovery of the Espoo digital innovation ecosystem</b>
17:30	<b>Networking cocktail</b>

# Getting to each other

Go to someone you don't know

Introduce yourselves and discuss

- Name
- Organization
- What are your plans for Christmas holiday?
- What is your role in digital innovation?
- What is your expectation from the workshop?



## Today's agenda

### **DiHs ('policy focus') - Part 1** **Finnish digital innovation ecosystem**

#### **Ministry of Economic Affairs and Employment (Finland)**

Lasse Laitinen, Senior Specialist at Ministry of Economic Affairs and Employment

#### **Helsinki-Uusima Regional council policies**

Heikki Kallasvaara, Senior Advisor, Helsinki-Uusimaa Regional Council

#### **City of Helsinki - FAIR / Finnish AI Region (EDiH)**

Kalle Toivonen, Senior Advisor Digitalization and New Technologies, City of Helsinki, Economic Development, Innovations and New Experiments, Testbed Helsinki

## Today's agenda

### DiHs ('policy focus') - Part 2

#### Spotlight on experiences from the Interreg Europe community

**Aiga Irmeja** (Latvian IT Cluster/Digital Innovation Hub) and **Anita Zimele** (Deputy Director of Business Support Department of the Ministry of Economics of the Republic of Latvia) ([DigiBEST](#))- [Latvian Digital Innovation Hub - EDIH Latvia](#)

**Mantas Vilys**, Lithuanian Innovation Centre, **New policy instrument 'Digital Innovation Hubs' in Lithuania** ([Future Ecom](#))

# Group work – step 1

## Lessons learned

Identify / name up to 5 lessons learned / take aways from the presentations delivered in the morning

- Make notes for yourself
- Share and discuss with our peers
- Write them down on a large piece of paper

Presentation of all group results

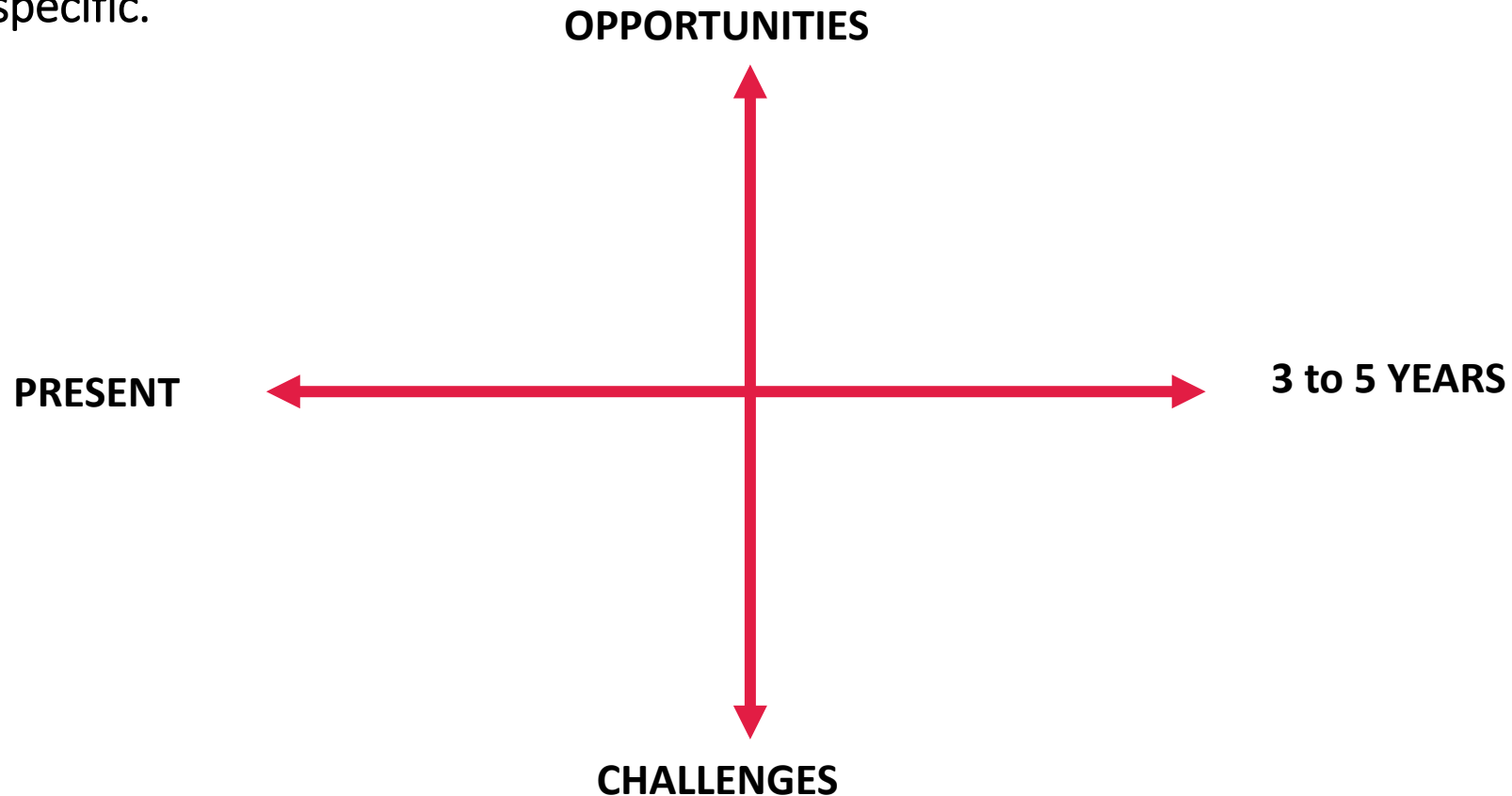


# Group work – step 2

## Challenges & Opportunities

Identify / list the main policy challenges and opportunities for the digital innovation / digital transformation in businesses (SMEs) to be addressed by DIHs (10 mins).

Try to be specific.



# Group work – step 3

## Approaches & solutions

1. Select a **challenge** or an **opportunity**
2. Building on your experience / regional context, identify and describe approaches to address this challenge / opportunity:
  - Existing proven practice
  - New approach that just has started
  - ‚Wishful‘ approach
3. Map solutions – as many as you want
4. Discuss them with your peers
5. Select up to 3 solutions within the group and describe them according to the policy canvas (next slide)

Each group presents its results to the audience

### Challenge/Opportunity

- **Solution 1**
- **Solution 2**
- **Solution 3**
- ....

# Policy canvas

Source: Design 4 Innovation project

## **POLICY**

What are the current and future policy drivers?

What is the funding source?

Are there any broader policy links?

## **KEY RESOURCES**

What resources are needed?

## **PROMOTION**

What are the key target groups?

What is the message?

## **IMPLEMENTATION**

Define the key client touch points.

Define key milestones.

Who will develop the content?

Who manages the delivery?

What is the target result?

Is there a closing event?

Does it scale over time?

## **VALUE PROPOSITION**

What are the user needs?

What is the offer?

What is free and what is paid for?

## **MEASUREMENT & IMPACT**

How is the progress reported?

Who performs the evaluation and at what stages of the process?

What is the desired impact?

What impact stories do we want to tell and to whom?

## Today's agenda

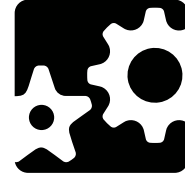
### Digital demonstrators and testbeds (smart cities, living labs) Experiences from the Interreg Europe community

**Daniela Copaci**, ERNACT, Enterprise Ireland – **Innovation as a Service (policy change)** ([DEVISE](#))

**Alain Demarez**, Wallonie emploi formation SPW, [Demonstrators 4.0](#), ([4.0Ready](#))

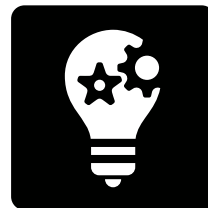
**Miriana Bucalossi**, Tuscany Region, **Open territorial laboratories 4.0** ([4.0Ready](#))

# Platform in a nutshell

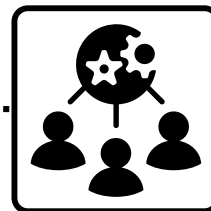


Provides **continuous policy-learning** opportunities  
through access to:

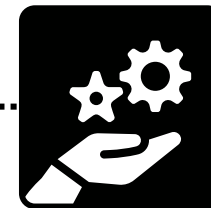
**Knowledge**



**People**



**Expert support**



#policylearning

# Our team



**Marc  
Pattinson**



**Arnault  
Morisson**



**Rene  
Tönnisson**



**Luc  
Schmerber**



**Mart  
Veliste**



**Katharina  
Krell**



**Simon  
Hunkin**



**Astrid  
Severin**



**Magda  
Michalíková**



**Thorsten  
Kohlisch**



**Elena  
Ferrario**



**Raluca  
Toma**



**Karine  
Gevorgyan**



**Lotte  
Van Meijel**



**Eugénie  
Suplisson**



**Soroush  
Brandenburg**

# Access to **knowledge**



- Wealth of policy solutions available

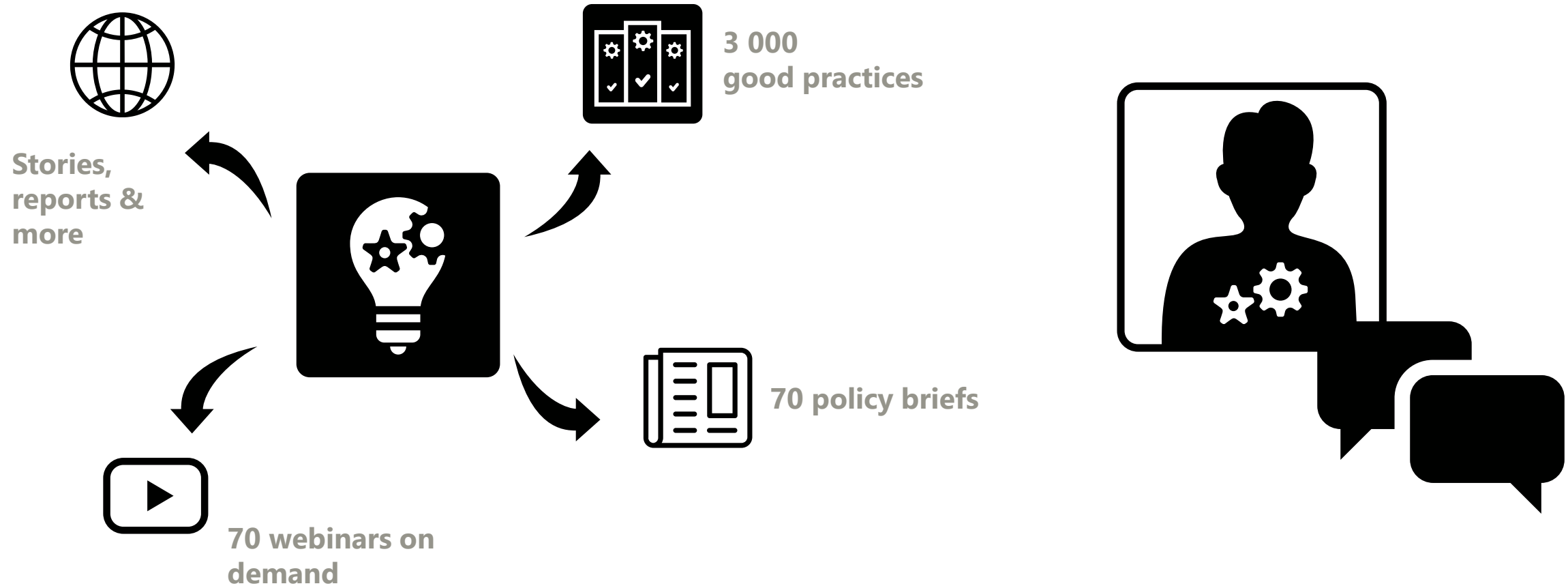


Database **of good practices** from all EU



Analytical **policy briefs**, news and publications

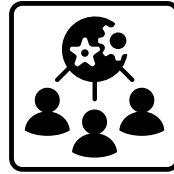
# In case you can't find your way...**access policy helpdesk!**



<https://www.interregeurope.eu/policy-solutions>



# Access to **people**



- Policy inspiration from practitioner to practitioner



Community of 25,000+  
**practitioners**



Networking and **policy-learning** events

# Online learning possibilities

## Upcoming events



### Webinars

- 23/11: Govtech and the digitalisation of the public sector
- 5/12: Next generation policy makers
- 12/12: entrepreneurship support : incubators
- 13/12: integrated ticketing and mobility as a service
- 12/01/23: zero pollution
- 17/01: cultural and creative industries
- 24/01: cutting oil use

### Peer reviews

- Jan-Feb 22: the blue economy road map in Estonia
- Jan 22: EGTC governance in Italy-Austria
- Feb 22: Smart city policies in the Czech Republic

# Peer learning in practice



Expert support services for free

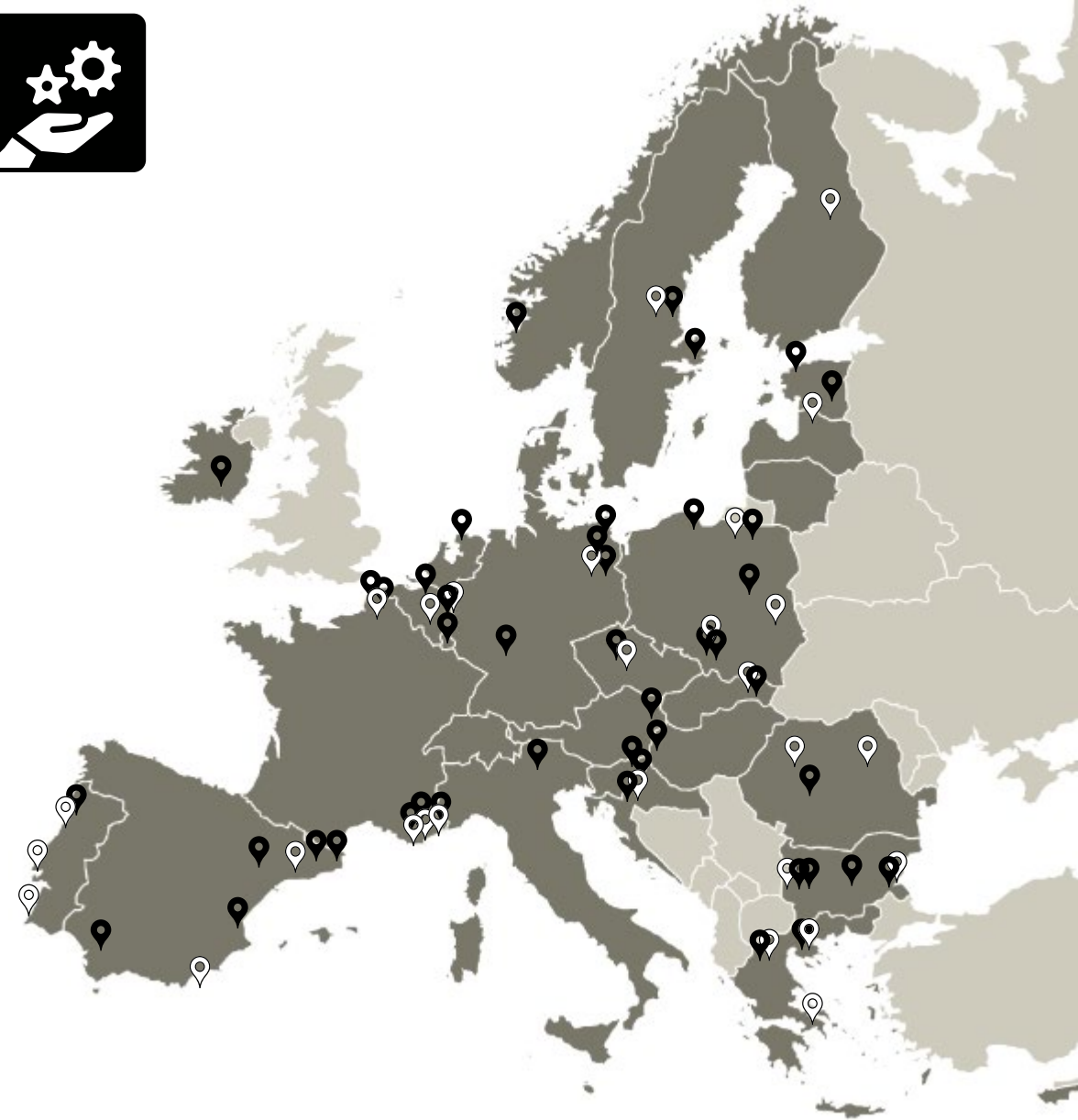
📍 46 peer reviews implemented  
2 peer reviews in the pipeline

📍 32 matchmaking sessions  
1 matchmaking in the pipeline

... and policy helpdesks

**Apply** to benefit from expert support any time

[www.interregeurope.eu/get-policy-advice](http://www.interregeurope.eu/get-policy-advice)



# What you can get

- Interreg Europe's wealth of **policy solutions at hand**
- Hands-on **advice and inspiration** from practitioners to practitioners
- Easily accessible **expert support**
- An active and committed **team of experts at your disposal**
- An active voice to **co-shape the Platform's agenda**



[www.interregeurope.eu/policylearning](http://www.interregeurope.eu/policylearning)

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# Thank you!

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