

Integrated Digital Transformation

Joint conference of Interreg projects

Wednesday 2 June 2021
10:00 – 15:00 CET
online conference

Detailed Agenda Part 1

10:00 15 min **Intro, technical guidance & warm up exercise**

10:15 15 min **Welcome by a minister for digitalisation**

10:30 30 min **Pillars and dimensions of the digital transformation model**

CORA - Connecting Remote Areas with digital infrastructure and services: CORA model & examples of practical implementation, Peyman Khodabakhsh, atene KOM, Bieke Blauwblomme, Intercommunale Leiedal Rural areas need a healthy digital environment to stay attractive for families and businesses. Each region has to look into the three core pillars of digital environment based on the simple yet powerful CORA model: a) digital infrastructure, b) well-developed digital services, and c) sufficient digital skills among the population and identify challenges, deficiencies and solutions. 18 CORA partners have been helping regions in this process by providing tools such as policy briefings, online courses, and comprehensible set of guiding measures.

11:00 15 min **ENTERTAINING BREAK**

11:15 60 min **Session 1. Digital skills in economy context**

Breakdown of SMEs on their data readiness,
Franziska Bay, University of Groningen, Futures By Design

We look into the state of data readiness of SMEs in selected regions in Belgium, the Netherlands, Germany, the UK and Sweden. The data shows the digital skills and knowledge that SMEs have at the start of the collaboration within the Futures by Design project. FDB partners use workshops to increase the data readiness, and thus the digitization of the companies.

Overcoming barriers for SME's in the transition to I4.0,
Dr. Marike Peterzon, Hanze University of Applied Sciences, GrowIn 4.0

The GrowIn 4.0 Project supports SMEs in their Industry 4.0 transition. Therefore, we developed several tools. We'll discuss the results of the work package of I4.0 Skills - The GrowIn Human Resource Management 4.0 portfolio - that offers SME's in manufacturing the ability to gain insight into HRM for Smart Industry.

Building communities around digitalisation of businesses,
Eva Hjalmered, Alexanderson Institute, COM3

COM³ project partners are jointly developing a support model, which strengthens and empowers local and regional authorities and business support organisations in their role as facilitators for the tech-adoption of local rural enterprises. An online platform will provide mapping and sector specific information as well as great networking possibilities for local and regional authorities, business support organisations and rural businesses around the North Sea Region.

12:15 30 min **LUNCH BREAK**

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12:45 60 min **Session 2. Digital services**

Museums at Home & Museums without Walls,
Ann Marie Reid, Highlands and Islands Enterprise & Alan Miller,
University of St Andrews, CUPIDO

In response to the impact of Covid-19 to cultural heritage sector, we'll explore the need to develop digital infrastructure that helps connect museums with audiences in new and safe ways. In addition, we'll share examples of working with heritage and culture organisations on developing digital heritage content and adopting digital technologies to help preserve and promote communities' heritage, and associated social and economic benefits.

Experiences from selected pilot activities and the Digital exchange Platform,
Peter Niederer, Schweiz. Arbeitsgemeinschaft für die Berggebiete SAB, SMARTVillages

An insight into SmartVillages pilot activities and lessons learnt will be presented. Furthermore, participants will have the opportunity to get acquainted with the smartVillage digital exchange platform.

13:45 15 min **BREAK**

14:00 45 min **Intervention & panel discussion**

Inspirational intervention on future activities in the North Sea Region Interreg Programme,
Femke Boersma & Anne Pintz, Joint Secretariat of the North Sea Region Interreg Programme

Panel discussion: Where do we go next. Looking into the future activities

14:45 5 min **END OF THE MEETING**