



Policy Learning Platform online discussion
15 September 2020

Fostering the digitalisation of traditional sectors focus on e-commerce



Luc Schmerber
Rene Tönnesson
Mart Veliste
SME competitiveness experts

Interreg Europe projects



✓ SME competitiveness



40Ready - Strengthening SME capacity to engage in Industry 4.0
Lead Partner: Agency for the development of the Empolese Valdelsa
Industry 4.0 (I4.0) is taking off across Europe. Regions are keen to ensure that their strategies are c...



CRAFTS CODE - Creative Actions For Tailoring Smes' Competitive...
Lead Partner: Municipality of Florence
The European Crafts sector is a rich and complex interwoven tapestry combining tradition, heritag...



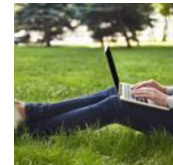
CYBER - Regional policies for competitive cybersecurity SMEs
Lead Partner: Bretagne Development Innovation
Identifying solutions and moving towards a more integrated cybersecurity market The EU already ...



DEVISE - Digital tech SMEs at the service of Regional Smart...
Lead Partner: European Regions Network for the Application of Communications Technology
DEVISE, or 'Digital tech SMEs at the service of Regional Smart Specialisation Strategies' project, aim...



Future Ecom - Exploiting digitisation to increase B2B e-commerce
Lead Partner: Coventry University Enterprises Ltd
It is estimated that in 2020 B2B e-commerce in EU will be twice as large as B2C in terms of sales w...



DigiBEST - Digital Business EcoSystem Transformation
Lead Partner: Ministry of Environmental Protection and Regional Development of the Republic of...
DigiBEST is an interregional cooperation project for policy improvement of SME's competitiveness ...



RegionArts - Enhancing SME growth by the integration of Artists in...
Lead Partner: Porto Polytechnic Institute
During the last decade, there has been an increasing recognition of the importance of artistic and ...



SKILLS+ - Supporting knowledge capacity in ICT among SME to...
Lead Partner: Ministry for Regional Development and Transport of Saxony-Anhalt
An interregional cooperation project for improving SME competitiveness policies SKILLS+ aims at a...



TRINNO - Business ecosystem for TRadition and INNOvation
Lead Partner: Arezzo Innovation
What is TRINNO? TRINNO brings together 5 pro-active regions (4 learning /1 Advisory) to address a...



Interreg Europe projects



Research and innovation



DIGITAL REGIONS - Regional policies adopting Industry 4.0 for their...

Lead Partner: European Regions Network for the Application of Communications Technology
With the DIGITAL REGIONS project, eight European regions are working together to address a com...



INNO INDUSTRY - Improving innovation delivery of policies within 4.0...

Lead Partner: Regional Development Agency Posavje (RDA Posavje)
Due to different factors as the relocation of work to Asia, the industry contribution to the EU econ...



Digitourism - Digitourism

Lead Partner: Auvergne-Rhône-Alpes Tourism
Context Many business intelligence surveys demonstrate that Digital Realities (Virtual reality and A...



INNO PROPEMENT - Translating Industry 4.0 to improved SME policy...

Lead Partner: Ministry of Finance
Industry 4.0 (I4.0) affects innovation activities of companies throughout Europe to a dynamically in...



ERUDITE - Enhancing Rural and Urban Digital Innovation...

Lead Partner: Digital Nièvre Joint Authority
ERUDITE partners have successfully extended High Speed Broadband infrastructure to reach incre...



SMARTY - Smart SMEs for Industry 4.0

Lead Partner: Municipality of Prato
The Fourth Industrial Revolution is here, are we ready? Companies across the globe are digitally tr...

Typology of practices



Digital infrastructures

- Development of digital networks (fixed and mobile) in non-commercially viable areas, DigiBEST
Development of digital networks in non-commercial areas. The projects are an example of good cooperation between municipality, County Council, SMEs, Telecom

Skills

- DIGIBOOSTI, SKILLS+
A national level funding program for SMEs to hire ICT professionals to encourage digital innovation in the companies.
- Restructuring Motor – Digital competence enhancement, DigiBEST
National digital competence programme for SME's for increasing knowledge of success factors – digitalisation to be able to execute changes in the business.

Knowledge, expertise, competences

- Kickstart Digitalization, INNO INDUSTRY
Kickstart Digitalization is a method to boost awareness about digitalization and to stimulate initial digitalization activities for competitiveness in SMEs.
- Focus Digital, Future Ecom
Focus Digital provides a structured pathway to improving skills and utilisation of Digital technology in SMEs from simple to advanced applications.
- MODERN ENTERPRISES PROGRAM, SKILLS+
The Program focuses on the development of digital competences of micro, small and medium-sized enterprises in Hungary.
- eBusiness-Lotse, PURE COSMOS
The eBusiness-Lotse was a central contact point for adoption and using ICT for SMEs in the Middle and North of Saxony-Anhalt.

Typology of practices



Digital Hubs

- Digital Innovation Hubs, RegionArts
Digital Innovation Hub is an instrument aimed at supporting SMEs in transitioning towards a new production model: Industry 4.0
- Digital Innovation Hub Slovenia, DIGITAL REGIONS
National one stop shop for digital transformation and digital competence development with 4 pillars: companies, public administration, municipalities, education
- Regional Manufacturing Digital Innovation Hub IoT-Compass, DEVISE
The mission is to support the exploitation of IoT, Cyber Physical Systems and Digital manufacturing in SMEs to increase their productivity.
- Ventspils Digital Centre (VDC), SKILLS+
VDC is one of the regional players for providing support for businesses together with the Ventspils University, Technical School, High Technology Park, etc.

Vouchers

- Digital vouchers, DEVISE
This practice aims to part-finance the use of external advisors in order to implement digital solutions and the acquisition of digital equipment or tools.
- ICT Innovation Vouchers, ESSPO
ICT Innovation Vouchers is a grant issued by Murcia's INFO (regional development agency) to support the uptake of ICTs in Small-to-Medium Sized Enterprises.
- Digital XPANDE Support Program, INTRA
Digital XPANDE is a support program whose main objective is to help SMEs selling through internet thanks to an international online marketing strategy.
- E-Commerce Vouchers, Inside Out EU
In Overijssel more than 50 percent of SME's started exporting with an online channel. To stimulate e-commerce, SME's can use a voucher to get started.

Typology of practices



Networks, sectoral business platforms, marketplaces

- NetHUB, Future Ecom
The idea of the NetHUB project is to develop a novel service model together with logistics service providers and buyers.
The NetHUB project was launched by Finnhub Association for the need of digital development in logistics industry. Finnhub Association is a joint marketing network of more than 50 logistics operators and export companies.
- Digital innovation hub DIH.Healthday.si, SILVER SMEs
DIH.Healthday.si is an ecosystem of health high-tech SMEs and organisations that works towards digitalisation of the Slovenian healthcare system.
- Digital Platform 'Steels of Hispania', SARURE
www.aceros-de-hispania.com is a web platform where we sell our particular products; sport articles, knives, carbines...
- BTO – Buy Tourism Online, BRANDTour
An event (offline) devoted to travel and innovation and an opportunity for training and for exchanging information.
- E-Export via online marketplaces, Future Ecom
The practice goals are to provide competences and a virtual CMS platform enabling companies to utilize online marketplaces (E-export).

Thank you!

Luc Schmerber
l.schmerber@policylearning.eu

Mart Veliste
m.veliste@policylearning.eu

*Thematic Experts
Policy Learning Platform
SME competitiveness*

www.interregeurope.eu

#policylearning



interregeurope



**Interreg
Europe**



European Union | European Regional Development Fund

