

Next2Met

Increasing Attractiveness of Next-to-Metropolitan Regions
with soft Digitalisation Measures

Next2Met First Policy Learning Event

15 January 2020

Sibelius Hall, Lahti, Finland

[Draft Programme – Version 5 December 2019]

8:30 Registration

9:00 Opening of the event

9:10 Keynote

Living on the Edge – How to Attain and Keep People, Competence and Capital in a Region Next to a Metropolis?

- *Laura Leppänen, Region Mayor, Regional Council of Päijät-Häme*

9:30 Introduction to Next2Met

Soft Digitalisation Measures as Means of Regional Attraction

- *Harri Kuusela, Project Manager, Next2Met*

10:00 Next2Met Partner Presentations: Territorial Analyses and Potential Good Practices

- *Kerstin Koren, Regional Government of Lower Austria, Austria*
- *Ana Duch, Barcelona Provincial Council, Spain*
- *Mike Brennan, Eastern and Midland Regional Assembly, Ireland*
- *Izabela Łokić, Podlaskie Voivodship, Poland*
- *Mareike Donath, Mecklenburg-Vorpommern Regional Authority, Germany*

10:30 Coffee Break

11:00 Partner Presentations Continue

12:00 Lunch (at own cost)

13:00 Case Päijät-Häme: Examples of Potential Good Practices

- Citicap: Promoting Sustainable Mobility by Citizen Engagement. *Anna Huttunen, City of Lahti*
- Fostering Life and Business Quality with Digital Emotional Intelligence. *Timo Järvinen, NayaDaya Inc.*
- Improving Service Experience with Remote Care Solutions. *Riikka Nieminen, Päijät-Häme Joint Authority for Health and Wellbeing*

14:00 Coffee Break

14:30 Panel Discussion: “The Rust Belt of Finland” - Challenges, Actions, Resources, and Digitalisation in Relation of Regional Attraction and Vitality (panelists TBC).

Chaired by Jussi Eerikäinen, Häme Chamber of Commerce

- *Mike Brennan, Eastern and Midland Regional Assembly, Ireland*
- *Henna Eskonsipo-Bradshaw, City of Lahti*
- *Laura Peuhkuri, Regional Council of South Karelia*
- *Toni Vanhala, Regional Council of Kymenlaakso*

15:00 Teamwork: Questions and Comments for the Panel

15:30 Conclusions and Closing Remarks

- *Harri Kuusela, Regional Council of Päijät-Häme*

15:45 End of the Event

Safe Travels!