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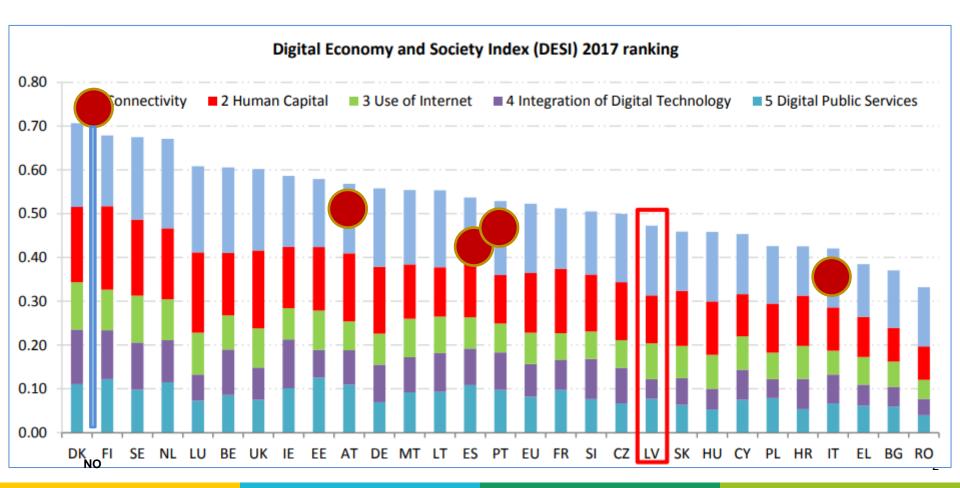
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DigiBEST project idea



Latvia		Cluster	EU
rank	score	score	score
19	0.47	0.54	0.52



Objective of the project





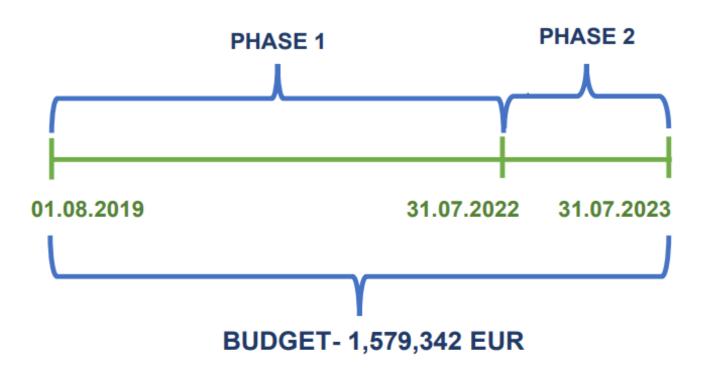
To improve European policy instruments at the regional or national level to facilitate digital transformation of SMEs as well as promoting the use of modern technologies and innovative business models

Target group: SMEs representing all sectors, business related and sectoral organizations, national or regional policy planning authorities.



Time frame & budget





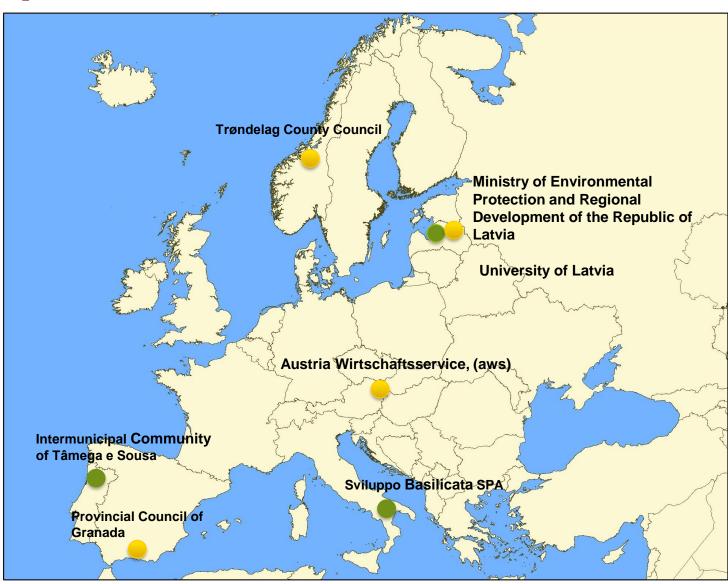
The project is co-financed by the European Regional Development Fund and Norwegian national funding through the interregional cooperation programme INTERREG EUROPE

Project partners



6 **LATVIA NORWAY ITALY SPAIN AUSTRIA PORTUGAL**





Policy instruments to be improved Interreg Europe

LATVIA \leftrightarrows Latvia's Recovery and Resilience Facility TRØNDELAG, NORWAY Regional strategy "Smart Societies" in "A Value Creating Trøndelag. Strategy for Innovation and Wealth Creation in Trøndelag" **BASILICATA, ITALY** Development and Cohesion Fund 2014-2020 Ministry for Environmental Protection and Regional GRANADA, ANDALUCÍA, SPAIN Plan for the Development of Local Productive Activities **AUSTRIA** \Longrightarrow National Foundation for Research, Technology, and Innovation (NFTE) (link 1) (link 2) TÂMEGA E SOUSA, NORTE, PORTUGAL Portuguese Recovery and Resilience Plan

Intermunicipal Community of Tâmega and Sousa

Austria Wirtshaftsservice Gesellschaft mbH

Trøndelag County Council

Development

University of Latvia

Granada County Council

Sviluppo Basilicata SPA

DigiBEST

Deliverables of the Phase I **DigiBES** Interreg Europe 6+1 19 6 6 6 **Business Digital** Regional Road Peer Good **Transformation** studies Reviews **Practices** Maps Assessment Survey 12 experts **Eurostat/DESI Barriers & solutions** Stakeholder's involvement **SWOT** 6 **2 Digital Assessment Surveys** Action 1+5 6 plans Peer 14 Study **Videos Brochure** Review **Visits** Report **Activities**



Images of the work process



Digital transformation







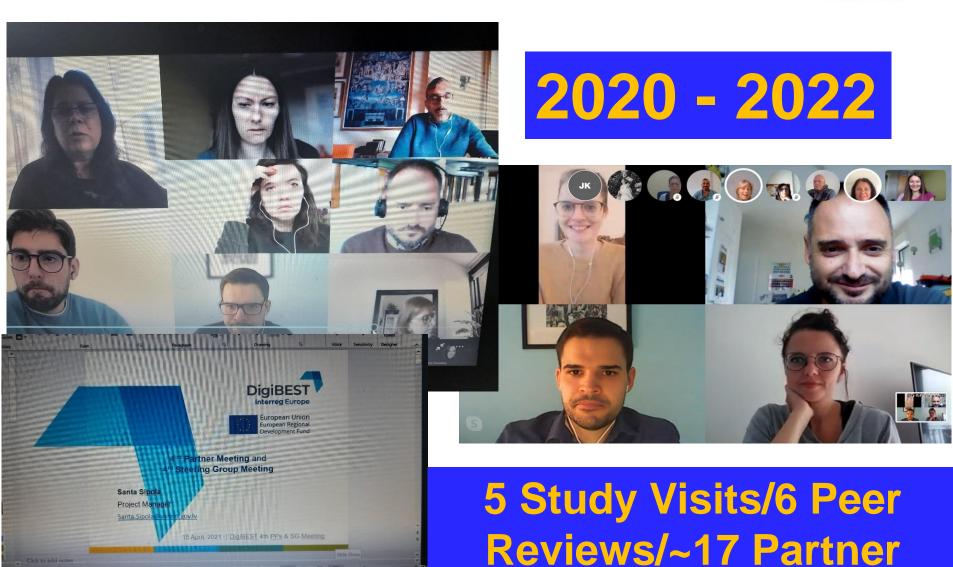






Images of the work process





Meetings

DigiBEST Interreg Europe

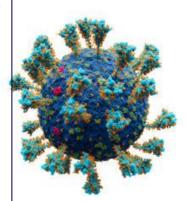
Covid 19 impact to the project implementation



- ✓ Challenge quick transformation (of thinking/skills)
- ✓ Change of management (Skype/MS Teams remote work)
- ✓ Change of Work Plan (Onsite Online/Hybrid events)
- ✓ Easier involvement / communication/meetings with Stakeholders (time saving, more could be involved)
- ✓ More often partner meetings $(6 > \sim 17)$



- ✓ Saving in the budget <<<>>> using other additional options (experts/infographics, etc.)
- ✓ Lack of face-to-face meetings (human factor)
- ✓ Lack of communication and onsite visits (shyness to speak, ask questions online, less chance to make contacts)





Images of the work process





Role of the University of Latvia – Advidory Partner



The LU has prepared the methodologies for

Stakeholder mapping (KUMU)

Regional analysis

Peer Reviews

Business
Digitalization
Roadmap (BDRP)



Developed such outputs as

Joint Report based on the partners' Regional Studies

Joint Peer Review Report

Business Digital Transformation Assessment Survey (BDTAS)



Advised partners on collection of good practices, organisation of study visits, discussions with local stakeholders (world café), etc.

Deliverables of the Phase



In Latvia, additional **SURVEY OF SME MANAGERS** was carried out to find out the reasons why SMEs do not use digital solutions, tools and services (715 respondents).

6 REGIONAL STUDIES

on the state of digital transformation (DT) and its impact on businesses in project partner regions with the analysed shortcomings and possible solutions for improving SMEs DT (SWOT, Good Practices, etc.).

6 BDTAS

(Business Digital
Transformation Assessment
Surveys) to evaluate SME
digitalization performance
and conclusions allowing to
formulate recommendations
for the promotion of SME
digitization
(300 respondents).

JOINT REPORT

on the state of DT with a comparative analysis of business digitalization and economic situation in the partner countries/regions, considering the latest developments of Covid-19 pandemics, and summarising findings of the Regional Studies and BDTAS.

Based on the previous
outputs, 6 national/regional
ACTION PLANS produced
and implemented, comprising
the total of
13 activities stimulating
SME DT development and
improving existing policy
instruments.

01.08.2019

6 STUDY VISITS

with 29 stakeholders involved and 26 Good Practices presented regarding exchange of experience on the efficient instruments and practices related to SME DT.

6 PEER REVIEWS

(field visits) conducted for an external assessment of the situation of SME DT, as well as conclusions, recommendations and solutions on promoting SME DT in each partner region by improving the addressed policy instruments.

12 EXTERNAL PEER REVIEW EXPERTS

participated in Peer Review and 6 PEER REVIEW REPORTS, and 1 JOINT PR REPORT produced with - 32 suggested Good Practices.

6 ROADMAPS

31.07.2022

developed as a tool helping to investigate and decide on a specific action to be included in Action Plan.

19 GOOD PRACTICES

identified and approved at the Policy Learning Platform to promote mutual exchange of experience, transfer of knowledge and policy acquisition processes for the improvement of SME DT.

DigiBEST **METHODOLOGIES**

for regional studies, BDTAS, stakeholders mapping, peer review event and documents, joint reports and roadmap.

Project in numbers

























VIDEOS

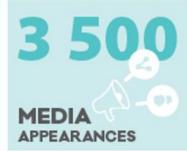
14 AP MEASURES

53

ON SOCIAL NETWORKS

POSTS







Communication





https://projects2014-2020.interregeurope.eu/digibest/





Interregdigibest pirms aptuveni 7 mēneš

DigiBEST project con Phase 1

The number of activition work done is impressive — regionals studies, 6 peer reviant 6 Business Digital Transformation Assessment Surveys are done, 66 stakeholders got involved, all together 6 study visits, 30 stakeholder meetings, 14 committee meetings were

52 good practices informative videos 53
Posts on
Social
Network

DigiBEST Interreg Europe

THANKS

- Thanks to the Interreg Europe Programme Secretariat for the opportunity to implement the DigiBEST project, for your support for some unclear questions, thanks that we all can be a part of the IE community!
- Thanks to all of the partners for hard work, especially during the pandemic when it was necessary to react very quickly, and you/we did it!!
- Thanks to all of stakeholder institutions and representatives who were really interested in this project, its development and supported us with participation in the meetings, development reports, Peer Reviews and development Action plans!!
- Thanks to our Advisory Partner for supporting this project with methodologies/reports, especially during the Peer Reviews!





Thank you!





