



DigiBEST
Interreg Europe



European Union
European Regional
Development Fund

DigiBEST

FINAL CONFERENCE

**Ministry of Environmental Protection and Regional
Development of Republic of Latvia**

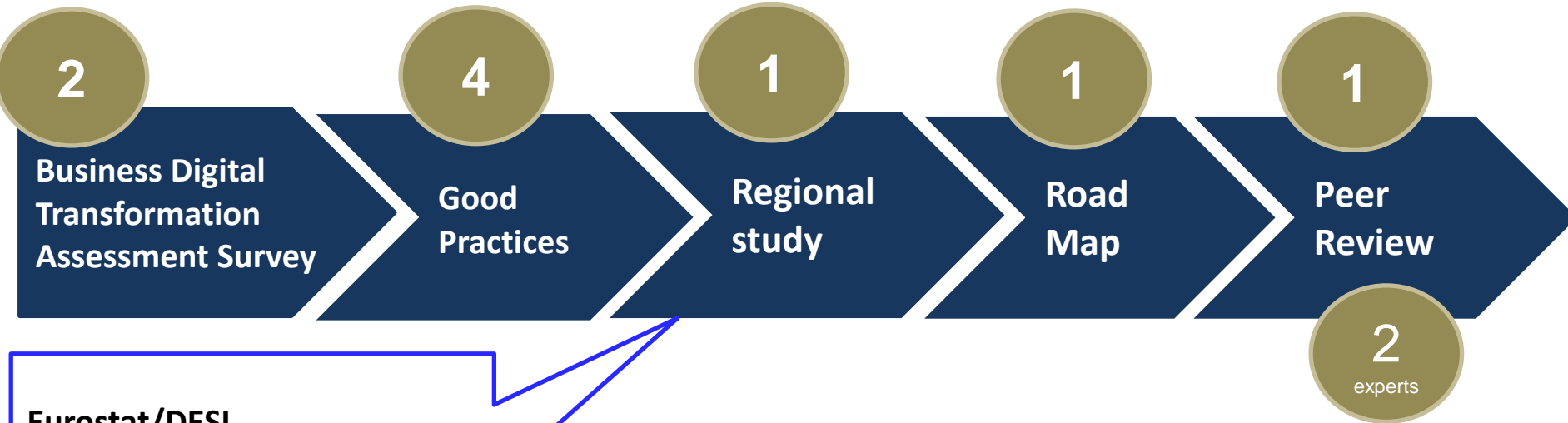
Santa Sīpola

Project Manager

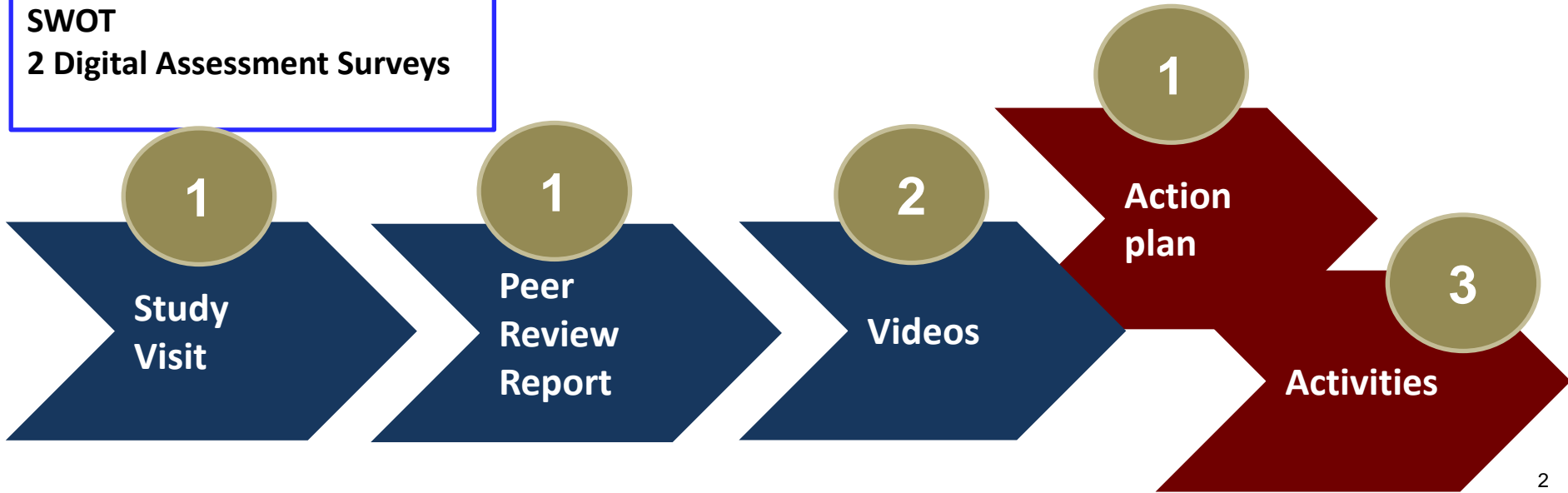
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25th May, 2023 | DigiBEST FinConf

Deliverables of the Phase I

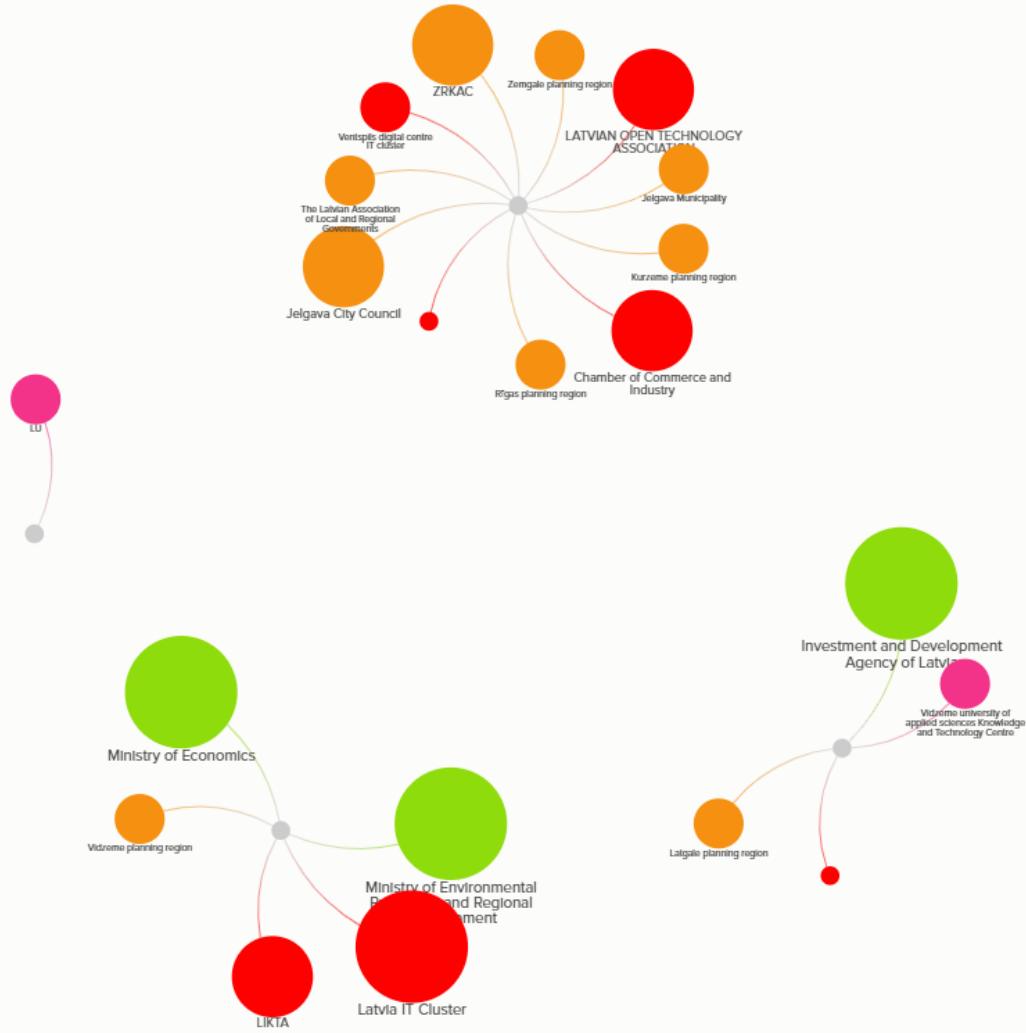


Eurostat/DESI
Barriers & solutions
Stakeholder's involvement
SWOT
2 Digital Assessment Surveys



Stakeholder's mapping

21



- Person
- Organization
- Central government
- Local government
- NGO's
- Research&Academia

Stakeholder's Meetings / Discussion Forums

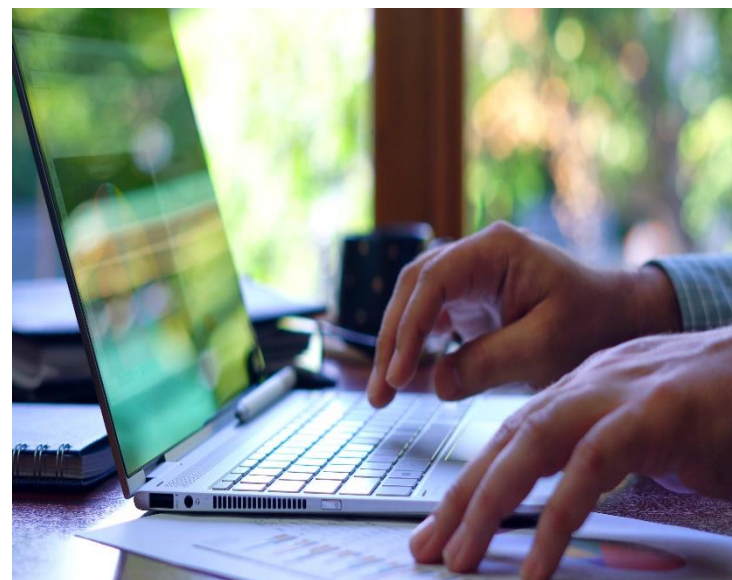
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Obstacles for SMEs digital transformation in LATVIA

- **Information fragmentation** on digitalization opportunities (*various tools and activities are not coordinated*)
- **SMEs have a low level of knowledge in digital skills**, which hinders successful implementation of digital transformation in SMEs.
- **SMEs lack of general knowledge and understanding** about the **opportunities and benefits** of digital transformation.



Actions to strengthen digital transformation of SMEs in LATVIA



Complementing a one-stop platform
towards SMEs digital transformation - portal
www.business.gov.lv

The aim is to reach 70 000 unique visitors
who visited portal by 31.07.2023

Lessons Learned: *Followed by good practises of
Portugal (Industry 4.0 initiative Financing Portal) and
Austria (Digital Austria)*

Actions to strengthen digital transformation of SMEs in LATVIA



Creation of knowledge bank as part of the platform www.business.gov.lv – information and learning materials available for SMEs to develop digital business features.

The aim is to reach 3000 unique visitors who visited Knowledge bank by 31.07.2023.

Actions to strengthen digital transformation of SMEs in LATVIA



SME Digital Maturity Test to provide individual consultations and trainings.

The aim is that by 31.07.2023. SMEs who completed Digital maturity test followed by individual consultation will reach 200.

Lessons Learned: *Followed by good practises of Portugal (Industry 4.0 initiative) and Spain (Digital Advisors and Ticcamaras program).*

Policy instrument to be improved

2.2.1 ERDF Programme “Growth and Employment” – Operational Programme (*OP*) for the use of ERDF funds, Priority axes 3, Priority “To improve competitiveness of SMEs”



**Recovery and Resilience Facility (RRF) program,
for Digital transformation development**



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Thank you!

Questions Welcome



Project smedia