Building-up regional and urban ecosystems for digital transformation

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Regions and Cities as poles for Digital Transformation

Regions and Cities can create vibrant ecosystems to **improve the life of their Citizens**, through **digital transformation** of businesses, organizations and public administrations.
Blueprint for cities and regions

- Being a digital launch pad entails the creation of the right environment to accelerate the digital transformation of businesses and organisations

- We have identified **four attributes** which local stakeholders can leverage to truly help their regions to go digital

- Based on the thorough analysis of qualitative data collected from **different city stakeholders acting in different contexts** and in territories with uneven levels of digital maturity
Digital transformation initiatives and best practices

There is significant scope for businesses, organizations and citizens from the same or different territories to collaborate and learn from one another. The examples below provide illustrations of different initiatives, collaborative projects, organizational structures, policy measures and programmes created by ambassadors for digital transformation at the local level. The uptake of similar initiatives is key to accelerate the digital transformation of Europe's cities and regions.
Leadership and collaboration for a smart governance of the local digital ecosystem

Key infrastructures and investments for digital launch pads

Digital skills & entrepreneurs to accelerate the digital transformation process

Access to data and technologies for applied solutions to local challenges

Are you a digital ambassador in your city and region?

www.digitallytransformyourregion.eu
Engaging the “shakers and makers” of the digital ecosystem

**Ambassadors for digital transformation**

- **Mayors & Presidents of regional councils**
  Engage all actors in the definition of the digital transformation strategy of the city or region

- **CEOs of SMEs**
  Adopt and invest in digital technologies to innovate and improve your competitiveness

- **Cluster managers**
  Organise networking events and provide spaces for people to meet and encourage knowledge exchange between members and digital companies

- **Creative & cultural actors**
  Explore, create and entertain with digital technologies

- **Journalists**
  Raise awareness about the unprecedented opportunities offered by digital technologies

- **Researchers & academics**
  Conduct fundamental and applied research on digital technologies and their impact on society, the economy and the environment

- **Citizens & NGO representatives**
  Encourage the prototyping and testing of new digital solutions to improve the community

- **Entrepreneurs & founders of start-ups**
  Lead the way by innovating, creating and applying new digital technologies

- **Social partners**
  Mobilise all stakeholders in the reskilling of the workforce

- **Investors**
  Provide capital to finance the required local technology infrastructure

- **City managers**
  Create an entrepreneurial spirit in their public administration to seize digital opportunities

- **Managers of intermediary organisations**
  Provide guidance, inspiration, open spaces and digital tools to support local firms and entrepreneurs in their digitalisation efforts

- **Creative & cultural actors**
  Explore, create and entertain with digital technologies
Leadership and collaboration for a smart governance of the local digital ecosystem

- Digital territories can be supported by local leaders from diverse sectors and backgrounds.

- The development of smart digital ecosystems requires *coordinated action on multiple levels*: between local businesses but also between businesses and local governments, universities, citizens and support organisations.

- Understanding the role of collaborations (practical and digital), networks and *how stakeholders in the digital ecosystem can complement each other*, interact and cooperate is crucial to bring forward win-win opportunities for all parties.

3 key success factors

- Create a forward-looking digital strategy and build a shared vision around it.
- Build long-lasting partnerships and trust relationships.
- Collaborate across sectorial boundaries and value chains.
Digital skills and entrepreneurs to accelerate the digital transformation process

1. Transform your local population into digital talents
   - Rethink your digital education strategies
   - Drive collaborative partnerships to train new digital workers

2. Attract global digital talents
   - Develop regional digital skills assessment
   - Develop collaborative processes to retain local digital talents

3. Develop an entrepreneurial culture
   - Invest in entrepreneurship programmes from pre-school to life-long learning education
   - Develop entrepreneurial culture in public administration and local companies
Access to data and technologies for applied solutions to urban challenges

- Access to data and technologies increases:
  - the accountability of local governments
  - the creation of citizen-centric and more efficient public services
  - the emergence of the right framework for local firms to experiment, innovate and develop real-time city technologies

3 key success factors

1. Develop a digital city strategy
2. Open access to data through the launch of open data platforms
3. Ensure local access to digital technologies
Key infrastructures and investments for transformative ecosystems

- New digital solutions address the challenges brought by an increasing urban population
- Key investments and the existence of critical physical infrastructures are however required to develop and successfully implement these solutions at scale
- Urban centres and metropolitan areas are increasingly integrating cyber-physical technologies to optimise the use of resources and enable a higher quality of life

3 key success factors

1. Ensure the availability of critical digital infrastructures for the digital transformation of local businesses
2. Secure investments in digital infrastructures
3. Ensure the economic sustainability of local investments in digital infrastructures
The Case Study of Hamburg

- **Strong digital entrepreneurship culture** (second highest start-up rate in the country)
- "Digital City Strategy" as **holistic visionary strategy** for digitalisation
- **MoU for the creation of pilot projects** around smart traffic, smart street lighting, infrastructure sensing and remote citizen services
- **next.media.Hamburg** as initiative for media and digital industries
- **SmartPORT** logistics and **HafenCity** as key infrastructures for digital transformation
The Case Study of Nice

- Shift from a service-based economy relying heavily on tourism to an increasingly diversified economy putting a great emphasis on advanced technologies
- Job protection plan in order to retain the laid off employees
- Active participation of multiple relevant stakeholders
- Creation of learning infrastructures oriented towards digital technologies
- Pioneer in the "Smart Grids" and "Smart Cities" sector.
Upcoming actions by the EC: Transforming Regions and Cities into launch-pads for Digital Transformation

Overall Budget: 2.8 million EUR (2 years)

Network of regional and urban ecosystems

Development of EU-wide interregional collaborations

Open call for expressions of interest (CoR and EC)
Raising awareness

- **Call for Expression of Interest** for participation: Promotion in collaboration with DG REGIO and the **Committee of the Regions** (April 2017)

- Targeted communication addressed to **regional and urban authorities**

- Networking events, outreach through conferences, social media, newsletters, etc.

- Promotion through the **Watify** campaign and **EEN**
Further reading & contact:

Digital transformation of industry and enterprises:

Reports of the Strategic Policy Forum on Digital Entrepreneurship:

Blueprint for cities and regions as launch-pads for digital transformation
http://www.digitallytransformyourregion.eu/

Thank you!
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