

Policy seminar & study visit: “Industry digitalization – the Baltic Sea Region experience”

Dates	Monday 18 Nov - Tuesday 19 Nov 2019
Venue	Embassy of Estonia, Hildebrandtstrasse 5, Berlin, Germany
Organisers	DIGINNO project, represented by Aalborg University Copenhagen (WP4 Lead) and Estonian Association of IT & Telecommunications, ITL (WP2 Lead) in cooperation with the Federal Ministry of Economic Affairs and Energy (BMWi)
Aims	<p>Share views and experience across the Baltic Sea Region (BSR) regarding approaches and policy initiatives within digitalization of industrial SME's (Industry 4.0), with emphasis on awareness raising, mobilizing digital mindset and readiness to uptake new technologies</p> <p>Discuss policy implications of DIGINNO WP2 work and prepare policy recommendations for DIGINNO Policy White Paper</p>
Invitees	DIGINNO partners, associated partners and special invited guests (policy and business) from BSR countries, max 40 people
Background	<p>The aim of DIGINNO is to increase the capacity of industry and governments in the BSR to promote more efficient uptake of digital solutions in the public and private sector in order to speed up the process towards a Digital Single Market. DIGINNO WP2 has a focus on industrial SME's, including a.o. analysis of their need of new digital technologies, mapping of networks and communities and discussions of the different approaches to digital readiness assessment and awareness raising https://www.diginnobsr.eu/</p> <p>Inspired by the diversity of BSR approaches to industry digitalization and policy findings from a business need assessment (BNA) carried out among BSR countries, the seminar will discuss joint challenges and solutions to address at the policy level. The policy aspects, e.g. common obstacles to address, will be included in policy recommendations (DIGINNO WP4) to discuss with policymakers at national and EU level at a round table 1st half 2020 and included in a final White Paper.</p>
Format	Presentations, panel with Q&A and interactive discussion among all participants
Outcome	Insight in different BSR approaches to industry digitalization. Policy recommendations as inputs to the Policy White Paper and a policy round table potentially hosted by Polish partner KIGEIT.
Topics to cover	<p>Presentation and discussion of policy findings from BNA with an emphasis on qualitative trends, pan-BSR challenges and opportunities. What are the needs for new technologies? How do these observations correspond to the national strategies and ongoing policy initiatives for promoting SME digitalization?</p> <p>What are the examples of different BSR approaches to digital awareness-raising among SME's and how can they inspire across borders? What works,</p>

what doesn't work for SME's? What are the joint challenges (barriers) across BSR and how can they be turned into joint opportunities?

What are key topics for joint learning and policy alignment across BSR? What kind of policy instruments should be mobilized and by whom? What can BSR countries do together?

Study visits	The seminar will be followed by study visit activities 18 Nov afternoon (14:00-17:00) and 19 Nov (09:00-16:00)
Evening programme	An evening programme 18 Nov will be organized (tbc)
Registration	Please register by 25 Oct 2019 on this link: https://bit.ly/2IF25Wt
Further information	Doris Pold , WP2 Lead, doris.pold@itl.ee Torben Aaberg , WP4 Lead, toraa@cmi.aau.dk

AGENDA

Policy seminar

08:30-09:00 **Registration**, coffee/tea

09:00-09:10 **Welcome**, *Alar Streimann, Ambassador of Estonia*

09:10-09:15 **Introduction**, *Torben Aaberg, Aalborg University Cph (moderator)*

09:15-10:00 **National approaches to SME digitalization and their effect - the cases of Germany and Lithuania**

What are the key issues in the national approaches and their implementation? Examples of what is being done at the national level and the effect for SME's (incl. 5 min Q&A)

Gintaras Vilda, Vice Minister of Economy, Lithuania

Martin Lundborg, Head of Dept Communication and Innovation, Head Support Research of „SME-Digital“ Programme, WIK GmbH - Scientific Institute for Infrastructure and Communication Services, Germany

10:00-10:20 **BSR potential for SME digitalization: Trends and observations**

Presentation of outcome of the BNA, with an emphasis on joint BSR challenges identified and potential policy implications (incl. 5 min Q&A)

Idongesit Williams, Ph.D., Aalborg University Copenhagen

10:20-10:35 **Break**

10:35-11:00 **Inspirational inputs: What works and doesn't work for SME's?**

What are the different experiences with mobilizing interest and awareness raising in neighboring countries?

Marc Dönges, Deputy CEO, SME 4.0 Competence Center, Germany;

Ola Wallberg, Business Developer, RISE/Acreo, Sweden;

Dr. Harri Kulmala, CEO, DIMECC Oy, Finland

11:00-11:45 **Panel: What can BSR do together? What are key topics for joint learning?**

Based on previous inputs: What are the joint challenges that policy needs to address? What could be common solutions?

Discussion introduced by a panel; audience invited to interact

Signe Balina, President, LIKTA ICT Association, Latvia

Jarek Tworog, Board Member, KIGEIT ICT Association, Poland

Knud Erik Skouby, Professor, Aalborg University Copenhagen, Denmark

11:45-12:00 **Break**

12:00-12:50 **What can BSR do together? What could be joint policy initiatives?**

Which policy instruments should be mobilized in order to develop and implement joint solutions across BSR? How to align policy approaches and cross-fertilize different national experiences? How can BSR inspire and make use of EU policy initiatives? Any policy recommendations to take further?

Discussion introduced by a panel; audience invited to interact

Gintaras Vilda, Vice Minister of Economy, Lithuania

Dr. Jan Siedentopp, Division Digitisation, Industrie 4.0, Federal Ministry of Economic Affairs and Energy, Germany

Gunilla Thorstensson, Coordinator Smart Industry, Agency for Economic & Regional Growth, Sweden

Anu Kull, Advisor, Division Entrepreneurship, Ministry of Economic Affairs & Communications, Estonia

Paweł Flakiewicz, Chief Specialist, International Policy Department
Ministry of Digital Affairs, Poland

Marja Hamilo, Advisor, Digitalisation, Technology Industries of Finland

12:50-13:00 **Conclusions and next steps, by organisers**

13:00-14:00 **Lunch**

14.00 – 17.00 Study visits (optional)

19.00 - 21.00 Networking dinner (location tbc)

Study visit

Time: 18th of November, 14.00 – 17.00

19th of November, 10.00 – 16.00

Aim: Visit competence and innovation centers who support SME's in their digitalization process. Get new ideas and experiences about different approaches and see what opportunities are offered for SME's.

Contact: You are welcome to send us ideas for activities to include in the study visit. Please send to: Doris Pöld, doris.pold@itl.ee

Time: 18th of November, 14.00 – 17.00 visits tbc

19th of November, 10.00 – 16.00

Agenda

19th of November

11.00 - 13.00 [Forum Digital Technologies Showroom](#)

13.00 - 14.00 Lunch

14.00-16.00 Programme tbc