

DIGITAL & INNOVATIVE DANUBE REGION

through transnational cooperation

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EUSDR Thematic Conference on Innovation & Digitization





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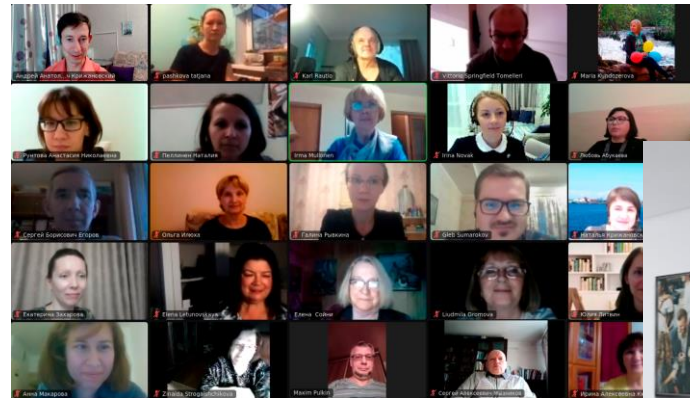


INNOVATION & DIGITALISATION



Who led the digital transformation of your company?

- A) CEO
- B) CTO
- C) COVID-19



THE DIGITAL TRANSFORMATION

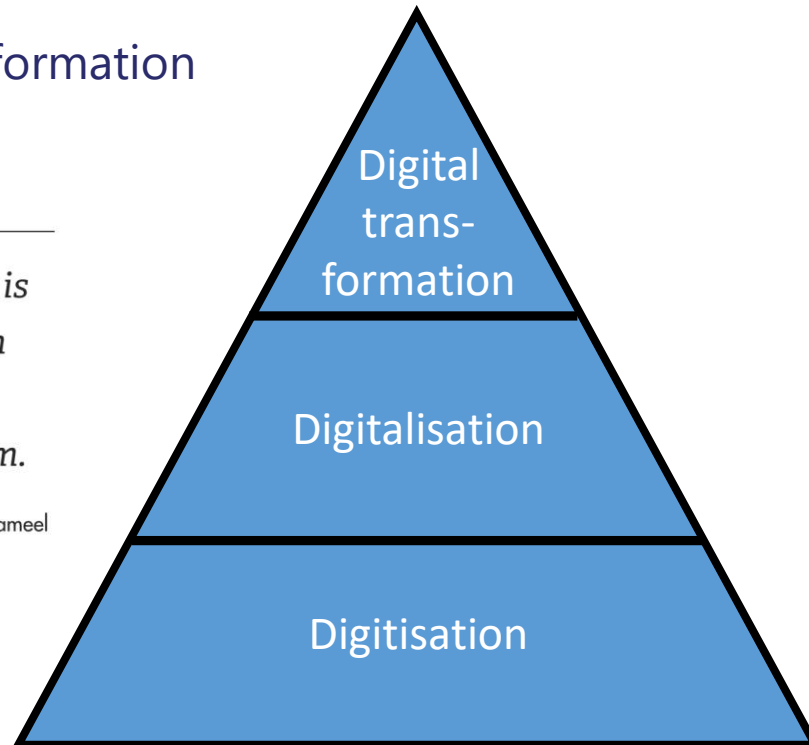


The Digital Transformation Pyramid



Digital transformation is less of a digital problem than it is a transformation problem.

George Westerman | MIT Abdul Latif Jameel
World Education Lab



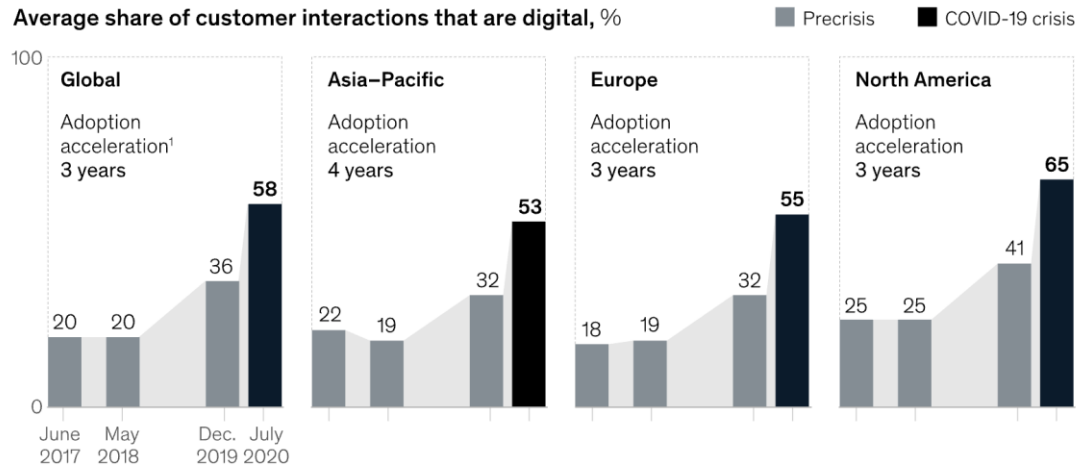
- Digitisation: the conversion, storage, and usage of analog data to digital data
- Digitalisation: usage of digital data to reconstruct business processes, to increase efficiency and productivity. Business models remain the same.
- Digital transformation: utilisation of digital data, new technologies (AI,) to create new business models, value chains -> economic value.



COVID-19 & DIGITALISATION

The COVID-19 crisis has accelerated the digitization of customer interactions by several years.

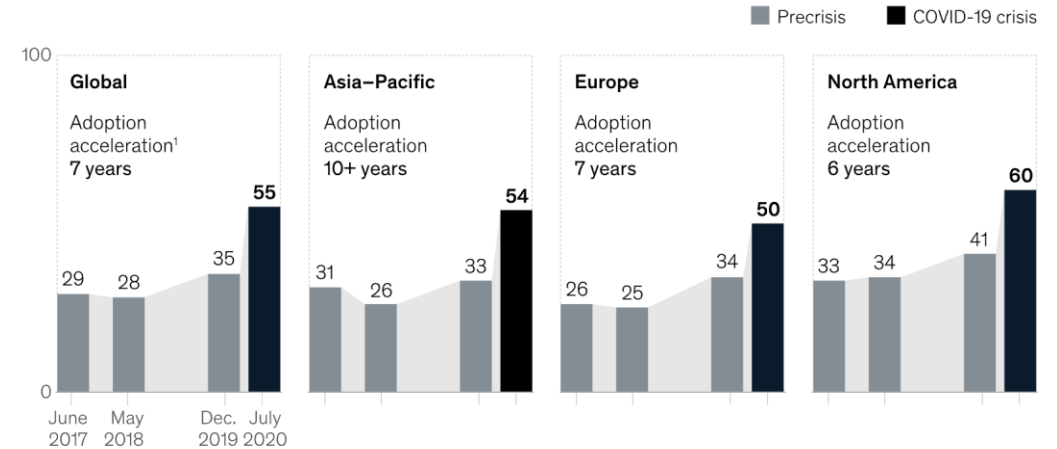
Average share of customer interactions that are digital, %



¹Years ahead of the average rate of adoption from 2017 to 2019.

Across business areas, the largest leap in digitization is the share of offerings that are digital in nature.

Average share of products and/or services that are partially or fully digitized, %



¹Years ahead of the average rate of adoption from 2017 to 2019.

MRS / EUSDR – THE CONTEXT



"A EU macro-regional strategy is a policy framework which allows countries located in the same region to jointly tackle and find solutions to joint problems or to better use the potential they have in common".

- Revised [Action Plan](#) - April 2020 with 85 Actions / 36 Strategic Topics for Embedding
- Embedding to EU Funding – 2021+
- Alignment with EUs 5 Policy Objectives (CPR) +
 - Digital Transition
 - The EU Green Deal
 - Post COVID-Recovery

- 2021 – 10th Anniversary

- 14 Danube Countries: 9 EU, 3 Accession / Western Balkan states (BiH, SRB, MN), 2 Neighbouring states (UA, MD)
- EUSDR Black Forest to the Black Sea and is home to 115 million inhabitants.

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EUSDR – THEMATIC FOCUS – PA7



Priority Area 7 – *To develop the Knowledge Society (research, education and ICT):*

- ACTION 1: To promote coordination of national, regional and EU funds to stimulate excellence in R&I, in research areas specific for Danube Region
- ACTION 2: To promote participation of Danube countries in EU R&I Programmes, in particular in Horizon Europe
- ACTION 3: To strengthen cooperation among universities, research organisations and SMEs in the Danube Region
- ACTION 4: To increase awareness and visibility of science and innovation in the Danube Region
- ACTION 5: To support exchange of information and experience sharing for the purpose of preparation of future strategic R&I documents applicable in the new programming period
- ACTION 6: To promote horizontal cooperation in science and technology across all PAs and other MRS

EU Cohesion - Policy Objective 1: A more competitive and smarter Europe by promoting innovative and smart economic transformation and regional ICT connectivity

EUSDR – THEMATIC FOCUS – PA8



Priority Area 8 – to support the competitiveness of enterprises, including cluster development:

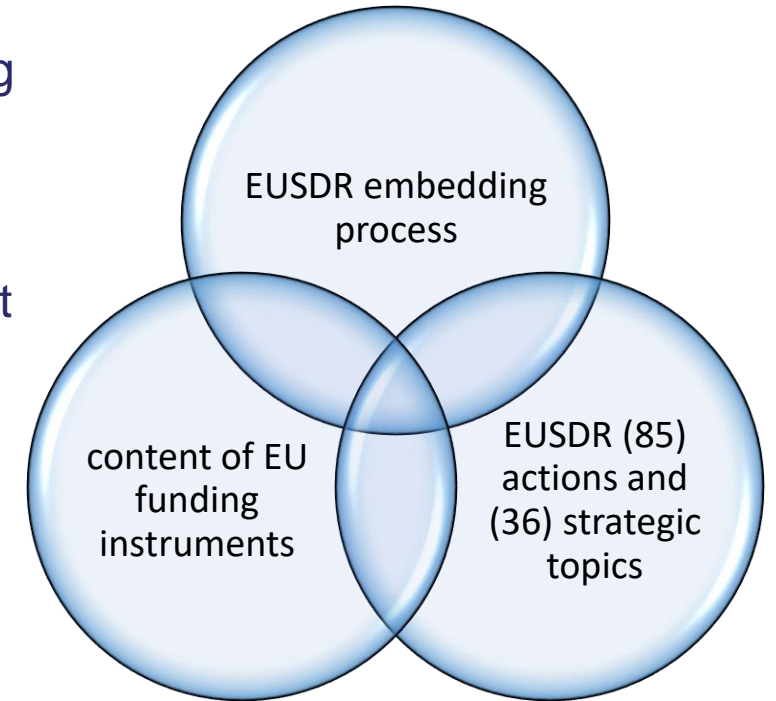
- ACTION 1: To foster cooperation and exchange of knowledge between SMEs, academia, the public sector and civil society in areas of competence in the Danube Region
- ACTION 2: Establishment of an Innovative Digital Ecosystem in the Danube Region in order to support SMEs when tackling the challenges of a digitalised world
- ACTION 3: Improvement of framework conditions, support programs and capacity building of stakeholders, to enhance the collaboration between cluster initiatives and regional innovation strategies, with an accent on rural areas
- ACTION 4: To improve business support to strengthen the innovative and digital capacities of female-led-SMEs
- ACTION 5: Enhance the application of Artificial Intelligence (AI) technologies in the Danube Region SMEs

EU Cohesion - Policy Objective 1: A more competitive and smarter Europe by promoting innovative and smart economic transformation and regional ICT connectivity

DIGITALISATION AS HORIZONTAL POLICY FRAMEWORK



- **Innovation and digitalisation are horizontal themes of the revised Action Plan of the Danube Region Strategy**
- More targeted and better synchronised funding for the EUSDR – Embedding EUSDR into EU programmes 2021 – 2027:
 - European Structural and Investment Funds (ESI) – ERDF, CF, ESF
 - Instrument for Pre-Accession Assistance (IPA)
 - Neighbourhood, Development and International Cooperation Instrument (NDICI) Funds
- Focus on synchronisation of joint (national and regional) priorities
- Networks of Managing and Programming Authorities in the Danube Region (ESF, ERDF, IPA/NDICI)
- Slovak EUSDR Presidency: Implementation of synchronised calls, Implementation of activities contributing to the EUSDR objectives outside of a Member State, National synergy - capitalisation calls, etc.



EUSDR – EMBEDDING PROCESS



CPR (Art.17.3): *for each specific objective the related types of actions and their expected contributions to (...) MRS, where appropriate.*

Objectives (with interregional, cross-border and transnational actions) with beneficiaries located in at least one other Member State (or outside the Union, where relevant).

What are the relevant national priorities for the ERDF/CF & IPA/NDICI programming?

How can the strategic topics of the EUSDR be brought into these programmes?

What specific tools (activities, calls, etc.) can be applied to implement the EUSDR?

EU BUDGET
FOR THE FUTURE
#EUBudget

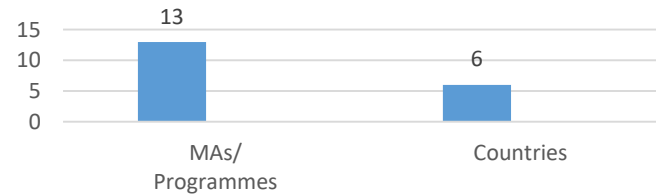


INNOVATION & DIGITALISATION - Funding

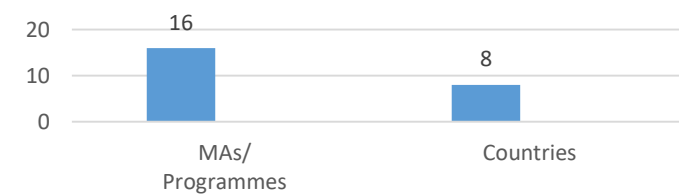
R&I / S3 / Post COVID-19



AI / digitalisation



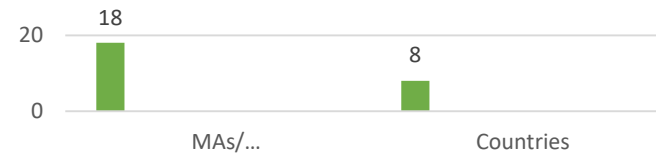
Clusters



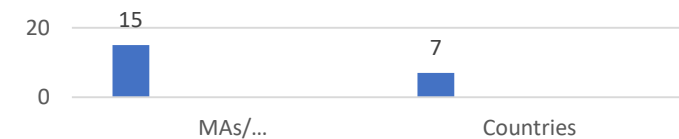
eGovernment/eGovernance



Sustainable tourism/cultural heritage/creative industries



Digital skills / labour market / education and training / inclusion / marginalised and vulnerable groups / VET



ERDF / CF, IPAIII / NDICI to follow

INNOVATION & DIGITALISATION

among the TOP 5 in ERDF/CF matchmaking



SO 1.1	MAs	Countries
<ul style="list-style-type: none"> • To promote inclusiveness of the European Research Area and crossing innovation gap through capacity building, promoting research excellence and supporting collaboration in EU R&I programmes • Stimulating the effective preparation and implementation of national and regional Smart Specialisation Strategies • To respond to emerging challenges in the Danube region (e.g. COVID-19 crisis and its negative consequences) through research, innovation and strengthening knowledge society 	21	8

ERDF / CF, IPAIII / NDICI to follow

**Thank you for your
attention!**