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Veure en el navegador

### #3 PROACTsme - Interreg Europe | September 2024

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**PROACTsme project!**

*A little bit from us...*

From 2023 to 2027, eight regions and cities we will work together with this common objective: improve our smarter and digitized services for SMEs. Attention is specially put on the development and provision of personalized and proactive electronic public services in order to reduce red tape for the business environment whilst anticipating policy and service needs. This means building up a more resilient and competitive private sector in the different regions partaking in the project.

[More information about the project, funds and partners](#)

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## **Let's talk about: Study visits & Partners Meeting!**



**LITHUANIA: Vilnius IPeR & Study Visit, May 2024**

On May 14th and 15th the PROACTsme team has carried out a study Visit in Vilnius, Lithuania, in order to explore the Lithuanian data analysis and artificial intelligence scope. The aim of this visit was to put in the center to importance of data collection, data analysis and business statistics in order to transform the public sector and the interaction between administration and businesses.

During the first day of this visit, partners shared their regional and/or local scope regarding how business data is collected in each country and what business interaction looks like in terms of data and proactive services.

On the day 2 of the study visit, we focused on internal and European best practices as well as Qualitative Research proposal to advance in the PROACTsme objectives. The University of Limerick moderated a workshop on the lines of best practices, EU regulation and data protection. The day was followed by a visit at the Vilnius City and Registru Centras.

[\*\*More information about the event\*\*](#)

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## **NORWAY: Alesund visit for an IPeR and Study Visit, June 2024**

More og Romsdal County Council hosted a study visit in Ålesund to further exchange knowledge and experiences between all partners.

The day started off with presentations of each partner on the topic of stakeholder engagement and policy improvements. After such, we had three insightful visits at Digicat and Augment City, located at the Norsk Maritim Kompetansesenter and Norwegian University of Science and Technology. The day culminated in a round table, which its main topic was the following question “Is data accessible in your country? What are the main challenges?”.

The second day of the visit consisted of three workshops moderated by the



University of Limerick. The first workshop revolved around the topic "PROACTsme for Impact and Stakeholder Perspective", the second workshop switch up the dynamics by encouraging a peer-to-peer discussion about user involvement and co-creation for improved policies and the third one was under the headline "action plans and forward outlook".

[Learn more about this](#)

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## Regional Stakeholders Meetings: third time is the charm!



### July's Regional Stakeholders Meeting in Barcelona

In July the Office of Business Management held their 3rd round of RSG meetings. The meetings were divided into two sessions:

July 8th: RSM with the Advisor Commission. The aim was discussing the state-of-the-play of the Law 18/2020, the OSS plan 2024-2028, PROACTsme & proactive services. The focus was brought onto the future lines of the work plan. Open discussion and brainstorming was encouraged.

July 24th: RSM with the Commission of the Facilitation of Economic Activity.

There was an introduction of the state of the play of the OSS 2024-2028. A wide section was dedicated to the PROACTsme implementation as well as its impacts: the proactive services being brought to life in the Office's catalogue.

[More information about the event](#)

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### **Third round of Regional Stakeholders Meetings in Poland**

On August 28, 2024, the Marshal's Office of the Mazowieckie Voivodeship in Warsaw and the Mazovia Development Agency organized a meeting of the regional stakeholder group. The meeting was held at the headquarters of the Marshal's Office in Warsaw. The participants of the meeting got acquainted with good practices from the Masovian region submitted as part of the project.

The second part of the meeting was devoted to discussing the proposals for the implementation of the project's effects that would improve the regional policy instrument. It was presented the possible impact of the project's effects on the areas of regional policies and planned improvement under type 2 of improvement, which is a change in the management of the policy instrument (improved management).

[More information about the event](#)

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### **Norway's Regional Stakeholders Meeting**

The project partners Møre og Romsdal fylkeskommune have invited their regional stakeholders on March 15th, 2024 to brainstorm together around the work lines of the PROACTsme.

The workshop revolved around gathering and using knowledge about the actual competency needs we have in the region. This will prioritize correctly and collaborate in ways that complement each other. Leaders and professionals from the education sector and the workforce met for a workshop to further develop a digital knowledge base about competency needs. The workshop also had an

international perspective, where the University of Limerick introduced itself as an expert partner in this Interreg Europe project. The university will contribute to PROACTsme with expertise in big data and artificial intelligence.

[More information about the event](#)

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### **Lithuania's 3rd Regional Stakeholders Meeting**

On August 20, 2024, the Lithuanian Innovation Center (LIC) organized a local stakeholder group meeting in Panevėžys, Lithuania. A total of 11 participants attended, primarily representing the local business community.

During the meeting, participants were introduced to successful practices from other project partner regions. They then shared their own experiences in engaging with the public sector, expressing what they liked and disliked. The meeting concluded with a discussion on whether and how international best practices could be applied in the Lithuanian context.

[More information about the event](#)

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### **Regional Stakeholders Meeting in Thessaloniki, Greece**

On Tuesday, July 9, 2024, ANATOLIKI S.A. organized the 3rd Meeting of the Local Support Group. The meeting took place at the premises of the Central Macedonia Region, which is responsible for policy changes within the framework of the project.

The meeting was attended by representatives from the Independent Directorate for Innovation and Entrepreneurship Support to explore the possibilities of applying and reproducing the good practices presented during the project partners' meetings.

[More information about the event](#)

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## Our Participation in Interreg Europe



### Europe, Let's Cooperate! 2024 in Antwerp, Belgium

On March 20th and 21st, a few team's member attended Europe, Let's Cooperate! During the two fruitful days of the event, we shared experiences and knowledge regarding the project with many Interreg peers, as well as soaking in many good practices from several other projects.

What are some topics in the event we looked into?

- SME competitiveness: in the SMART axis, SMEs and its competitiveness in the business scope is an essential topic that surrounded speeches, topics of networking, workshops and discussions.
- AI: in the recent years, AI has been rising on the trends on the future work paths for public administrations and organizations. During this event, we have been able to see the interest that peers have shown in AI and in our project.

[More information](#)

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**Get to know us!**

*Who's behind the PROACTsme project?*





## **LITHUANIAN INNOVATION CENTER (LIC)**

### *Who we are?*

Lithuanian Innovation Centre (LIC) is a pioneering non-profit organization dedicated to fostering innovation across various sectors. For over 28 years, LIC has been at the forefront of driving transformative change by offering comprehensive innovation support services to enterprises, research institutions, industry associations, business support organizations, and public authorities both in Lithuania and abroad. Throughout our remarkable journey, we have gained plenty of experience by implementing dozens, if not hundreds of both national and international initiatives.

The oldest organization of its kind in Lithuania, with its headquarters nestled in Vilnius and representative offices in three other major Lithuanian cities, LIC extends the outreach of innovation support services across Lithuania's diverse landscape. Although we specialize in a range of innovation support services, our focus revolves around three key areas: circular, digital, and social transformation.

### *Key elements:*

- Digitalization has long been a core competency of LIC, and we continue to focus extensively on advancing this area.
- We emphasize the importance of integrating data analytics and AI to streamline and personalize public services for SMEs.

- Our efforts are directed toward reducing bureaucratic barriers, anticipating policy and service needs, and fostering a resilient and competitive business environment.
- Through such initiatives as ProactSME, we strive to empower businesses with the tools and knowledge necessary to thrive in an increasingly digital economy

[Learn more here](#)



## **MØRE AND ROMSDAL COUNTY COUNCIL**

### *Who are we?*

Møre and Romsdal County Council is a regional authority in Norway responsible for governance and development initiatives within the county. The county is known for its dramatic coastal landscapes, encompassing 265,544 inhabitants across 26 municipalities, with the largest cities being Ålesund, Molde, and Kristiansund.

### *Our Key Competences*

- The council excels in strategic development and innovation leadership, actively promoting sustainable regional growth through innovation, education, and collaboration.

- Sustainable and Green Transition: Its dedication to protecting the environment is evident in its support for green practices across all sectors, aligning with global sustainability goals.
- Participation in international cooperation and EU projects, such as PROACTsme, underscores the council's focus on integrating AI and big data tools to empower small and medium-sized enterprises (SMEs).
- Educational and Research Collaboration: By collaborating with educational institutions and businesses, the council ensures that educational offerings meet labor market needs, modernizing infrastructure and public services to enhance digital accessibility and efficiency.
- Economic development is at the forefront of the council's agenda, providing crucial support for SMEs to foster resilience and growth. Additionally, the council prioritizes the preservation of cultural and natural heritage, ensuring these assets are valued and protected for future generations. Health and social inclusion initiatives further reflect the council's commitment to promoting an inclusive community where all residents can thrive.

### *Our Different Roles*

As a community developer, Møre and Romsdal County Council collaborates with municipalities, businesses, academia, and organizations to support holistic regional development. In its role as an executor, the council implements policies and regulations at the regional level on behalf of the state. Serving as a democratic arena, it ensures that local voices are heard, enabling active participation in shaping public services.

The council acts as a service provider, delivering essential services to residents and enhancing the overall quality of life in the region. As one of the largest employers, it significantly contributes to the local economy and workforce, reinforcing its pivotal role in regional development.

Through the PROACTsme project, Møre and Romsdal County Council is poised to make significant strides in enhancing the regional innovation ecosystem, supporting SMEs, and promoting sustainable development. Our commitment to collaboration, innovation, and sustainable practices ensures that we are well-equipped to meet the challenges of the future and create a thriving region for all.

[Learn more here](#)

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More information about the project will be coming soon on the next edition of the newsletter. **Don't forget to subscribe to receive all the content and be the first to know all about PROACTsme!**

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