

Citizen-oriented Innovations

Webinar, 11 March 2025

Marc Pattinson and Laura Varisco

Thematic Experts for a Smarter Europe
Interreg Europe Policy Learning Platform



Citizen Oriented Innovations

**Interreg
Europe**



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Welcome!



Laura Varisco
Thematic Expert – Smarter
Europe
Policy Learning Platform



Marc Pattinson
Thematic Expert – Smarter
Europe
Policy Learning Platform



Valentine Dufaye
Events Expert
Policy Learning Platform



Citizen oriented innovation: our speakers



Ilaria Mariani
Politecnico di Milano, Italy



Michał Rzeźnik
City of Poznan, Poland



Gwenaelle Costa Le Vaillant
Ile-de-France Region, France



Agenda

10:00 – 10:15 Welcome and introduction

Laura Varisco and Marc Pattinson, Policy Learning Platform

10:15 – 10:30 Keynote presentation

Ilaria Mariani, Politecnico di Milano

10:30 – 11:00 Good practices presentations

Michał Rzeźnik, City of Poznan

Gwenaelle Costa Le Vaillant, Ile-de-France Region

11:00 – 11:25 – Moderated panel discussion

11:25 – 11:30 Wrap up and conclusion



Icebreaker / slido

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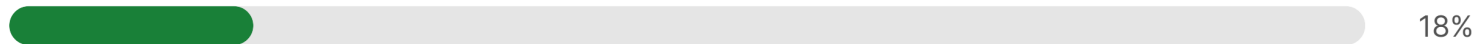
What is the biggest challenge in designing citizen-oriented public services?

Multiple Choice Poll 55 votes 55 participants

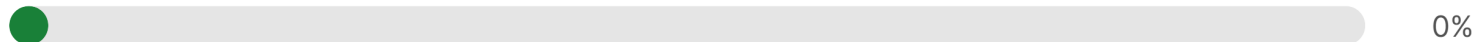
Lack of citizen engagement - 16 votes



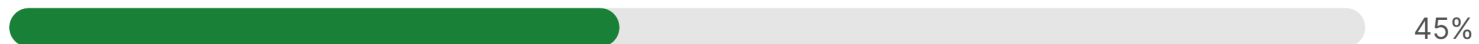
Limited funding/resources - 10 votes



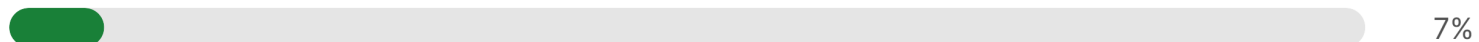
Technology and accessibility gaps - 0 votes



Slow government adoption - 25 votes



Other (type in chat) - 4 votes



Sharing solutions for better regional policy



Interreg Europe **objective**

To improve **regional development policy instruments**
(including Investment for jobs and growth goal programmes)

How?

Through exchange of experience, innovative approaches and capacity building (in relation to the identification & transfer of good practices)

- Primarily dedicated to **policymakers**
- Focus on **exchange of experience**



Different from cross-border or transnational cooperation

Programme scope

1 cross-cutting priority on capacity building → **six topics**



Two actions



Projects

Limited number of regions exchanging and transferring experience on a shared regional development issue



No more calls opening



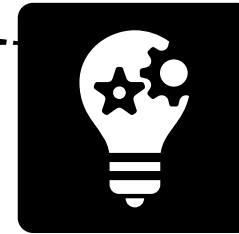
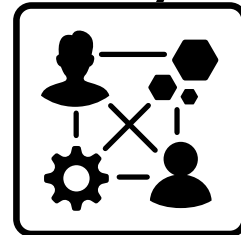
Policy Learning Platform

Further exploiting projects' achievements and opening up the programme benefits to all

The Platform in a nutshell

Policy-learning opportunities through access to:

People
Meet our community



Knowledge
Find policy solutions



Expertise
Get policy advice

www.interregeurope.eu/policylearning

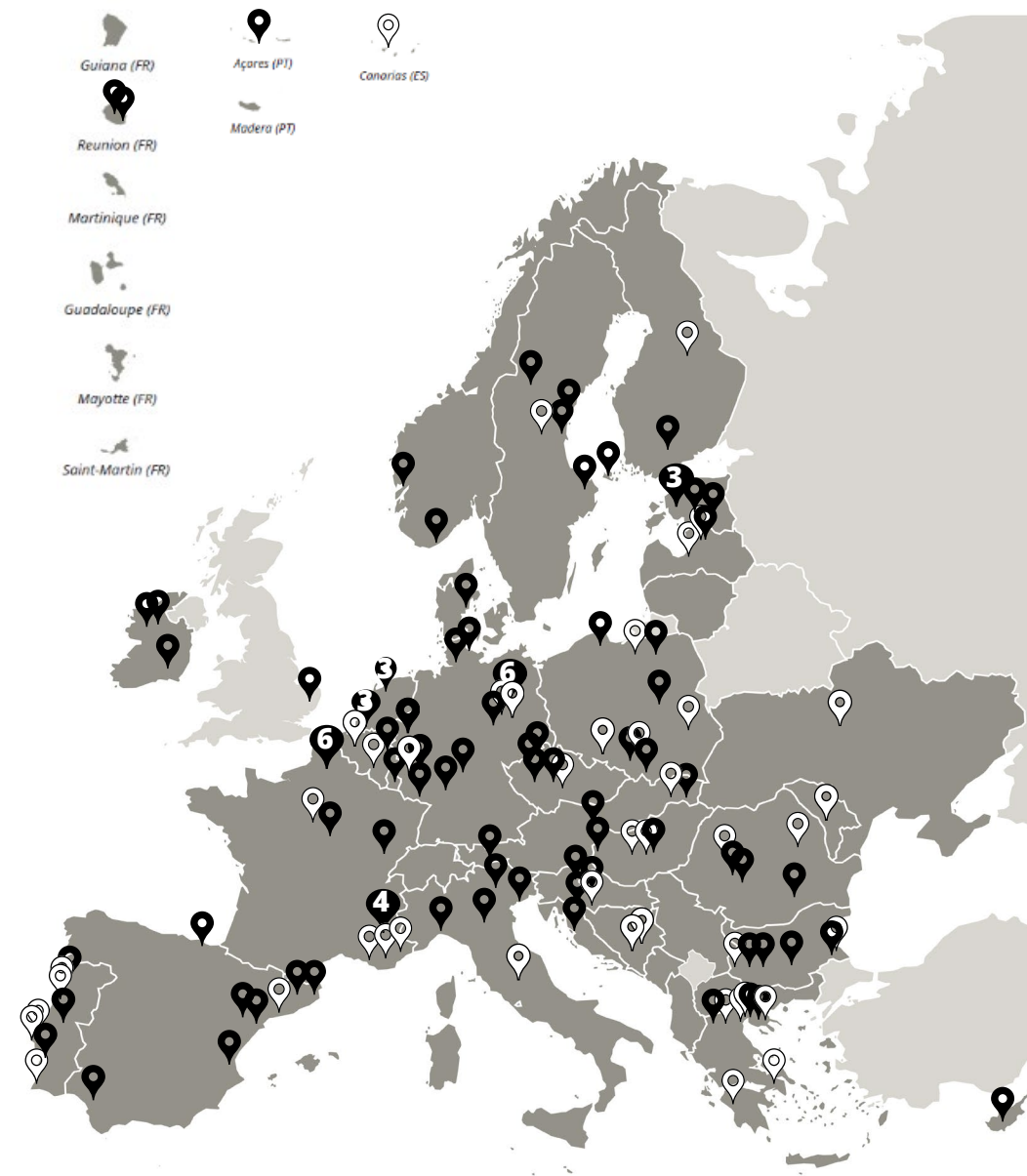
Policy learning in practice

📍 **100 peer reviews** implemented since 2019
10 peer reviews in the pipeline

📍 **51 matchmaking** sessions

Apply to benefit from expert support any time

<https://www.interregeurope.eu/get-policy-advice>



Citizen-oriented innovations in a nutshell

- **Citizen-oriented innovations** focus on **designing public services** around the needs, experiences, and feedback of citizens.
- By leveraging **service design principles**, public services can be **co-created** with citizens, businesses, and policymakers, ensuring solutions that are **practical, accessible, and scalable**.
- **Technology and smart city solutions** play a key role, enabling **data-driven decision-making, digital services, and participatory governance**.
- The success of citizen-oriented innovations relies on **continuous feedback loops, evaluation processes, and adaptability**.

Benefits



- User-centered public services
- Technology-driven efficiency
- Stronger community engagement

Challenges



- Complex stakeholder coordination
- Digital & Accessibility gaps
- Measuring impact & Scaling solutions

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Presentations!

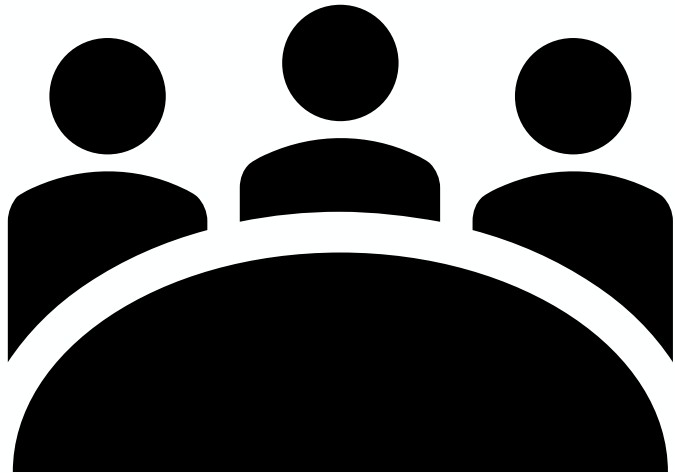
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Open Roundtable discussion