SERN

DIGITAL INNOVATION AND DIGITALISATION STRATEGIES

12 MAY 2022

Lilla Bommens Conference Center

Gothenburg

Intelligent Cities Challenge

ICC

The Intelligent Cities Challenge (ICC) is a two-and-a-half year **initiative of the European Commission** aiming at using **advanced technology** to achieve intelligent, socially responsible and sustainable growth.

The initiative involves **136 cities** within the EU that will be guided in an action-oriented and collaborative path fostering their abilities to become their own self-guide of their **digital transformation**.

THE INITIATIVE FOCUSES ON 5 THEMATIC TRACKS:

- CITIZEN PARTICIPATION AND DIGITALISATION OF PUBLIC ADMINISTRATION

- GREEN ECONOMY AND LOCAL GREEN DEALS

- UPSKILLING AND RESKILLING

- GREEN AND DIGITAL TRANSITION IN TOURISM

- SUPPLY CHAINS, LOGISTICS AND THE ECONOMICS OF MOBILITY

THE CONSORTIUM

SERN has been selected among the 90 applications presented for the ICC open call of interest as the lead organisation of a **consortium** composed by four of its partners participating in the ICC initiative: the **City of Trollhättan, Vänesborg Municipality, Ravenna Municipality,** and **Cervia Municipality**.
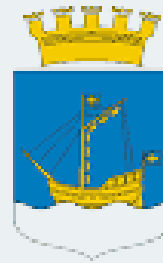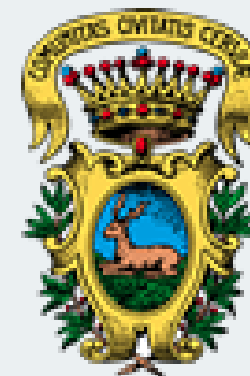
THE STRATEGY

VISION

The consortium vision is centered on introducing a **new approach** to local policy making based on one hand on a more **active citizens participation** in the life of the local community and, on the other hand, on a more effective **use of data as basis** for more effective decision-making processes and innovation dynamics at local level.

Sustainable tourism represents an opportunity for innovation and growth in the long-term for the four municipalities and their local eco-system but it is crucial to consider new forms of MICE (meetings, incentives, conferences, and exhibitions) offers.

THE STRATEGY

AMBITION STATEMENTS

AMBITION STATEMENT 1

To define a plan and adjust the organisational framework in each municipality to better cope with digital transformation

AMBITION STATEMENT 2

Testing the use of data for improved policy making through a local use case of Open Data.

AMBITION STATEMENT 1.1

Testing the use of data for improved policy making through a local use case of Open Data.

AMBITION STATEMENT 2.1

To Identify and test new formats and related technologies in the field of tourism.

AMBITION STATEMENT 2.2

To update and improve the skills and knowledge of the local stakeholders in relations to digital solutions in the field of tourism

THE CONSORTIUM ROAD MAP IS BASED ON FOUR SOLUTIONS IDENTIFIED IN THE PREVIOUS PHASE:

- To identify examples of effective organizational solutions and transfer/apply them locally
- To select use cases for testing Open Data in e-Gov and tourism
- To improve the skills of the local stakeholders in the field of tourism
- To Identify new formats and technologies to be implemented in the local context in the field of sustainable tourism

A DIGITAL TRASFORMATION PLAN

A PRACTICAL APPLICATION OF OPEN DATA IN E-GOV AND TOURISM

THE UPREST PROJECT

The UPREST project!

UP- & RESKILLING SUSTAINABLE TOURISM IN A NEW DIGITAL ERA

Partners:

Lead Partner: **Municipality of Vänersborg (SE)**
Members Involved: SERN, Municipality of Cervia (IT)
Associated partners: Municipality of Ravenna (IT), Municipality of Trollhättan (SE), DELTA 2000 (SE), VISIT TROLLHÄTTAN-VÄNERSBORG (SE)
Other Partners: **Högskolan Väst (SE), Kvarner Region Tourism Board (HR)**

General Objective » **to increase the digital skills of the actors in the field of sustainable tourism while promoting new learning pathways in order to contribute to the recovery of the sector.**

Specific Objectives »

- **To identify gaps in the skills of the local business actors and develop training solutions accordingly;**

- **To develop re-scalable training solutions for business actors in the field of tourism related to new digital solutions to be applied locally;**

- **To improve cooperation between the local authority and the business actors by developing a learning ecosystem focused on sustainable tourism.**