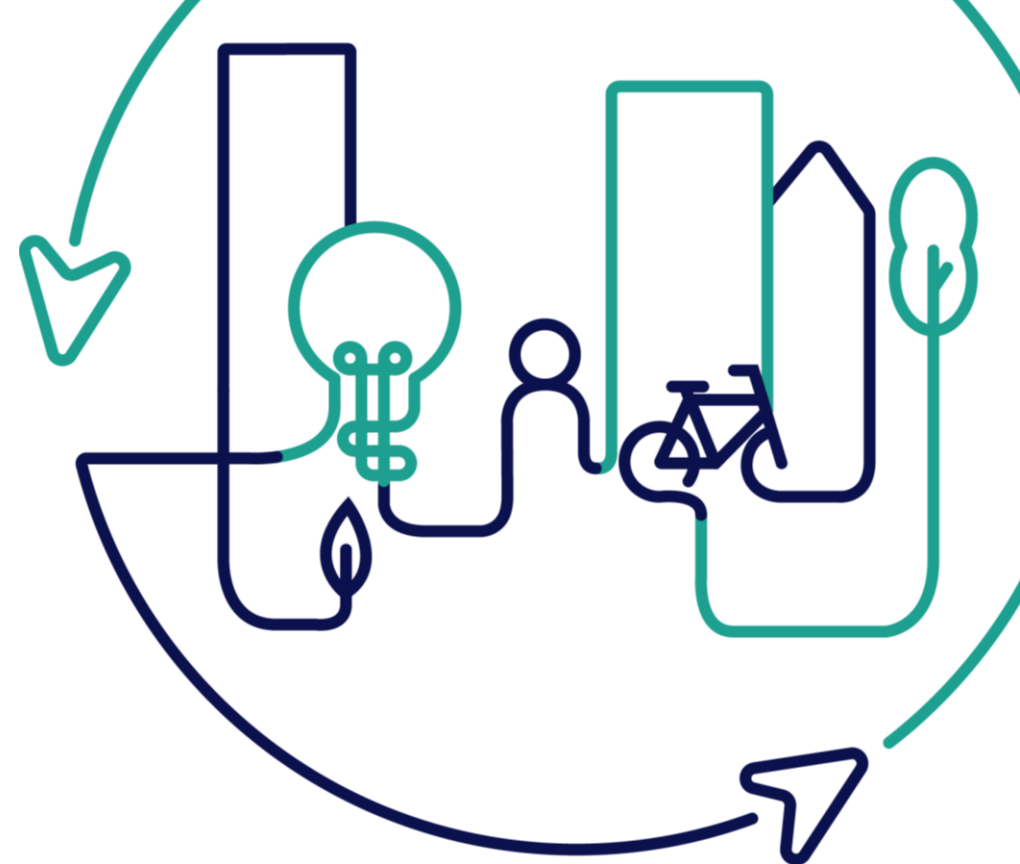


EUROPEAN U R B A N INITIATIVE

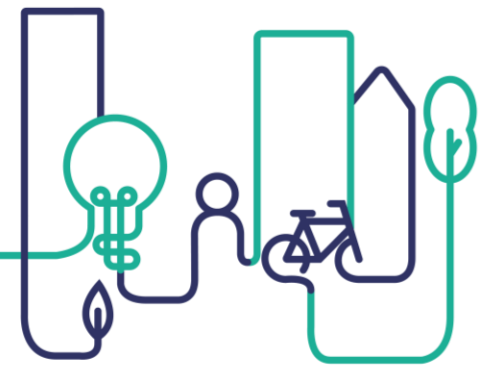


Co-funded by
the European Union

Breaking Borders to Elevate Innovation

How Bielsko-Biala harnessed EU value to develop the innovation ecosystem for digital transition

Welcome!



Co-funded by
the European Union

Session Plan



11:00

Introduction

11:10

Presentation by Patrycja Węgrzyn

11:30

Q & A

11:45

Group Activity

12:15

Feedback

12:25

Wrap-up & Close



Session Aims

1

To share Bielsko-Biala's journey towards developing their local ecosystem for digital transition

2

To highlight the value of EU co-operation, exchange and learning in the process

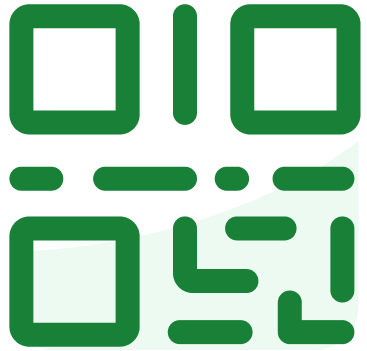
3

To provide participants a chance to reflect on opportunities for EU co-operation & related added value

4

To promote participant discussion, exchange and exploration of potential partnerships

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#3233513**

① Start presenting to display the joining instructions on this slide.

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What sector do you represent?

① Start presenting to display the poll results on this slide.

slido



Have you participated in an EU project?

① Start presenting to display the poll results on this slide.

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Where is your city on its digital transition journey?

① Start presenting to display the poll results on this slide.



**Let's hear
from
Patrycja!**



BREAKING BORDERS TO ELEVATE INNOVATION: HOW BIELSKO-BIAŁA HARNESSSED EU VALUE TO DEVELOP THE INNOVATION ECOSYSTEM

Patrycja Węgrzyn
Senior International Project Specialist
Regional Development Agency in Bielsko-Biała

Tampere, 29. 05. 2024

What I would like to share with you?

Our JOURNEY to develop INNOVATION ECOSYSTEM for DIGITAL TRANSITION of Bielsko-Biała

INSPIRATION how it all started and how did we get where we are now?

STAKEHOLDERS & PARTERSHIPS who helped us to achieve this & how did we get them on board?

LOCAL & INTERNATIONAL DIMENSION how did we break the borders and make those two dimensions intermingle?

STEP BY STEP APPROACH how many and how big steps it took to get us here?



“ —

"Digital transformation is not a one-time event but an ongoing process that requires continuous innovation and adaptation"

Satya Nadella, CEO of Microsoft

"An innovation ecosystem thrives on diversity and collaboration, bringing together different perspectives to create something greater than the sum of its parts."

John Seely Brown, Former Chief Scientist of Xerox

— ”



GENERAL INFORMATION

City of Bielsko-Biała:

POPULATION:

 169 089

AREA:

 124,5 km²

Bielsko-Biała's OPL:

POPULATION:

 931 361

AREA:

 3471 km²

Source: GUS, 2021 National Census – data compiled by Grafton Recruitment.

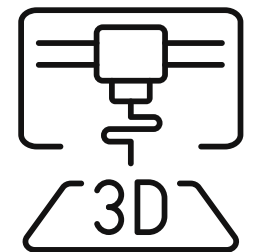
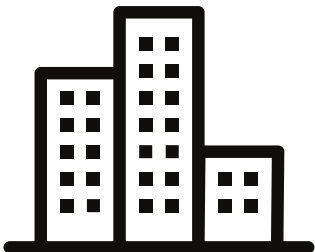


Bielsko-Biała

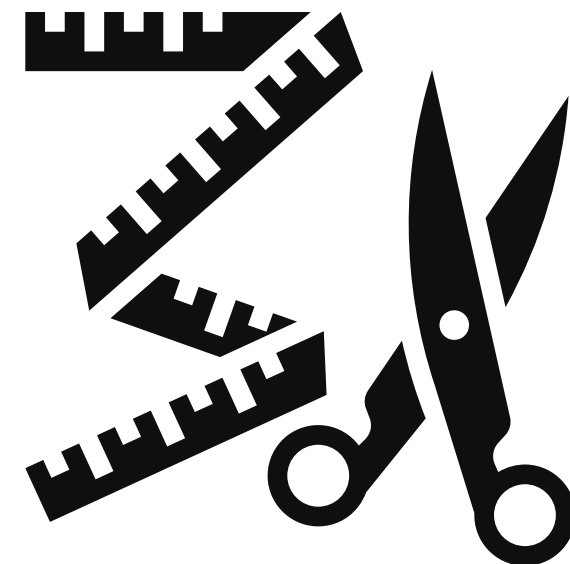


REGIONAL DEVELOPMENT AGENCY - OFFER & ACTIVITIES

- BUSINESS SUPPORT ORGANISATION 30+ YEARS ON THE MARKET
- /REAL ESTATE - office space for rent and conference rooms
- /FINANCING - preferential loans & equity type instruments
- /PROJECTS - International exchange of experience and networking, events , trainings, workshops
- /FABLAB - fabrication laboratory & creative space



TAILORING international activities to the local context



PROJECTS implementation

EXCHANGE of experience on international level

activities TAILORED to the regional context

FOLLOWING GLOBAL TRENDS in digital transformation, business development

COMPETENCE building, NETWORKING & FACILITATION of cooperation on local level

40+ EU funded projects implemented in last 10 year

ca. 8M EUR budget



Our JOURNEY: FabLab Bielsko-Biała

FabLab is a fabrication laboratory where anyone with innovative idea can come and test it using cutting edge equipment from the scope of different technologies

main activities:

workshops for EDUCATION sector

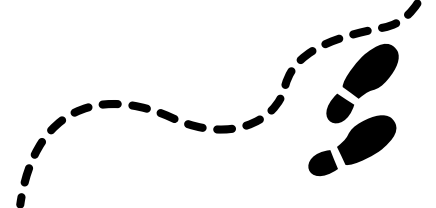
rapid PROTOTYPING

COOPERATION with local technical schools

open space for MAKERS



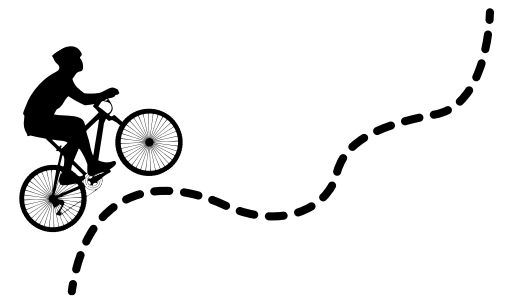
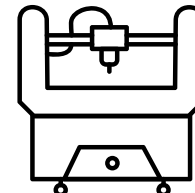
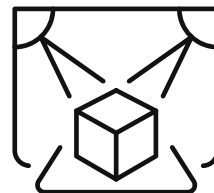
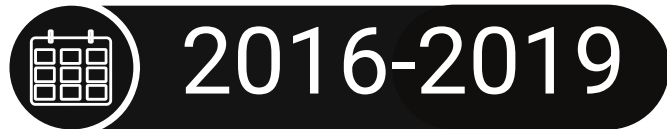
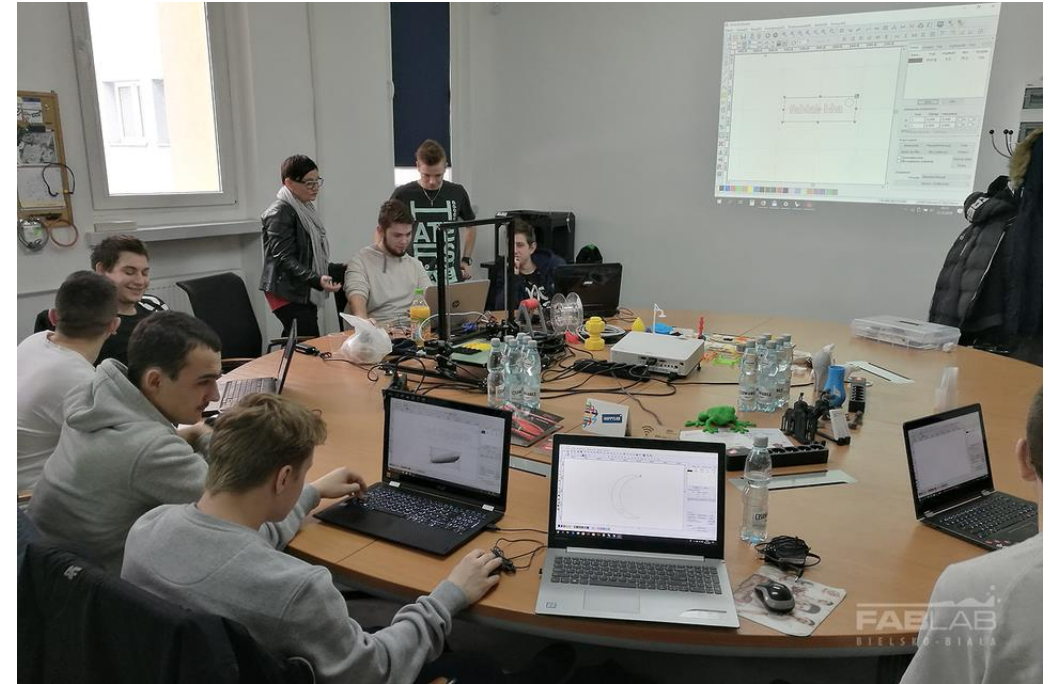
2014





Our JOURNEY: FabLabNet

200K EUR budget - 50K EUR for new equipment: 3D printers, 3D scanner, laser cutter
9 FabLabs from different countries, with different specializations
international EXCHANGE & international CO-DESIGNING
main activities - PILOT ACTIONS
European School of Makers
Virtual Factory





/ nieruchomości

/ finansowanie

/ projekty

/ fablab

In focus
SMART SPECIALISATION AT CITY LEVEL

Our JOURNEY: In Focus - first URBACT project!

smaller budget - ca. 70K EUR, but...

METHODOLOGY - TOOLS - EXPERTISE

international CITY-to-CITY EXCHANGE

ULG - MULTISTAKEHOLDER COOPERATION

main activities - INTEGRATED ACTION PLAN


SB2025: Economy at high level

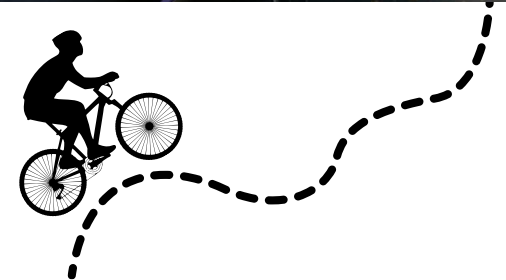
Smart Specialisations in Bielsko-Biała

(I) advanced industrial production

(II) modern material technologies

(III) specialized IT products

 **2016-2018**





/ nieruchomości

/ finansowanie

/ projekty

/ fablab

DIHELP

Our JOURNEY: DIHELP Digital Innovation Hub Enhanced Learning Program

no budget ;) only reimbursement of travel

30 Digital Innovation Hubs or to-be DIHs

exchange

DIH business model

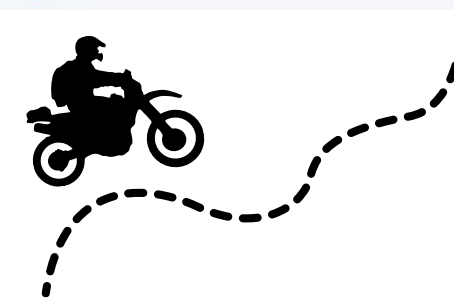
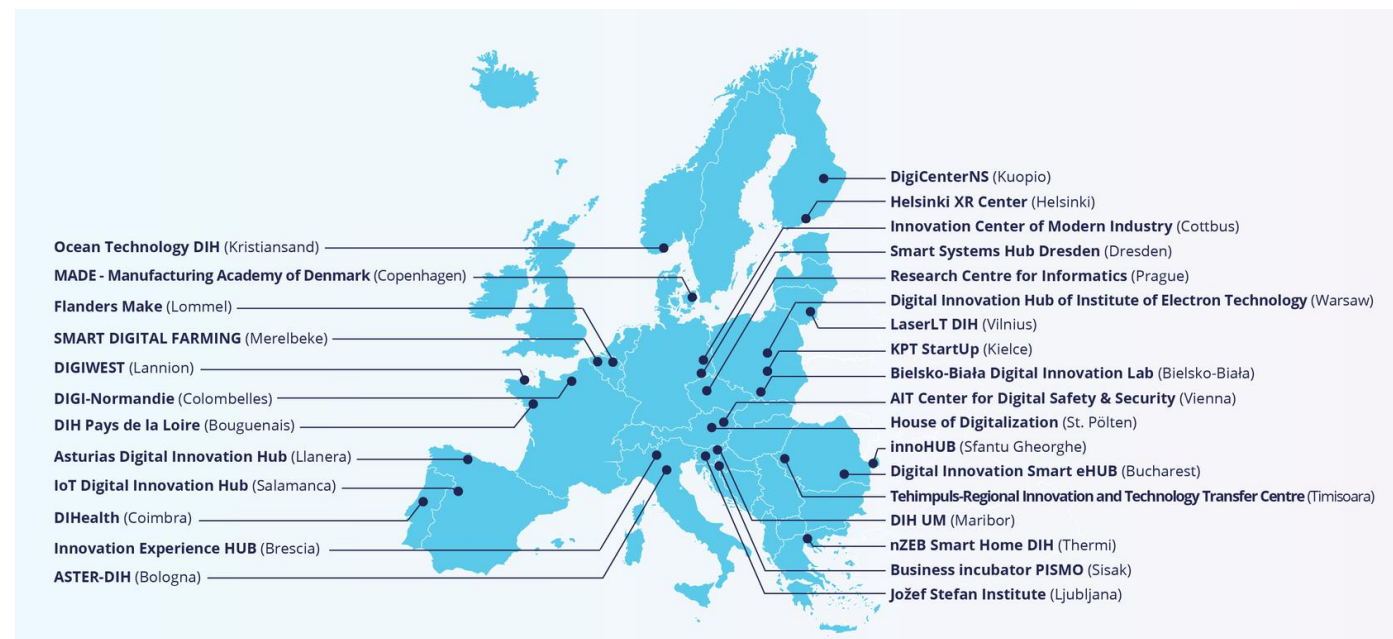
Business Model Canvas

main activities: MENTORING PROGRAM

on site & on-line workshops

tailored COACHING

creation of the BUSINESS PLAN of Digital Innovation Hub





Our JOURNEY: 4STEPS & InduCCI Broader overview on building capacity for innovation

Cultural & Creative industries as drivers for postindustrial regions transition

Youngster FabLab - when technology meets creativity

Hackathons



Towards implementation of Industry 4.0 in SMEs

Robotic arms purchase

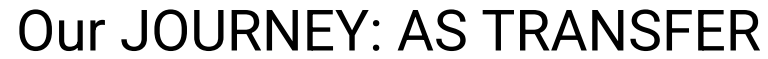
Digital Skills Workshops

Digital Innovation Hub Development



Innovation ecosystem building with human centric approach, creativity and soft skills development at the core





BILBAO AS FABRIK Good practice Transfer





Our JOURNEY: INTERGENERATIONAL CENTER OF INNOVATION AND ACTIVITY

innovative spaces available to everyone:

FabLab, Co-work, office space, conference rooms

Planned activities:

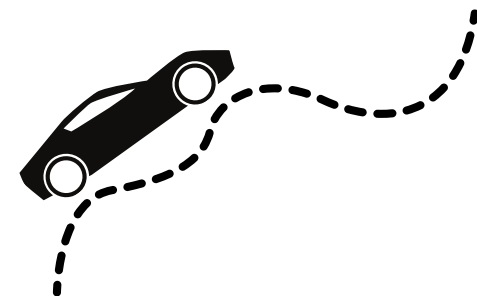
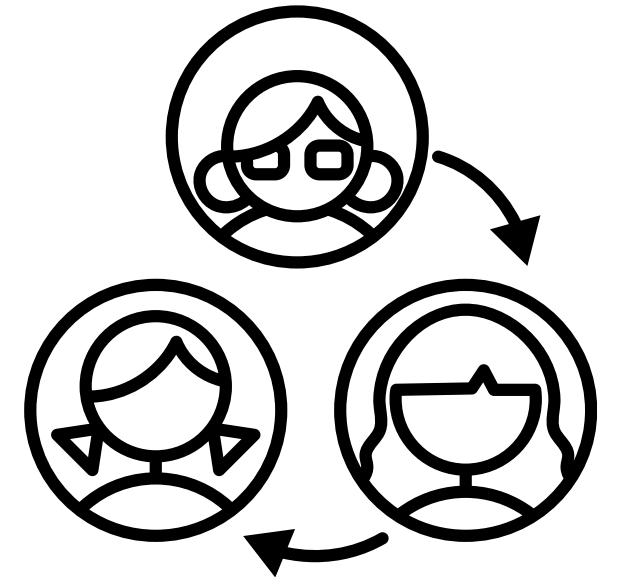
training & workshops on:

- (1) how to start & run a business? - business incubator
- (2) boosting innovation, creativity
- (3) professional, technology-related competence development
- (4) prevention of digital exclusion
- (5) mentoring sessions
- (6) innovative forms of integration & solving problems - hackathons



2020 - 2025

ca. 5M EUR budget for investment





Our JOURNEY: INTERGENERATIONAL CENTER OF INNOVATION AND ACTIVITY



2020





Our JOURNEY: INTERGENERATIONAL CENTER OF INNOVATION AND ACTIVITY



2025





Our JOURNEY: Silesia Smart Systems - European Digital Innovation Hub

Profesionalization of services - digital transition of SMEs & public sector



Fundusze Europejskie
dla Nowoczesnej Gospodarki



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Unię Europejską



“

“We went from being the Flintstones to the Jetsons in 9 months.”

Dan Schulman, CEO of PayPal

"Neither the strongest nor the most intelligent of species will survive.

The one that is best adapted to change survives."

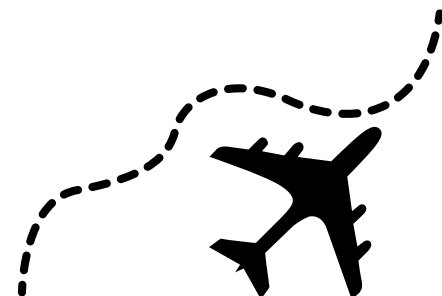
Charles Darwin



2023 - 2026

EDIH
European
Digital Innovation
Hubs Network

 **Silesia
Smart
Systems**





Our JOURNEY: Silesia Smart Systems - European Digital Innovation Hub

Profesionalization of services: digital transition of SMEs & public sector



Fundusze Europejskie
dla Nowoczesnej Gospodarki



Rzeczpospolita
Polska

Dofinansowane przez
Unię Europejską



Silesia Smart Systems is a platform for cooperation of BSOs, research units and universities that support digital transformation processes of enterprises and public sector organizations. It is specialized in:

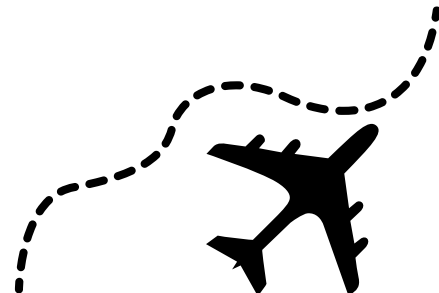
- (I) Automation and robotics (Computer Integrated Manufacturing),
- (II) Cybersecurity,
- (III) Additive technologies and new materials for 3D printing,
- (IV) One-stop-shop: horizontal „soft measures”, including training and consulting, which prepare companies for the digital transformation process.

main activities:

test before invest, demonstration, trainings, consultancy - more sophisticated
200+ services for SMEs & public sector (train-the-trainer formula in schools)



2023 - 2026





Our JOURNEY: Beskidzki HUB: Center for Digital Innovation and Modern Technologies together with local business incubators and support for startup companies.

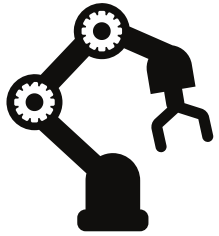
Main HUB in the city of
Bielsko-Biała and
3 satelite hubs in
surrounding
municipalities, with
specialization tailored
to local challenges



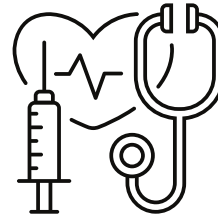
2025- 2027



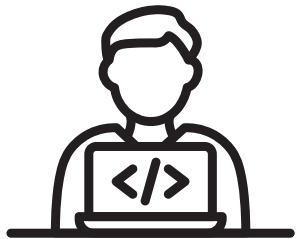
Beskidzki HUB - Center of smart specialization in **Bielsko-Biała** - products



Robotics and automation
startup incubator, FabLab
& Showroom



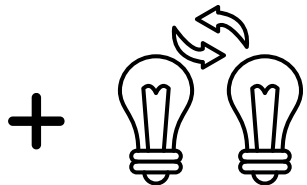
med sector startup
incubator & showroom
Center of Irgan
Generation and
Regeneration with
Biobank



IT sector startup incubator,
Coworking & Showroom



creative industries
startup incubator (**film,**
animation, gaming,
mobile apps)
Cowork & showroom of
creative industries,
motion capture studio,
audio - video studio

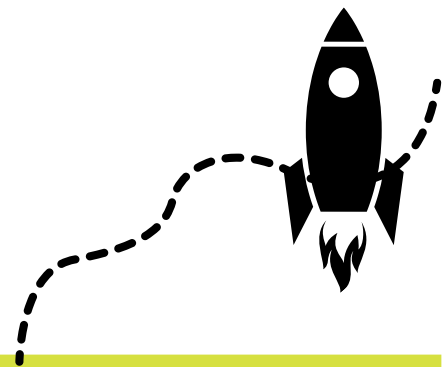


Lab of crossing ideas

SPACE
PEOPLE
COMPETENCE
FINANCE
TECHNOLOGY
INNOVATION

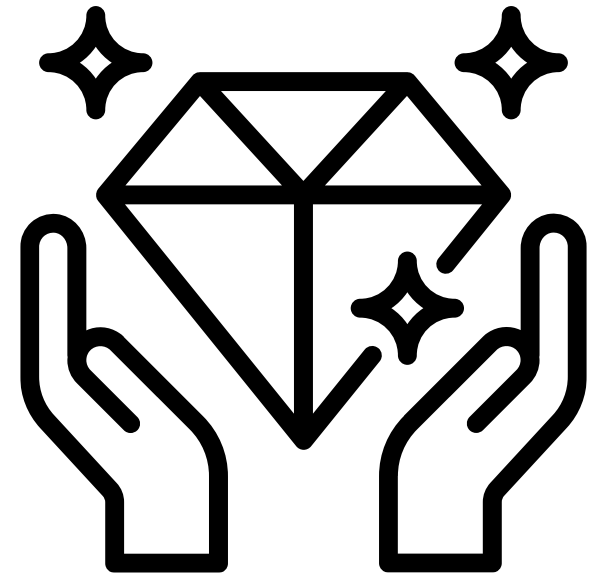
projected buget: ca. 50M EUR; source: Just Transition Funds

+ own contribution + other sources



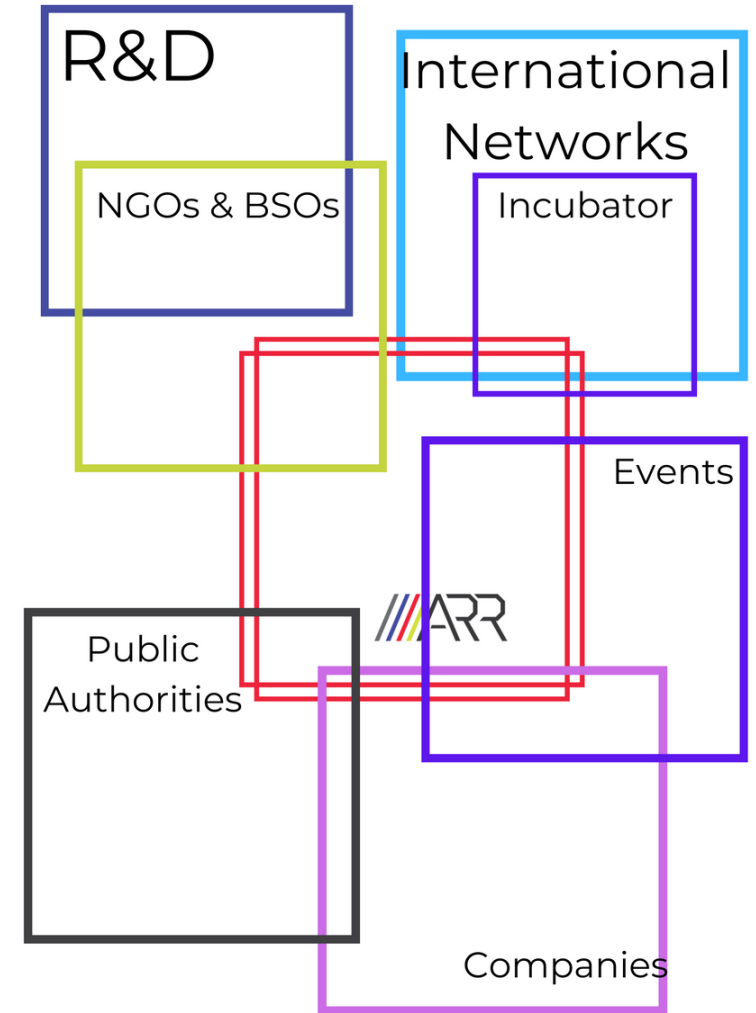
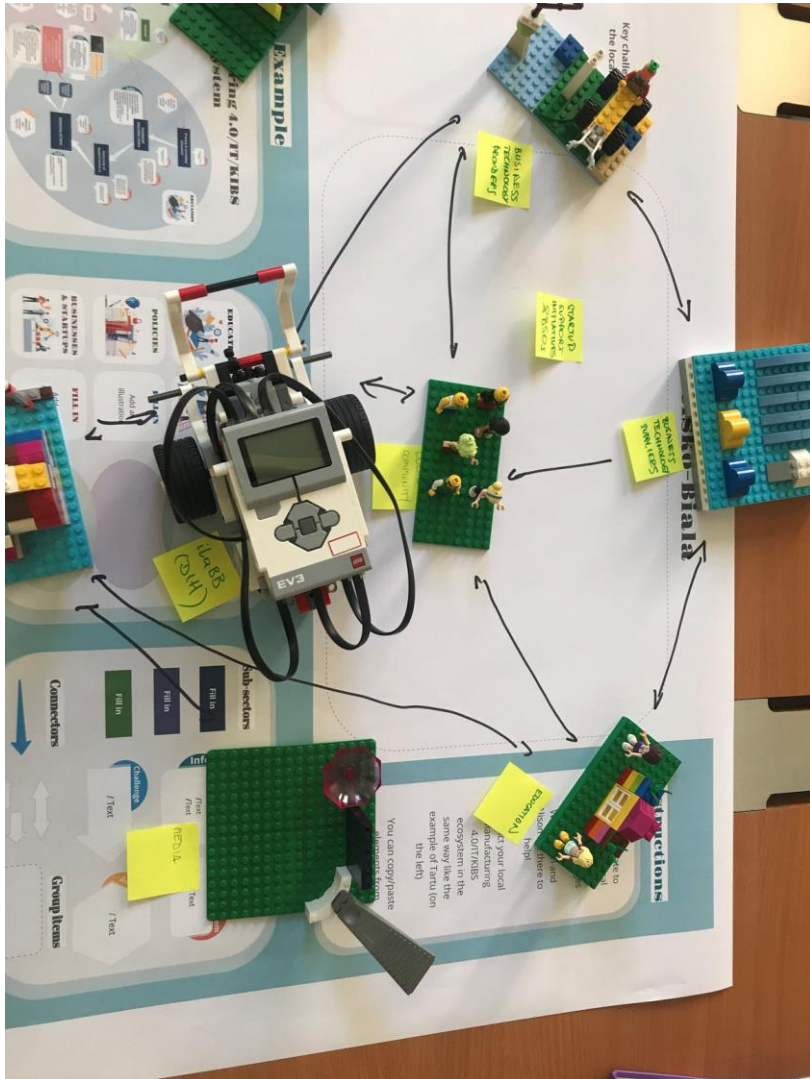
HARNESSING

EU value to develop
innovation ecosystem:
connecting **LOCAL DOTS**





THE DOTS :) – LOCAL ECOSYSTEM





BBDays4.IT festival - biggest & longest
tech festival in the region (6. edition: 6-15.09)

connected with EU funded projects: InduCCI,
AS TRANSFER, EDIH, TechDiversity



5 EDITIONS

+4000 PARTICIPANTS

+160 PARTNERS

100+ EVENTS, incl.:

BBQ4IT - outdoor conference

BBConf4.IT conference on the local university

meetups of local IT communities

Hackathon



Bielsko-Biała



IT in the Mountains: newly established initiative derived from IT companies, with support of City & ARR

GOAL: a framework for cooperation of IT sector to create benefits for the sector & added value for city

future connection with the project: Beskidzki HUB



WOMEN in IT: creating local community



TechDiversity

URBACT



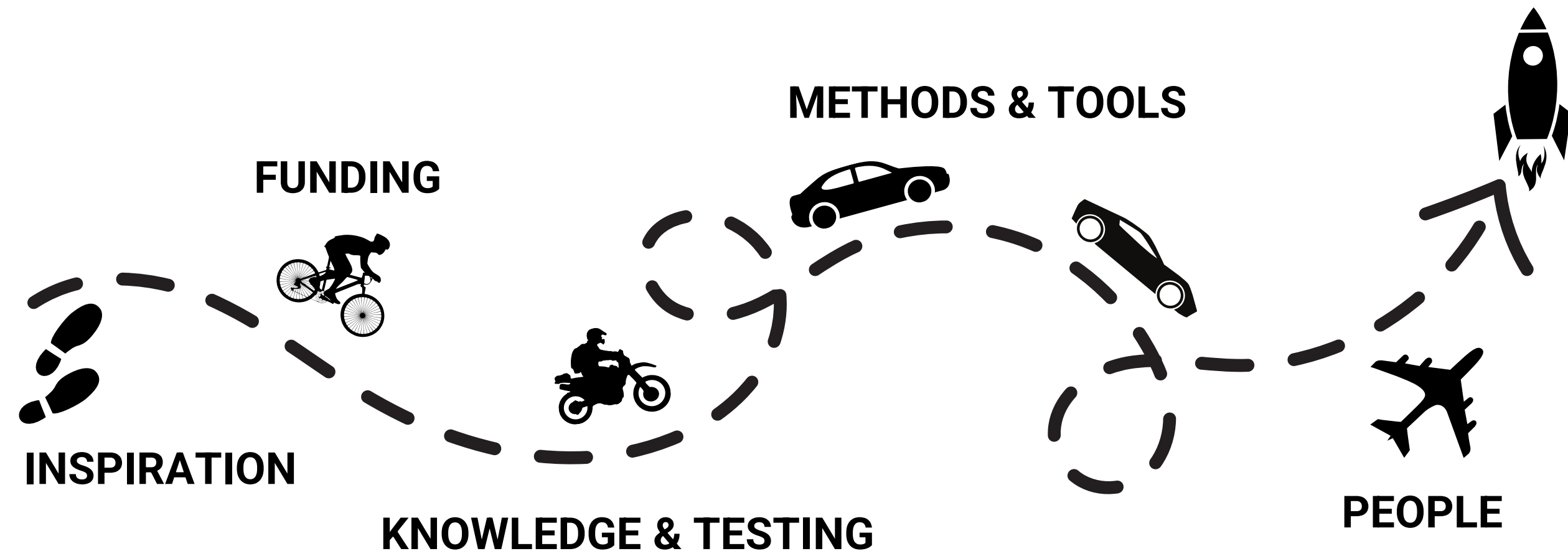
Co-funded by
the European Union
Interreg

VISION

Bielsko-Biała is a city with diverse & inclusive environment ensuring possibility of equal participation of women in tech sector and empowering them by vivid, supportive local community



Our JOURNEY: Added value of **INTERNATIONAL COOPERATION** **MULTISTAKEHOLDER COOPERATION**





/ nieruchomości / finansowanie / projekty / fablab

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THANK YOU FOR YOUR ATTENTION!



Patrycja Węgrzyn
Senior International Project Specialist
pwegrzyn@arrsa.pl
tel. 504 410 806

**Regional Development Agency
in Bielsko-Biała**

ul. Cieszyńska 365, 43-382 Bielsko-Biała
tel. 0048 33 8169182

www.arrsa.pl









**Questions
&
Comments**



**Group
Activity**

REFLECTIVE CANVAS

A discussion guide for reflection & opportunity

<p>What inspired you about this case study?</p> 	<p>What digital transition challenges are you experiencing in your city?</p> 	<p>Do you have any remaining doubts or questions?</p> 
<p>Did you see anything that you would like to try out or apply in your city?</p> 	<p>Do you have ideas for collaboration with Bielsko - Biala?</p> 	<p>Feedback/Suggestions for Bielsko-Biala?</p> 

TRANSFER CANVAS

HOW DOES IT WORK

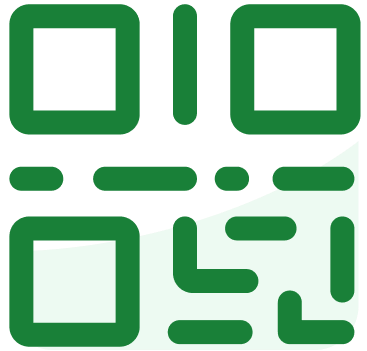
- Break into groups of 4-5 people
- Discuss and exchange on the questions posed in the frames, in so far as time allows
- Feel free to move randomly around the canvas
- Note key ideas in each of the canvas building blocks
- Afterwards, we will ask you to share concisely key reflections from the exercise



Feedback

A diagram illustrating a feedback loop. It features a central circle with the word "Feedback" in the middle. Two curved arrows form a continuous loop around the circle, one pointing clockwise and the other counter-clockwise. Two horizontal lines extend from the left and right sides of the circle, meeting the loop at the top and bottom respectively.

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① Start presenting to display the joining instructions on this slide.

slido



**What are your key 3 takeaways
from this session?**

① Start presenting to display the poll results on this slide.



**What's next
for you?**

12:30

Lunch

14:00

Deep Dives

15:00

Study Visits

19:30

Dinner

Thank you

