



Joint workshop

Is Your Region Worth Your Love? – Soft Digitalisation, Regional Attraction and Engagement

12th October 2021 | 9:30-11:00 CET

The workshop will examine the elements of **regional attraction** from the point of view of “**soft digitalisation**” and **participation**, especially in relation to the COVID-19 pandemic. How does the digital transition enable better services and quality of living? How to include different actors in development processes? Practical case studies will be presented to inspire interaction and seek possible cooperation opportunities.

The event is organised by the Regional Council of [Päijät-Häme](#) (Finland), leading partner of the Interreg Europe [Next2Met](#) project, which coordinates the workshop, together with the [Asikkala municipality](#) (Finland), HafenCity University Hamburg (Germany) representing the Interreg Europe [RUMORE](#) project and the [Smart Village](#) of Veberöd (Sweden), and is supported by other partners such as the [CPMR](#), the Interreg MED [HERIT-DATA](#) project and the Interreg Europe [CARPE DIGEM](#) project.

Agenda

<p>9:30 – 9:35</p>	<p>INTRODUCTION</p> <ul style="list-style-type: none"> Barbara Favaro, Next2Met Communication Officer, CPMR & Arnault Morisson, Thematic Expert - Research and Innovation, Interreg Europe Policy Learning Platform - <i>Moderators of the workshop</i>
<p>9:35 – 9:55</p>	<p>SESSION 1: Case studies and projects presentations</p>

11 - 14 OCT
2021



19th EUROPEAN WEEK of REGIONS and CITIES

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	<ol style="list-style-type: none"> 1. Next2Met project: Unveiling the Potential of Next-to-Metropolitan Areas, by Harri Kuusela, Next2Met Lead Partner, Regional Council of Päijät-Häme, Finland 2. RUMORE project: Rural-Urban Partnerships Motivating Regional Economies, by Jörg Knieling, RUMORE Lead Partner, HafenCity Universität Hamburg, Germany 3. Municipality of Asikkala: Make Your Region Lovable, by Rinna Ikola-Norrbacka, Mayor of Asikkala, Finland 4. Veberöd – The Research Village for a Sustainable Society, by Linn Malmgren, Chair of the Young Smart Villages, Veberö, Sweden
9:55 – 10:05	Poll for participants and reactions from the speakers
10:05 – 10:20	SESSION 2: Video testimonials <ol style="list-style-type: none"> 1. Next2Met good practice 2. RUMORE case study 3. HERIT-DATA Interreg MED project: Technologies and big data helping to better manage tourism flows impacts on cultural and natural heritage sites <p style="text-align: center;">Reactions from the speakers</p>
10:20 – 10:55	INTERACTIVE DEBATE WITH PARTICIPANTS
10:55 – 11:00	WRAP-UP and FOLLOW-UP ACTIVITIES
11:00	Thank you and see you!

Register and find more info on the [official platform](#).

Note: The presentations and a workshop summary will be uploaded on [Next2Met website](#).