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Digital Hansa

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Problem

Problem tree

The actors working with digitalization in the region are not utilizing their geographical position at the Baltic Sea in order to add value

Causes, to be processed in the workshops



The region



Problem

The actors working with digitalization in the region are not utilizing their geographical position at the Baltic Sea in order to add value

1st cause

Lack of knowledge, (14)

- Lack of knowledge about each other
- Hierarchy in business culture
- We don't know, wrong picture, prejudice, stereotype
- Different cultural backgrounds
- Lack of trust
- No personal relations

Benefits (6)

- Lack of understanding the benefits
- Different goals, to attract, not export

2nd cause

No hype (12)

- Lack of media coverage
- No cool image, successtories told
- Lack of confidence

3rd cause

Infrastructure (7)

- Accessibility
- Transportation

4th cause

Cooperation (6)

- No strategy for regional cooperation
- No funding

First cause

Lack of knowledge
Universities

Target group
Type of
knowledge

Milestones

- Grants office: has knowledge but no position to act
- Students: exchange opportunities in the Baltic region
- Researcher: available funding schemes for the Baltic region
- Lecturers: case studies, best practices, success stories from the Baltic region

-80 percent of target students should know about at least one Baltic exchange opportunity

-80 percent of target researchers should know about at least one Baltic funding scheme

-80 percent of target lecturers should know about at least one Baltic success story, best practise or case study

(we need to define "target audience and sample size)

First cause

Lack of knowledge
Business

Target group
Type of
knowledge

Milestones

-CEOs. Business owners
Environment (market, potential)

Business developers, investors

-Business culture

-X percent of CEOs and owners in the region should have an increased knowledge of the market in the region

-X percent of business developers and investors in the region should have an increased knowledge of the business culture in the region

(we need to define "target audience and sample size)



First cause

Lack of knowledge
SP&Incubators

Target group
Type of
knowledge

Milestones

Companies in the region

-Benefits of cooperation

Coworkers at SP&Incubators

-Benefits of cooperation

Coworkers at SP&Incubators

-Events and projects in other SP:s&Incubators

-X percent of companies at SP:s & Incubators should know about at least one Baltic funding scheme

-X percent of companies at SP:s&Incubators should have found partners or engaged in international cooperation in the region

(-X percent of the coworkers at SPs &Incubators should know about at least one Baltic funding scheme (flytta till Cooperation))

-X percent of the targeted SP&Incubator companies should know about at least one event/activity/project in the other SP:s/incubators