Digital Wallonia
Digital Strategy for Wallonia

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Agenda

1. From "Digital in Wallonia". ICT as it is …
2. … To "Digital Wallonia" … ICT as it will be.

Broadband networks

Wallonia has a good coverage in terms of broadband networks (fixed and wireless) :

- The public fiber network, managed by the Sofico. This network is open to public & private partnerships. It covers all major cities and areas of Wallonia.

- The Belnet network, which provides broadband coverage for universities, colleges and publics institutions.

- The fixed and mobile networks of 4 major telecoms operators (Proximus, Mobistar, Base and VOO). Several other alternative operators are also active. Mobile 3G covers most areas of Wallonia. 4G is available in the major cities.

Institutions & support

Wallonia has established several institutions and initiatives to accelerate digital technologies adoption in all sectors of the society (public services, businesses, citizens, …). For example :

- **AdN** (Agence du Numérique) whose primary goal is the development and promotion of digital in Wallonia;

- **2 specialized Clusters** (ICT & TWIST) to boost the ICT sector;

- **CETIC & Multitel** (centers of research in ICT);

- **MIC** (Microsoft Innovation Center).

- **Futurocité & SmartCity Institute** (dedicated to smartcities).

ICT companies are represented by Agoria (national federation).

Wallonia also benefits from the action of many private initiatives (Startups.be, Nest Up, FeWeb, Rue du Web, Café numérique, …). They show the dynamism of the digital ecosystem.

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Education & training

Wallonia have a wide network of institutions in charge of ICT education and training :

- **Universities and colleges.** Many offer high-level training in ICT : networks, security, programming, multimedia, e-commerce, web, Internet governance, … .

- **Integrated "e-campus"** covering all the skills needed by companies active on the Web (for example in Liège and Tournai).

- **Four training centers specialized in ICT** (Technofutur TIC, Technocité, Technifutur and Technobel). For companies, this is an opportunity to offer ICT training or upgrade to their employees, and for people looking for a job, this is a chance to acquire ICT skills.

A creative european region

Creative Wallonia is a framework program to stimulate creativity and innovation. Lots of initiatives are related to ICT.

- Creative Wallonia Engine is a new public agency in charge of the creative Wallonia program.

- CoWallonia is the name of the network of 8 coworking centers. There is also several Smart Work Centers.

- Wallonia is one of the 2 European regions recently elected "European Creative District".

The Walloon ICT sector

The Walloon ICT sector is essentially based on 2 types of actors.

Small entities. Particularly active in the areas of retail, consulting, training and distribution and installation of goods and services. Their target markets are mainly business services, public services and retail trade.

+/- 250 companies with high added value. Their main activity is often in the consulting and software. Their target areas are : business services, financial services, utilities, distribution, healthcare and industry.

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Innovation & international

Walloon ICT players are particularly aware of the importance of innovation. 70% are involved in R&D projects and 26% believe that innovation is essential to their survival.

The Walloon ICT sector is highly open to international (particularly companies with a high added value).

- 35% have at least one establishment abroad.
- 79% are exporters.
- 62% say they want to expand their export activities in two years.

Wallonia, a large ICT footprint (1)

- **25% of the Walloon ICT ecosystem develops software** (ERP, CRM, Multimedia & web tools, Industrial or scientific applications, Office suites, workflow, Networking, security, system, educational software, e-learning tools, Supply Chain Management, e-commerce, BI, IoT, Smartcities, M2M, Mobile apps, ...).

- **E-health** (Medical imagery, Clinical Study, Electronic health records, Medical IT, Tele medicine, ePrescribing, m-Health).

- **BioTech** (Genomic, Proteomic, Metabolomic, Oligonucleotides design, Clinical research, ...).

- **Radio transmission / Telecom** (Near Field Communication, Radio Frequency ID, Ultra Narrow Band, Magnetic Identification, Optical networking, ...).

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Wallonia, a large ICT footprint (2)

- **Mobile** (Operating System development, Customer Relation Management, Workforces, Advertisement, Machine-To-Machine, Location Based Services, …).

- **IPtel / Unified Communication** (Voice over IP, Unified Communication, Fixe Mobile Convergence, Fixe Mobile Convergence, Open Source, …).

- **Big Data** (Data Analytics, Machine Learning, Artificial Intelligence, Visualization Platform, Real Time Processing, …).

- **Immersive Technologies** (Natural User Interface, Gesture recognition, Virtual World, Industrial Process Simulation, …).

Specialized clusters

Gathering and unifying ICT professionals to promote business and innovation through partnership. The network consists of +/- 150 members (20 large companies) with a turnover of +/- € 1,38 Billion.

www.infopole.be

Gathering and unifying companies, research centers, distributors, producers, ... of the media industry. The network consists of +/- 100 members (5 TV channels, 5 universities & Research Centers, 2 investment funds) with 5.000 direct jobs and 2.000 indirect jobs, and a turnover of +/- € 1 Billion.

www.twist-cluster.com

... but Wallonia is facing big challenges

- The digital sector's weight in the Walloon economy is too low.

- There is a real lack of large digital companies, able to play a leading role on an international level, to support the research and to drive the emergence of a strong digital ecosystem.

- The level of digital maturity of the Walloon companies remains too low. This situation has a bad impact on their competitiveness and hampers the use of services offered by the digital Walloon actors, which also explains the small size of the digital sector.

- Even with a good FO backbone, wireless and fixed broadband coverage is not sufficient, with too many "white areas".

- Publics services are not open and digitized enough.

- Digital, as tool and as specific topic, is not considered as a priority by too many schools.

Agenda

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2015. A turning point !

We have a vision !

Making Wallonia a connected and smart territory,
where digital companies are recognized leaders worldwide
and act as drivers of a successful industrial transformation,
and where digital innovation works for excellence in education,
open public services and the global well-being of citizens.

An innovative process

From March to July 2015, over 240 proposals through a crowdsourcing website and more than 200 people from 140 organizations or companies, gathered in 13 thematic working groups.

September 18, 2015. Based on the works of the Digital Conference, and with the support of Roland Berger, the Digital Board presents a proposal for a Digital Strategy in Wallonia to the Minister in charge of Digital.

Digital Conference   Digital Board

Collaborative and bottom up process for the definition, the adoption and the implementation.

Digital strategy

Walloon Government

December 10, 2015. "Digital Wallonia. Digital strategy for Wallonia " is adopted by the Walloon Government, with a clear commitment of each Minister to act within the framework of this strategy. Adoption of the first actions.

Implementation

Starting from January 2016, phased implementation of the actions, identification of stakeholders, definition of the partnerships, budget allocation, implementation of the online platform, brand communication, …

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Values

- **Openness.** Global framework for the digital policy of Wallonia on which the various initiatives should be based.

- **Agility.** Integration of new proposals or adjustment of existing measures to guarantee their alignment with the strategic objectives and their relevancy with the emerging innovations.

- **Consistency.** Collaboration and alignment with other digital policies (Wallonia, Wallonia-Brussels Federation, Federal Government, Europe), but also with private initiatives coming from the digital ecosystem.

- **Transparency.** Large communication about the strategy so that every citizen or company can be part of it. Publication of monitoring indicators.

1 strategy // 5 major topics

The redeployment of the Walloon economy requires a strong and fast increase of digital maturity of our companies.

Digital business

Smart and connected to broadband networks, our territory must offer an unlimited access to digital innovation and act as a driver for the industrial and economic development.

Smart & connected territory

A strong digital sector and an advanced research, able to capture and hold on our territory the added value of the digital transformation.
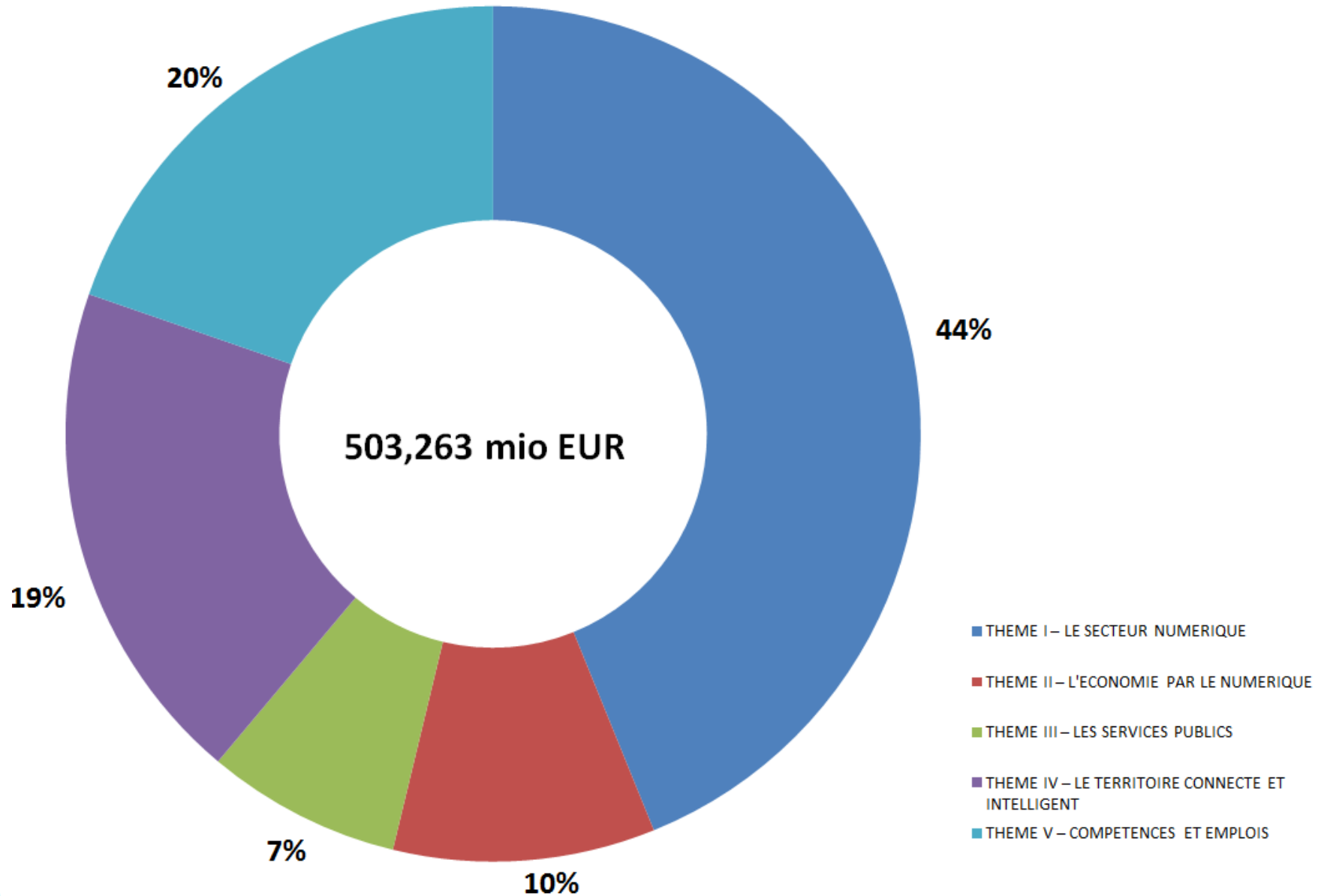
Digital sector

Publics services

A new generation of open public services, acting transparently and being by themselves an example of the digital transformation.

Skills and education

Each Walloon citizen must become an actor of the digital transformation by acquiring strong technological skills and adopting an entrepreneurial attitude.

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> € 500 million over 4 years

20%

44%

503,263 mio EUR

19%

7%

10%

- THEME I – LE SECTEUR NUMERIQUE
- THEME II – L'ECONOMIE PAR LE NUMERIQUE
- THEME III – LES SERVICES PUBLICS
- THEME IV – LE TERRITOIRE CONNECTE ET INTELLIGENT
- THEME V – COMPETENCES ET EMPLOIS

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5 Topics. 9 Strategic goals.
23 Axes of development
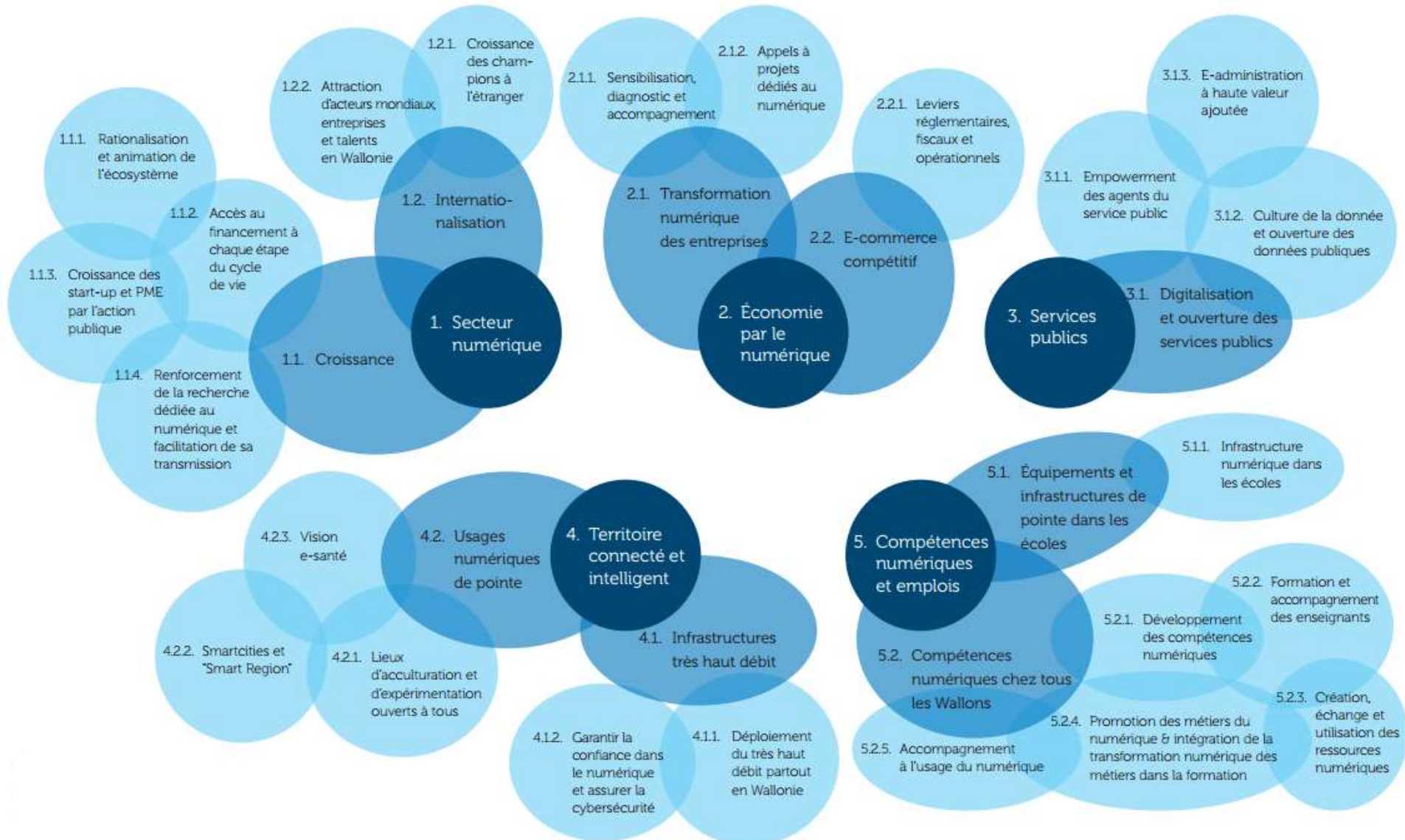
Strategic goals by major topic (1)

Digital sector :

- Engaging a growth program for the companies of the digital sector.

- Developing the international dimension of the digital sector.

Digital Business :

- Managing the digital transformation of the economy and the companies.

- Creating the conditions for a competitive Walloon e-commerce sector on a European level.

Public services :

- Accelerating the digitalization and openness of the public services.

Strategic goals by major topic (1)

A smart and connected territory :

- Implementing an ambitious digital planning for the territory.
- Encouraging advanced digital uses all over Wallonia.

Digital business :

- Providing schools with advanced digital tools and infrastructures.
- Ensuring the acquisition of digital skills by all Walloon citizens, at every stage of their live and career.

2 major actions already engaged (many others in the starting blocks)

Digital Wallonia Hub :

- To establish a strong strategy for research and innovation, tailored to the needs of the digital sector and its evolution.

- To develop the quality of the Walloon research teams and connect them to the best international networks.

Fund (a dedicated fund managed by the SRIW) **:**

- To encourage the emergence and the growth of startups in the digital sector.

- To support the development of digital ecosystems and facilitate the access to additional seed funding in collaboration with the private investors.

A brand

Wallonia identifies our region and its political strategy

.be identifies the country and the international ambition

Region   International

A strong and unifying brand, acting as an amplifier for the digital transformation of Wallonia.
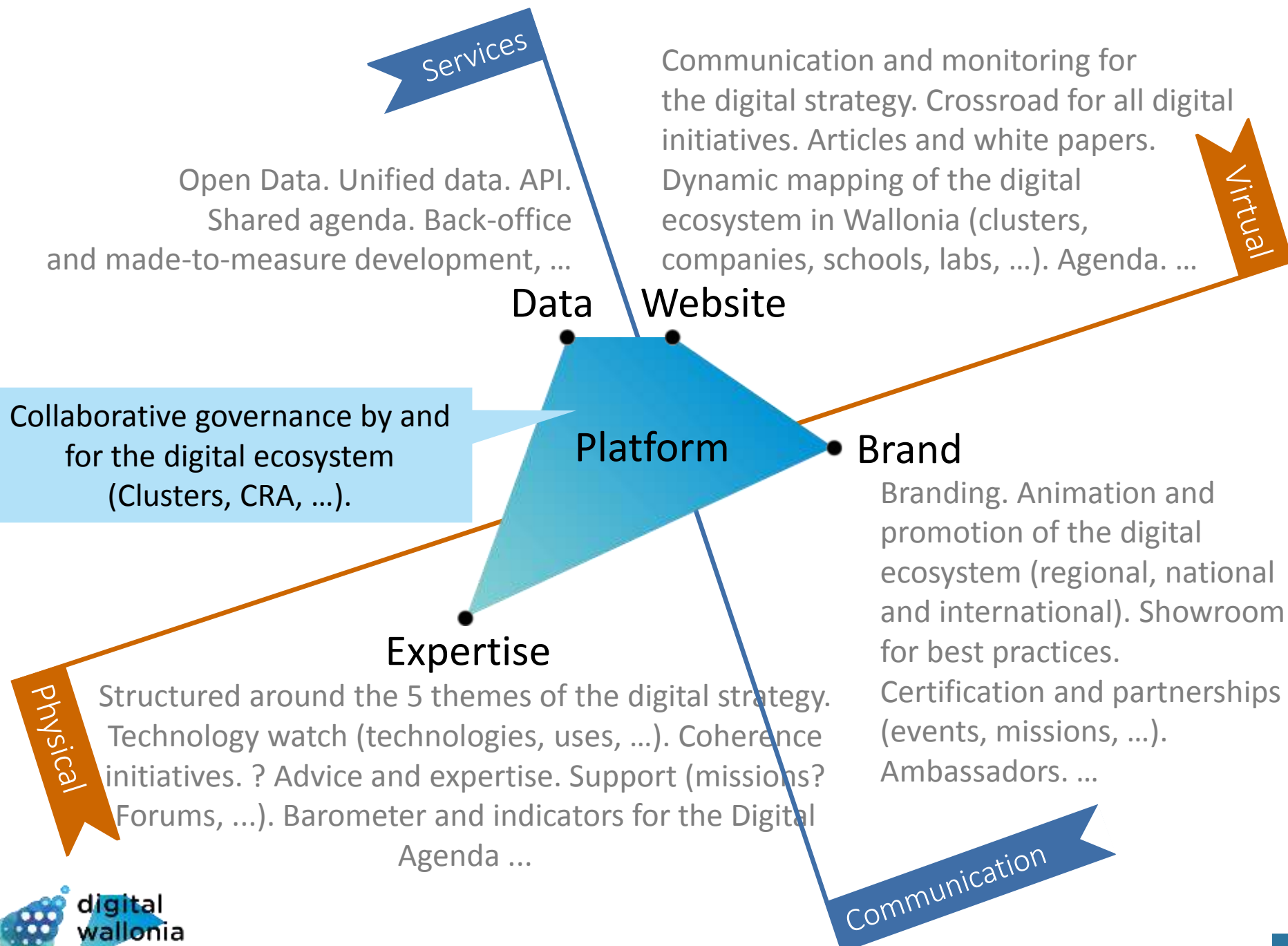
Brand   Digital

Digital identifies the purpose of the brand

URL

The URL identifies the website and the online platform, crossroad for all digital initiatives

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Services

Open Data. Unified data. API.
Shared agenda. Back-office
and made-to-measure development, …

Communication and monitoring for
the digital strategy. Crossroad for all digital
initiatives. Articles and white papers.
Dynamic mapping of the digital
ecosystem in Wallonia (clusters,
companies, schools, labs, …). Agenda. …

Virtual

Data   Website

Collaborative governance by and
for the digital ecosystem
(Clusters, CRA, …).

Platform   Brand

Branding. Animation and
promotion of the digital
ecosystem (regional, national
and international). Showroom
for best practices.
Certification and partnerships
(events, missions, …).
Ambassadors. …

Expertise

Physical

Structured around the 5 themes of the digital strategy.
Technology watch (technologies, uses, …). Coherence
initiatives. ? Advice and expertise. Support (missions?
Forums, …). Barometer and indicators for the Digital
Agenda …

Communication

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More info

- Global Website
  www.digitalwallonia.be

- Walloon Digital Strategy
  www.digitalwallonia.be/wallonienumerique

- Presentation of the mission in Berlin and Munich
  www.digitalwallonia.be/germany2016

- Online catalogue of the participants
  www.digitalwallonia.be/ecosystemes/germany2016

Today only in french :-(
… but we are working hard to publish an english version ;-)

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