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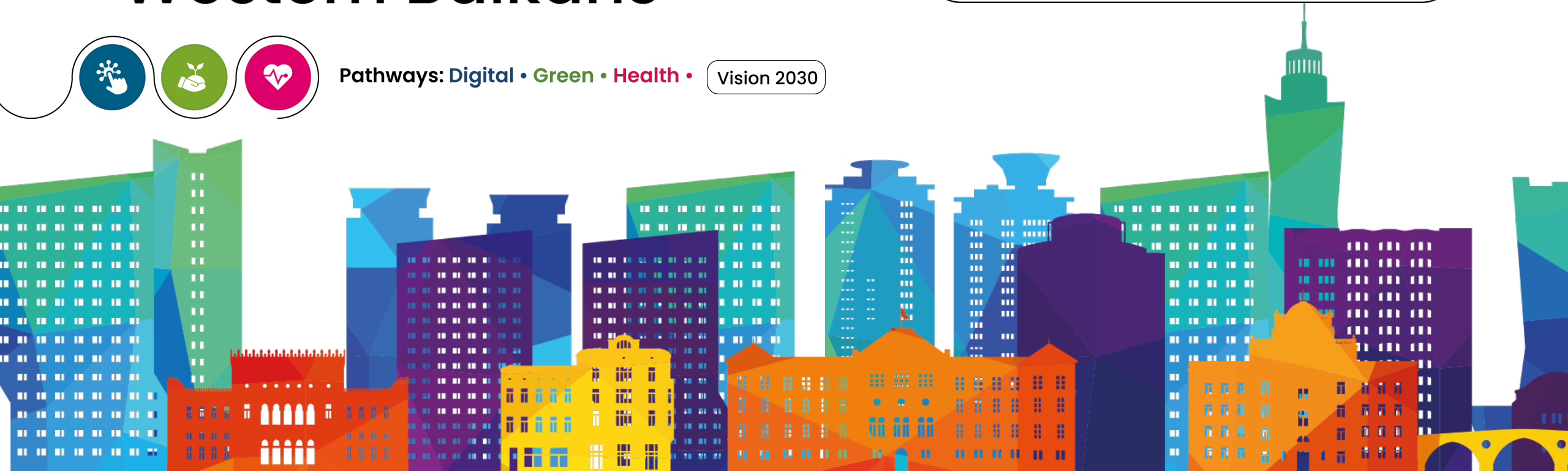
# Policy Dialogue on Aligning Priorities in the Western Balkans



Sarajevo, Bosnia and Herzegovina  
13 September 2023



Pathways: Digital • Green • Health • Vision 2030



# The Western Balkans on its Pathway to Implement Digital Agenda

## Recommendations

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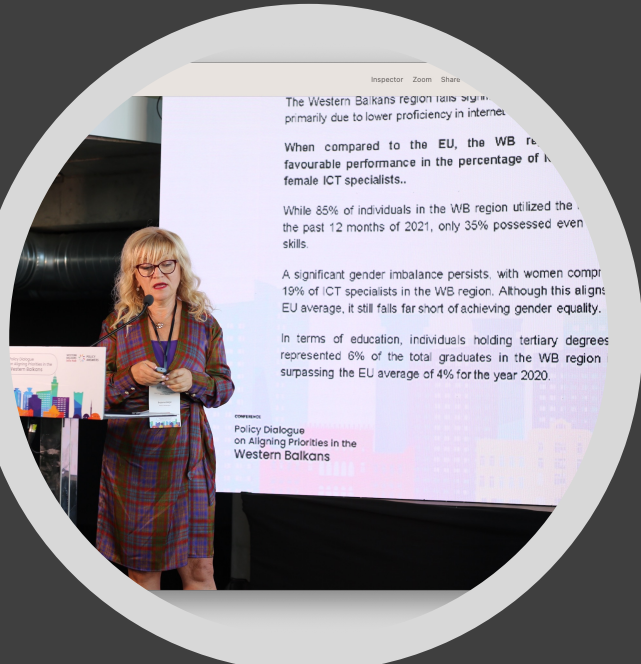


TABLE 3: DIGITAL TRANSFORMATION BUSINESS

Challenges

DISTURPTIVE INNOVATIONS

ABILITY OF THE FIRM TO MAKE INNOVATIONS

FUNDING OF INNOVATIONS

LACK OF COOPERATION BETWEEN UNIVERSITIES, RESEARCH INSTITUTES AND FIRMS

LACK OF COOPERATION BETWEEN FIRMS

LACK OF AWARENESS FOR FINDING DIGITAL TRANSFORMATION

NOT UNDERSTANDING DIGITAL TRANSFORMATION

LACK OF TOOLS USED TO IN POWER CIRCULAR ECONOMY (EMPIRICAL)

FEAR OF CHANGE

SCENARIOS ABOUT DIGITAL CHANGE

LACK OF LEADERSHIP

LACK OF AMBITIONS FOR DIGITAL TRANSFORMATION

ANY NEW LEADERS TO BE DIGITALLY READY

LACK OF SKILLS AND UP SKILLING AND UP SKILLING

ANY NEW LEADERS TO BE DIGITALLY READY

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# For Digital Future of the Western Balkans



# Set of RECOMMENDATIONS (I):

## ➤ Recognising Digital as a Key Priority

involves fully implementing the digital-by-default principle and accelerating the digital transformation process for modern societies to fully harness the potential of digital technologies.

**These measures can lead to improved efficiency, delivering superior citizen services, boosting competitiveness, and elevating overall digital readiness.**

## ➤ Securing Political Support and Establishing a Clear Strategy

Robust policies and targeted investments with the primary objective of digitally transforming society are essential

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# Set of RECOMMENDATIONS (II):

## ➤ Enhancing the Legal and Regulatory Framework

To facilitate digital transformation, enhancement of the Legal and Regulatory Framework is essential.

In some of the WB economies, there is still need a need to adopt missing pieces of legislation. For example, Bosnia and Herzegovina currently lacks legislation related to the Re-use of Public Sector Information. It is essential for EU candidate and potential EU candidate countries to ensure that their domestic legislation fully aligns with the EU acquis.

## ➤ Empowering Data-Driven Decisions through Enhanced Measurement

To track the progress effectively, it is crucial to strengthen the measurement and monitoring of strategic goals.

**This process helps identify areas that require improvement, enabling data-driven decisions to drive the digital transformation journey forward.**

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# Set of RECOMMENDATIONS (III):

## ➤ Strengthening the Coordination and Cooperation

To facilitate digital transformation, it is essential to establish strong coordination and cooperation among all institutions within a WB economy responsible for digital transformation and innovation

## ➤ Exploring the Potential Use of the Latest Emerging Technologies

To facilitate digital transformation, it is essential to explore the potential use of the latest emerging technologies, such as Artificial Intelligence (AI), Blockchain, Internet of Things (IoT), smart and sustainable cities and communities.

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# Set of RECOMMENDATIONS (IV):

## ➤ Optimizing Access to all Potential Funding Sources for Digital Transformation, including the Pre-accession (IPA) Funds

The EU provides significant support for research and innovation. All EU Member States can benefit from the EU's research programmes and Cohesion Policy Funds (ERDF) to boost scientific excellence and make substantial investments in digitalization.

## ➤ Prioritizing Digital Literacy Programme in WB economies

These programs should target diverse segments of society, including students, educators, professionals, and vulnerable groups, aiming to unlock the full potential of digital technologies and foster a prosperous and inclusive digital future.

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# Set of RECOMMENDATIONS (V):

## ➤ Include a Digitization-Ready Legislation Principles as a Set of Guidelines

This will ensure that legislation is formulated and drafted to facilitate digital transformation and adaptation to new technologies. These principles encompass the recognition of Technology Neutrality, the promotion of compatibility and interoperability, the consideration of the needs of all users, including individuals with disabilities, through the promotion of inclusive design and accessibility standards. Additionally, they encompass provisions for protecting personal data and ensuring privacy in the digital context, aligning with relevant data protection regulations, addressing cybersecurity risks, and establishing measures to protect digital systems, networks, and infrastructure. Furthermore, these principles prioritize the needs and rights of citizens, ensuring that digital services and solutions are designed with their best interests in mind.

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# Set of RECOMMENDATIONS (VI):

## ➤ Improving current eID, eSignature and PKI Solutions and Implement the SSO

The full transposition and implementation of the eIDAS Regulation will play a pivotal role in helping the Western Balkans achieving this goal, ensuring streamlined access to online services for cross-border users. Furthermore, it is imperative that all public sector websites and online services are not only available but also seamlessly integrated into the SSO. When combined with advanced mobile application solutions and biometric authentication, this approach can enable all economies to establish integrated and fully operational national eID, PKI, and SSO systems.

## ➤ Enhancing Technical Infrastructure, Promoting the once-only principle

By enhancing technical infrastructure, promoting the once-only principle, and improving data interoperability and sharing, will lead to more efficient, reliable, and citizen-centric digital services. This approach supports the broader digital transformation of the public sector.

# Set of RECOMMENDATIONS (VII):

## ➤ Enhancing the Accessibility and Usability of the Online Services

Improving the accessibility and usability of online services is vital to offer citizens and businesses a convenient and efficient means of accessing government services via national one-stop portals. This effort contributes significantly to their preparedness to meet the requirements of the Single Digital Gateway Regulation (SDGR) and enhances the digital experiences provided to their populations.

## ➤ Increasing in Business Digitalization

The increase in business digitalisation needs to be followed with the sufficient utilization of advanced digital technologies, including cloud computing, big data analysis, and artificial intelligence..

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# Set of RECOMMENDATIONS (VIII):

- Improving the data collection process to ensure evidence-based policymaking

To facilitate effective, evidence-based policymaking, it is essential to enhance the data collection process in the WBs, especially in the area of digital technology usage in enterprises where many crucial indicators are currently missing. Addressing the existing gaps in data availability, enhancing control over the data collection process, and establishing a regular data collection process are imperative steps forward.



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# THANK YOU!