



Co-funded by
the European Union

POLIDIH.COM.UA

Ref. Ares(2025)1530205 - 26/02/2025



Project Launch Event Report POLIDIH

Polissia Digital Innovation Hub

Approved: _____ Oleh Skydan

Polissia National University

28 February, 2025

This project has received funding from the European
Union's Digital Europe Program under grant
agreement No GA 101191240



Content

PROGECT OVERVIEW	3
CONTEXT AND OVERALL OBJECTIVES	4
TARGET AUDIENCE	4
PLANNING AND PREPARATION	5
EVENT AGENDA.....	6
MARKETING AND PROMOTION.....	7
ATTENDANCE.....	9
WORK PERFORMED AND MAIN ACHIEVEMENTS	10
RESULTS AND IMPACTS	14
PARTICIPANTS FEEDBACK SURVEY.....	17
RELATED OUTPUTS.....	18



PROJECT OVERVIEW

On December 12, 2024, Polissia National University hosted the official launch of the POLIDIH (Polissia Digital Innovation Hub), a pioneering initiative within the EU's DIGITAL program. The launch marks the beginning of an ambitious project under the agreement with the European Commission, aimed at fostering digital transformation in Northern Ukraine.

POLIDIH is the only digital innovation hub in the region, designed to assist small and medium-sized enterprises (SMEs), public sector organizations, and local communities in addressing digital challenges and enhancing competitiveness.

The only digital innovation hub in the region, POLIDIH, whose activities will cover the entire northern part of Ukraine, will help small and medium-sized businesses, public sector institutions and organizations, and territorial communities solve digital problems and increase competitiveness.

By contributing to the digital transformation of the northern regions of Ukraine based on digital tools such as geographic information systems, automation, and robotics, the Polissia Digital Innovation Hub will stimulate digital innovation and contribute to achieving real results in economic growth, job creation, and environmental sustainability.

The primary objective of POLIDIH is to facilitate the digital transformation of Northern Ukraine by leveraging advanced digital tools such as:

- Geographic Information Systems (GIS)
- Automation and Robotics

The hub will stimulate digital innovations, contributing to:

- Economic Growth
- Job Creation
- Environmental Sustainability

POLIDIH's activities will extend across the entire northern region of Ukraine, empowering businesses and communities to thrive in the digital age.

Project	POLIDIH
Work package number	2
Work package title	Communication and Dissemination
D 2.2	Project Launch Event Report
Event Title:	Project Launch Event: POLIDIH
Date of Report:	February 28, 2025
Date of Event:	December 12, 2024
Location:	Staryy Blvd., 7, Zhytomyr 10008
Prepared By:	Polissia National University
Organization/Department:	

CONTEXT AND OVERALL OBJECTIVES

As part of the implementation of the agreement with the European Commission to establish and ensure the functioning of the Polissia Digital Innovation Hub (POLIDIH), the grand opening of POLIDIH took place on December 12, 2024 at the Polissia National University.

4

The launch event was attended by representatives of the European Commission, Ukrainian government officials, industry leaders, academic experts, and local businesses. During the event, speakers highlighted the importance of POLIDIH in integrating Ukraine into the broader European digital landscape and its potential to serve as a catalyst for regional development

TARGET AUDIENCE

POLIDIH consortium participants, local and sovereign leaders, entrepreneurs of the region.



Fig. 1. Consortium team

PLANNING AND PREPARATION

Organizing Team:

5

Roles and responsibilities of team members.

Oleh Skydan – general event and consortium coordination, main speaker.

Tetiana Fedoniuk - event planning, communication within the consortium, speaker.

Vita Bugaychuck - preparation of handouts, working with guests, registration of participants.

Olha Nikoliuk - organization of the site, promotion of the event.

Oleksandr Rozhkov – preparation of information materials, speaker.

Viktor Pazyh – technical support.

Resources:

Handouts: eco-bags, folders, notebooks, pens - received through sponsorship from consortium partner ITM Group.

Catering for participants - received through sponsorship from consortium partner ITM Group

EVENT AGENDA

6

- 09:30 – 10:00 Registration of participants
- 10:00 – 10:20 Welcome speech
Oleh SKYDAN, project manager, rector of Polissia National University, doctor of economics, professor.
POLIDIH (Polissia Digital Innovation Hub) - platform of digital opportunities, co-executive partners of the project
Svitlana OLSHANSKA, first deputy mayor for the executive bodies activities of the Zhytomyr City Council
Volodymyr DURAVA, chairman of the board and founder of ITM Industry Group.
- 10:20 – 12:00 Andriy STEFANOVICH, "ESRI Ukraine" LLC.
Viktor MAMAREV, State Space Agency of Ukraine.
Ihor BRUKHNO, National Center for Control and Testing of Space Means.
Vladyslav KAVELIN, GIZ
Modern GIS services for farmers
- 11:30 – 12:00 Alexander ROZHKOV, deputy head of the Educational and Scientific Center of Space and Geo-information Technologies in Polissia National University
- 12:00 – 13:00 Coffee break
- 13:00 – 13:30 The use of drones in small and medium-sized farms
Mykola KRAVCHUK, Associate Professor of the Department of Soil Science and Agriculture, PhD in Agriculture, Associate Professor in Polissia National University
- 13:30 – 14:00 Digital solutions for sustainable agribusiness
Maya KOVALCHUK, v. at. Head of the Department of Computer Technologies and System Modeling, Associate Professor in Polissia National University
Tools for financing innovative practices in the field of food, bioeconomy, natural resources and agriculture
- 14:00 – 14:30 Tetiana FEDONIUK, Head of the National Contact Point of the Horizon Europe Program for Cluster 6: Food, Bioeconomy, Natural Resources, Agriculture and the Environment, Dr. S.-G. Sciences, professor in Polissia National University.
- 14:30 – 15:00 Networking

MARKETING AND PROMOTION

Marketing Strategies:

A separate room was equipped for the event - a digital innovation hub with modern equipment for holding presentations and events.

7



Fig. 2. POLIDIH hall in Polissia National University.



POLIDIH

Promotional Materials:

8

Funded by the European Union

DIGITAL EUROPE PROGRAMME

ПОЛІСЬКИЙ ЦИФРОВИЙ ІННОВАЦІЙНИЙ ХАБ
POLIDIH
POLISSIA DIGITAL INNOVATION HUB

**ПОЛІСЬКИЙ ЦИФРОВИЙ ІННОВАЦІЙНИЙ ХАБ
POLIDIH
(POLISSIA DIGITAL INNOVATION HUB)**

esri Ukraine ITM industry group encon Trade AMM Project ITM Cargo

КОСМІЧНІ ТА ГІС-ТЕХНОЛОГІЇ ДЛЯ ГРОМАД,
ПІДПРИЄМСТВ, УСТАНОВ, ОРГАНІЗАЦІЙ,
ДЕРЖАВНИХ ОРГАНІВ

АВТОМАТИЗОВАНІ СИСТЕМИ ВИРОБНИЦТВА,
РОБОТОТЕХНІКА ТА ІТ ДЛЯ МАЛИХ
І СЕРЕДНІХ ПІДПРИЄМСТВ

Контактна особа: Бугайчук Віта Віталіївна
+38 (067) 390 55 70
polidih.ukraine@gmail.com

Fig. 3. Design of POLIDIH advertising products



ATTENDANCE

- **Registered Participants:** Number of people who registered for the event – 35
- **Actual Attendance:** Number of attendees present – 33

9

Table 1. : List of present attendees

1	Andriy Stefanovich	Esri Ukraine, LLC
2	Viktor Mamarev	State Space Agency of Ukraine
3	Mariia Khrustytska	LLC Encon Trade
4	Ivan Guryev	LLC Encon
5	Oleksandr Zhukovskuy	ITM Group Industry
6	Kateryna Guryeva	ITM Group Industry
7	Kateryna Strelchenko	ITM Cargo Limited Liability Company (ITM Cargo)
8	Włodzimierz Durawa	AMM Project Sp. Z O.O.
9	Vladyslava Yevtushok	Zhytomyr Regional State Administration, Department For Agro-Industrial Development And Economic Policy
10	Nina Dobrynska	Zhytomyr Regional State Administration, Department For Agro-Industrial Development And Economic Policy
11	Svitlana Olshanska	Zhytomyr City Council
12	Maryna Bilous	Zhytomyr City Council
13	Ihor Brukhno	National Space Facilities Control And Test Center
14	Oxana Zaharkevych	CLOTEX-HUB EDIH
15	Ludmyla Bukhantcova	CLOTEX-HUB EDIH
16	Konstantyn Lopushanskiy	Zhytomyr Regional State Administration, Department of digital development, digital transformations and digitization
17	Ihor Bezversuck	ADLER Agro Vision
18	Vlad Kavelin (online)	senior adviser of the GIZ project "Digitalization of SMEs in Eastern Partnership countries"
19	Viktor Polishchuk	NGO "Association of Farmers and Private Landowners of Ukraine" in the Zhytomyr region
20	Olena Stretovych	PE "Galeks Agro"
21	Oleksiy Karpov	BTU Biotech company
22	Tetyana Kononenko	Director of Geoservice PE
23	Halyna Babak	Art Agro ompany
24	Lutsyuk Viktor	LLC "MARYZHANY AGRO"
25	Andriy Osadchuk	LLC "MARYZHANY AGRO"
26	Inna Rybak	AGROLAN "PODILLYA" LLC
27	Hryhorovych Roman	Assistant to the people's deputy of the Verkhovna Rada of Ukraine
28	Oleh Skydan	POLIDIH
29	Tetiana Fedoniuk	POLIDIH
30	Vita Bugaychuck	POLIDIH
31	Oleksandr Rozhkov	POLIDIH
32	Olga Nikoliuk	POLIDIH
33	Viktor Pazych	POLIDIH

WORK PERFORMED AND MAIN ACHIEVEMENTS

10

Ceremonial part

At the beginning of the event, a ceremonial part was held during which the consortium partners cut the opening ribbon.

Oleh SKYDAN, project manager, rector of Polissia National University, Doctor of Economics, professor gave a welcome speech. He noted that the project is implemented within the framework of the EU Digital Europe program, which promotes the development of digital innovations in European countries.



Fig. 4. Ceremonial part



Fig. 5. Oleh SKYDAN, project manager

The hub is the only one in the Zhytomyr region and will become a center of digital transformation for the northern region of Ukraine, including Kyiv, Chernihiv, Rivne, and Volyn regions. Its activities include the introduction of modern digital technologies, the development of digital skills among the population, and support for businesses, particularly small and medium-sized ones.

POLIDIH will offer consultations and practical assistance to communities, enterprises, and state organizations. Among the key areas of activity: the introduction of geoinformation and space technologies has taken place; automation of production processes; digitalization of public services; the development of advanced training programs for specialists is underway.

In addition, the hub will become a platform for uniting scientists, business, and government to implement joint projects and will also join European innovation networks to exchange experience.



Fig. 6. Oleh SKYDAN and Svitlana OLSHANSKA, first deputy mayor for the executive bodies activities of the Zhytomyr City Council

Svitlana OLSHANSKA, first deputy mayor for the executive bodies activities of the

Zhytomyr City Council, Svitlana supported all of the above, and also noted that the event is of great importance for the development of the region, congratulated the consortium on the opening and wished them fruitful work.



Fig. 7. Volodymyr DURAVA, ITM Industry Group

Volodymyr DURAVA, chairman of the board and founder of ITM Industry Group, highlighted that today we have gathered for an important event for us—the opening of the Polissia Digital Innovation Hub. This is not just a new space—it is a symbol of new opportunities and limitless prospects for talented specialists and entrepreneurs of our region, and we are proud to be involved in its creation.

We believe that this hub will become a platform for exchanging knowledge, experience, and ideas. We are

participating in creating an environment of support and cooperation, where everyone can find inspiration and resources to implement their projects.

Andriy Stefanovych, "ESRI Ukraine" LLC, in his speech said that the Polissia National University works on many different projects. This helps to raise money for important scientific and educational projects that are part of European Union programs. Today, the total amount of funding for such projects for the next few years is over one and a half million euros.

Esri Ukraine and EcommCo have been closely cooperating with the consortium members for many years and have many successful and important projects. We are proud of the representatives of science. We will support and provide the best software from the world leader in GIS technologies, Esri. — ArcGIS



Fig. 8. Andriy Stefanovych, ESRI Ukraine LLC

Konstantin Lopushansky, Zhytomyr Regional State Administration noted that the POLIDIH Hub is an important step for Ukraine's integration into the European digital space. It will contribute to increasing the competitiveness of small and medium-sized businesses, preserving natural resources, and sustainable development of the region. Thanks to funding from the European Commission in the amount of almost half a



Fig. 9. *Konstantin Lopushansky*, Zhytomyr Regional State Administration

Ihor BRUKHNO, National Center for Control and Testing of Space Means, emphasized that POLIDIH is not only a platform for discussing current technologies but also a platform for creating new partnerships. After all, today development is possible only through the synergy of public administration, science, business, and civil society.

Right now, we need to use all opportunities to introduce modern technologies to guarantee the stability and uninterrupted operation of all components of the economy.



Fig. 10. *Ihor BRUKHNO*, National Center for Control and Testing of Space Means.

The State Space Agency supports all initiatives regarding the digitalization of Ukrainian business; enterprises are constantly in need of adapting to new conditions, and this will help them find flexible solutions and be ready for any challenges. The



Fig. 11. *Vladyslav Kavelin*, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

introduction of innovative technologies allows us to increase production efficiency and guarantee the security of the region.

The participants of the event were also welcomed by **Vladyslav Kavelin**, Senior Advisor in Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), who currently provides organizational support for the projects of the Ukrainian EDIH network.

Technical part

The technical aspects of the project were reported in their reports:

Modern GIS services for farmers, speaker **Olexandr ROZHKO**, deputy head of the Educational and Scientific Center of Space and Geo-information Technologies in Polissia National University about



Fig. 12 Olexandr ROZHKO, the Educational and Scientific Center of Space and Geo-information Technologies



Fig. 13. Mykola KRAVCHUK, Department of Soil Science and Agriculture

The use of drones in small and medium-sized farms, speaker **Mykola KRAVCHUK**, Associate Professor of the Department of Soil Science and Agriculture, PhD in Agriculture, Associate Professor in Polissia National University

Digital solutions for sustainable agribusiness, speaker **Maya KOVALCHUK**, v. at. Head of the Department of Computer Technologies and System Modeling, Associate Professor in Polissia National University

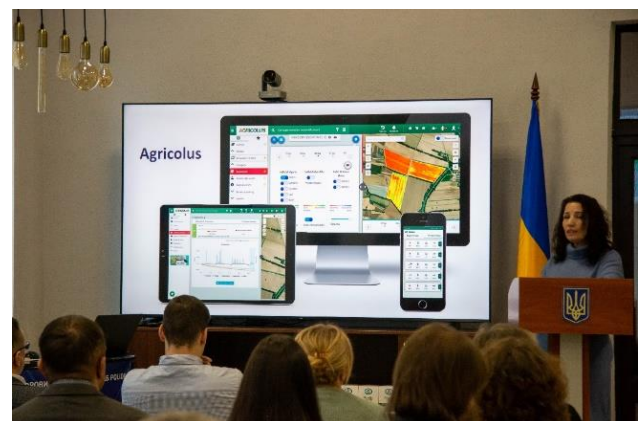


Fig. 14. Maya KOVALCHUK, Department of Computer Technologies and System Modeling



Fig. 15. Tetiana FEDONIUK, National Contact Point of the Horizon Europe Program for Cluster 6: Food, Bioeconomy, Natural Resources, Agriculture and the Environment

Tools for financing innovative practices in the fields of food, bioeconomy, natural resources, and agriculture, speaker **Tetiana FEDONIUK**, Head of the National Contact Point of the Horizon Europe Program for Cluster 6: Food, Bioeconomy, Natural Resources, Agriculture, and the Environment, Dr. S.-G. Sciences, professor at Polissia National University.

RESULTS AND IMPACTS

The successful launch of POLIDIH under the EU DIGITAL program represents a critical step in Ukraine's digital transformation journey. Through partnerships with European institutions and support from the European Commission, POLIDIH is poised to become a vital resource for businesses, public sector entities, and local communities across Northern Ukraine.

14

This event has laid a strong foundation for future growth, innovation, and cross-border cooperation, positioning Polissia National University as a key player in the European innovation ecosystem.

Conclusions

The launch of the Polissia Digital Innovation Hub (POLIDIH) marked a significant milestone in the digital transformation of Northern Ukraine. The event successfully brought together key stakeholders, including representatives from the European Commission, Ukrainian government bodies, academic institutions, and private sector enterprises. The discussions and presentations underscored the importance of digital innovation, economic modernization, and regional development.

Key achievements of the event include:

- Strengthening collaboration between public institutions, businesses, and academia.
- Increasing awareness of the role of digital technologies in economic growth and environmental sustainability.
- Establishing a roadmap for future digital transformation initiatives within the region.
- Creating new opportunities for small and medium-sized enterprises (SMEs) to adopt innovative digital solutions.

The event provided valuable insights into the challenges and opportunities in the digital sector, reinforcing the necessity of continued investment and support from national and international partners. By leveraging cutting-edge technologies such as Geographic Information Systems (GIS), automation, and robotics, POLIDIH is poised to drive economic growth and enhance competitiveness in the region.

Impact on Stakeholders

1. Small and Medium-Sized Enterprises (SMEs)

- Gained access to digital resources and training opportunities.
- Enhanced competitiveness through the adoption of innovative technologies.
- Strengthened networking opportunities with industry leaders and policymakers.

2. Public Sector Organizations

- Improved capacity to implement digital solutions for governance and service delivery.
- Collaboration opportunities with European digital innovation networks.

- Enhanced strategies for regional development using digital tools.
- 3. **Academic Institutions and Researchers**
 - Increased research collaborations with international partners.
 - New funding opportunities for digital innovation projects.
 - Expanded academic offerings related to digital transformation.
- 4. **Local Communities**
 - Improved digital literacy and accessibility to new technologies.
 - Economic benefits through job creation and technological advancements.
 - Sustainable development initiatives supported by digital solutions.
- 5. **European and International Partners**
 - Strengthened collaboration with Ukrainian institutions in digital innovation.
 - Enhanced impact of EU-funded projects in the region.
 - Contribution to Ukraine's integration into the European digital ecosystem.

The establishment of POLIDIH is expected to generate long-term positive outcomes for all stakeholders, fostering innovation, collaboration, and sustainable growth in Northern Ukraine. The momentum gained from the launch event will serve as a foundation for ongoing digital transformation efforts, ensuring that the region remains at the forefront of technological advancements.

Table 2. Reviews of the event in the open press

Ukrainian name	English name	Link
В Поліському університеті створено цифровий інноваційний хаб	A Digital Innovation Hub has been created at Polissia University	https://polissiauniver.edu.ua/2024/12/16/в-поліському-університеті-створено-ц/
В Житомирі відкрили Європейський цифровий інноваційний ХАБ «POLIDIH»	The European Digital Innovation HUB "POLIDIH" has been opened in Zhytomyr	https://times.zt.ua/v-zhytomyri-vidkryly-yevropeyskyy-tsyfrovyj-innovatsiynny-khab-polidih-foto/
Костянтин Лопушанський: У Житомирі відкрили Поліський цифровий інноваційний хаб POLIDIH	Konstantyn Lopushansky: The Polissia Digital Innovation Hub POLIDIH has been opened in Zhytomyr	https://oda.zht.gov.ua/news/kostyantyn-lopushanskyj-u-zhytomyri-vidkryly-poliskyj-tsyfrovyj-innovatsiynny-khab-polidih/
В Поліському університеті створено цифровий інноваційний хаб за підтримки Esri Ukraine	A Digital Innovation Hub has been created at Polissia University with the support of Esri Ukraine	https://esri.in.ua/в-поліському-університеті-створено-ц/
В Житомирі на базі Поліського університету створюється Європейський цифровий інноваційний хаб	A European Digital Innovation Hub is being created in Zhytomyr on the basis of Polissia University	https://mon.gov.ua/news/v-zhytomyri-na-bazi-poliskoho-universytetu-stvoriuietsia-ievropeyskyy-tsyfrovyj-innovatsiynny-khab
В Поліському університеті створено цифровий інноваційний хаб	A Digital Innovation Hub has been created at Polissia University	http://polidih.com.ua/polidih-open.php
У Житомирі відкрили Поліський цифровий інноваційний хаб, який	Polissya Digital Innovation Hub Opens in Zhytomyr, Providing Services for 5 Regions	http://www.newday.org.ua/news/u-zhytomyri-vidkryly-poliskyj-czyfrovyj-innovacijnyj-khab



POLIDIH

Ukrainian name	English name	Link
забезпечуватиме послуги для 5 областей		yakyj-zabezpechuvatyme-poslugy-dlya-5-oblastej/
У Житомирі відкрили Поліський цифровий інноваційний хаб POLIDIH	Polissya Digital Innovation Hub POLIDIH Opens in Zhytomyr	https://subota.online/u-zhytomyri-vidkryly-poliskyj-tsyfrovyj-innovatsijnyj-khab-polidih/
В Поліському університеті створено цифровий інноваційний хаб	A Digital Innovation Hub Has Been Created at Polissya University	https://topnews.zt.ua/society/2024/12/13/228778.html
В Поліському університеті створено цифровий інноваційний хаб	A Digital Innovation Hub Has Been Created at Polissya University	https://www.zhitomir.info/news_224995.html?fbclid=IwY2xjawHL08hleHRuA2FIbQIxMQABHcKLe kihyuJzmR4AZMMjaBwVEW0afJcPfv6yrC0zEKhalfioO4OIsz80A_aem_IAr8jlpal3QSFioxwBoyxQ

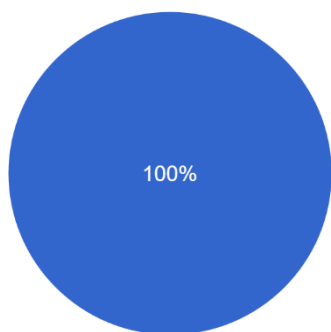


PARTICIPANTS FEEDBACK SURVEY

Was the event useful for you?

Rate the informativeness of the event (on a scale from 1 to 5)

17

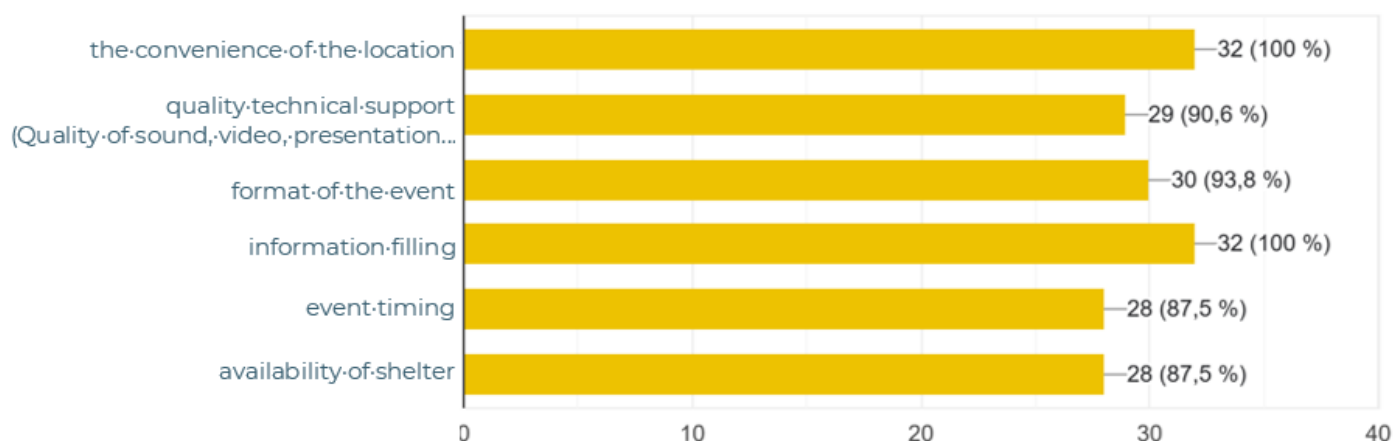


● Yes
● No
● Partly

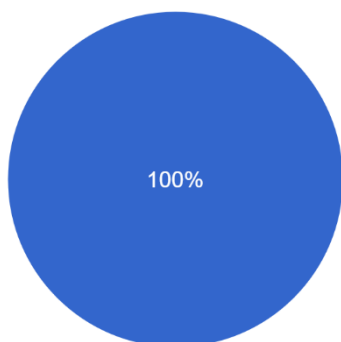


● 1
● 2
● 3
● 4
● 5

What elements of the organization of the event did you like the most?



Do you plan to cooperate with POLIDIH in the future?



● Yes
● No
● Maybe



POLIDIH

RELATED OUTPUTS

- Skydan O., Fedoniuk T., Bugaychuck V., Rozhkov O., Nykoliuk O. (2025). Project Launch Event Report. Polidih. Polissia Digital Innovation Hub.

