



# Interreg



Danube Transnational Programme

DA-SPACE

## **GUIDELINES FOR THE PILOT PHASE OF THE DA-SPACE PROJECT:**

### **THE OPEN INNOVATION LAB**

#### **Annex 4 – Challenge Template**



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*Please fill the Challenge Template in each part together with the seeker. It could be useful to organize a workshop with the seeker to help them understand better how the challenge should look like and the possible output of DA-SPACE lab. Please use the DA-SPACE official document template*

**1. Name of the challenge:**

- *E-mail for every entrepreneur*

**2. Context:**

- *How to get to small entrepreneurs and convince them that (and why) is important to have an email address*

**3. Problem:**

- *The largest number of members of the Union of Employers of Vojvodina are micro and small business entities and entrepreneurs. Communication with members is of the highest importance to us, and the problem we have is that very few of these small companies and entrepreneurs don't have e-mail address...*

**4. Additional info (for internal use):**

- *we expect a creative, innovative and convincing approach to solving this problem, which will take into account the specificities of small businesses and craftsmen*





- we expect suggestions on how to overcome resistance to new technologies and to show the benefits in an accessible way

#### 5. Skills of the team (for internal use):

- basic knowledge of entrepreneurship, innovation, imagination, creativity, knowledge of marketing, knowledge of business communication, knowledge of IT technologies

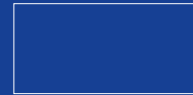
#### 5. About the Seeker:

- *Description of company/institution:* **The Union of Employers of Vojvodina is a non-governmental organization of employers based on voluntary membership, which protects and represents the interests of employers from the territory of AP Vojvodina. It has about 28,000 members - companies and entrepreneurs, both individual and collective members.**

**We are the only representative organization representing the employers of Vojvodina, which has the mandate to represent and defend the interests of employers at the provincial level with representatives of government, trade unions and public opinion.**

- *Vision:* **Union of Employers of Vojvodina - Leading Voice of Business in AP Vojvodina - the most organized and most influential association of employers, who through their authority and activities contribute to the development of economic environment in AP Vojvodina and Serbia.**

- *Description of the specific unit/department/function that opens the challenge and how the challenge will be integrated in the company*



*vision:* **This challenge is the problem that our organization encounters on a daily basis over the years. Communication with membership is our core activity, because without it we can not know what our members need, and members can not know what the Union is doing. Solving this problem will greatly improve our work ...**

Tip: Good questions to ask the Seeker when defining a challenge:

- *What could be the new strategic areas at your organization?*
- *What are the BIG problems your organization will solve in 5 years?*
- *What would you like to learn more about?*
- *What is interes ting for YOU or your team?*
- *Challenges/problems or ideas/concepts you want to test out?*