

Output Factsheet

Output title: Training programme to qualify entrepreneurs, SME employees

Summary of the output (max. 2500 characters)

The development of a multi-level training programme for qualifying skilled labour, such as entrepreneurs and SME employees to digitalization specialists, adapted to the qualification demand of Danube area target groups and value-chain aspects, has been done in accordance to the development of a specific training methodology.

This includes offline (physical) trainings as well as online webinars which are designed to be as interactive as possible. For this reason, different workshop settings, hand-on trainings, multimedia material and practitioner inputs from regional SME are used. We have strongly oriented ourselves on already existing information from the partnership and have capitalized on the already developed training methodologies from the CE project InnoPeer AVM.

On the one hand, the focus is put on offline trainings, where it is necessary to distinguish seminars from hands-on trainings. We have identified the most common methods for active engagement of participants for both, e.g. partner/group work, video clips to show functionality, operation and control during hands-on trainings. Another focus will be on online trainings, where we have also identified activation methods for participants, e.g. live polls, or video clips to illustrate the trainers input and to push discussions.

Regarding the training programme, the partnership has decided to adopt the already existing trainings of previous projects, by taking into consideration the local capacities and upskilling needs, and complementary trainings. A list of already existing trainings and training offers from the project partners was analysed and categorised into the following thematic areas: General training & basic information about digitalization, Technology topics in digitalization, Organizational aspects and Human Resources Management, Business models and smart services, and complementary trainings (e.g. IPR, knowledge management).

The online trainings with specific focus on value chain aspects were newly created by four partners of the DanubePeerChains consortium.

Contribution to EUSDR actions and/or targets (max. 1500 characters)

DanubePeerChains addresses the European strategy for the Danube Region EUSDR mainly with reference to Priority Areas 8 and 9. PA8 addresses the need to support upskilling of regional companies and their employees for their integration in new forms of transnational value-chain oriented collaboration in its strategic goal VII: to improve business support in particular to strengthen the competitiveness of SMEs for international cooperation and trade.

Combining PA 8 ambition with the strategic goal V of PA 9: to contribute to a closed cooperation between educational, training, labour market and research institutions in particular on transnational, regional and bilateral levels, the strategic focus of the DanubePeerChains project has been set at the beginning of the project. The above described training programme is a major step of contribution to reach the EUSDR and projects' strategic goals.

The development of the DanubePeerChains training methodology and the value-chain oriented training programme is the basis of the upcoming work package T3, in which the partners will pilot the defined trainings in local face-to-face seminars/workshops or hand-on trainings as well in online seminars. The gained information can be used in further funded projects, related to digital transformation and impacts to labour market and business, and also in the development of regional action plans and hence be transferable at policy level.

Performed testing, if applicable (max. 1000 characters)

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Integration and use of the output by the target group (max. 2000 characters)

The list of already existing trainings and training offers from all project partners shows, that there is a variation in the thematic focus of trainings between the individual countries and regions. To optimally reach the target group of SME employees and entrepreneurs, the partnership decided to start with a general training (same in all regions) and an individual, locally needed training from one of the following categories: digitalization technologies, organizational aspects and HR incl. soft skill, business models and smart services, complementary. Further, the target groups will be encouraged to attend the already existing trainings from previous projects and enlarge their know-how according to their specific need.

The training programme developed for local SME and entrepreneurs enables the target participants (SME employees + entrepreneurs) to enhance their know-how in specific digitalization topics and to exploit this know-how to widen their value chains to a transnational level.

Geographical coverage and transferability (max. 1500 characters)

As all project partners jointly generated an extensive list of existing trainings, and also newly developed value chain related training, the training programme offers wide possibilities for implementation in the partner regions and beyond. In particular, it is planned to implement a training in the neighbouring country Rep. of Moldova, facilitated by project partners from Romania.

As the training programme comprises a collection of training topics, it is easy for the project partners and their resp. regions to select the right training according to their local needs. This can also be exploited by other regions as the training programme covers a bunch of digitalization-related trainings. In particular, the online trainings (EN language) can be viewed by anyone around the globe, at any time.

Durability (max. 1500 characters)

The training methodologies that are part of this output, can be applied for any other training topics. It might be needed to slightly adapt some methodologies to regional specifics, but in general the methodologies are applicable for an unlimited period.

The training programme to qualify entrepreneurs and SME employees contains up-to-date information about e.g. digitalization technologies, which are valid in mid-term perspective and need to be updated then. On the other hand, the training programme also contains thematic parts, e.g. change management, innovation management or business models that remain entirely valid.

As the trainings lead to upskilled workforce, the positive impact on the economy will have a lasting effect.

Synergies with other projects/ initiatives and / or alignment with current EU policies/ directives/ regulations, if applicable (max. 1500 characters)

As already mentioned, the DanubePeerChains training programme strongly capitalizes on available results from finalized or ongoing Interreg projects, mainly InnoPeer AVM (CE), Smart Factory Hub (DTP), DanubeChance 2.0 (DTP), DanubeS3Cluster (DTP), 3D Central (CE), S3-4AlpClusters (Alpine Space), and national projects e.g. SRIP from Slovenia.

As several of the project partners are/were participating in the above mentioned projects, and also intend to participate in future Interreg projects, the synergy is high and enables the further exploitation of the developed output.

The training programme is also in line with the European Digital Strategy as our training programme tackles most of the strategic topics, as Advanced Digital Technologies, Digital economy (incl. digital skills), and International cooperation in Digital.

The described training programme can be transferred to regional strategies, a.o. with regionally adapted action plans to overcome the widespread shortage of skilled labour.

Output integration in the current political/ economic/ social/ technological/ environmental/ legal/ regulatory framework (max. 2000 characters)

The output is meant to provide a training programme for entrepreneurs and SME employees to enhance their know-how in digitalization topics and to become digitalization specialists.

As the shortage of skilled labour is a major issue not only in all project partner regions but in whole Europe, this training programme is our contribution to overcome this issue. Further, with the focus on value chains, our training programme aims at supporting the SME and entrepreneurs to extend their economic activities beyond borders.