

## BASIC OFFLINE TRAINING FOR SME EMPLOYEES AND ENTREPRENEURS

### REPORT

**Project Title:** Integrated capacity building and training program for DANUBE area labour and business support organizations, local industry and entrepreneurs to enter innovative transnational value CHAINS as PEER-level collaboration partners

**Project Acronym:** DanubePeerChains

**Project index number:** DTP3-497-1.2

<b>Work package</b>	WPT3 – Pilot Action Implementation
<b>Activity</b>	AT3.2 Pilot action implementation for digitalization specialist and entrepreneurs
<b>Deliverable</b>	Deliverable D.T3.2.5 Report on Inputs for specialist trainings in other PP regions provided by experts from PP organizations
<b>Partner responsible for the deliverable</b>	ZICER

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## 1. Introduction

The present document, elaborated by Zagreb Innovation Centre (ZICER) contributes to the implementation of the Local pilot trainings to qualify digitalization specialist/entrepreneurs (deliverable T3.2.2). Each project area will organize an offline training on a basic level for company employees and entrepreneurs with a general introduction to the term “Industry 4.0” Local/regional training course in native language has the goal to give an overview with the most relevant information to the technology-focused introduction in general.

Project partners will pilot trainings based on D.T2.2.1 “DanubePeerChains Training methodology” to qualify digitalization specialists/entrepreneurs and D.T2.2.2 Value-chain oriented training programme to qualify digitalization specialist and entrepreneurs.

Target: at least 10 SMEs + 2 enterprises

Output: Training course (one for each project area)

Expected Deliverable: 10 reports (one for each project area).

As task leader, ZICER is coordinating the collection of information on the way and the outputs of the local implementation of the activity with the following deliverable format.

If possible, the template should be filled shortly after the event, to provide a clearer perspective on where the project is going.

Feel free to include any additional information, should you believe it to be relevant and useful for the other partners.

## 2. Overview

### Identification of event

NAME OF THE ACTIVITY		Activity A.T3.2 Pilot action implementation for digitalization specialists and entrepreneurs  Deliverable D.T3.2.5 Report on Inputs for specialist trainings in other PP regions provided by experts from PP organizations	
PARTNER		CLUSTERO-Romanian Cluster Association	
TITLE OF THE EVENT		Clusters and Digitalization	
ACCESS LEVEL (free access, open call, invitation only)		Free Access	
LOCATION	CAHUL -Republic of Moldova	DATE	27 <sup>th</sup> April 2022
NUMBER OF PARTICIPANTS		24	
EVENT DIMENSION		Regional	

### Target group identification

NUMBER OF SMEs		10
NUMBER OF ENTERPRISES		0
DESCRIPTION OF THE PARTICIPANTS	Republic of Moldova: Target group: 10 SMEs-Tourism; Wood and Furniture sectors Other participants from Republic of Moldova 4 business support organizations; 2 education and research; 8 local public authorities Other participants from Romania: University "Dunarea de Jos" Galati The Innovative cluster for health "Dunarea de Jos" Galati	

### 3. Main activities carried out

Qualitative / quantitative indicators

#### **How did you elaborate your offline training?**

##### **Please give a short description, describe activities and responsible parties**

During the launch event of VIA CAHUL cluster, a basic specialist training on digitalization respectively Tourism 4.0 and Industry 4.0 took place. The training process was very closely related to the specific situation in Cahul region, to people of specific sectors and their experience. The workshop started with a general presentation of trainers on digital transformation in wood and furniture as part of the experiences industries of which tourism is also an important sector.

The following subject was “Financing digitization in Romania 2021-2027”. The training continued with the work in four groups on specific issues like digitalisation challenges in experience industries; best practices in these sectors; people and digital skills; financing programs. Finally, the trainers held an interactive dialogue with the participants on workshop conclusions and the way to forward.

##### **On which topic(s) was the training focused?**

The training was focused on the following topics :

General presentation of DanubePeerChains project

Digital transformation: the challenges for experience industries: Industry 4.0 and Tourism 4.0

Business models (clusters) and smart services for SMEs

Best practices in EU on digitalization (Digital Innovation Hubs)

Digital skills for new jobs

Financing possibilities for the digital transformation in the new programming period 2023-2027 and opportunities of collaboration.

Moderated sessions in four work groups debated the proposed and agreed topics and the conclusions were drawn.

**Any external expertise intervention? Please describe**

No external expertise was required.

**What was the format use for the training? Please describe**

The format of the training was a workshop organized on site in the building of the Palace of Culture “Nicolae Botgros” of Cahul City (Bd. Victoriei no.18). CLUSTERO experts discussed one month ago with the experts of Europolis International company that a workshop on digital transformation and clusters will take place during the official launch event of VIA CAHUL cluster with the participation of UNDP Moldova and the governmental organization for SMEs development (ODIMM) Moldova.

**Creative tools / methodologies used? Please describe**

The creative tools were based on the development of a business model (cluster VIA CAHUL) with Canvas and on value chain woodworking description.

**Conclusions and ways to be forward by cluster members.**

Topics which are the most interesting for the cluster members:

- Monitoring System in the Factory
- 3D printing for the woodworking process
- Digitalization of the Supply Chain
- Digital skills in the experience industries
- Virtual tourism
- Risks and opportunities of digital transformation
- Financing possibilities for the digital transformation

**Methodology used for offline training**

- Trainer presentation with slides of the content of “Digitalisation and clusters”
- Debates in four small groups on specific topics
- Dialogue interactive and presentation of the conclusions and ways to be followed

**Communication activities carried out to support the organization of the training**  
(Website, social networks, newsletter, invitations, press)

-Invitation to each participant at the event

**Feedback/Conclusions (Any issue faced or best practice to share?)**

**Conclusions of the training:**

Trainers identified the needs and the best innovative solutions for cluster members concerning the digital transformation.

SMEs are still at the beginning with digitalisation and convergence to Industry 4.0 and Tourism 4.0;

SMEs need an integrated approach for digitalisation; universities need a specific curricula and cooperation with the Romanian partners (universities, institutes, CLUSTERO etc).

The UNDP grant and the Government financing are not sufficient to solve the digital needs. SMEs lack funding, equipment, technologies, training programs, skilled workforce in terms of digitalization.

Cooperation in networks for regional projects (i.e. Danube region and Black Sea basin) and exchange of best practices are crucial for Republic of Moldova regions.

Possibilities of collaboration inclusively financing have been identified with CLUSTERO and University "Dunarea de Jos" Galati Romania.

## 4. Annexes

### AGENDA

INSTITUTIONALIZATION CEREMONY OF TOURIST CLUSTER "VIA CAHUL"

27<sup>th</sup> April 2022, CAHUL, Republica Moldova

Hour	Description	Speaker
11.00-11.20	<ul style="list-style-type: none"> <li>- The opening of the event and greetings from hosts and guests</li> <li>- Nicolae Dandiș, the mayor of Cahul municipality</li> <li>- Simion Berzoi, EU4Moldova program: key regions</li> <li>- Christina Leucuța, Asociația Clusterelor din România</li> <li>- Silviu Stanciu-pro-rector University "Dunarea de Jos" Galati</li> </ul>	Strelciuc Silvia, Expert "Europolis-Internațional", cluster development facilitator
11.20-11.40	Presentation and approval of the memorandum of association for Tourist cluster "VIA Cahul".	President Cluster members Noni Ludmila
11.40-12.00	Signing of the Memorandum for the creation of the "VIA Cahul" Tourist Cluster	Cluster members
12.00-- 12.30	DanuPeerChains project -INTERREG DANUBE Program Training: " Clusters and Digitalization " Financing digitization in Romania 2021-2027	Flaviu Iorgulescu- project manager CLUSTERO
12.30-14.15	DanuPeerChains project -INTERREG DANUBE Program Training: " Clusters and Digitalization "	Christina Leucuta- senior advisor CLUSTERO
14.15-14.30	Presentation and approval of the Development Plan of the "VIA Cahul" Tourist Cluster. Priority projects for funding	Cluster members: - Capraru Ana - Podbeglîi Anatolie - Știrbeț Slvia - Paladi Viorica - Vulpe Olesea - Strelciuc Silvia
14.30-15.00	Discussions, debates. Conclusions and next steps.	Participants



PICTURES:

