



Integrated capacity building and training programme for DANUBE area labour and business support organisations, local industry and entrepreneurs to enter innovative transnational value CHAINS as PEER-level collaboration partners

MidTerm Conference

Deliverable D.C.5.4

Lead Contractor of the Deliverable: LP Business Upper Austria

June 2022

Project co-funded by European Union funds (ERDF, IPA)





Topics tackled during the meeting

The main topics tackled during the MidTerm Conference were:

Topic	Panelists	Details
Panel discussion with DanubePeerChains Advisory board	Filip Mrdak, Center for digital transformation, Serbia Tanja Radusinović, Chamber of Economy Montenegro, Montenegro Alenka Cukjati, Polycom d.o.o, Slovenia Katja Mohar Bastar, Digital Innovation Hub Slovenia, Slovenia Moderator: Daniel Cosnita, Clustero, Romanian	The discussion took place on the topic of how do digitalisation and recent global challenges affect the value chains in the Danube region. Advisory Board members shared their experiences and current examples of good practice, and, at the same time, they explained how their institutions and organizations implemented the digital transformation process.
LSO/BSO representatives helping SMEs go through the process of twin transformation - Link of I4.0 technology with sustainability	Irena Đorđević, NALED, Serbia Marina Blagojević, ICT NET, Serbia Sabrina Salchegger, Human Capital dept. of Business Upper Austria, Austria	The panelists presented the organizations they come from and various support programs for the development of startups and SMEs. Support programs and projects that help target groups in easier mastering and adapting to the digital transition were also presented.
Representatives of SMEs that have gone through the process of digital transformation leading to a more sustainable business	Lazar Grujičić, LOOP, Serbia Andrea Sušić, Granular group, Croatia	Panelists shared their experience in the process of digital transformation and the benefits it brought to everyday business, making it maximally efficient and sustainable. In addition to how important digitization is for the company itself in an internal sense, it was also discussed how different organizations can help their clients in this process and thus help them improve their business.
Digital transformation as enabler for sustainable businesses in the Danube Region - contribution to the Green deal	Katja Mohar Bastar, Digital Innovation Hub Slovenia, Slovenia "Digitalization as a tool for green transformation" Ashna Mudaffer, Business Upper Austria, Austria	The panel emphasized the importance of digital transformation and the use of digital tools for the development of sustainable business, which is in line with the sustainable development



	<p>“Digitalisation paves the way for circular economy”</p>	<p>goals, green transition and green deals. Through examples of good practice and several different projects, the panelists showed how digitization affects the development of sustainable business and how important it is as a tool for green concepts, reducing negative impacts and achieving sustainable development goals.</p>
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The participants list and all presentations are attached to these meeting minutes and available on SharePoint in the folder: /Documents/WP Communication/ Activity A.C.5 Public Event(s) / Deliverable D.C.5.4 Mid-term event



Conclusions

The Conference showcased best practice cases in the field of digital transformation, presented the first results of the twin (digital + sustainable) transition, and gave experts' insights on how digitalization contributes to the transition to a Greener Europe.

The Conference included several lectures and panel discussions, focusing on the importance of digital transformation for improving everyday business, but especially for the sustainable aspect of business and doing business in accordance with achieving sustainable development goals.









