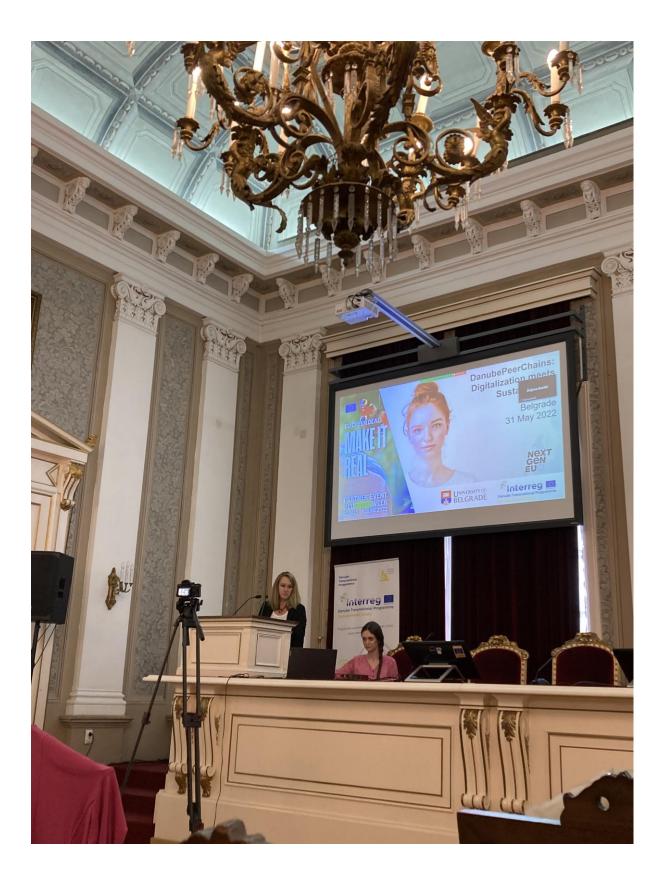


Integrated capacity building and training programme for DANUBE area labour and business support organisations, local industry and entrepreneurs to enter innovative transnational value CHAINS as PEER-level collaboration partners

MidTerm Conference

Deliverable D.C.5.4 Lead Contractor of the Deliverable: LP Business Upper Austria June 2022





Topics tackled during the meeting

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

The main topics tackled during the MidTerm Conference were:

Wa	igitalisation paves the ay for circular onomy"	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.
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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.

