

SMERF

2nd newsletter

Interreg
CENTRAL EUROPE



Co-funded by
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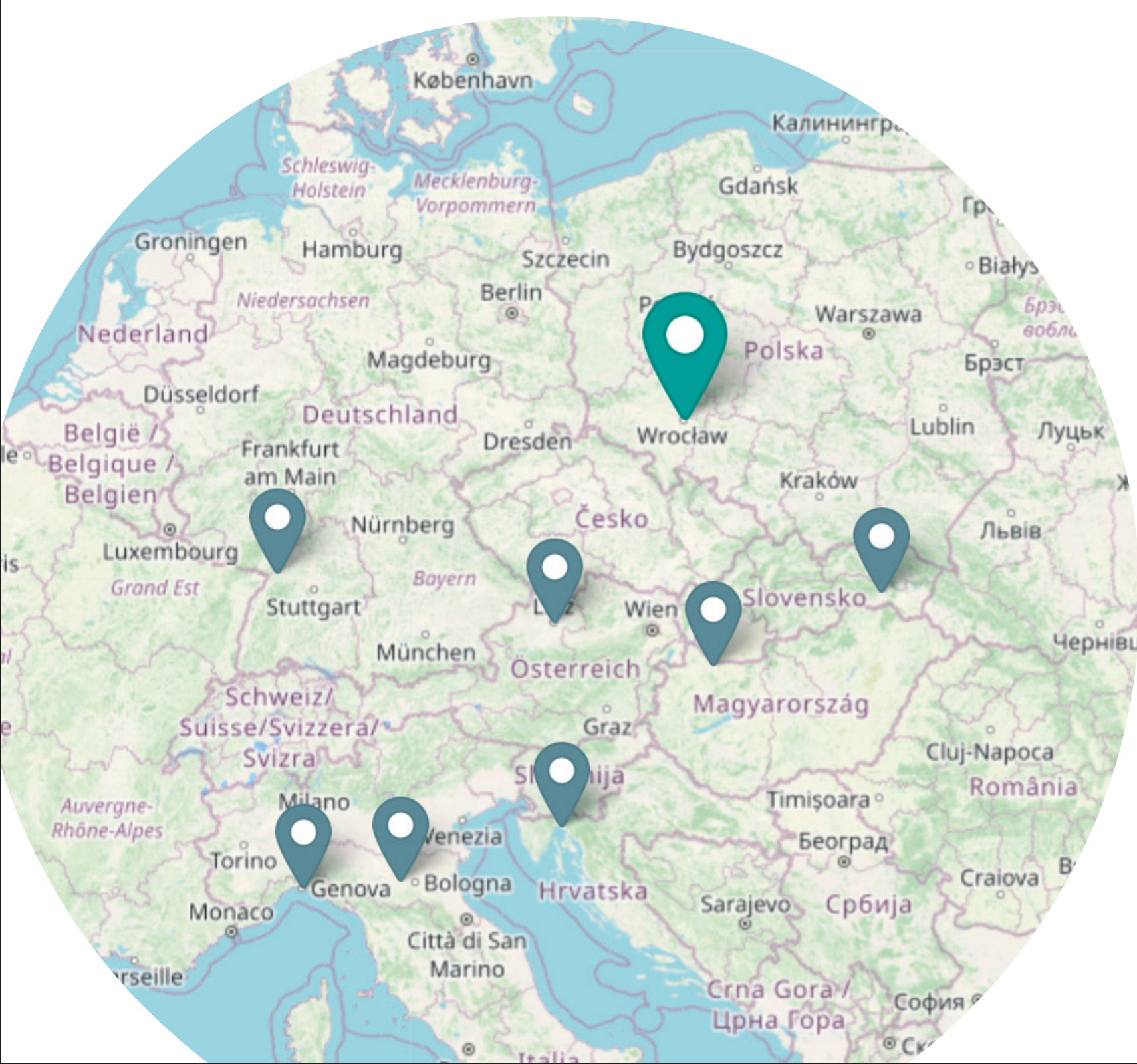
SMERF

INTRODUCTION

What is SMERF?

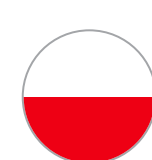
SME Ready for the Future is an international project supported by Interreg Central Europe (Priority SMART), with its main mission to support low-tech and medium-tech SMEs' transition towards SMERF: SME Ready for the Future and providing new services to Higher Education Institutions (HEIs) and Innomediaries (entities either supporting SMEs or closely cooperating with SMEs on innovations development) that will enhance their competences and equally support SMEs.

This project is co-financed by the Interreg Central Europe programme and is set to run from April 2023 to March 2026. The project is being implemented by 8 partners from 7 countries (Poland, Italy, Austria, Germany, Croatia, Hungary and Slovakia).



Partnership

Lead Partner



Wrocław University
of Science and Technology

Wrocław University of Science and Technology

Project partners



Business Upper Austria



Center of Research and Technologic Innovation s.r.l.



Karlsruhe Institute of Technology (KIT)



Pannon Business Network Association



Science and Technology Park
of the University of Rijeka Ltd.



Università
di Genova

University of Genoa



TECHNICKÁ UNIVERZITA
V KOŠICIACH

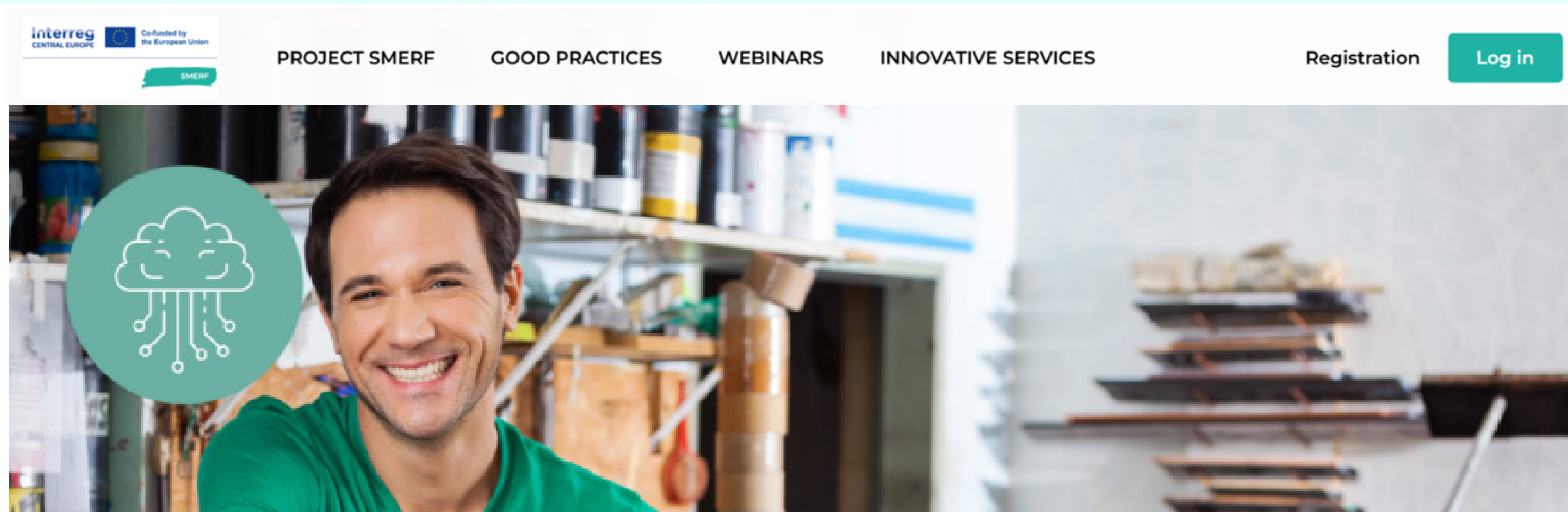
Technical University of Kosice



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The Inspiration Knowledge Base



The IKB was developed as an important part of the SMERF project as it aligns with project's broader goals of fostering innovation, digital transformation and sustainability goals across Central European SMEs. It combines knowledge, best practices, and innovative solutions.

The IKB is in fact an online knowledge repository containing both theoretical and practical information, namely:

- ✓ Good practices regarding 4 SMERF Pillars

Users can choose to read about good practices from 7 different countries (Austria, Croatia, Germany, Hungary, Italy, Poland, Slovakia) and 4 SMERF Pillars (Innovation Culture, Digital Manufacturing, Open Innovation 2.0 & Sharing Economy, Green & Circular Economy & Sustainability).

The articles group information such as overview of the institution, its history, its challenges, collaborating actors, needed resources and many more.

In addition to the selected best practice articles, we've included Expert interviews (you can find more information on these in the next section).

- ✓ Webinars including expert interviews

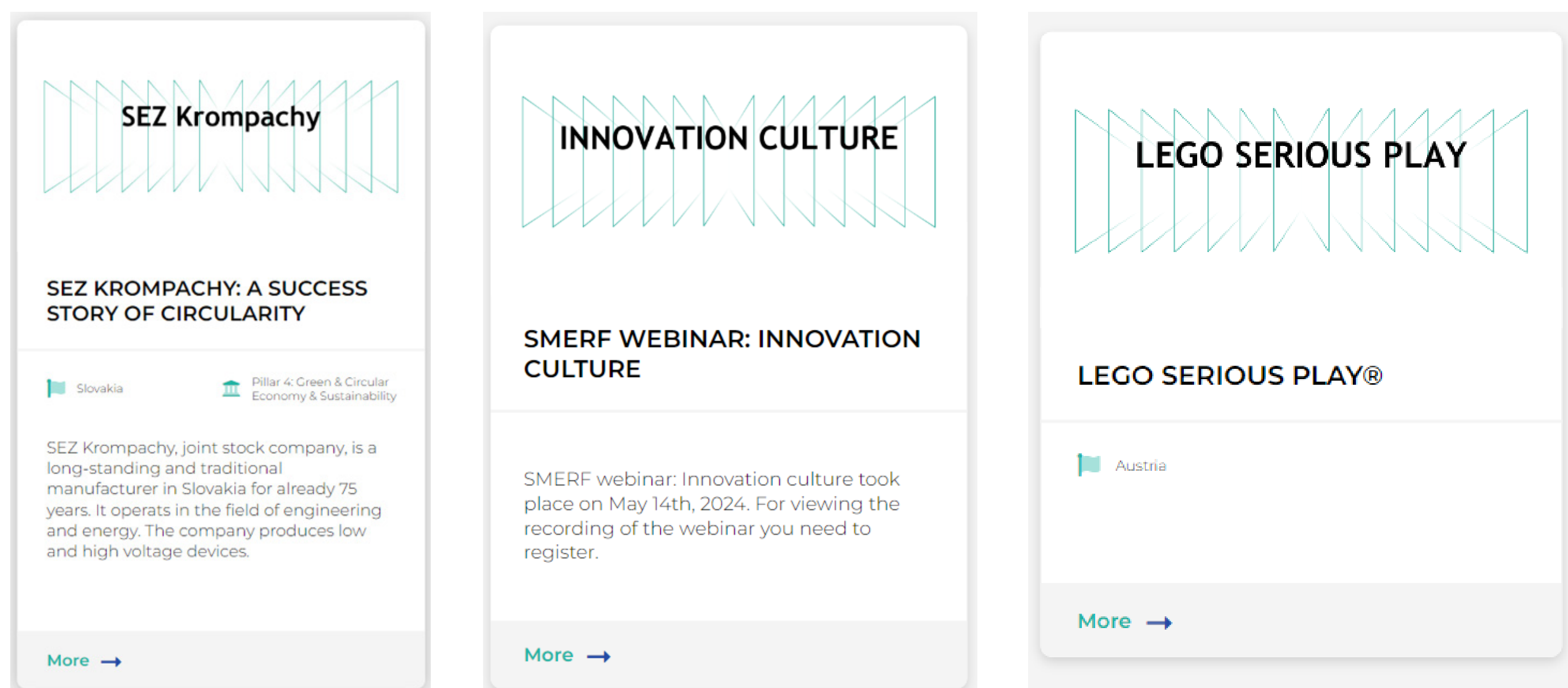
Find more information about Webinars in the following section.

- ✓ Innovative services of 8 project partner regions.

Innovative services section of the IKB offers overview of different opportunities for innovation in all 7 project partner countries and 8 regions (Lower Silesia (PL), Upper Austria (AT), Emilia-Romagna (IT), Baden-Württemberg (DE), Nyugat-Dunántúl (HU), Jadranska Hrvatska (HR), Liguria (IT), Východné Slovensko (SK)).

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Examples of articles:



Webinars

SMERF Webinars were supposed to aim to reach HEIs and innomediaries to spread awareness about the SMERF project and its efforts to support SME transformation. With their focus on the 4 SMERF Pillars, the Webinars took place online via ZOOM:

Webinar on Innovation Culture, May 14th, 2024 - with expert Ana Marija Marić, The owner of AMM Consulting.

Webinar on Digital Manufacturing, May 21st, 2024 - with expert Martin Lundborg, Head of accompanying research Mittelstand-Digital / WIK.

Webinar on Green & Circular Economy & Sustainability, May 28th, 2024 - with expert Hrvoje Marušić, Sustainability Professional.

Webinar on Open Innovation 2.0 & Sharing Economy, June 11th, 2024 - with experts Agnieszka Radziwon, Associate Professor of Innovation Management and Iva Ivankovic, Head of Business Operations and Development.

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The Webinars consisted of the following parts:

- ✓ General SMERF presentation
- ✓ Pillar presentation
- ✓ IKB presentation
- ✓ External expert presentation
- ✓ KAHOOT sessions

All of the participants' feedback gave the SMERF consortium a quality overview of their thoughts on the project activities, what can be improved or added. It was mainly thanks to the KAHOOT sessions performed during the Webinars, asking what do they associate with the specific pillar or if they believe that the SMEs are generally well developed in the area of a given pillar. Also, the participants were able to give opinions about the presented IKB.

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Associations made by Webinar participants regarding each of the SMERF Pillars:



The recordings of the Webinars are available upon registration on project's Inspiration Knowledge Base on this link: <https://readyforfuture.eu/webinars>



Interviews with experts

Experienced experts gave 2 interviews to each of the project partners covering all 4 SMERF Pillars. They talked about the company itself, its history, their successes, challenges and changes.

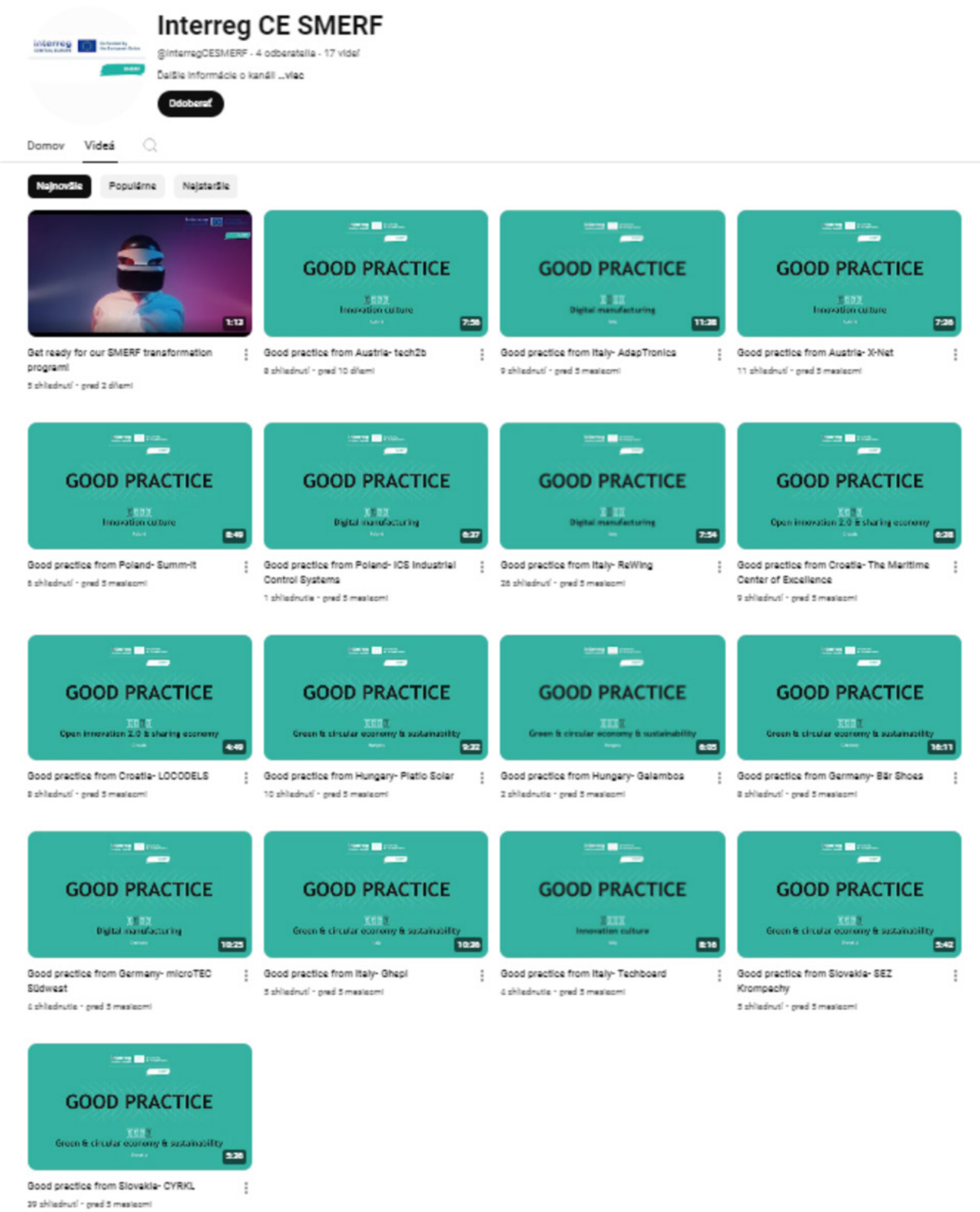
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The videos are all available on the project’s YouTube channel:
<https://www.youtube.com/@InterregCESMERF>



LOOKING AHEAD



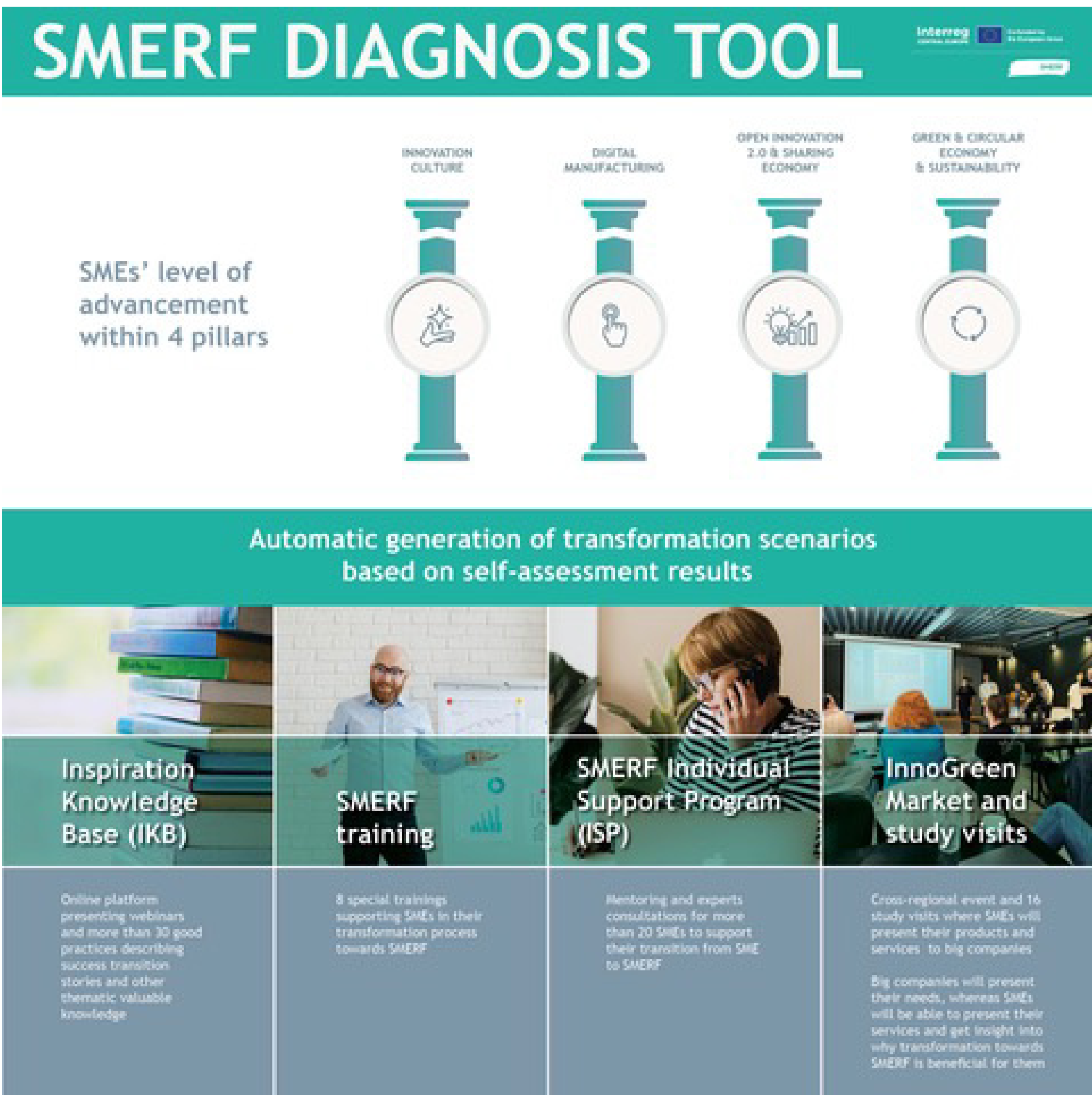
SMERF Diagnosis Tool



SMERF Diagnosis Tool is a way of evaluating the SME's level of advancement in 4 SMERF Pillars and gaining created individual tailored recommendations for the advancement of SMEs after filling out a short self-assessment. The given scenarios will include individual tailored recommendations for advancement of SMEs.

The final phase of preparing the SMERF Diagnosis Tool is coming in the end of 2024 and the stakeholders should await its launch in the first part of 2025.

The promotional video for the upcoming SMERF Diagnosis Tool can be found here:
<https://www.youtube.com/watch?v=TldyeyyKLaQ>



Follow our journey for the upcoming new information about SMERF Diagnosis Tool on our social media and take part in our transformation process!

PROJECT PARTNER MEETINGS



Meeting in Modena

The 3rd Project Partner meeting was organized by partners from CRIT on 25-26 September 2024. The meeting took place in the Motor Valley Accelerator in the beautiful historic center of Modena, Italy. The main topic of the discussions was a very intense development of SMERF Diagnosis Tool which is designed specifically for SMEs to help them with identifying in which areas they might need assistance with provided transformation scenarios.

As the project is already at its half, the consortium also reflected on the past activities and accomplishments such as the launch of the Inspiration Knowledge Base, the organization of the SMERF Webinars and the recording of the Expert interviews.



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CONTACT INFORMATION



<https://www.interreg-central.eu/projects/smerf/>



<https://www.facebook.com/profile.php?id=100093135880935>



<https://www.linkedin.com/company/interreg-ce-smerf/>



<https://www.youtube.com/@InterregCESMERF>

