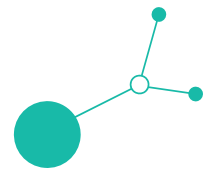


D 2.1.1 TRANSFORMATION CAPACITY BUILDING PACKAGE FOR BUSINESSES

Plan of awareness, learning and take-up
activities



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D 2.1.1. TRANSFORMATION CAPACITY BUILDING PACKAGE FOR BUSINESSES

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INTRODUCTION

Objective and Scope

The automotive industry is undergoing a rapid and profound transformation, driven by advancements in electrification, connectivity, automation, and the emergence of the platform economy. This evolution presents both challenges and opportunities for businesses operating within the automotive sector in Central Europe. To navigate this complex landscape successfully, companies need to adapt, innovate, and acquire new skills and knowledge.

The Drive2Transform project, recognizing this need, has placed a strong emphasis on **Transformation Capacity Building for Businesses**. The project unites nine Central European regions in a shared mission to assess and enhance their capacities for transformation in the automotive sector. This report is grounded in the findings of the **Regional Report D 1.1.2**, which provides a comprehensive analysis of all participating regions based on a survey involving **118 companies and business support organizations**, but the analysis will be continuously expanded and updated to capture the ongoing challenges faced by companies. As a second layer of analysis, it depends on the findings of the **Transnational Report Analysis D 1.1.3**, which offers additional detail, evaluating the transformative potential of the sector through a multidimensional, transregional framework.

Focusing on the critical domains of **Electrification**, **Automation (autonomous driving)**, **Connectivity**, and the **Platform Economy**, this report builds a capacity building plan for businesses and targets readiness gaps of the companies in the project region. It outlines a comprehensive framework of support measures designed to equip businesses with the necessary capabilities to thrive in the evolving automotive industry.

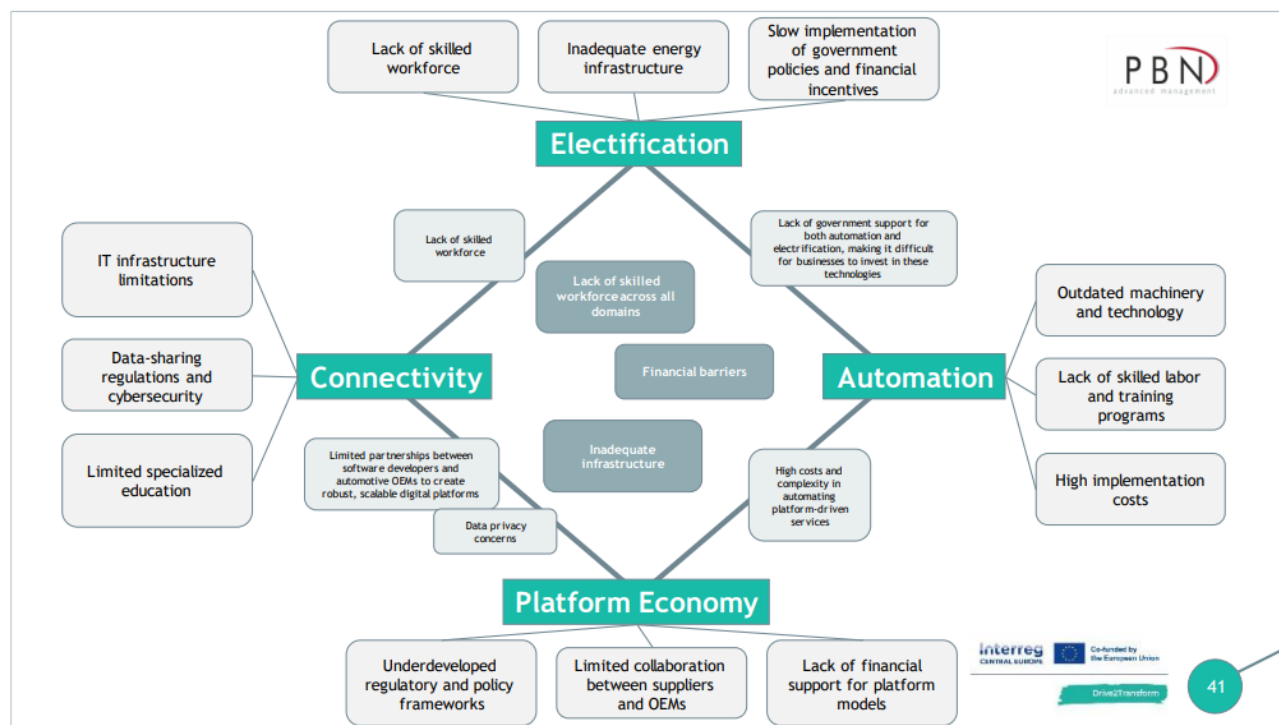


Figure 1: Thematic areas and targeted gaps



The primary objectives of this report are to:

- **Specify awareness activities** to address market openness and enable better understanding of the critical transformation domains.
- **Identify content and timeline for learning and take-up activities** for companies to address the specific capacity gaps.
- **Encourage transnational cooperation** by proposing a set of cross-regional activities for shared challenges.
- **Find synergies with capacity building packages for business support organisations and policymakers** which supplement each other to enhance regional transformation readiness.

This plan provides a foundation for capacity building in the transformation of the automotive industry and fostering cross-regional collaboration.

Methodology and Approach

The Drive2Transform project's analysis highlights the diverse strengths of Central European regions in the automotive sector transformation. Bavaria excels in electrification and automation, leveraging advanced infrastructure and skilled labor. Baden-Württemberg leads in automation and boasts a strong R&D ecosystem. Upper Austria shows high integration in electrification with cross-industry networks. The Pilsen region has a robust automotive legacy focused on smart mobility. Hungary is developing a strong EV infrastructure and emphasizes workforce reskilling. South Tyrol is a prototyping region for offroad mobility with leading electrification providers. Silesia benefits from manufacturing expertise and gradual electrification interest. Slovenia has a skilled workforce and good research institutions but needs better production technologies and infrastructure. Slovakia has growth potential in electrification and connectivity but requires stronger support in education and industry-academia linkage.¹

The analysis of the Central European automotive landscape revealed that no single region excels in all aspects of the ongoing transformation. While certain regions demonstrate strengths in specific areas, a clear hierarchy of "strong" and "weak" regions does not exist. This nuanced landscape necessitates a collaborative approach to capacity building, where regions can learn from each other's strengths and address shared challenges together.

The combined capacity building activities will address specific needs of businesses in the Central European region, taking into account regional variations and transnational commonalities. The focus will be on providing practical and actionable support, covering the following key areas:

1. **Technology trends:** Insights into the latest advancements in electrification (e.g., battery technologies, charging infrastructure), connectivity (e.g., V2X communication, data security), automation (e.g., autonomous driving technologies, control systems, software algorithms, robotics and AI), and platform economy (e.g., mobility-as-a-service, data-driven platforms).
2. **Market trends:** Analysis of market dynamics, consumer preferences, and competitive landscapes in the context of automotive transformation.
3. **Skills and methodologies:** Development of essential skills in areas such as digitalization, data analytics, cybersecurity, and agile methodologies, along with training on transformation strategies and change management.

To achieve these objectives, a diverse range of capacity building measures will be implemented, including:

¹ A detailed analysis is published as a part of Deliverable D.1.1.3 Transnational Joint Report on transformation capacities.



- **Awareness-raising activities:** Podcasts, newsletters and social media presence to disseminate information and stimulate dialogue.
- **Learning and take-up activities:** Transnational webinar series and industry events, as well as 1:1 expert sessions will facilitate knowledge transfer and practical application.

The **transnational training webinars** are designed to leverage the collective expertise of the project partners. Each webinar will be co-organized by partners with demonstrated knowledge and experience in the respective focus area. This collaborative approach ensures that all participants benefit from a diverse range of perspectives and best practices.

This deliverable outlines the **specific content, timeline, and delivery mode for each capacity building activity**. The implementation will involve a **mix of regional and transnational approaches**, ensuring both localized support and cross-border collaboration. By fostering a culture of learning, innovation, and collaboration, the Drive2Transform project aims to empower businesses in Central Europe to embrace the automotive transformation and secure a leading role in the future of mobility.

The Learning and take-up activities will target a group of **180 business stakeholders** (on average 20 per region), but whenever possible the access to content will be open to regions outside the project scope. Specifically for the transnational webinars, participants concluding all 4 sessions will receive a participation certificate.

Quality Control

To ensure the effectiveness and impact of the Drive2Transform capacity building activities, a robust quality control system will be implemented. This system will focus on gathering participant feedback and ensuring accessibility for the diverse target audience.

Quality assurance through participant surveys:

- **Pre-event surveys:** During the application process for webinar activities and 1:1 expert sessions, participants will be asked to complete a survey to assess their prior knowledge, expectations, and learning objectives. This information will help tailor the content and delivery to better meet participant needs.
- **Post-event surveys:** After each activity (webinar, industry event and 1:1 session), participants will be asked to provide feedback on the content, format, and overall effectiveness of the activity. This feedback will be used to identify areas for improvement and enhance future activities.

Language accessibility:

- **English as the primary language:** All webinar and awareness raising activities will be conducted in English to ensure accessibility for a wider audience and facilitate transnational collaboration.
- **Regional industry events:** Regional industry events have the goal of reaching local communities and companies, as they are carried out in the local language. Where necessary, translation or interpretation services will be provided to ensure that participants can fully benefit from the activities (i.e. podcasts in local language).

By implementing these quality control measures, the Drive2Transform project aims to ensure that its capacity building activities are relevant, impactful, accessible and inclusive, and continuously improved via feedback from participants and project partners. Additionally, the project strives for gender equality when searching for speakers, whilst not compromising content quality. This commitment to quality control will contribute to the overall success of the Drive2Transform project in empowering businesses to navigate the automotive transformation effectively. The surveys are described in more detail in Annex 2.



Market Research

Apart from being informed from the analysis in D1.1.2 and D1.1.3 of the project, we have also conducted desk research to develop a more comprehensive understanding of skill needs in the automotive transformation. We consulted findings from multiple organizations and associations as well as international projects to develop topics of interest for capacity building.

The Automotive Skills Alliance² (2024) emphasizes the importance of establishing a comprehensive skills agenda for the sector. This agenda should focus on developing expertise in electric powertrain design, battery management systems, and hybrid vehicle technologies, reflecting the industry's shift towards zero-emission vehicles. Proficiency in software development, data analytics, and cybersecurity is also essential to support the growing integration of connected vehicles and digital ecosystems. These competencies are crucial for adapting to the evolving technological landscape and maintaining competitiveness.³

The McKinsey report⁴ (2023) further highlights the necessity for European manufacturers to embrace innovation and invest in software and electrification to remain competitive in the market. This underscores the need for a workforce adept in these emerging technologies.

Additionally, the European Tyre & Rubber Manufacturers' Association (ETRMA)⁵ identifies new skill requirements in areas such as electric vehicles, data processing, cybersecurity, and recycling of vehicles and parts. These skills are vital for addressing environmental concerns and aligning with sustainability goals.

To address these challenges, collaborative training initiatives are being implemented. For instance, the TRIREME⁶ project focuses on boosting re-skilling and up-skilling programs to meet the demands of the transforming automotive ecosystem. Project DRIVES similarly produced an Automotive skills agenda strategy & roadmap⁷ (2021) to establish the path toward a changed and revived 2030-2050 automotive industry, where they pointed out to better exploitation of Industry 4.0 and big data / business intelligence skills and identified job profiles at risk due to the transformation. Many such initiatives aim to equip the workforce with the necessary competencies to navigate the industry's rapid evolution effectively (Mehta, A., 2024).⁸

The findings underscore the need for a comprehensive and collaborative approach to capacity building, ensuring that the workforce is well-prepared to thrive in the evolving automotive landscape.

To differentiate Drive2Transform project from existing initiatives and better support businesses, we considered the following key points:

- **Cross-Regional Strategy:**

Drive2Transform focuses on developing a cross-regional strategy for the automotive industry, which can help SMEs navigate regional differences and challenges more effectively. Tailored support across multiple regions addresses specific local needs and offers opportunities to build a stronger network.

- **Open Transformation Platform:**

The project offers an open transformation platform providing tested readiness models, regional adaptation scenarios, and capacity-building measures. The platform's flexibility and adaptability to different regional contexts will allow companies to access a wide range of tools and expertise. The developed Transformation

² [Automotive-Skills-Alliance-Priorities-in-the-Skills-Agenda-2024-11-10.pdf](#)

³ <https://www.automotivemanufacturingsolutions.com/europe/european-automotive-production-in-dire-need-of-efficiency-gains/46874.article>

⁴ <https://www.mckinsey.com/industries/automotive-and-assembly/our-insights/a-road-map-for-europes-automotive-industry>

⁵ <https://www.etrma.org/news-resources/library/>

⁶ <https://project-trireme.eu/en/listdeliverables>

⁷ [DRIVES-D211 Automotive Skills Agenda Strategy and Roadmap](#)

⁸ [Auto sector scrambles to retool workforce for electric and automated future | Reuters](#)



Readiness Index for the automotive industry helps companies assess their readiness for transformation and can provide actionable insights for improvement.

- **Triple Helix Approach:**

Drive2Transform involves a triple helix model, engaging companies, business support organizations, and policymakers in a combined Action Plan. The comprehensive nature of this approach ensures that transformation efforts are supported by a broad coalition of stakeholders, enhancing sustainability and impact.

- **Focus on SMEs:**

The project specifically targets SMEs, which often face more significant challenges in adapting to industry transformations. We leverage the project's network of partners and experts to provide SMEs with access to cutting-edge knowledge and best practices in electrification, automation, connectivity, and the platform economy.

- **Frequency and speed of change:**

Automotive industry is affected by the high speed and frequency of changes not only due to technological improvements but also due to external effects such as political circumstances and global competitors. Capacity building measures need to be up to date, and while the focus is on the transregional and/or transnational level, the given inputs need to be broken down to the regions themselves - they need to be translated in such a way that it is clear to the companies in the region what needs to be transformed and how.

By emphasizing these unique aspects and focusing on the specific needs of SMEs in the automotive sector, Drive2Transform can differentiate itself from other initiatives and provide valuable support to companies navigating the industry's transformative shift.

Transformation Readiness Model Score Overview

The capacity-building plan was designed to address the diverse readiness levels and skill gaps across the participating regions, ensuring that training programs, webinars, and awareness activities targeted the most pressing needs. The analysis of the Transformational Readiness (TRM) scores highlights significant regional disparities in preparedness for the automotive transition, particularly in electrification, automation, and digitalization. These findings guided the selection of key training topics and skill development initiatives.

Electrification emerged as the most promising domain, with strong growth potential for battery systems, electric motors, and energy systems. However, the level of specialization varied widely across regions. Bavaria, Slovenia, and Slovakia demonstrated stronger expertise, while Poland and Hungary exhibited weaker development. This disparity necessitated targeted capacity-building efforts, particularly in regions with lower readiness, to enhance their workforce's capabilities in electric vehicle (EV) technologies.

Autonomous driving technologies remain a critical driver of transformation, requiring skills in software, robotics, and autonomous technologies. The automation gap in Austria and Poland indicated a need for further development, leading to a focus on training initiatives that bridge knowledge gaps in these regions. Baden-Württemberg, recognized as "Transformation Ready," provided a model for automation success through its leadership in research and development (R&D), but still required stronger support for small and medium-sized enterprises (SMEs).

Emerging areas such as **connectivity** and the **platform economy** presented additional challenges. Regions like Slovenia, Poland, and Austria displayed lower engagement in these fields, limiting their ability to



capitalize on digital transformation opportunities. This insight led to the prioritization of digital literacy, IT infrastructure training, and cross-industry collaboration strategies as part of the capacity-building agenda.

The TRM assessment **further underscored specific regional challenges and strengths** that influenced the approach to capacity building. Bavaria, with its moderate readiness, showed strength in advanced electrification projects such as EMIL e-bus but faced skill shortages and high costs. Consequently, capacity-building efforts in Bavaria focused on expanding digital services and fostering cross-regional collaborations to enhance transformation potential. Upper Austria, classified as "Limited Ready," had strong electrification integration but struggled with regulatory costs and platform economy adoption, prompting efforts to advocate for policy reforms and strengthen business support organizations (BSOs).

In Hungary and South Tyrol, limited readiness scores were attributed to weak innovation hubs, inadequate R&D funding, and resource constraints. Addressing these issues required a focus on infrastructure investments, workforce upskilling, and the promotion of public-private partnerships to support transformation. Similarly, Slovakia and Slovenia exhibited a growing awareness of electrification's importance but faced policy and digital skill gaps, necessitating strategic investments in education and industry-academia linkages.

The Pilsen Region and Silesia (Poland), both with moderate or limited readiness, faced challenges due to their dependence on traditional automotive markets and lack of digital infrastructure. Capacity-building initiatives in these regions prioritized transformation strategies, emphasizing digitalization, electrification, and specialized support programs for manufacturers transitioning to new mobility solutions.

By aligning the capacity-building strategy with these regional assessments, we ensured that training efforts addressed **common skill gaps** while also catering to specific regional weaknesses. The approach emphasized **electrification expertise, digital transformation, automation skills**, and policy advocacy to be addressed in WP 2, A2.3, creating a well-rounded framework for accelerating the automotive transition across all participating regions.

AWARENESS ACTIVITIES

Activity (KPI)	Objectives	Benefits for target group
Social Media Campaign (KPI: 12)	Increase public awareness of the importance of automotive industry transformation by creating a mix of LinkedIn posts, i.e. descriptive/scientific, interactive and visual (videos or infographics).	Companies and the general public have a positive perception of the transformation of the automotive industry. Companies are aware that there is an increase in market openness to new technologies and products.
Newsletter (KPI: 4)	Share latest developments in the project and its focus fields through e-mail lists of each project partner, to increase outreach of information.	Drive2Transform community channel is built up: Companies regularly receive information about the D2T project and the Open Transformation Platform as its final outcome. Companies follow latest trends in the field of transformation of the industry.
Podcast (KPI: 2)	Publish podcasts in the form of a conversation with prominent figures in automotive industry (i.e. company CEOs, innovation departments, ...) to	Increased understanding of topics and a floor given to voices from the industry for expert opinion / analysis of current events to increase resilience of the industry.



	inform, but also inspire by sharing transformation stories.	
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1. Social Media Campaign

The Drive2Transform project recognizes that knowledge is a key driver of successful transformation. To empower businesses in the Central European automotive industry, a targeted social media campaign will be deployed to disseminate valuable information and insights. This campaign will serve as a dynamic learning platform, going beyond promotional activities to deliver concrete capacity building.

Through a carefully curated selection of content, the campaign will provide businesses with access to critical knowledge in areas such as:

- **Electrification:** Sharing the latest advancements in battery technologies, charging infrastructure development, and sustainable manufacturing practices. This can include, for example, data on the increasing range of electric vehicles, the growth of the charging network, or government incentives for EV adoption.
- **Automation:** Providing insights into the growing field of autonomous driving, covering technologies like sensor fusion, AI perception, and path planning. Content can feature analysis of autonomous driving systems, regulatory landscapes, industry and production line impacts, ethical considerations, and cutting-edge research.
- **Connectivity:** Exploring the latest trends in V2X communication, data security, and the development of 5G/6G networks and standardisation for connected cars. The campaign can share statistics on the growing number of connected vehicles, the potential of data-driven services, and the importance of cybersecurity in the automotive sector.
- **Platform Economy:** Analysing the emergence of new business models, such as Mobility-as-a-Service (MaaS), and the role of data and AI in platform success. Content can include expert commentary on the evolving mobility landscape, the challenges and opportunities of platform ecosystems, and examples of successful platform businesses in the automotive sector.

By delivering this valuable information through engaging formats like infographics and thematic articles, the campaign will facilitate learning and knowledge absorption. Interactive elements, such as polls and Q&A sessions, will encourage active participation and peer-to-peer learning, further enhancing the capacity building aspect of the campaign.

The social media campaign, therefore, will function as an important extension of the Drive2Transform project's capacity building activities. By empowering businesses with knowledge and insights, the campaign will contribute to their ability to adapt, innovate, and thrive in the rapidly transforming automotive landscape.

Basic Information

Type of activity: Awareness raising

Title: Drive2Transform LinkedIn Campaign

Responsible partner: CCIS

Other authors: SEVA, TechBase Regensburg

Mode of Delivery: LinkedIn profile of Drive2Transform and partner organizations



KPI: 12 posts (3 strategic posts per area of focus)

We chose a LinkedIn campaign for our awareness activity due to its professional focus and reach, making it the most suitable platform for engaging with our target audience of businesses, industry experts, and policymakers in the automotive sector. Unlike other social media platforms that cater to a broader audience, LinkedIn provides a targeted environment for sharing industry-specific content, fostering professional discussions, and connecting with key stakeholders.

In the following year, we will target **3 strategic posts per area of focus**, integrating interactive posts with infographics, videos and scientific content.

2. Drive2Transform Newsletter

The Drive2Transform project understands the importance of keeping businesses and stakeholders informed and engaged throughout its duration. To achieve this, a dedicated newsletter will serve as a vital communication channel, delivering regular updates and valuable insights directly to subscribers' inboxes.

This newsletter will be more than just a project update; it will be a curated source of knowledge, providing businesses with the information they need to navigate the complexities of automotive transformation. Each edition will delve into the latest trends and technologies, offering in-depth analysis and expert perspectives on electrification, automation, connectivity, and the platform economy.

Subscribers will gain access to a wealth of information, including the latest advancements in battery technologies, insights into the evolving landscape of autonomous driving, analysis of the growing connected car ecosystem, and exploration of emerging platform business models. The newsletter will also highlight the project's capacity building activities, encouraging participation in webinars, workshops, and other valuable learning opportunities.

By delivering this valuable content directly to their inboxes, the Drive2Transform newsletter will empower businesses to stay ahead of the curve, adapt to change, and embrace innovation. It will foster a sense of community, connecting stakeholders across the Central European region and facilitating knowledge sharing and collaboration. In essence, the newsletter will be a dynamic tool for raising awareness, promoting capacity building, and ensuring that businesses have the knowledge and support they need.

Basic Information

Type of activity: Awareness raising

Title: Drive2Transform Newsletter

Responsible partner: CCIS

Other authors: Dissemination and content input by all project partners

Mode of Delivery: e-mail newsletter and/or LinkedIn newsletter

KPI: 4 Drive2Transform newsletters in project periods 3 and 4

In the following year, we will target **4 newsletters**, specifically in the months of July 2025, November 2025, February 2026, and May 2026.

3. Podcasts

The Drive2Transform project is committed to providing valuable insights and fostering engaging discussions around the automotive industry's transformation. To achieve this, two podcast episodes will be produced,



featuring conversations with prominent figures in the automotive landscape. These podcasts will offer a unique platform for knowledge sharing and capacity building.

Each episode will feature in-depth interviews with industry leaders, such as CEOs, innovators, and experts, providing listeners with firsthand perspectives on the challenges and opportunities presented by the ongoing transformation. These conversations will delve into critical topics such as:

- **The future of mobility:** Exploring the evolving landscape of transportation, including the rise of electric vehicles, autonomous driving, and shared mobility solutions.
- **Technological advancements:** Discussing the latest innovations in areas like battery technology, artificial intelligence, and connectivity, and their impact on the automotive sector.
- **Business model disruption:** Examining how the automotive industry is adapting to new business models, such as the platform economy and Mobility-as-a-Service (MaaS).
- **Sustainability and the circular economy:** Analyzing the industry's efforts to reduce its environmental footprint and transition towards a more sustainable future.
- **Workforce development:** Addressing the skills gap and the need for reskilling and upskilling the workforce to meet the demands of the changing automotive landscape.

These insightful conversations will provide listeners with a deeper understanding of the forces shaping the future of the automotive industry. They will gain valuable knowledge, learn from the experiences of industry leaders, and be inspired to embrace innovation and drive transformation within their own organizations.

The Drive2Transform podcasts will be widely disseminated through various channels, including the project website, social media platforms, and popular podcasting apps.

Basic Information

Type of activity: Awareness raising
 Title: Voices of Automotive Transformation Podcast
 Responsible partner: SEVA, TechBase Regensburg
 Other authors: CCIS
 Mode of Delivery: Podcast platform of organizations
 KPI: 2 conversation podcasts in project periods 3 and 4

In the following year, we aim to record and publish **2 conversation podcasts** (in autumn 2025 and spring 2026).



LEARNING & TAKE -UP ACTIVITIES

The automotive industry in Central Europe is in a state of rapid evolution, driven by advancements in electrification, autonomous driving, connectivity, and the rise of platform business models. To thrive in this dynamic environment, businesses need access to targeted support that fosters innovation, knowledge transfer, and cross-regional collaboration.

Our learning and take-up activities are designed to meet this need. With a focus on practical application and tangible outcomes, these activities will empower businesses in Central Europe to embrace the automotive transformation and enhance their competitiveness.

Through a combination of transnational training webinars, participation in key industry events, and personalized 1:1 expert sessions, we aim to:

- **Bridge skill gaps:** Provide businesses with the knowledge and skills necessary to navigate the complexities of the changing automotive landscape.
- **Foster innovation:** Encourage the adoption of new technologies, business models, and strategies to drive innovation and growth.
- **Promote cross-regional collaboration:** Facilitate knowledge sharing and partnerships between businesses and stakeholders across Central Europe.

These activities will be tailored to address the specific needs and challenges identified through the Drive2Transform project's analysis of the region. By targeting our support effectively, we can maximize the impact of these activities and help businesses achieve tangible outcomes.

Target: 20 businesses per region (180 business stakeholders in total)

To ensure relevance and effectiveness, we will actively gather feedback from participants and adjust the program accordingly. This iterative approach will allow us to fine-tune the activities and maximize their impact before the finalization of the Action Plan.

This section details the specific objectives, benefits, and implementation plans for each learning and take-up activity.

Activity (KPI)	Objectives	Benefits for target group
Transnational Training Webinars (KPI: 5)	Giving stakeholders an exhaustive view of a specific topic relevant to current trends and readiness/skill/technology gaps in regions identified in A1.1 Develop Transformation Readiness Model, through 5 webinars.	Increased knowledge of themes in each focus field and preparation for take-up activities. Companies feel better prepared to foster transformation in the region/industry and are more comfortable implementing change.
Industry Events (KPI: 4)	Facilitate regional networking and collaboration to support knowledge sharing (investor pitch events, joint R&D) in larger events, such as fairs or industrial conferences, which already have sufficient visibility.	Participants increase their regional and cross-regional visibility and are given opportunities for networking and strengthening business partnerships.
1:1 Expert Sessions (KPI:10)	Organise 10 in-depth 1:1 sessions on topics explored in transnational webinars to interested companies.	Bilaterally connect with other experts on a precise topic. Take-up of new skills, business models or



		technologies that is supported by international experts.
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1. Transnational Training Webinars: Driving Innovation

Transnational collaboration is vital to address the shared challenges and opportunities arising from the transformation of the automotive industry in Central Europe. The Drive2Transform project recognizes this need and will deliver a series of transnational training webinars called “**Driving Innovation**” designed to foster knowledge sharing, skill development, and cross-regional collaboration. These webinars will provide a comprehensive overview of key topics relevant to the current trends and readiness/skill/technology gaps identified in the regions. Multiple gaps and skills cover more than one focus area, the interconnections will be thoroughly expanded upon in the content descriptions below.

The webinar topics align with the identified skill needs in Central Europe's automotive industry:

- **#1 The Future of Production: Robotics and AI in the Automotive Industry:** This webinar aligns with the identified need for automation and mechatronics skills, vital for modern manufacturing processes and innovation. It focuses on smart factories and Industry 4.0, addressing the demand for flexible manufacturing systems and the application of AI in production processes. As an overall important topic and several times mentioned from businesses within the Drive2Transform activities production was added in the webinar series as cross-thematic subject.
- **#2 EV Battery Technology and Management:** This webinar directly corresponds to the skill area of electrification and sustainable technologies. It provides specialized training on electric vehicle components, battery technologies, and decarbonizing production, which are essential due to the shift towards zero-emission vehicles. The TRM scores also pointed out the need for strategic workforce investments in electrification technologies.
- **#3 Cybersecurity: Building a Secure Automotive Data Ecosystem:** This webinar directly addresses the critical need for digital and software skills, particularly in cybersecurity, which is crucial for connected vehicles and digital ecosystems. The webinar supports the development of a skilled workforce capable of tackling data security, cybersecurity, and privacy challenges in connected cars, aligning with the necessity for robust cybersecurity solutions for the automotive and logistics industries.
- **#4 Autonomous Driving Test Environments:** This webinar supports the development of digital and software skills, as well as addressing infrastructure gaps. It targets the development of testing tracks and environments for autonomous vehicles, acknowledging the importance of software-defined vehicles and the need for European automakers to advance in autonomous vehicle technologies.
- **#5 MaaS ecosystems and their opportunities implications for Automotive SMEs in the Urban Mobility Shift:** This webinar centers particularly on the ecosystem of Mobility-as-a-Service (MaaS) platforms, small-car sharing, and interoperability. It addresses how SMEs in the automotive sector can reposition themselves in the platform-driven Mobility-as-a-Service (MaaS) ecosystem, especially where public actors dominate. It targets the strategic gap in understanding how traditional vehicle-centric business models can evolve into integrated mobility solutions.

In summary, the selected webinar topics are designed to provide targeted capacity-building activities that support the transformation of the automotive industry in Central Europe by focusing on key skill areas and regional considerations. The titles and content might be slightly adapted to the availability of speakers but will address the targeted gaps.



Basic Information

Type of activity: Learning activity
 Title: Driving Transformation
 Responsible partner: All partners
 Other authors: Participating company experts
 KPI: 5

Recognizing the diverse needs and geographical spread of participants, the webinars will be delivered online in English. Each webinar will follow a structured format, including:

- Plenary Session: Featuring local experts who will provide in-depth knowledge and insights on the chosen topic.
- Company "Good Practice": Showcasing successful examples of companies implementing innovative solutions and best practices, with the option of including a failed example and emphasis on lessons learned.
- Q & A session
- 1:1 Sessions/Matchmaking: Providing opportunities for participants to engage in discussions with experts, peers, and project partners in breakout rooms. Explained in detail in take-up activity 3 - 1:1 Expert Sessions.

Two project partners will collaborate on the preparation and delivery of each webinar, ensuring a rich and diverse range of perspectives.

The transnational training webinars will be conducted between September 2025 and December 2025. Participant feedback will be actively gathered throughout the process to adapt the program and ensure its relevance to the evolving needs of businesses in Central Europe. This feedback will also inform the development of the final Action Plan, ensuring that the program's outcomes are aligned with the specific challenges and opportunities faced by businesses in the region.

#1 DRIVING INNOVATION: The Future of Production: Robotics and AI in the Automotive Industry

Date & duration: September 2025, 1-2 h

This webinar will explore how robotics and artificial intelligence (AI) are reshaping the future of production in the automotive industry, especially in the context of electrification and automation. It will address how smart factories and AI-driven manufacturing processes can significantly increase flexibility, efficiency, and competitiveness for SMEs transitioning toward Industry 4.0 and 5.0 models.

Potential speakers might be: Humanoid Test Centre, CCIS - ZIT (ICT), SRIP Factories of the future, Digital Innovation Hub Slovenia, ...

This webinar supports transformation capacity in Electrification by addressing how flexible, smart production systems can adapt to the specific demands of EV manufacturing (e.g., battery assembly, lightweight materials). It contributes to Automation by providing insight into real-world applications of AI and robotics, which are critical enablers of Industry 4.0.

The session will help participating SMEs build awareness and readiness to adopt these technologies, explore collaboration with technology providers, and understand the business case behind automation and digitalisation in the automotive sector. It also strengthens transnational knowledge exchange around best practices in digital manufacturing.



GUIDING QUESTIONS:

- How can robotics and AI enhance the efficiency and flexibility of automotive manufacturing processes?
- What are the key challenges in integrating AI-powered robots into existing production lines?
- Which innovative AI applications are currently being deployed in automotive production, and what results have they achieved?
- How can companies ensure the cybersecurity of AI and robotic systems in automotive manufacturing?
- Can you provide examples of successful collaborations between automotive manufacturers and AI/robotics firms that have led to significant advancements?
- How can businesses in Central Europe leverage robotics and AI to overcome specific regional challenges in the automotive sector?

These questions will guide the discussion during the webinar, ensuring a comprehensive exploration of the transformative potential of robotics and AI in automotive production while addressing the specific needs and opportunities of businesses in Central Europe.

#2 DRIVING INNOVATION: EV Battery Technology and Management

Date & duration: November 2025, 1-2 h

This webinar will explore key aspects of EV battery technology and its growing importance in Europe's transition toward sustainable mobility. It will address the current landscape and projected development of battery production within the European Union, focusing on both emerging opportunities and critical risks facing manufacturers. Special attention will be given to the challenges of scaling up production capacity, responding to global market pressures—particularly from dominant Chinese producers—and exploring strategies being implemented by European companies to strengthen their competitive position. The webinar will also examine the latest innovations in battery research, with an outlook on next-generation technologies currently under development through European research and innovation programmes. These advancements offer significant potential to enhance the EU's technological autonomy and sustainability within the battery value chain.

The webinar will highlight the legislative and policy framework currently shaping the sector. It will outline key elements of the EU regulatory framework and major strategic initiatives designed to accelerate the growth of a competitive and sustainable battery ecosystem. The speakers will explore the responsibilities and opportunities these developments create for stakeholders across the sector—including manufacturers, SMEs, and research institutions.

Together, these perspectives will offer a comprehensive overview of the technological, industrial, and regulatory dimensions shaping the future of EV battery development in Europe. Potential speakers: representative of emerging battery cell manufacturers (e.g. GIB, InoBat), battery R&D expert (e.g. CEMEA), representative of EV and battery EU-level advocacy group

GUIDING QUESTIONS:

- What strategies are emerging European battery cell manufacturers employing to compete with Asian competitors, primarily from China? How can they scale production and enhance their value proposition for customers to contend with high-tech Chinese battery manufacturers, particularly regarding price, quality, and innovation?



- What path should the European battery industry take regarding key battery chemistries? How can it compete with the growing share of LFP batteries when OEMs (and the EU battery industry) are predominantly focused on NMC chemistry?
- What strategies should the EU and individual member states adopt to build a stronger battery ecosystem that fosters the resilience of its battery industry? The challenges are not only very limited capacities in battery materials processing and production but also in technologies for battery manufacturing components or recycling.
- What is the potential, and what should be the focus of the EU's R&D initiative in next-generation batteries?
- People are the driving force behind every high-tech emerging sector, but what challenges does the EU truly face in the battery industry? What strategies and measures should the EU implement to strengthen its workforce in both manufacturing and R&D, enabling it to compete with Asian manufacturers?

#3 DRIVING INNOVATION: Autonomous Driving Test Environments

Date & duration: January 2026, 1-2h

Potential Webinar Subtitle: **China and the USA already far ahead in autonomous driving? Not quite - a European perspective**

This online session will delve into the current state of Autonomous Driving Test Environments across Europe. As autonomous mobility transitions from concept to reality, the demand for reliable, diverse, and interconnected testing infrastructures has never been more critical.

This webinar will offer critical insights into existing testbeds across Europe, emphasizing regional strengths while addressing pressing challenges such as regulatory compliance, data interoperability, and legal barriers to cross-border collaboration. By examining these issues through a legal and strategic lens, participants will gain a comprehensive understanding of Europe's current capabilities and limitations in advancing mobility and technology innovation. The session will help identify systemic gaps and propose actionable pathways for how businesses, research institutions, and public authorities can work together within existing legal frameworks—and advocate for necessary policy reforms—to foster more agile, scalable, and legally sound innovation ecosystems.

Whether your focus is technology development, mobility strategy, or policymaking, this event presents a unique opportunity to acquire firsthand knowledge of the regulatory landscape, discover avenues for legally compliant collaboration, and contribute to shaping a more cohesive innovation environment across Europe.

Potential speakers might be: DigiTrans GmbH, ALP.Lab GmbH, Zala Zone, ULTIMO Project (<https://ultimo-he.eu/>) HS Pforzheim - Guy Fournier, Mercedes Benz Immendingen, etc.

GUIDING QUESTIONS:

- What are existing regulatory barriers for the implementation of autonomous vehicles?
- How can autonomous vehicles be tested thoroughly?
- Which support will policy makers need to adapt their regulations faster for the deployment of autonomous vehicles?
- Which support need companies from policy makers to strengthen their market position in the field of autonomous driving, also on international markets?



#4 DRIVING INNOVATION: Cybersecurity: Building a Secure Automotive Data Ecosystem

Date & duration: February 2026, 1-2 hours

As vehicles become smarter, more connected, and increasingly autonomous, cybersecurity has become a critical foundation for innovation in the automotive industry. This webinar will explore how a secure and trustworthy data ecosystem can unlock new business models, ensure regulatory compliance, and protect against evolving threats. Experts from companies and research institutions will share insights on current challenges and emerging solutions in automotive cybersecurity. A mix of presentations, scientific perspectives, and an interactive Q&A, followed by optional matchmaking to spark new collaborations across the ecosystem is planned.

This webinar supports transformation capacity in:

- **Automation**, by addressing the secure management of increasingly autonomous and software-defined vehicles
- **Connectivity**, through insights into secure communication and trust in vehicle networks
- **Platform Economy**, by highlighting how cybersecurity fosters interoperability and business model innovation in connected ecosystems

GUIDING QUESTIONS:

- What are the main cybersecurity risks in connected and autonomous vehicles, and how can they be mitigated?
- How can companies embed “cybersecurity by design” into automotive system development?
- What role do regulations like NIS2, UNECE R155/R156, and the EU Cyber Resilience Act play in shaping secure mobility?
- How can cybersecurity certifications or protocols (e.g., developed through cross-border initiatives) enhance trust and collaboration?
- What are promising approaches for securing V2X and data exchange within the mobility ecosystem?
- How can SMEs build awareness and develop capabilities for securing their automotive digital infrastructure?

#5 DRIVING INNOVATION: MaaS ecosystems and their opportunities implications for Automotive SMEs in the Urban Mobility Shift

Date & duration: March 2026, 2h

This online session will give an insight into two different Regional Mobility Ecosystems: South Tyrol (Italy) and Pilsen Region (CZ). Speakers of both regions will give an overview of the mobility ecosystems presenting the main players, the state of evolution, the experiences made and the challenges to be addressed.

One key infrastructure or base layer of the mobility pyramid is the digital Mobility as a Service MaaS platform upon which private and public mobility service providers can build and operate. The second important element is an intuitive digital user interface to the end user. A mobility need of a resident or a tourist starts with a planning phase and ends with payment for the consumed mobility services on everyone's mobile phone. Both elements are crucial for the whole ecosystem, since they



decide on the acceptance of the platform operator, the mobility service providers with their vehicle fleets and the end customers.

This webinar will provide valuable insights into existing testbeds, highlight regional strengths, and address key challenges such as regulatory barriers, data interoperability, and cross-border collaboration. Participants will gain a comprehensive overview of Europe's current position, identify remaining gaps, and explore how businesses, research institutions, and public authorities can collaborate to accelerate innovation in this field.

Whether involved in technology development, mobility strategy, or policy-making, attendees will have the unique opportunity to acquire first-hand knowledge, discover collaboration opportunities, and contribute to the ongoing transformation towards Mobility as a Service platforms.

Potential speakers might be: [Flixbus](#); [FreeNow](#); Public Transport Pilsen (<https://en.pmdp.cz/>)

<https://elblesk.cz/> Food Delivery NOI Open Data Hub, [Green Mobility Initiative](#), [Regional Transport Agency STA](#), [MaaS4Italy](#); [AlpsGo electric carsharing](#);

GUIDING QUESTIONS:

- Who can create and operate a MaaS platform?
- What are the key requirements and success factors of a MaaS platform?
- What are the requirements for service providers and vehicle producers to be MaaS platform ready?
- How are digital platforms redefining the role of traditional OEMs in the mobility value chain?
- What monetization models are proving most effective in the platform economy (e.g. B2C vs. B2B vs. ecosystem plays)?
- How can vehicle and mobility data be ethically and profitably monetized without compromising user trust or privacy?

Potential Webinar Title	Focus Field	Content Author	Rationale/Which transformative capacity is it supporting?	General Topics
The Future of Production: Robotics and AI in the Automotive Industry	Electrification Automation	CCIS / PBN	This webinar strengthens transformation capacity in <i>Electrification</i> and <i>Automation</i> by demonstrating how AI and robotics enable agile, efficient production tailored to EV demands . It builds SMEs' readiness for Industry 4.0/5.0 , supports collaboration with tech providers, and fosters regional resilience through smart manufacturing, aligning with Drive2Transform's goals of innovation-led automotive transition.	<ul style="list-style-type: none"> • Smart Manufacturing for EVs • Flexibility and efficiency in EV production processes (e.g., battery assembly, lightweight structures) • Digital Transformation in SMEs • Technology Partnerships and Use Cases
EV Battery Technology and Management	Electrification	SEVA / KSSE / NOI	This webinar supports transformation capacity in <i>Electrification</i> by addressing technological, industrial, and policy dimensions critical to advancing Europe's EV battery ecosystem. It equips SMEs and stakeholders with insights into scaling production, navigating global competition, and leveraging EU regulatory and R&D frameworks —key for building strategic autonomy, innovation leadership, and workforce readiness in the battery value chain.	<ul style="list-style-type: none"> • European Battery • Competitiveness Strategies for scaling battery production and responding to global competition • Advances in battery chemistry and next-gen technologies supported by EU research programmes • Policy and Regulation
Autonomous Driving Test Environments	Automation Connectivity	Biz-up / PU	This webinar strengthens transformation capacity in <i>Automation</i> by addressing the regulatory, legal, and infrastructural enablers of autonomous driving in Europe. It promotes cross-border collaboration, identifies gaps in test environments, and supports SMEs, researchers, and policymakers in building resilient, compliant ecosystems for automated mobility. It also reinforces <i>Connectivity</i> by highlighting the role of interoperable data systems and vehicle-to-infrastructure communication in safe and scalable autonomous transport solutions.	<ul style="list-style-type: none"> • Infrastructure and Testbeds • Barriers and enablers for cross-border cooperation and regulatory compliance • Strategic Collaboration



<p>Cybersecurity: Building a Secure Automotive Data Ecosystem</p>	<p>Automation Connectivity Platform Economy</p>	<p>Techbase / RDAP</p>	<p>This webinar enhances transformation capacity in <i>Automation, Connectivity</i>, and the <i>Platform Economy</i> by addressing cybersecurity as a cornerstone of secure, compliant, and innovative mobility systems. It supports SMEs and stakeholders in managing risks, meeting regulatory demands, and enabling trusted data exchange—critical for the resilience and scalability of connected, autonomous, and platform-based automotive solutions.</p>	<ul style="list-style-type: none"> • Key cybersecurity risks in connected and autonomous vehicles • Understanding NIS2, UNECE R155/R156, and the EU Cyber Resilience Act • Building trust, interoperability, and innovation across connected automotive and mobility ecosystems
<p>MaaS ecosystems and their opportunities implications for Automotive SMEs in the Urban Mobility Shift</p>	<p>Platform Economy Connectivity</p>	<p>NOI / RDAP</p>	<p>This webinar supports transformation capacity in the <i>Platform Economy</i> and <i>Connectivity</i> by unpacking the key elements and success factors of Mobility-as-a-Service platforms from the perspective of operators, end users, and mobility service providers, including vehicle manufacturers. By showcasing real-world regional ecosystems from South Tyrol and the Pilsen Region, it highlights how digital platforms, user interfaces, and cross-sector collaboration drive innovation, integration, and competitiveness in the evolving mobility landscape.</p>	<ul style="list-style-type: none"> • Designing MaaS Platforms • User-Centric Mobility Solutions • Regional case studies on stakeholder integration, platform readiness, and mobility innovation

2. B2B Networking & Industry Events

To foster innovation and strengthen value chains within the transforming automotive industry, the Drive2Transform project will facilitate B2B networking and participation in key industry events. These activities will provide a platform for cross-industry and regional connections, linking companies with industry best practices and experts.

A key focus will be on bridging existing gaps, particularly in:

- **Industry-academia connections:** Facilitating stronger collaborations between research institutions and businesses to accelerate the development and adoption of new technologies.
- **BSO/B2B cooperation:** Enhancing collaboration between BSOs and companies to provide more effective and coordinated support to companies undergoing transformation.

The project will leverage existing high-profile events, such as international fairs and industrial conferences, to maximize visibility and impact. This approach aligns with stakeholder feedback and ensures participation in events with established credibility.

These events will provide opportunities for networking, knowledge sharing, collaboration, and increased visibility. By strategically leveraging regional industry events, the Drive2Transform project will create valuable opportunities for businesses to connect, collaborate, and drive innovation in the automotive sector. The activity is predicted to foster stronger connections and collaborations within the Central European automotive industry, addressing key gaps and driving innovation. This activity is expected to improve industry-academia connections, enhance BSO cooperation, strengthen value chains, increase knowledge sharing, and boost visibility. Ultimately, it aims to contribute to a more innovative, competitive, and resilient automotive industry in Central Europe.

Basic Information

Type of activity: Awareness and Learning activity

Responsible partner: Differs by event

Other authors: Differs by event

KPI: 4

Techbase Regensburg - May 2025 (regional)

Webinar: Quantum Computing Meets Artificial Intelligence

Date & duration: May 23rd 2025, 1.5 hours

Language: German

This webinar introduces the emerging interplay between quantum computing and artificial intelligence from both an industry and academic perspective. The company OptWare GmbH will share the current state of development and practical use cases from a business point of view. Prof. Dr. Wolfgang Mauerer from OTH Regensburg will then provide scientific context, outlining the opportunities and challenges of integrating quantum technologies with AI. A short Q&A session will follow, with the option to submit questions in advance. The goal is to raise awareness of this future-oriented trend in the region and to explore interest in further events and collaboration.



KSSE - May 2025 (regional)

Presentations & panel discussion: Cyberbezpieczeństwo w motoryzacji - nowe okoliczności, nowe wyzwania

Date & duration: May 29th2025, 3.5h

Language: Polish

KSSE organizes a Regional Industry Event "Cybersecurity in Automotive" on 29.05.2025 as a side event to the conference CyberTek Tech Festival taking place on 27-29.05.2025 in Katowice, Poland. The CyberTek Tech Festival is a professional, international and unique event building a community of specialists in the field of industrial networks, monitoring and cybersecurity.

In the Regional Industry Event "Cybersecurity in Automotive" moderated by KSSE, five businesses being members of Silesia Automotive & Advanced Manufacturing Cluster, will share their experiences and views on the topic of the event. Presentation will address following issues affecting automotive stakeholders:

- how to prepare the organization for the legislation;
- how to practically secure data transfer between OT and IT inside the organization;
- how to adapt the organization to the new conditions to make it more resistant to external attacks.

The event is planned from 9:30-13:00 and is going to include individual presentations and a debate engaging speaker and audience, followed by networking.

BIZ-UP - June 2025 (regional)

Panel discussion: Drive2Transform - Zulieferregionen im Wandel

Date & duration: June 11th2025, 5h

Language: German

As a pre-event to BIZ-UPs conference Zukunft.Mobilität 2025 there will be a networking and capacity building event from Drive2Transform. Participants will be able to visit leading companies and research facilities in the region of Upper Austria. After a networking break there will be an engaging discussion round, which will focus on the dynamic changes affecting supplier regions, exploring the challenges and opportunities that arise from these transformations. The panel of experts will share their insights and experiences, providing a comprehensive understanding of the current trends and future directions in this critical area. The experts will be:

- Bernhard Kölmel, Hochschule Pforzheim
- Bernhard Brandstätter, A3PS-Austrian Association for Advanced Propulsion Systems
- Christian Nemeth, Energie AG
- Markus Manz, Software Competence Center Hagenberg

CCIS - November 2025 (regional)

Industrial Fair: Int. Mobility Days in Vienna

Date & duration: November 20th 2025, full-day

Language: Slovenian/German



Partner CCIS will collaborate with Advantage Austria - Austria's official trade promotion organisation in the region - to facilitate B2B meetings and good practice examples at International Mobility Days in Vienna, that take place from 20.-21.11. 2025. The conference part of the event will include topics such as connectivity, infrastructure and battery technology, after which there will be a possibility for B2B meetings among participants to foster collaboration and new business connections which target the identified gaps in the Slovenia region when it comes to local value chains and distance from OEMs. The networking facilitated is a chance for Slovenian companies to find new partners and expand their outreach, as well as learn from best practices. It is also a possibility to reach the Slovenian embassy in Austria and introduce companies to its trade official who can further support them with individual export advice. The collaboration with Advantage Austria can also be expanded upon in capacity building for business support organizations (D2.2.1).

These four industry events are planned to cover different regions and topics. Other events may be included in the implementation report D.2.1.2.

3. 1:1 Expert Sessions

To facilitate the practical application of knowledge gained through the transnational training webinars, the Drive2Transform project will offer a series of 1:1 expert sessions. The sessions will provide interested companies with in-depth consultations on the topics explored in the webinars, enabling them to address their specific challenges and opportunities.

Basic Information

Type of activity: Take-up activity

Title: 1:1 Expert Sessions

Responsible partner: All project partners

Other authors: Participating company experts

KPI: 10 1:1 consultations reaching 10 companies (2 per topic/webinar).

The 1:1 Expert Sessions will be held directly following each of the five webinars, ensuring timely and relevant support for participants seeking further guidance. This structure allows companies to immediately delve deeper into topics of particular interest, fostering a more effective transfer of knowledge and promoting the implementation of new skills, business models, or technologies. The allocated time per company is 30 minutes, with the expectation that the participants come prepared and apply in advance with specific challenges to address with the expert.

The registration form for each webinar shall include an optional field of:

1. *Would you like to join the Expert 1:1 session after the webinar (YES/NO)?*
2. *If YES, please describe the issue/problem you would like to discuss (150 words). If you have been chosen for the session, we will contact you separately with more information.*
3. *I agree that my contact details will be shared with the third-party external expert for a 1:1 session.*

We are aiming to reach **10 companies** with this activity (2 per topic/webinar). If there is larger or continued interest, the activity can be expanded toward personalized company visits and additional online sessions with chosen experts for interested companies.



CONCLUSION

The document provides an overview of all capacity building activities for businesses within the Drive2Transform project. All project partners have been successfully involved in the various formats.

We will closely monitor the implementation of the capacity building measures, evaluating them in our monthly project meetings as well as after each event (e.g., the Driving Innovation webinar series). We will also discuss to what extent the different types of events and exchanges have benefited the participating companies and improved their “readiness index.” Additionally, we will consider whether to repeat the survey with those companies that have been actively involved in the project (e.g., those who participated in multiple events), to assess the effects achieved and the types of cooperation enabled, for example through matchmaking. These insights will then be documented in D2.1.2. Transformation Capacity Building Package for Businesses - Implementation report.



ANNEX 1: SUGGESTED TIMELINE FOR CAPACITY BUILDING ACTIVITIES FOR BUSINESSES

Below is a timeline of capacity building activities for businesses delivered through Work Package 2, which include activities aimed at businesses (as described in this deliverable).

Month/Year	Activity	Responsible Partner	KPI
MAY 2025	Industry Event #1	KSSE	Regional
	Industry Event #2	Techbase Regensburg	Regional
JUNE 2025	Industry Event #3	BIZ-UP / PU	Regional
JULY 2025	Social Media Campaign	CCIS	3 posts preparation
	Newsletter #1	CCIS	
SEPTEMBER 2025	Webinar #1	CCIS / PBN	35 companies
	Expert 1:1	CCIS / PBN	2 companies
NOVEMBER 2025	Industry Event #4	CCIS	Regional
	Webinar #2	SEVA / KSSE / NOI	35 companies
	Expert 1:1	SEVA / KSSE / NOI	2 companies
	Podcast #1	SEVA	
	Newsletter #2	CCIS	
DECEMBER 2025	Social media Campaign	CCIS	3 posts preparation
JANUARY 2026	Webinar #3	BIZ-UP / PU	35 companies
	Expert 1:1	BIZ-UP / PU	2 companies
FEBRUARY 2026	Newsletter #3	CCIS	
	Webinar #4	Techbase Regensburg / RDAP	35 companies
	Expert 1:1	Techbase Regensburg / RDAP	2 companies
MARCH 2026	Webinar #5	NOI / RDAP	35 companies
	Expert 1:1	NOI / RDAP	2 companies
	Podcast #2	Techbase Regensburg	
APRIL 2026	Social media Campaign	CCIS	3 posts preparation
MAY 2026	Social media Campaign	CCIS	3 posts preparation
	Newsletter #4	CCIS	



ANNEX 2: QUALITY ASSURANCE AND CONTROL

Quality assurance will be carried out via pre- and post-event surveys, with questions including but not limited to as below.

Pre-event surveys

As part of the registration process, the participants would answer a maximum of 3 multiple choice questions relating to the topics discussed at the event. The questions may be discussed with the experts and presenters of the event and may include questions such as:

1. Does your company implement advanced protocols for detecting and preventing AI-driven cyber-attacks in its manufacturing operations to mitigate risks?
 - Yes.
 - Partially.
 - No.
 - I don't know.

Another open question is added:

2. What do you expect from the webinar? Any particular topics/questions that you are precisely interested in?

Post-event survey

To assess the implementation and organization of events as well as topical relevance, the post-event survey shall include the following questions:

1. The pace of the meeting was appropriate.

1	2	3	4	5
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2. The content of the presentations was in line with my expectations.

1	2	3	4	5
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3. I had the opportunity to ask questions and discuss my issues.

1	2	3	4	5
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4. The information was valuable, provided in a clear way and delivered new insights.

1	2	3	4	5
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5. What would you like to cover in the next webinar? (*open question*)