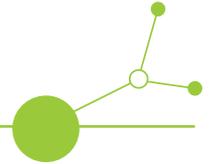


Circular design and development of Sustainable products in 4 key sectors in Central Europe



Version 1
12 2025







AWARENESS RAISING IN SME AND SMALL MIDCAPS ABOUT SUSTAINABLE PRODUCT DESIGN

Deliverable 1.4.2

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1. Initial Situation

Within the CURIOST project, partners have developed the joint strategy for sustainable product development in SMEs and small midcaps (deliverable D1.3.2). This strategy aims to accelerate the transition towards digital and circular product development, supporting a green transformation in four key manufacturing sectors across seven countries in Central Europe.

The next step within CURIOST project is the uptake phase: ensuring that the strategy is not only conceptual but actively adopted by companies and integrated into their business processes. Deliverable D1.4.1 provides the framework for this implementation, defining the organizational and methodological approach for strategy uptake workshops: At least 140 SMEs and small midcaps in seven countries will participate in these workshops, where they will develop concrete measures for applying the strategy in their own operations. A virtual transnational synergy exchange will complement the national workshops, fostering cross-border knowledge sharing and collaboration.

The workshops pursue the following objectives:

- **Change mindsets and motivate companies to adopt strategic aspects** of digital and circular product development
- **Highlight the importance of the green transition** for competitiveness, market expansion, and environmental impact
- **Provide a clear understanding of circular economy principles and identify opportunities** for implementation
- **Encourage innovative thinking** and the development of new (digital) circular business models

The implementation follows a two-step approach:

- **On-site national uptake workshops:** Full-day sessions in local language, using Design Thinking methods such as Circular Business Model Canvas and the 10R Framework
- **Virtual transnational synergy exchange** to consolidate results and identify common drivers and barriers across Central Europe

These activities are directly linked to Result Indicator RCR79 - “Joint strategies and action plans taken up by organisations”. This indicator measures the number of jointly developed strategies and action plans that have been adopted. The planned uptake workshops and the awareness-raising campaign (Deliverable D1.4.2) are key to achieving this indicator by documenting the adoption of the strategy by participating companies.

2. Objectives and context

- **Main goal: Awareness raising and strategy uptake among at least 140 SMEs and small midcaps**

Awareness is the foundation for action. Many SMEs and small midcaps lack knowledge about circular economy principles and their practical benefits. Without awareness, the jointly developed strategy cannot be effectively adopted, and the intended transformation will not occur.



▪ **Reference to the CURIOST joint strategy developed in A.1.3**

The uptake activities build directly on the joint strategy created earlier. This ensures continuity and alignment between strategic planning and practical implementation, making the project coherent and impactful.

The CURUIOST joint strategy shows that SMEs and small midcaps often have limited resources and expertise to initiate sustainability measures. Awareness helps them understand the urgency, benefits, and feasibility of circular approaches. Opportunities lie in economic benefits especially through innovative business models that strengthen market position and resilience.

▪ **Expected impact: Transformation towards sustainable product design**

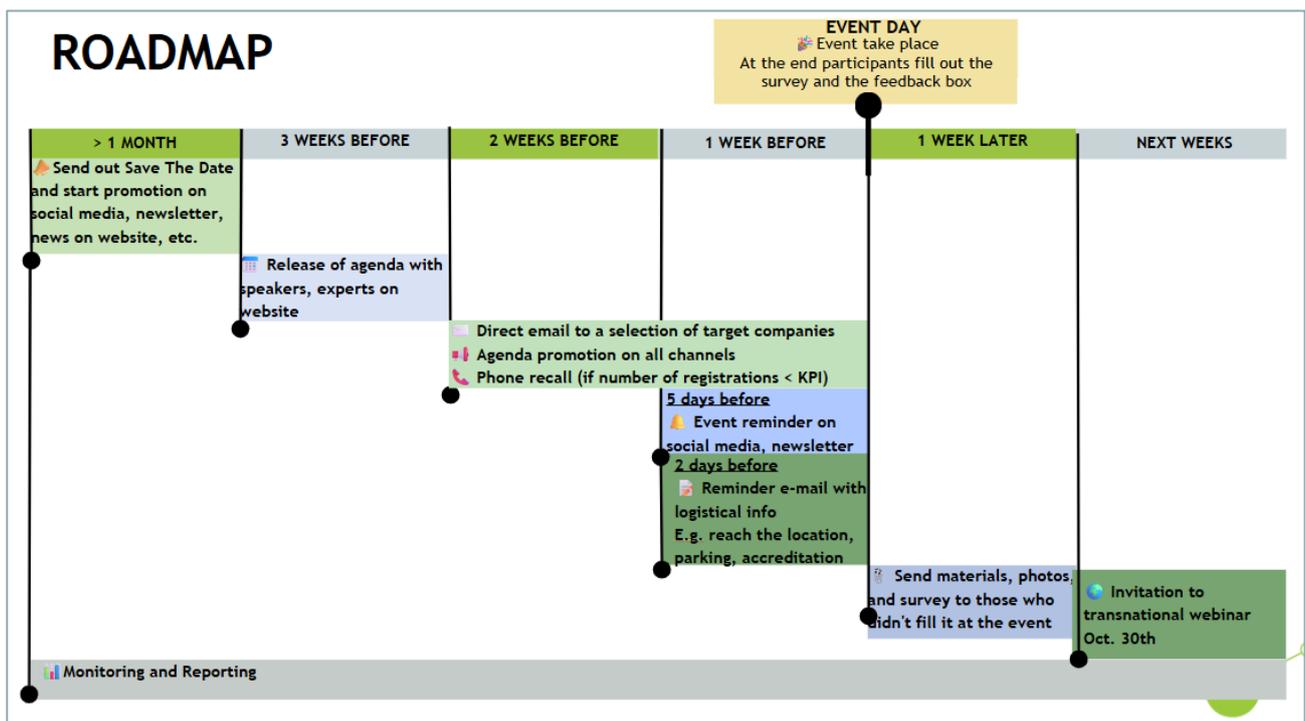
Adopting the strategy enables SMEs to shift from linear to circular product development, reducing resource consumption and environmental impact while improving competitiveness.

3. Methodology and concept

Raise awareness among SMEs and small midcaps about sustainable product design and ensures high participation in **seven national uptake workshops** and **one international virtual exchange**.

The core elements of the awareness raising campaign are the promotion of the uptake **workshops** and highlighting economic benefits of circular strategies by targeting **SMEs and small midcaps** (participation of 140 companies in total / 20 per country for on-site workshops + attendance of highest possible number of participants at international virtual exchange on October 30, 2025, 9am - 11am) **from four manufacturing sectors in seven partner regions**. Therefore, a joint concept has been developed which includes

▪ **Use of a shared promotion roadmap for workshops**





- **Use of multi-channel marketing**
 - Social media (graphics provided by communication partner MESAP)
 - Newsletters and direct emails
 - Personal contact
 - Website updates and articles
- **Provision of materials to the whole partnership:** Invitation templates, event banners, social media graphics, registration form (mandatory GDPR and eligibility check), feedback survey
- **Provision a common checklist for implementation**
 - GDPR compliance, attendance list, printed materials, creative tools (canvases, post-its,...), feedback collection, follow-up emails

4. Used channels and achieved numbers from the awareness raising campaign

Newsletters and LinkedIn posts proved to be the most effective channels for broad outreach, generating the largest reach with up to 6,000 recipients per newsletter and approximately 500 impressions per LinkedIn post. Personal contacts and targeted email campaigns played a crucial role in ensuring quality participation, complementing the wider digital communication efforts.

The use of a diverse mix of channels, including social media, newsletters, websites, and direct engagement, maximized coverage and strengthened the overall impact of the awareness-raising campaign:

Channel	Key Activities of all partners	Number of activities counted	Reach/Impressions
Websites	Event announcements, workshop invitations	18	Multiple posts across partners
LinkedIn	Regular posts promoting workshops and virtual exchange	26	190-498 impressions per post; some >600
Facebook	Workshop invitations and updates	9	74-245 impressions per post
Newsletters	Targeted mailings to cluster members and networks	22	Up to 6,000 recipients per mailing
Direct Emails	Personalized invitations and follow-ups	~ 150	150 addresses per campaign
Personal Contacts	Calls, meetings, events for targeted engagement	20 - 40 per partner	20-40 contacts per partner



Other Channels	Instagram posts, printed articles	2	Limited but adds visibility
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The whole consortium documented all communication activities within the awareness raising campaign in a **shared monitoring** (excel document).



5. Annex

5.1. Provided Social Media graphics



▶ Workshop





5.2. Invitation template

TEMPLATE -

INVITATION TEXT FOR ON-SITE WORKSHOPS (EN)

Invitation to Workshop: **WORKSHOP TITLE**

Dear ...,

We are pleased to invite you to participate in the CURIOST on-site workshop, designed to support SMEs and midcaps in adopting strategic approaches to sustainable and circular product development.

What to expect:

- Introduction to the CURIOST strategy for digital and circular product development and design in the manufacturing industry
- Hands-on group work to develop sector-specific measures for the strategy uptake using creative methods
- Identification of key drivers and motivators for sustainable transformation
- Exchange of ideas and networking with peers from your industry sector
- Practical tools and inspiration for integrating circularity into your business models

Workshop details:

- Date: *please insert*
- Location: *please insert*
- Duration: *please insert*
- Participants: Company representatives from SMEs and small midcaps in the manufacturing industry
- Language: *please insert*
- Please note that within CURIOST, further activities with international exchange are planned in which input of companies is needed. Therefore, fluent English is helpful.
- Cost: Participation in the workshop is free of charge, lunch and coffee breaks are included. However, registration is required!

The CURIOST project is funded by the European Union. Further information on the project can be found at <https://www.interreg-central.eu/projects/curiost/?tab=home>

We look forward to your participation. Please register here/below/...



5.3. Feedback survey

1. What I take away from the workshop are the following learnings *

- Circular economy strategies are essential for competitiveness and sustainability
- Understanding drivers and motivators helps align strategy with company goals
- Creative tools like Design Thinking help tailor sector-specific solutions
- Collaboration and exchange enable innovation and new business ideas
- Circular practices bring real economic and environmental benefits

2. I am motivated to take part in a further workshop with other companies in winter 2025/26 to develop a first mature (digital) circular prototype *

- Yes
- No

Please leave us your contact details to get in touch with you

3. Full name *

Ihre Antwort eingeben

4. Phone number *

Ihre Antwort eingeben

5. Email address *

Ihre Antwort eingeben

6. Company name *

Ihre Antwort eingeben



5.4. Exemplary selection of articles

ConPlusUltra
1.427 Follower:innen
3 Monate • Bearbeitet •

+ Folgen ...

Workshop: Zirkuläre Strategien für die Produktentwicklung – jetzt anmelden!
Der Wandel hin zur **#Kreislaufwirtschaft** stellt besonders **#KMU** vor große Herausforderungen: Zeitmangel, begrenzte Budgets, komplexe Anforderungen. Unser **#Workshop** bietet praxisnahe Lösungen – gemeinsam mit anderen Unternehmen entwickeln Sie konkrete Strategien für eine nachhaltige, ressourcenschonende Produktentwicklung.

Was Sie erwartet:

- ✓ Einführung in zirkuläre (digitale) Produktentwicklung
- ✓ Kreative Gruppenarbeit mit Praxisbezug
- ✓ Austausch zu Erfolgsfaktoren & Motivatoren
- ✓ Networking & Inspiration für zirkuläre Geschäftsmodelle

Hard Facts:

- 📅 23. Oktober 2025 | 09:00 – 17:00 Uhr
- 📍 WFL Millturn Technologies, Linz
- 🤝 In Kooperation mit dem **Mechatronik-Cluster** der **Business Upper Austria** & ConPlusUltra
- 👥 Zielgruppe: Unternehmensvertreter*innen aus der produzierenden Industrie (bis ca. 2.500 MA)
- 🗣️ Sprache: Deutsch (für weitere Aktivitäten mit internationalem Austausch sind Englischkenntnisse von Vorteil)
- 🍽️ Teilnahme kostenlos – inkl. Mittagessen & Pausenverpflegung

🔄 Zirkulär denken heißt: Ressourcen clever nutzen, Innovation fördern und mit nachhaltigen Lösungen die Zukunft gestalten. Seien Sie dabei!

🔗 **Jetzt anmelden:** <https://lnkd.in/dAt8Nn3V>

📌 Ein Workshop im Rahmen des Interreg-Projekts **CURIOST INTERREG CENTRAL EUROPE** (mehr Infos unter: <https://lnkd.in/dYu3Ee2g>)

#ZirkuläreWirtschaft #Produktentwicklung #Kreislaufwirtschaft #Nachhaltigkeit #KMU #MechatronikCluster #ConPlusUltra #CURIOST #Workshop #Netzwerk #Innovation #CircularEconomy

<https://www.linkedin.com/feed/update/urn:li:activity:7368538288330141697/>

Home > News & events > SPcleantech News
> CURIOST: invitation to workshop, 22.10.2025

CURIOST: invitation to workshop, 22.10.2025
October 23, 2025 | Category: SPcleantech News

Invitation to CURIOST workshop: Innovative and Sustainable Product Development in a Circular Economy

We invite **SMEs** to participate in the inaugural workshop of the Interreg Central Europe project CURIOST, which supports the design and development of innovative and sustainable products based on the principles of a circular economy. This project aims to completely shift from the "Make-Use-Dispose" model to a "Make-Use-Recover-Recycle" model. This is a unique opportunity to explore new business transformation opportunities, gain practical knowledge, and join pilot projects that are changing the future of manufacturing in Central Europe.

Why participate?

The **CURIOST** project helps companies in the **mechanical and mechatronics, packaging, plastics, and construction sectors** create innovative, eco-friendly products that meet the demands of the future.

We provide practical support in developing prototypes and business cases for sustainable products.

Together, we will develop a **strategy and action plan** that will facilitate the implementation of green innovations and enable the effective use of EU funding. Participating in the project offers an opportunity to **gain a competitive advantage, optimize production processes, and open up to new markets based on green trends**. The project combines the experience of **11 partners from Austria, Germany, Croatia, Hungary, Italy, Poland, and Slovakia** (including three technological institutes from Munich, Vienna, and Turin) to create a community of innovation and the exchange of best practices.

What do we offer during the meeting and workshops?

A presentation of the goals and objectives of the CURIOST project and the benefits of the circular economy. An opportunity to learn about and choose from various approaches to sustainable product design and development. Workshops that will demonstrate how to transform your product development processes, incorporating sustainable methods and business models using the Design Thinking, Nightmare Competitor, and Business Model Canvas methodologies.

<https://spcleantech.com/invitation-to-curiost-workshop-innovative-and-sustainable-product-development-in-a-circular-economy>



29 Settembre 2025

Rethink. Reuse. Reimagine. Il workshop CURIOST per l'economia circolare

Un workshop interattivo sul tema dell'economia circolare per le aziende dei settori meccanica e mecatronica, plastica e packaging

MESAP Innovation Cluster ed Environment Park invitano a partecipare al workshop **Rethink. Reuse. Reimagine.**, organizzato nell'ambito del progetto europeo CURIOST Interreg Central Europe.

L'evento è dedicato alle aziende dei settori **meccanica e mecatronica, plastica e packaging** e si terrà **mercoledì 22 ottobre, dalle 9:00 alle 14:00.**

Il workshop, guidato da un'esperta di design thinking con il supporto di tre tecnici specialisti, offrirà ai partecipanti un'esperienza interattiva per esplorare nuove opportunità con un approccio pratico e concreto ed elaborare nuove soluzioni nel campo della sostenibilità circolare.

Durante la mattinata di mercoledì, le aziende saranno coinvolte in **lavori di gruppo e attività collaborative** per:

- **esplorare opportunità circolari** rilevanti per il proprio settore;
- **individuare** le principali barriere all'adozione di pratiche circolari;
- riflettere sui propri **punti di forza aziendali** come leve per superare le sfide;
- sviluppare **idee pratiche e modelli di business circolari.**

L'agenda della giornata prevede:

- Introduzione al progetto CURIOST
- Strategie di economia circolare e pillole di ispirazione
- Circular Business Model Challenge (attività di gruppo in tavoli di lavoro per settore)
- Presentazione delle soluzioni sviluppate dai team
- Conclusioni e prossimi passi

Al termine del workshop, le aziende avranno acquisito strumenti concreti per integrare i principi dell'economia circolare nei propri processi.

<https://www.mesap.it/rethink-reuse-reimagine-il-workshop-curiost-per-leconomia-circolare/>

Metalska Jezgra

NASLOVNICA USLUGE O NAMA KONFERENCIJE PROJEKTI NOVOSTI

Radionica „Kružno je nužno”

interreg CENTRAL EUROPE Co-funded by the European Union CURIOST

**▶ RADIONICA
“KRUŽNO JE NUŽNO: KAKO DIZAJNIRATI
PROIZVODE KOJI STVARAJU MANJI
OTPAD I VEĆI PROFIT”**

Date: 25. RUJNA 2025

Where: METALSKA JEZGRA ČAKOVEC
Bana Josipa Jelačića 22 D
40 000 Čakovec
Hrvatska

<https://metalskajezgra.hr/radionica-kruzno-je-nuzno/>



Thinking ahead together - Circular Strategies in international exchange

30.10.2025
09:00 - 11:00

Online - via Teams

Mechatronik-Cluster

Thinking ahead together - Circular Strategies in international exchange
CURIOST brings companies from all over Central Europe to a virtual table. The webinar will focus on common challenges, key drivers and concrete next steps for circular product development at European level. Take the opportunity to network across Europe and contribute your perspective!

What you can expect:

- Focus on the manufacturing industry in the fields of mechatronics & mechanics, plastics, packaging, building & construction
- Insights into the top challenges of the green transformation and drivers of your industry in an European context
- Keynote speech by **Silvia Beccari, EU Climate Pact Ambassador** (Silvia Beccari - European Union)
- Moderated exchange with companies from countries in Central Europe

Programme

09:00
Welcome & brief insight into CURIOST

09:10
Insights into the top challenges of green transformation and drivers of your industry in a European context

<https://www.biz-up.at/veranstaltung/thinking-ahead-together-circular-strategies-in-international-exchange-30-10-2025>

Suche

Start Ihr Netzwerk Jobs Nachrichten Mitteilung

CURIOST
Interreg CENTRAL EUROPE

Das Event hat bereits stattgefunden.

Circular strategies for product development in Slovakia | CURIOST
Event von ENTERinstitut

Do, 23. Okt. 2025, 10:00 bis 17:00 (Ihre Ortszeit)

Ekonomická univerzita v Bratislave, Dolnozemska cesta 2410/1, Bratislava, Bratislavský kraj, SK, 851 04

Event-Link · <https://forms.gle/yHiYtU83tym9cJd4A>

<https://www.linkedin.com/events/circularstrategiesforproductdev7380909670745604096/>

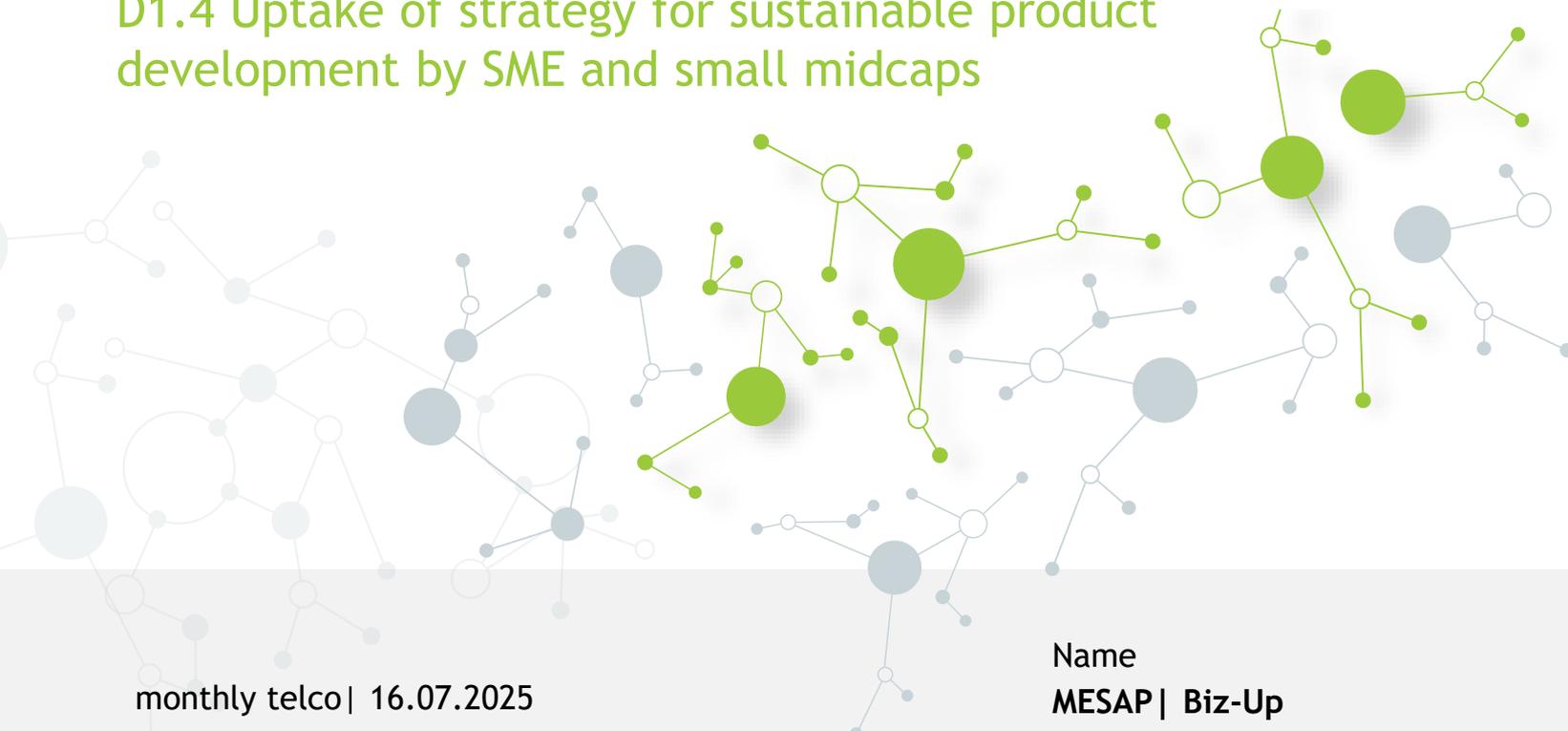


Local TV Spot (Hungary):

<https://www.facebook.com/profile/100063864390325/search/?q=Tegy%C3%BCk%20fenntarthat%C3%B3v%C3%A1%20v%C3%A1llalkoz%C3%A1sunkat%20-%20Workshop>

The detailed concept for the awareness raising campaign and the shared monitoring can be found enclosed.

D1.4 Uptake of strategy for sustainable product development by SME and small midcaps



monthly telco | 16.07.2025

Name
MESAP | Biz-Up

D1.4.2: Awareness raising campaign in SME and small midcaps about sustainable product design

Materials | channels | roadmap |
checklist | templates (invitation
text, registration | feedback survey

NO COMMON WORKSHOP TITLE NEEDED - FEEL FREE...

„Strategy Uptake Workshop for (digital) circular product development in the manufacturing industry / for SMEs and small midcaps“ might be too unwieldy...

Some Inspirations:

1. "Circular Thinking, Strategic Doing: A Workshop For SMEs And Small Midcaps"
2. "Circular By Strategy: Empowering SMEs For A Sustainable Tomorrow"
3. "Uptake In Action: Embedding Circularity Into Strategies"
4. "Strategic Shift: Circular Thinking For Competitive SMEs"
5. "Think. Create. Transform: Circular Strategies For Product Development And Design"
"Think Circular: Strategy Workshop For (Digital) Circular Product Design"

Awareness raising campaign

Content | roadmap |
channels | materials

AWARENESS RAISING CAMPAIGN

WHAT DO WE HAVE TO PROMOTE:

The seven on-site uptake workshops with 140 companies in total (20 per partner region, one workshop per country)

+

1 international virtual follow-up exchange on October 30th 2025, 9 - ca. 11am CET, MS TEAMS

GOAL OF THE CAMPAIGN:

Raising awareness and increasing workshop attendance, highlighting the economic profits and motivation that can arise from adopting a circular economy model strategy

TARGET AUDIENCE:

SMEs and small midcaps from the four manufacturing sectors in in the seven partner regions

AWARENESS RAISING CAMPAIGN

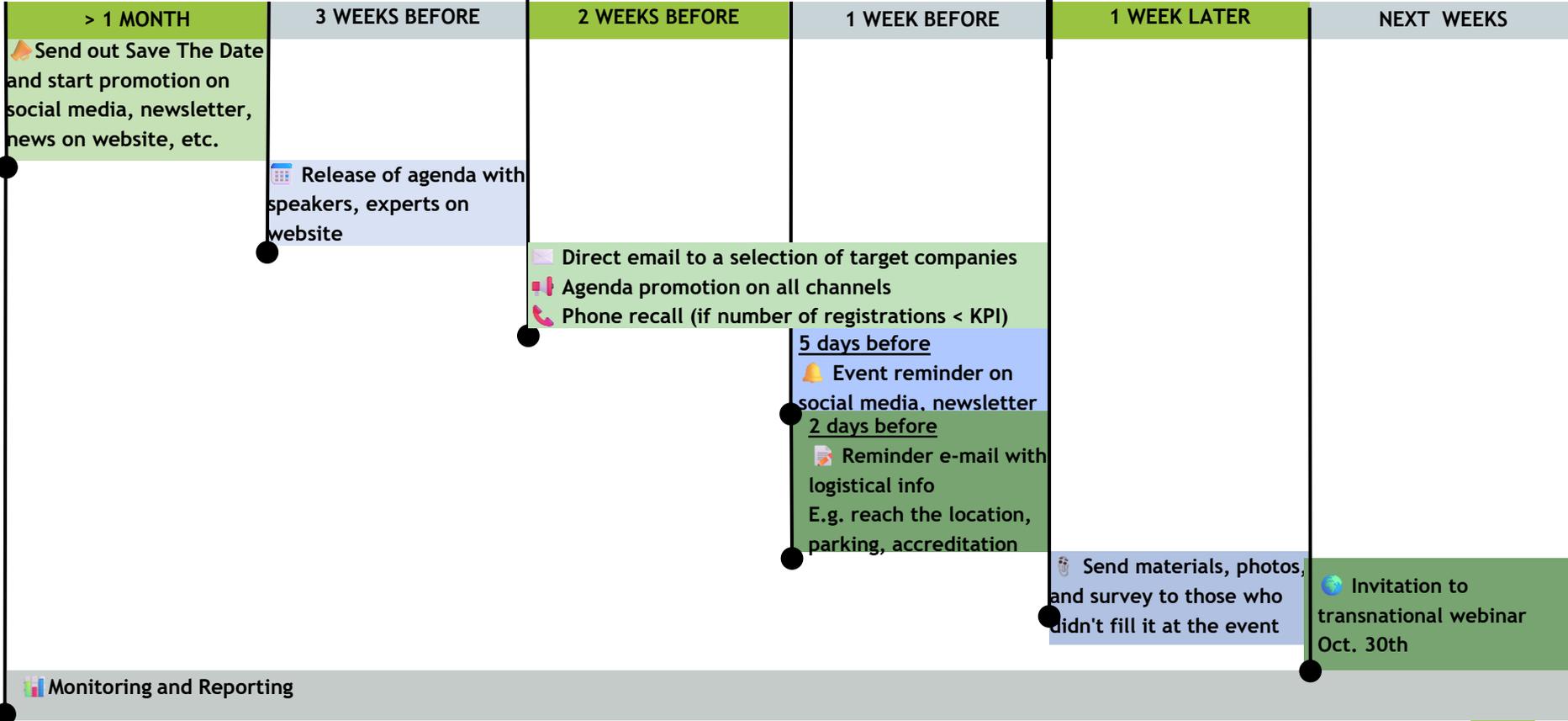
- **Invitation of companies:**
 - **Invitation template:** the provided invitation text should be translated to national language (can be modified) and used for the invitation of companies.
 - **Responsibilities of each project partner:** Each project partner is responsible for the invitation and participation of at least 20 companies per country.
- **Feedback of companies (on-site), Inquiry about interest in further activities (D2.3.1 select 4-5 most encouraged, promising companies + D2.3.2 two-stage prototype creation), photo protocol**
 - **Feedback:** every uptake workshop ends with handing out a short feedback survey to the participating companies, including e.g. the preparation of a feedback box.
 - **Inquiry about interest in further activities :** Those companies who are willing to develop and test a first prototype need to be identified by the workshop hosts
 - **Protocol:** Each workshop host sends out a follow-up with the presentation and photo protocol to all participants right after the workshop.

Inquiry is already included
in feedback survey



ROADMAP

EVENT DAY
🎉 Event take place
At the end participants fill out the survey and the feedback box



📊 Monitoring and Reporting

CHANNELS

Each project partner is responsible for the participation of at least 20 companies per country on-site. In order to invite and engage interested and motivated SMEs and small midcaps from the four manufacturing sectors, PPs can work on the following channels.

SOCIAL MEDIA:

PPs can use the graphics provided to promote the uptake event on their official social media channels, while MESAP will share it on the CURIOST LinkedIn page.

WEBSITE:

PPs can use the graphics provided (eg. banner) to publish news on their website about the event, while MESAP will publish the information on the event section of the CURIOST Interreg website.

NEWSLETTER AND DIRECT E-MAIL:

PPs can use the graphics provided (eg. banner) to distribute newsletters to promote the uptake event. Additionally, PPs are encouraged to send direct emails to targeted companies to engage them and encourage participation in the workshop

ONLINE OR PRINTED ARTICLE:

PPs can promote the event on online or printed article. If you don't have agreement with media outlets, you can publish article on their website.

MATERIALS

MESAP will provide to PPs:

- SOCIAL MEDIA GRAFICS
- EVENT BANNER
- INVITATION TEMPLATE

--> Sharepoint D1.4.2 - Awareness Raising Uptake Workshops

Templates for awareness raising campaign

Registration form | invitation text
on-site & virtual | feedback survey
on-site | feedback box on-site

TEMPLATES FOR AWARENESS RAISING CAMPAIGN

- **3 templates included:**
 - Invitation text (on-site + virtual)
 - Registration form (on-site)
 - Feedback survey (on-site)
- All templates are in English, please **translate into the respective national language**
- **It is possible to adapt templates**

INVITATION TEXT (ON-SITE)

Please translate to your national language and modify if needed.

TEMPLATE -
INVITATION TEXT FOR ON-SITE WORKSHOPS (EN)



Invitation to Workshop: **WORKSHOP TITLE**

Dear

We are pleased to invite you to participate in the CURIOST on-site workshop, designed to support SMEs and midcaps in adopting strategic approaches to sustainable and circular product development.

What to expect:

- Introduction to the CURIOST strategy for digital and circular product development and design in the manufacturing industry
- Hands-on group work to develop sector-specific measures for the strategy uptake using creative methods
- Identification of key drivers and motivators for sustainable transformation
- Exchange of ideas and networking with peers from your industry sector
- Practical tools and inspiration for integrating circularity into your business models

Workshop details:

- Date: *please insert*
- Location: *please insert*
- Duration: *please insert*
- Participants: Company representatives from SMEs and small midcaps in the manufacturing industry
- Language: *please insert*
- Please note that within CURIOST, further activities with international exchange are planned in which input of companies is needed. Therefore, fluent English is helpful.
- Cost: Participation in the workshop is free of charge, lunch and coffee breaks are included. However, registration is required!

The CURIOST project is funded by the European Union. Further information on the project can be found at <https://www.interreg-central.eu/projects/curiost/?tab=home>

We look forward to your participation. Please register here/below/...

Template Invitation Text On-Site-Workshop.docx

REGISTRATION FORM

Please use your standard registration form + ...

MANDATORY FOR EVERY PARTNER/COUNTRY:

Confirmation box:

- By registering, I confirm that the above-mentioned company is not a company in difficulty within the meaning of Article 2(18) of Commission Regulation (EU) No 651/2014 of June 17, 2014.*

<https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32014R0651>

FREE CHOICE FOR EVERY PARTNER/COUNTRY:

- please keep in mind that we have to reach 140 companies in total for this deliverable:

Selection fields

*As a follow-up, we warmly invite you to the international MS Teams Meeting with companies from AT, SK, HU, PL, HR, IT, DE on **October 30th, 9am - 11am CET** to exchange about the results of the workshops and persistent systemic obstacles on an international level:*

- YES, please send me the MS Teams invitation for the virtual, international exchange. (free of charge)*
- NO, it is not possible for me to join.*

FEEDBACK SURVEY (ONLY FOR ON-SITE)

Please translate to national language and hand out the feedback survey physically to all participants at the end of the on-site workshop or send out an online form after your workshop.

  Co-funded by the European Union



FEEDBACK ON TODAY'S WORKSHOP "INSERT TITLE"

1. What I take away from the workshop are the following learnings:

- Circular economy strategies are essential for competitiveness and sustainability.
- Understanding drivers and motivators helps align strategy with company goals.
- Creative tools like Design Thinking help tailor sector-specific solutions.
- Collaboration and exchange enable innovation and new business ideas.
- Circular practices bring real economic and environmental benefits.

2. I am motivated to take part in a further workshop with other national companies in winter 2025/26 to develop a first mature (digital) circular prototype:

YES NO

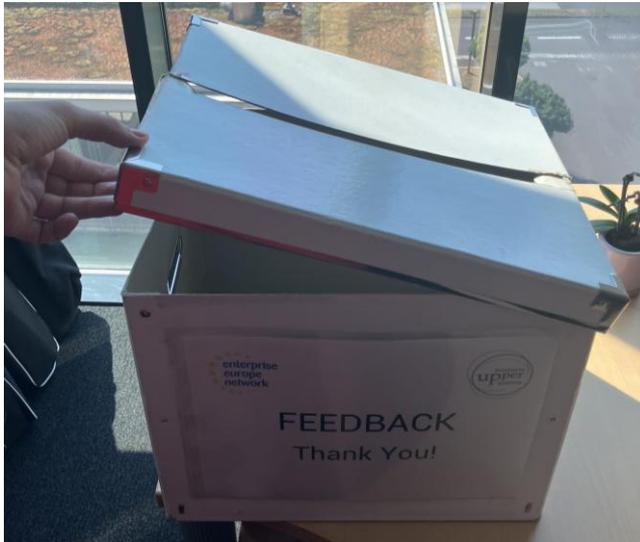
If YES, please leave us your contact details to get in touch with you (full name, phone, email, company):

THANK YOU FOR YOUR FEEDBACK AND COOPERATION!

Template_Feedback_Survey_On-Site-Workshop.docx

EXAMPLE FOR FEEDBACK BOX

Please collect the feedback surveys at the end of the on-site workshop, e.g. with feedback box, or send them out online.



Example for Feedback Box

CHECKLIST

1. **GDPR notice for photos/videos**
2. **Registration form incl. mandatory check box**
3. **Attendance list with signature**
4. **Presentation/USB stick backup**
5. **Event signage**
6. **Stationery (pens, highlighters, ...)**
7. **Roll-up banner**
8. **Agreements with suppliers (catering, venue, technicians)**
9. **Agenda**
10. **Materials for participants (e.g. flyer)**
11. **Printed canvases, post-its, blank papers**
12. **Feedback survey (printed for every participant or as an online-survey)**
13. **If wanted, feedback box**
14. **Follow-up e-mail with presentation and photo protocol of creative session(s)**
15. **E-mail invitation to international, virtual MS Teams session (for those who clicked “Yes” at registration)**



CURIOST



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

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