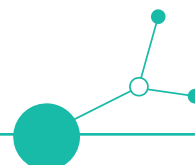


D.2.2.1

Transnational Pilot Strategy, Implementation and Evaluation



Version 2

05 2026





Digi-B-Well-Project

Acronym	Digi-B-Well
Title	Strengthening the capacities of SMEs, public authorities and sciences for digitalisation, digital age management and promoting digital well-being.
Project ID	CE0200785
Program	INTERREG CENTRAL EUROPE
Priority	P1 - Working together for a smarter Central Europe
Specific Objective	SO1.2 - Strengthening skills for smart specialisation, industrial transition and entrepreneurship in Central Europe
Start	01.06.2024
Duration	36 months
Website	https://www.interreg-central.eu/projects/digi-b-well/
Lead Partner	Kreis Primorje-Gorski Kotar (PGKC)
Consortium	Kreis Primorje-Gorski Kotar (PGKC) Alma Mater Studiorum - University of Bologna (UNIBO) Technical University of Ilmenau (TUIL) bwcon GmbH (BWCON) Chamber of Commerce and Industry of Slovenia (CCIS) Pannon Business Network Association (PBN) Bartislava University of Economics (EUBA) Regional Development Agency in Bielsko-Biela (ARRSA) City of Lucenec (CLC)



Transnational Pilot Strategy, Implementation and Evaluation

Quantity	D.2.2.1
Responsible partner	BWCON
Work Package	SS2
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RECOGNITION

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DISCLAIMER

The views and opinions expressed in this document reflect the views of the author only and the programme authorities of the European Union and Interreg CENTRAL EUROPE are not liable for any use made of the information contained therein."



Document History

VERSION	DATE	SUMMARY OF CHANGES	AUTHOR
1.0	04.05.2026	Basic document structure	bwcon
2.0	28.05.2026	Final revised document	bwcon



Summary

These results are part of Work Package 2 (WP2) of the Digi-B-Well project and document the design, implementation and evaluation of the transnational pilot phase for the Digi-B-Well digitization toolkit.

Building on the conceptual and structural development of Deliverable D.2.1.1, the pilot phase represents a crucial step towards validating the toolbox under real conditions in the triple helix sectors - small and medium-sized enterprises (SMEs), public authorities and academia. The aim is to ensure that the toolkit is not only theoretically sound, but also practically applicable, user-friendly and adaptable to different organisational contexts.

The pilot project follows a mixed approach that combines structured quantitative assessment with qualitative and narrative reflection formats. This design allows for a comprehensive assessment of usability, clarity, applicability, and impact, while capturing contextual insights into organizational realities and user experiences.

A particular focus is on digital wellbeing, including the detection and prevention of digital stress and burnout risks. These aspects are treated as integral parts of digital transformation processes and not as secondary considerations. The pilot project therefore explicitly integrates well-being into both the assessment framework and the qualitative assessment.

The results of the pilot phase form the empirical basis for the refinement and finalization of the Digi-B-Well toolkit and its integration into the transnational Digi-B-Well solution (D.2.1.3).



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D.2.2.1 TRANSNATIONAL PILOT STRATEGY, IMPLEMENTATION AND EVALUATION

1. INTRODUCTION

1.1 Context in the Digi-B-Well project

The Digi-B-Well project aims to strengthen the capabilities of organizations across Central Europe to manage digital transformation in an effective and human-centered way. In this context, the Digi-B-Well Toolkit serves as a core tool for assessing digital maturity, identifying organizational and individual challenges, and supporting decision-making processes.

After the conceptual development phase (activity A2.1), the project enters the pilot phase (activities A2.2 and A2.3), which focuses on testing and validating the toolkit in real organizational environments. This transition marks a shift from design to application, ensuring that the solutions developed are in line with practical requirements and constraints.

Activity 2.2 contributes significantly to the Digi-B-Well goal of strengthening the capacities of SMEs, public authorities and academic institutions for digitalization, digital era-fit management and digital well-being. Building on the digitalization methodology developed in WP1, the foresight scenarios and the analysis of regional capacities, the pilot strategy creates a structured framework for testing and validating practical solutions for digital transformation, upskilling and the prevention of digital stress and burnout.

1.2 Problem: Digital Transformation and Employee Wellbeing

The digital transformation is introducing new organizational structures, workflows and qualification requirements across sectors. While these transformations can increase efficiency, responsiveness, and innovation capacity, they also present significant challenges for employees, including:

- Digital congestion and constant connectivity,
- accelerated skill obsolescence,
- Increased cognitive load associated with new tools and platforms,
- Pressure to adapt to ever-changing digital environments.

These conditions can lead to digital stress, decreased job satisfaction and, in severe cases, burnout. At the same time, differences in digital readiness between generations, departments and organizational hierarchies require age-sensitive and context-aware approaches.

The triple helix environment makes this even more difficult, as each sector faces different digital maturity patterns, operational cultures, and resource constraints.

Therefore, organizations need structured, evidence-based tools to:



- Assessment of their current digital maturity,
- Identify digital stress and well-being risks among employees,
- assess skills gaps and upskilling needs;
- and select appropriate transformation paths that align with their strategic goals.

The Digi-B-Well Toolkit is designed to meet this need.

1.3 Objectives of the pilot phase

The pilot phase pursues several interrelated objectives. It aims to validate the usability and clarity of the toolkit, assess its applicability across sectors and countries, and assess the relevance and feasibility of its findings and recommendations. In addition, the pilot project seeks to identify patterns of digital stress and burnout risk, thus contributing to a deeper understanding of the human dimension of digital transformation.

Another goal is to generate structured and comparable data that can support the iterative refinement of the toolkit. This includes both quantitative results and qualitative insights gained from user experiences.

In addition, the pilot phase aims to prepare the requirements and framework conditions for the subsequent transnational pilot implementation in Activity A2.3 and to create a reliable basis for the further development of the Digi-B-Well solution.

1.4 Methodological approach

To achieve these goals, the pilot phase follows a mixed-methods design that integrates quantitative and qualitative approaches. Quantitative data is generated by the toolkit assessments and provides a structured basis for comparison between participants, sectors and countries. Qualitative data is collected through interviews, reflections and group discussions, which allows for a deeper examination of user experiences and contextual factors.

This combined approach ensures that the assessment captures both measurable results and subjective perceptions, thus supporting a comprehensive and user-centred assessment of the toolkit.

1.5 Connection to Activity 2.2 and project proposal

The transnational pilot strategy is a central component of Activity 2.2 and serves to prepare, structure and harmonise the pilot measures within the Digi-B-Well project. The strategy combines the results of upstream activities with practical implementation in the pilot countries and ensures that the project's goals of digital transformation, upskilling, organizational resilience and digital well-being are systematically addressed.



2. TRANSNATIONAL PILOT STRATEGY

2.1 Overview

The transnational pilot strategy establishes the methodological and organisational framework for testing the Digi-B-Well toolkit in the participating countries and sectors. It ensures a coherent approach to implementation, while allowing for sufficient flexibility to take into account local conditions and organisational specificities.

The strategy is designed to balance standardization and adaptability, thus enabling meaningful cross-country comparisons without compromising relevance to individual contexts.

2.2 Pilot Design Principles

The pilot strategy is guided by a set of core principles that ensure both methodological rigor and practical applicability in the diverse contexts of the Digi-B-Well project.

First, comparability between countries is a fundamental prerequisite for the pilot design. Given the transnational nature of the project, it is imperative that the data collected in different regions can be meaningfully analysed and interpreted consistently. To achieve this, a harmonised framework for pilot implementation, data collection and evaluation has been created. This includes standardised procedures, agreed assessment criteria and common documentation formats that allow for cross-country comparisons while maintaining sensitivity to contextual differences.

Secondly, the pilot project ensures the involvement of all triple-helix sectors, namely small and medium-sized enterprises (SMEs), public authorities and academia. This cross-sectoral approach reflects the project's goal of addressing the challenges of digital transformation holistically. By incorporating perspectives from these different organizational environments, the pilot captures a wide range of digital maturity levels, operational structures, and work cultures, increasing the relevance and transferability of results.

Thirdly, the methodological approach is based on a deliberate combination of quantitative and qualitative methods. Quantitative data generated by the toolkit assessments provide a structured and comparable basis for analysing patterns and trends between participants and regions. At the same time, qualitative methods such as interviews, guided reflections, and group discussions are integrated to capture contextual insights, subjective experiences, and nuanced feedback that cannot be fully represented by numerical data alone. This mixed-methods design allows for a more comprehensive understanding of both the functionality of the toolkit and its practical implications in real-world organizational contexts.

Finally, the integration of digital wellbeing as a core dimension is a central principle of the pilot strategy. Digital transformation is not only a technological or organizational process, but also a human one, with a significant impact on the well-being of employees. Therefore, special attention is paid to identifying digital stressors, understanding workload dynamics, and managing risks related to burnout. These aspects are systematically embedded in both



quantitative assessment and qualitative reflection processes, so that well-being is treated as an integral part of digital transformation rather than as a secondary or isolated issue.

Together, these principles create a coherent and robust foundation for the pilot phase, ensuring that the results are both science-based and practically relevant to the development of the Digi-B-Well toolkit.

2.3 Integrating Digital Wellbeing and Burnout Prevention

A central component of the pilot strategy is the systematic integration of digital well-being, with a particular focus on the identification and prevention of digital stress and burnout risks. While digital transformation offers significant opportunities to improve organizational efficiency and innovation capacity, it also brings new burdens on employees, including increased workloads, constant connectivity, and increasing complexity of digital tools and processes.

Against this background, the pilot design explicitly addresses these challenges by embedding well-being aspects in both the assessment framework and the qualitative reflection formats. The toolkit itself captures indicators related to digital needs and resources, enabling the identification of potential imbalances that can lead to stress or reduced well-being. However, since such phenomena are often context-dependent and cannot be fully measured by standardized instruments, the pilot extends this analysis to qualitative components.

Participants are therefore encouraged to reflect on their individual and organizational experiences with digital work, including perceived stressors, workload dynamics, and existing coping strategies. Particular attention is paid to understanding how organizational structures, communication practices, and leadership approaches influence wellbeing outcomes. In addition, the pilot project promotes discussion about possible preventive measures such as improved work organization, clearer digital processes and targeted support for employees.

By integrating these aspects throughout the pilot process, digital wellbeing is not treated as an isolated issue, but as a core dimension of digital transformation. This ensures that the toolkit is evaluated not only for its technical functionality, but also for its ability to contribute to healthier and more sustainable digital work environments.

2.4 Narrative Data Collection Approach

In addition to structured quantitative assessment, the pilot strategy includes a narrative data collection approach to capture participants' subjective experiences and contextual insights. This approach is based on the understanding that complex organizational phenomena - such as digital stress, workload perception or cultural aspects of digital transformation - cannot be fully represented by standardized questionnaires alone.

To address this limitation, the pilot integrates a number of qualitative methods, including conducted interviews, individual reflection exercises, and moderated group discussions. These formats provide participants with the opportunity to articulate their perspectives in their own words, generating rich and nuanced data that complements the toolkit's numerical outputs.



The narrative approach also plays a crucial role in identifying aspects that may not have been expected during the design phase of the toolkit. For example, participants can highlight specific organizational challenges, informal working practices, or sector-specific requirements that are not explicitly captured in the assessment model. Such insights are essential to refine the toolkit and ensure its relevance in different contexts.

In addition, the combination of narrative and quantitative data allows for a deeper interpretation of the results. By linking statistical patterns to lived experiences, the assessment can identify not only what problems exist, but also why they occur and how they are perceived by users. This contributes to a more comprehensive and user-centered understanding of digital transformation processes and their impact on well-being.

2.5 Target groups and target quotas

The pilot implementation follows the target group quotas defined in the Digi-B-Well application. The transnational pilot action addresses the three triple helix target groups and tracks the following minimum numbers:

- 30 SMEs
- 12 public authorities
- 15 representatives from science and universities

To ensure balanced sampling, project partners are encouraged to recruit about 20% more participants than the minimum requirement. Country coverage, age structure, organisational diversity and varying degrees of digital maturity are taken into account.

2.5 Sampling strategy

The sampling strategy for the pilot phase is designed to ensure broad and representative participation across the triple helix sectors and participating countries, while also taking into account practical constraints and organisational realities. The goal is not to achieve strict statistical representativeness, but rather to capture a diverse range of perspectives that reflect different organizational contexts, roles, and degrees of digital maturity.

Participants will be recruited from small and medium-sized enterprises, public authorities and academic institutions, so the pilot project will cover the full scope of the project's target groups. Within these sectors, emphasis is placed on involving people with different roles, responsibilities and levels of experience, such as managers, administrative staff, researchers and operational staff. This diversity allows for a more comprehensive assessment of the toolkit's performance across different user profiles.

Recruitment is based on the principle of "balanced sampling" in order to ensure the most balanced representation possible of different countries, age groups, types of organisations and levels of digitalisation.



Although the project aims to achieve a balanced distribution of participants across countries, sectors and demographics, it is recognised that such a balance cannot always be fully guaranteed, especially in the case of science, where participation structures can be more complex and less predictable. Therefore, the sampling strategy pursues a pragmatic approach that prioritizes diversity and transparency over strict representativeness.

To support the interpretation of the results, the composition of the sample is documented in a structured way, including information on sector, country and role (in anonymised form). This ensures that any constraints related to the sample survey can be clearly identified and taken into account during the evaluation phase. Overall, the strategy provides a solid foundation for generating meaningful insights while maintaining flexibility in implementation.

2.6 Pilot structure

The pilot phase follows a clearly defined and standardised structure that ensures consistency in all participating countries and at the same time allows for minor adjustments to local conditions. This structured approach is essential to achieve comparable results and maintain a coherent methodological framework throughout the project.

The process begins with a preparatory phase that includes participant recruitment, coordination of the organization, and the provision of necessary materials and guidance. At this stage, partners ensure that all logistical and methodological requirements are met, including clarifying roles, hosting workshops, and aligning with privacy and ethical standards.

The core of the pilot consists of workshop-based implementation sessions in which participants interact directly with the Digi-B-Well toolkit. These sessions are designed to combine individual assessments with interactive elements, allowing participants to both complete the toolkit and reflect on their experiences. The workshop format typically includes an introduction to the project and the toolkit, followed by an individual assessment and subsequent qualitative reflection activities.

After the implementation phase, data collection will be consolidated, including both quantitative results from the toolkit and qualitative inputs from interviews and discussions. This is followed by an evaluation phase in which the collected data is analysed and compared across countries and sectors. Particular attention is paid to identifying patterns, inconsistencies and opportunities for improvement.

Finally, the results of the pilot project will be synthesized and documented, which will form the basis for further refinement of the toolkit and its integration into the final Digi-B-Well solution. This structured process ensures that the pilot phase not only generates valuable data, but also directly contributes to the iterative development and validation of the toolkit. Digital transformation is closely related to increasing demands on employees, including workload, connectivity, and complexity of digital tools. These factors can contribute to digital stress and burnout.



3. PILOT IMPLEMENTATION

3.1 Overview

The pilot implementation represents the operational core of the validation process and translates the conceptual pilot strategy into concrete activities that are carried out in real organizational environments. It provides an opportunity to evaluate how the Digi-B-Well toolkit works when used by participants in realistic conditions and in their respective institutional contexts.

Implementation is taking place in multiple countries and sectors, making the toolkit accessible to different organizational environments and user groups. This cross-sectoral and transnational perspective is essential to assess the adaptability and robustness of the toolkit.

The implementation approach combines structured assessment with interactive and reflective elements. Participants engage with the toolkit individually and at the same time contribute to collective reflection processes. This dual approach enables both measurable evaluation and in-depth qualitative feedback.

Particular attention is paid to capturing experiences related to digital stress, workload and well-being. These aspects are central to understanding the human impact of digital transformation and are therefore systematically integrated into the implementation process.

3.2 Structure of the pilot workshops

The pilot workshops follow a standardized structure that ensures consistency at all locations. Each session includes an introduction, individual completion of the toolkit, qualitative reflection, group discussion and closing activities.

This structured format allows for a balanced combination of individual assessment and collaborative assessment, ensuring that both personal and collective perspectives are captured. Each session included:

This structure ensured a balanced combination of structured assessment and interactive reflection.

Each pilot follows a standardized structure:

Phase 1 - Introduction

Presentation of the project, the goals and the Digi-B-Well Toolkit.

Phase 2 - Individual Testing

Editing of the toolkit by the participants.

Phase 3 - Qualitative reflection

Interviews, reflections and discussion of personal experiences.

Phase 4 - Group discussion



Joint prioritization and evaluation of key findings.

Phase 5 - Evaluation

Bringing together qualitative and quantitative results.

3.3 Roles and responsibilities

Clear roles are defined to ensure effective implementation. Moderators lead the sessions, co-moderators support them, and documentation managers ensure systematic data collection.

This structured distribution of tasks contributes to the quality and consistency of the pilot process.

3.4 Data Collection and Documentation Protocol

A standardized data collection protocol will be applied at all pilot sites. This includes quantitative data from toolkit assessments, qualitative data from interviews and discussions, and observation notes.

All data is collected anonymously and processed in accordance with data protection requirements to ensure both ethical compliance and comparability.

3.5 Focus areas of testing

The pilot focuses on key dimensions such as usability, clarity, evaluation logic, applicability of recommendations, digital stress, and upskilling needs.

The pilot evaluation will focus on the following dimensions:

- Usability & Structure
- Results & Scoring
- Transformation & Benefits
- Well-being & Human Factors
- Technology & Infrastructure
- Implementation & Resources

These dimensions ensure a holistic assessment of both technical and human aspects of digital transformation.



4. PILOT EVALUATION AND RESULTS

4.1 Valuation approach

The assessment follows a mixed approach that integrates quantitative and qualitative data. This ensures a comprehensive analysis of both measurable results and user experiences.

4.2 Quantitative analysis

The quantitative assessment includes:

- Aggregation of Toolkit Values
- Comparison between sectors and countries
- Pattern recognition

4.3 Qualitative analysis

Qualitative data were analysed by means of thematic analysis, with a focus on:

- Usability issues
- Unclear questions
- Relevance of the recommendations
- Missing aspects

4.4 Terrain comparison

A harmonised assessment framework ensures comparability between pilot sites. Differences are analyzed in terms of contextual factors such as organizational structure and digital maturity.

4.5 Insights on digital stress and burnout

The assessment confirms that digital stress and burnout risks are significant concerns across all sectors. Participants report challenges related to workload, communication requirements and work-life balance.

The toolkit helps identify these issues, although further refinements are needed to strengthen its practical orientation.



4.6 Key areas for improvement

The pilot highlights the need for clearer wording, simplified structure, and improved recommendation logic. These results will inform the next phase of development.

4.7 Recommendations for the further development of the toolkit

The evaluation results serve as the basis for the further development of the Digi-B-Well Toolkit. Particular attention will be paid to improving the user experience, the comprehensibility of recommendations, the consideration of sector-specific requirements and the greater integration of aspects of digital well-being.



5. CONCLUSION AND HANDOVER TO A2.3

5.1 Summary of the pilot phase

The pilot phase confirmed the fundamental suitability of the Digi-B-Well toolkit for use in different organizational contexts of the triple-helix sectors. Testing in several countries and organisation types showed that the toolkit offers a structured approach to assessing digital maturity, identifying upskilling needs and promoting digital wellbeing.

Particularly noteworthy is the successful integration of aspects of digital wellbeing and burnout prevention into the digital transformation process. The combination of quantitative assessments and qualitative reflection methods enabled a comprehensive analysis of both measurable results and individual user experiences.

The insights gained form a solid basis for further optimization of the Digi-B-Well toolkit and its integration into the transnational Digi-B-Well solution. At the same time, they provide valuable information for the practical implementation of digital transformation processes in SMEs, public authorities and scientific institutions.

5.2 Recommendations and Handover to Activity A2.3

The pilot strategy developed within the framework of Activity 2.2 forms the methodological and organisational framework for the implementation of the transnational pilot measures in Activity 2.3. It defines the target groups, recruitment procedures, evaluation methods as well as quality, documentation and data protection standards for further pilot implementation.

For Activity 2.3, it is recommended that the developed pilot concept and the harmonised evaluation procedures be consistently applied in all partner countries in order to ensure a comparable data basis and consistent implementation. Particular attention should be paid to the assessment of digital transformation capabilities, digital well-being, upskilling needs and age-appropriate working conditions.

The results of the pilot phase are to be used to further develop the Digi-B-Well toolkit, increase its practicality and create the basis for recommendations for action and action plans to promote sustainable and human-centered digital transformation in Central Europe.

5.3 Outlook

The implementation of Activity 2.3 will enable the practical validation of the Digi-B-Well solution in real-world application environments. The lessons learned will contribute to the further refinement of the toolkit and support its long-term applicability and transferability.

In the long term, Digi-B-Well is intended to support organizations in combining digital transformation with organizational resilience, continuous skills development and digital well-

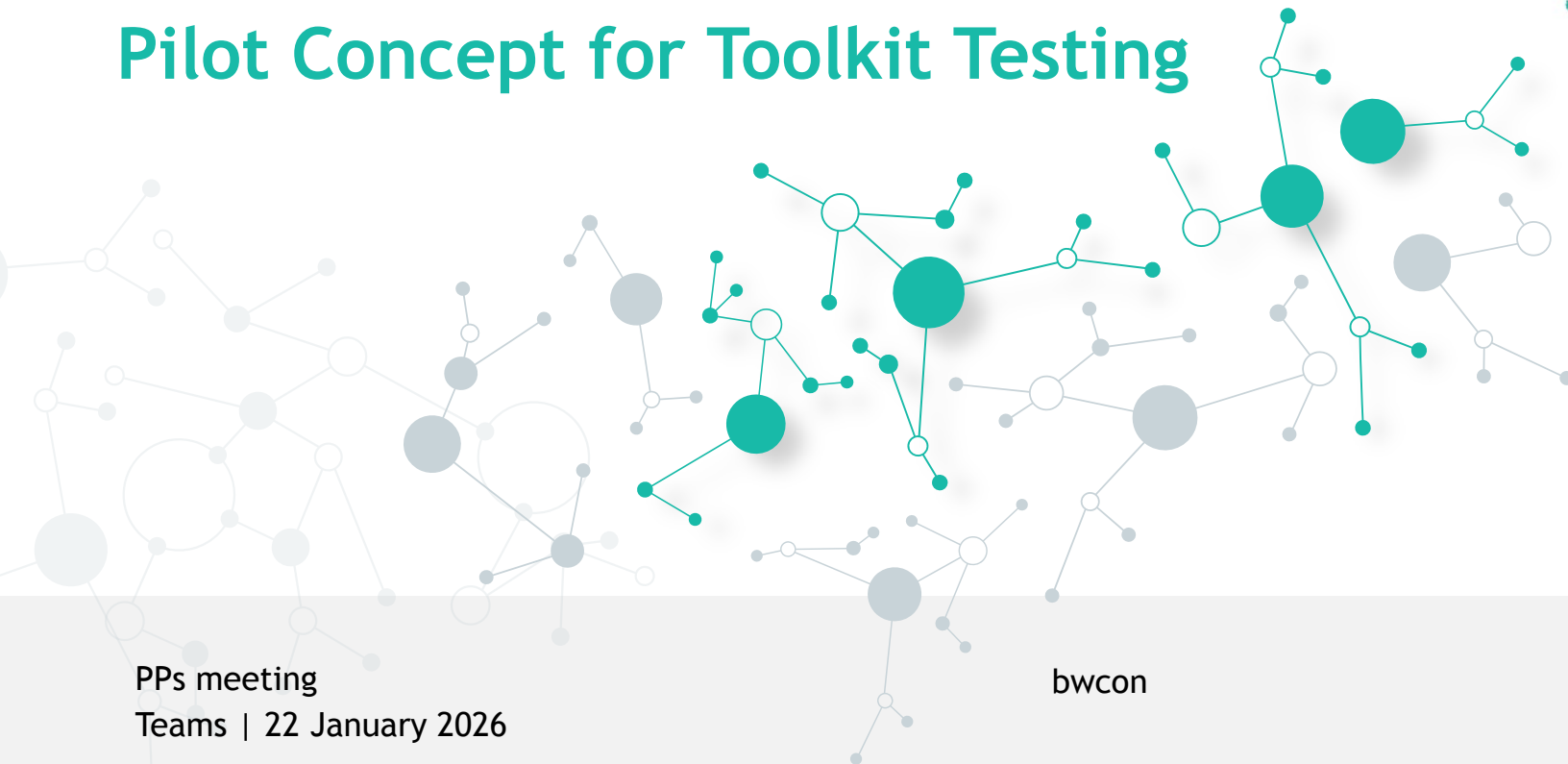


being. In this way, the project contributes to the creation of sustainable, healthy and future-proof working environments in Central Europe.

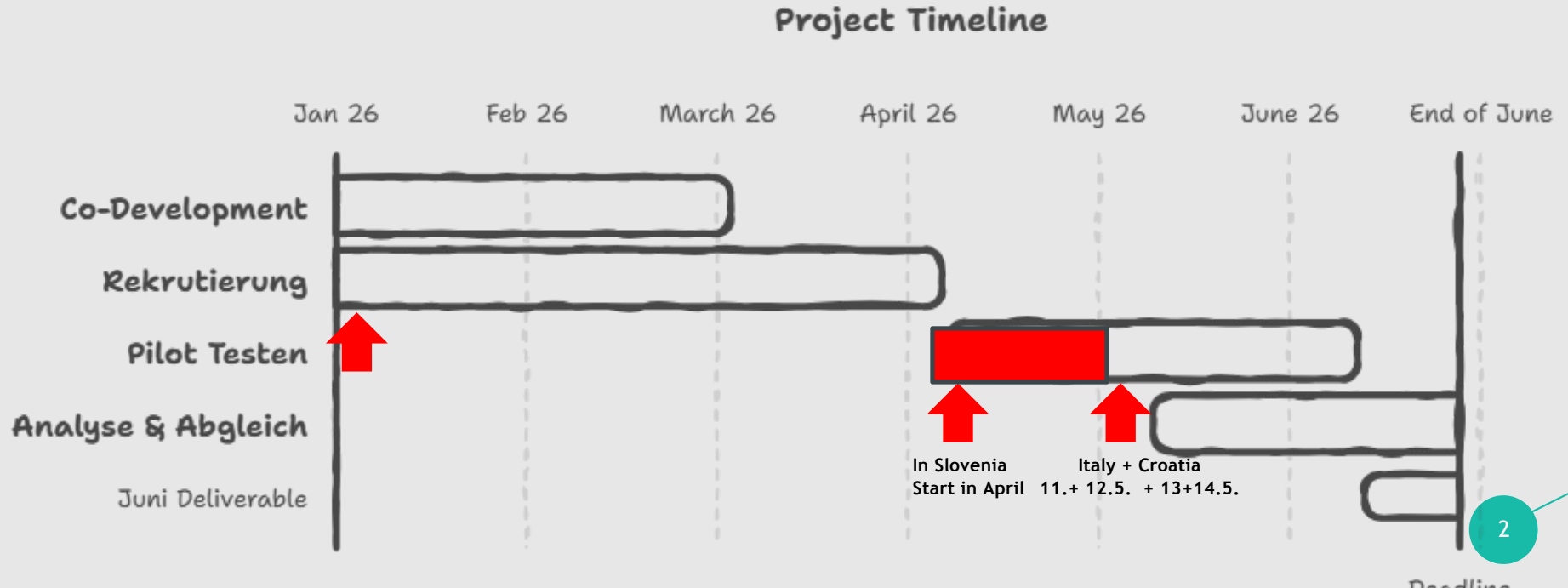


Annex 1: Pilot Concept for Toolkit Testing presentation

Pilot Concept for Toolkit Testing



PROJECT TIMELINE - OUR SUGGESTION



Content of the pilot concept

CONTENT OF THE PILOT CONCEPT

- Roadmap Testing
- Sampling / Recruiting (balanced sampling & age aspects)
- Pilot methodology
- Roles of the Triplets
- Evaluation Framework
- Ethics & Privacy
- Cultural and linguistic adaptations

1. PREPARATION & CO-DEVELOPMENT

- Kick-off-Meeting
- Joint vote on:
 - Pilot goals
 - Aspects of the toolkit to test
 - Distribution of roles
- Creation of the first structure of the pilot concept
- Definition of the target group + ensure minimum number
30 SMEs / 12 Public Authorities / 15 Academia
- Clarifying Ethics & Data Protection (A2.2)

-> Result: Version 1 of the pilot concept

TARGET GROUP

Target group (Triplet)	Countries	Minimum number
SMEs (KMU)	DE, HU, SI	min. 30 SMEs (min. 10 /PP)
Public Authorities	HR, SK, PL	min. 12 Public Authorities (min. 4 /PP)
Academia	DE, IT, SK	min. 15 University representatives (min. 5 /PP)

Recommendation:
please recruit approx.. 20% more participants then needed

2. RECRUITING / ORGANIZATIONAL PREPARATION

Obligation from the project plan: "balanced sampling" & country coverage

Steps:

- Each partner organization recruits its local participants
- Ensuring:
 - ☐ Country coverage (e.g. DE-HU-SI)
 - ☐ Age aspects
 - ☐ Sector-specific requirements
- Set the date and location for the physical workshop pilot meeting (SI/HR/IT depending on the triplet)

->Outcome of this phase: list of pilot organisations + final implementation plan

3. ON-SITE IMPLEMENTATION

Mandatory according to the project: Pilots take place hybrid / face-to-face + interviews in regions
Steps:

- Implementation of a pilot workshop in the main country:
 - SMEs → Slovenia, Kranjska Gora (Hotel Ramada), 21. + 22. April 26
 - Public Authorities → Croatia, Opatija, 13 + 14 May 2026
 - Academia → Italy, Bologna, 11. + 12. May 26
- Participants take the Digi-B-Well Toolkit Assessment
- Moderated group reflections
- Additional interviews in all triplet countries
- Collection of qualitative data:
 - Usability
 - Understanding of questions
 - Result logic
 - Relevanz der Empfehlungen
 - digital stressors
 - Teleworking culture
 - Upskilling Needs (A2.3)

->Outcome of this phase: All raw data and interview results

4. DATA EVALUATION & TRIPLET MATCHING

Mandatory according to A2.3: joint reflection & comparison

Steps:

- Quantitative analyses (toolkit results)
- Qualitative evaluation of the interviews
- Comparison between countries
- Identification of:
 - Errors
 - Unclear questions
 - Scoring problems
 - Potential for improvement
- Creation of a triplet review round - each country presents its findings

-> Outcome of this phase: Final results of the pilot + inputs for the revision of the toolkit (D.2.1.3)

Roadmap for testing - Phase 3: On-site implementation

SETTING - SMES

- Target group: SMEs
- Number of testers: minimum 30 SMEs, we recommend to activate more
- Duration: app. 3 hours, (e.g. Start at 1 PM, Coffeebreak, End at 4PM)
- Format: individual testing and interactive reflection/exchange
- Location: Slovenia, Kranjska Gora (Hotel Ramada)
- Implementation period: 21.April 2026
- **Partners** **DE (bwcon), HU (PBN), SI (GZS)**

SETTING - ACADEMIA

- Target group: Academia
 - Number of testers: minimum 15 University representatives, we recommend to activate more
 - Duration: app. 3 hours, (e.g. Start at 1 PM, Coffeebreak, End at 4PM)
 - Format: individual testing and interactive reflection/exchange
 - Location: Italy, Bologna
 - Implementation period: 11. - 12. May 2026
-
- Partners: D (University Illmenau), I (Unibo), SK (EUBA)

SETTING - PUBLIC AUTHORITIES

- Target group: Public Authorities
- Number of testers: minimum 12 Public Authorities, we recommend to activate more
- Duration: app. 3 hours, (e.g. Start at 1 PM, Coffeebreak, End at 4PM)
- Format: individual testing and interactive reflection/exchange
- Location: Croatia
- Implementation period: April 13th - 14th May
-
- **Partners** HR, SK, PL

OBJECTIVE OF THE WORKSHOP

- Pilot testing of the Digi-B-Well Toolkit at SMEs
- Collection of qualitative and quantitative data on usability, comprehensibility, practicality, and transformation models
- Preparation of the basis for project-wide evaluation

Outcome:

- Raw data from toolkit assessments
- Qualitative interview results
- Identified upskilling needs and digital stress factors
- Feedback on clarity, relevance, and usability

WHAT SHOULD BE TESTED?

According to A2.3, pilots need to check the following points:

- Clarity of questions
- Comprehensiveness
- Scoring & interpretation of results
- Practicality of transformation models, relevance of recommendations
- Digital culture & teleworking
- (Digital) stress factors and burnout risks
- Upskilling needs
- Usability

STRATEGIC ALIGNMENT

- The Digi-B-Well toolkit is based on the transnational digitalisation strategy (WP1)
- Pilot testing must validate alignment with the 3 pillars of digital transformation:
 1. Digital-era-fit management & operations
 2. Digital culture, teleworking & well-being
 3. Technologies & infrastructure
- Testing ensures that the toolkit:
 - ☐ supports real transformation processes
 - ☐ contributes to digital well-being
 - ☐ is applicable across the triple helix

EXTENDED TESTING FRAMEWORK

1. Tool functionality

- Usability & navigation
- Clarity of questions
- Length & effort

2. Results & decision support

- Transparency of scoring
- Interpretability of results
- Actionability of recommendations
- Support for decision-making

3. Transformation & organisational impact

- Coverage of management & organisational change
- Practicality of transformation models
- Fit to organisational structures

4. Well-being & human factors

- Digital stress & burnout risks
- Contribution to digital well-being
- Work-life balance & teleworking culture
- Age sensitivity

TECHNOLOGY & INFRASTRUCTURE DIMENSION

Does the toolkit adequately assess:

- ☐ digital infrastructure
- ☐ technological readiness
- ☐ integration of digital tools

Are recommendations:

- ☐ technically feasible?
- ☐ realistic for SMEs / PAs / Academia?

Does the tool reflect different levels of digital maturity?

CAPACITY & FEASIBILITY OF IMPLEMENTATION

- Are required skills, capacities and resources realistic?
- Can organisations:
 - ☐ implement recommendations with existing resources?
 - ☐ identify clear next steps?
- Are upskilling needs clearly defined and actionable?

TRIPLE-HELIX DIFFERENTIATION - APPLICABILITY ACROSS THE TRIPLE HELIX

- Does the toolkit work equally well for:
 - SMEs
 - Public Authorities
 - Academia
- Are there differences in:
 - Usability
 - relevance of results
 - applicability of recommendations
- Are adaptations needed per target group?

FROM TESTING TO IMPACT

- Does the toolkit enable:
 - ☐ better decision-making
 - ☐ improved digital transformation processes
 - ☐ measurable improvements in digital well-being
- Does it:
 - ☐ increase employee engagement?
 - ☐ reduce digital stress risks?
- Can results be transferred into:
 - ☐ action plans
 - ☐ policy recommendations

PREPARATION

- Select participants
- Invite participants
- Send reminders
- Prepare rooms
- Check technology
- Provide materials (laptop, projector, handouts, Toolkit Access)
- set up toolkit test accounts

Materials

- Digi-B-Well toolkit (digital or print)
- Feedback forms / follow-up survey → Interactive methods for encouraging discussion
- Interview guide for structured conversation

ROLES DURING THE WORKSHOP

- Moderation: Moderating workshops, leading discussions
- Co-moderation: Supporting the moderator
- Minutes and documentation: Documenting results, taking minutes, and photo documentation
- Participant support: Assisting participants, providing technical assistance if necessary

TESTING AGENDA PROPOSAL

Agenda point	purpose	method
Welcome & Overview	Explain workshop objectives, schedule, roles; gather participants' expectations	Short presentation and interactive question about expectations
Digi-B-Well Toolkit Assessment	collect quantitative data	Independent filling out by participants
Individual reflection	Collecting individual opinions	Interview with reflective questions
Moderated group reflection	Discussion on usability, comprehensibility, completeness, result logic	Collecting on Post-its and evaluating on prepared canvas
Collecting and prioritizing the results	Identify common key points, prioritize categories, and note open questions	Post-it collection, dot voting for prioritization
Next steps and follow-up	Giving a preview	
Acknowledgements, possibly recommendations for free-time activities	Acknowledgements, possibly recommendations for free-time activities	

WELCOME & OVERVIEW

- Presentation of the overall project
- Clearly outline the objective of the pilot test and its relevance to the overall project
- Highlight the role of participants as co-creators
- Ensure transparency regarding the process and timeline

Output:

- Joint understanding of the objective and approach
- Engaged, participating group

DIGI-B-WELL TOOLKIT ASSESSMENT

- **Objective:** Shared knowledge base, clear testing approach

Method:

- **Guided Walkthrough (Live-Demo)**

Brief introduction to::

- ☐ Toolkit structure
- ☐ Question logic & scoring
- ☐ Transformation models & recommendations

Output:

- Clarity regarding testing criteria
- Confidence in using the tool

INDIVIDUAL TOOLKIT TESTING (QUANTITATIVE)

- **Objective:** Collection of quantitative data + personal user experience

Method:

- Independent work with the toolkit
- Moderation & co-moderation available to answer questions
- Observations (e.g., obstacles) documented in parallel

Key questions for participants (displayed visibly):

- Were the questions clear and understandable?
- Did the length feel appropriate?
- Was the scoring comprehensible?

Output:

- Completed toolkit assessments
- Initial usability observations

INDIVIDUAL REFLECTION - INTERVIEWS

Objective: Detailed qualitative insights

Method (parallel, je nach Gruppengröße):

- Short interviews (10-12 min.) based on a guideor
- Tandem reflection with guiding questions, moderated support

Leading questions (examples):

- What was especially helpful?
- What was more irritating?
- Where do you see the greatest practical benefit?
- Which topics (e.g., stress, teleworking, upskilling) were covered well/poorly?

Output:

- Qualitative statements
- Specific suggestions for improvement

MODERATED GROUP REFLECTION AND PRIORITIZATION

Objective: Collate and consolidate the results

Method:

- Integrate insights from individual interviews
- Small group work (3-5 people): using moderation cards for categories:
 - > Usability
 - > Comprehensibility
 - > Practicality
 - > Relevance of recommendations
 - > Missing aspects
- Clustering and prioritization in plenary session by Dot voting: What is critical? What was particularly successful?

Role of the moderator:

- Structure the discussion
- Highlight different perspectives
- Pay attention to specific examples (“What exactly was the reason for that?”)

Output:

- Prioritized feedback topics
- Clearly identified areas for improvement

ADD PLAN B

- If the correct target amount is not hit, then

Plan B

- ☐ Face to face in the testing countries
- ☐ Hybrid at the same day e.g. 21st
- ☐ Add it in the round tables face to face separatly in the countries

For SMEs hardest because of the long travel -> hybrid suggested, argumentation:

- ☐ econimoc situation for SMEs is hard actually
- ☐ CEOs and other leaders miss two working days