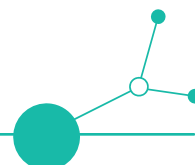


D.2.4.1

Promotion activities aimed at
engaging target groups into pilot
actions



Version 2
05 2026





Digi-B-Well Project

Acronym	Digi-B-Well
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Consortium	Primorje-Gorski Kotar County (PGKC) Alma Mater Studiorum - Università di Bologna (UNIBO) Technical University Ilmenau (TUIL) Bwcon (bwcom) Chamber of Commerce and Industry of Slovenia (CCIS) Pannon Business Network Association (PBN) University of Economics in Bartislava (EUBA) Regional Development Agency in Bielsko-Biela (ARRSA) City Lucenec (CLC)



Promotion activities aimed at engaging target groups into pilot actions

Number	D.2.4.1
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Document History

VERSION	DATE	SUMMARY OF CHANGES	AUTHOR
0.0	13.04.2026	Basic document structure	CLC
1.0	28.05.2026	The first draft of the Report	CLC
2.0	31.05.2026	Integrated final feedback round	CLC



Summary

This report, Deliverable D.2.4.1, forms part of Work Package 2 (WP2) of the Digi-B-Well project.

Structure and Content

Activity 2.4 focused on the implementation of communication and promotional activities aimed at raising awareness about digital transformation and digital well-being while actively engaging stakeholders in the project's pilot activities.

The activity was implemented through:

- organisation of round tables,
- communication campaigns,
- media activities,
- social media engagement,
- direct involvement of triple helix stakeholders.

CONTENT OF THE ACTIVITY

Round Tables

The core part of the activity consisted of round tables organised by project partners, including PP9 - Lučenec

1. Discussion topics included:

- digital transformation of organisations,
- digitalisation of public administration,
- digital well-being,
- digital stress and burnout risks,
- organisational and managerial communication,
- needs of SMEs and employees,
- organisational readiness for digital changes.

2. Target groups involved:

- public authorities,
- SMEs,
- academia and research institutions,
- professional community,
- NGOs and other stakeholders.

Communication Activities

1. Media outputs:

- press releases,
- project presentations,
- media interviews,
- promotion of project results.

2. Online communication:



- social media activities,
- dissemination of outputs,
- awareness raising campaigns,
- promotion of events.

Stakeholder Engagement

The activity aimed to:

- engage stakeholders in pilot actions,
- support participation and cooperation,
- collect qualitative data,
- identify regional and organisational needs.

Overview and Outlook

1. Implemented outputs:

- organisation of round tables,
- stakeholder discussions,
- facilitated workshops,
- questionnaires and surveys,
- press releases,
- social media outputs,
- reporting and documentation.

2. Identified topics:

- the need to support digital well-being,
- insufficient organisational preparedness,
- the need to improve internal communication,
- the importance of managerial support,
- the need for training and practical methodologies.

3. Main findings:

- digitalisation is perceived as necessary,
- well-being is often underestimated,
- organisations require practical tools and guidance,
- stakeholders appreciate participatory approaches.

Activity significantly contributed to:

- raising awareness about digital transformation,
- opening discussions on digital well-being,
- engaging triple helix stakeholders,
- identifying regional needs and challenges.

The results of the activity provide an important basis for implementing pilot actions and further developing solutions within the Digi-B-Well project at both regional and transnational levels.



Contents

DIGI-B-WELL PROJECT	I
JOINT DESIGN OF THE DIGI-B-WELL DIGITALISATION TOOLKIT	II
DOCUMENT HISTORY.....	IV
SUMMARY	V
CONTENTS	VII
1. INTRODUCTION	1
1.1. CONTEXT OF ACTIVITY 2.4 WITHIN THE DIGI-B-WELL PROJECT.....	1
1.2. CONTEXT OF ACTIVITY 2.4 WITHIN THE DIGI-B-WELL.....	2
2. THEORETICAL BACKGROUND OF THE DIGI-B-WELL PROJECT	2
2.1. DIGITAL TRANSFORMATION IN CONTEMPORARY ORGANISATIONS.....	2
2.2. DIGITAL WELL-BEING AND WORKPLACE ENVIRONMENT	3
2.3. THE TRIPLE HELIX APPROACH AND STAKEHOLDER ENGAGEMENT	3
3. ACTIVITY 2.4 - PROMOTION ACTIVITIES AIMED AT ENGAGING TARGET GROUPS INTO PILOT ACTION.....	3
3.1. OBJECTIVES OF THE ACTIVITY	3
3.2. METHODOLOGICAL FRAMEWORK	4
3.3. TARGET GROUPS AND STAKEHOLDERS	4
4. ACTIVITY 2.4 - PROMOTION ACTIVITIES AIMED AT ENGAGING TARGET GROUPS INTO PILOT ACTION.....	5
4.1. ROUND TABLES AND FACILITATED DISCUSSIONS.....	5
4.2 COMMUNICATION AND AWARENESS-RAISING ACTIVITIES.....	5
4.3 QUESTIONNAIRE SURVEYS AND QUALITATIVE DATA COLLECTION	5
5. IMPLEMENTATION OF PROMOTIONAL AND AWARENESS-RAISING ACTIVITIES	6
5.1 OVERVIEW OF IMPLEMENTED PROMOTIONAL ACTIVITIES	6
5.2 TRANSNATIONAL VALUE AND PARTNER DIVERSITY	6
5.3 PARTICIPANTS AND TARGET GROUPS REACHED	7
5.4 ROUNDTABLES AND AWARENESS-RAISING EVENTS	7
5.5 MEDIA AND SOCIAL MEDIA ACTIVITIES	8
6. MAIN FINDINGS AND RESULTS OF THE ACTIVITY	8
6.1 ORGANISATIONAL READINESS FOR DIGITALISATION.....	8
6.2 DIGITAL WELL-BEING AND DIGITAL STRESS	8
6.3 ORGANISATIONAL AND MANAGERIAL COMMUNICATION.....	9
6.4 MAIN RESULTS INCLUDED:	9
ACTIVITY 2.4 BROUGHT SEVERAL SIGNIFICANT RESULTS AT BOTH REGIONAL AND INTERNATIONAL LEVELS.	9
6.5 BENEFITS OF THE ACTIVITY.....	9
7. STAKEHOLDER ENGAGEMENT AND PARTICIPATORY APPROACH	10
8. CHALLENGES AND IDENTIFIED LIMITATIONS.....	10
9. RECOMMENDATIONS AND FUTURE DEVELOPMENT	10
10. CONCLUSION	11
11. OVERALL SUMMARY OF ACTIVITY 2.4 - DESCRIPTION.....	11
12. REFERENCES	12
ANNEX 1: CLC COMMUNICATION PLAN WP2	13



A. MEDIA CONTENT	15
B. POST TEMPLATES	16
C. VISUAL TEMPLATES	17
ANNEX 2: ROUND TABLES	18
ANNEX 3: EVALUATION SHEET AND SUPPORTING DOCUMENTATION	23
SOME PHOTOS FROM THE ROUND TABLES ACTIVITY:	23



D.2.4.1 PROMOTION ACTIVITIES AIMED AT ENGAGING TARGET GROUPS INTO PILOT ACTIONS

1. Introduction

1.1. Context of Activity 2.4 within the Digi-B-Well project

Digital transformation currently represents one of the most significant challenges affecting organisations, public institutions, businesses, and society as a whole. The rapid development of digital technologies, automation, online communication tools, and hybrid working models has fundamentally changed working environments and the functioning of organisations. At the same time, these developments create new risks related to psychological pressure, information overload, digital stress, and employee well-being.

The Digi-B-Well project, implemented under the Interreg Central Europe Programme, addresses current challenges related to digital transformation in organisations, public administration, and working environments. The project focuses on supporting sustainable digitalisation while simultaneously emphasizing mental health protection, digital well-being, and the prevention of digital stress and burnout.

One of the key themes of the project is the need to find a balance between the increasing demands of digitalisation and the ability of organisations and individuals to adapt to digital changes without negative impacts on the working environment and quality of life.

The project applies the triple helix approach, connecting:

- public authorities,
- the business sector (SMEs),
- academia and research institutions.

This cooperation aims to develop joint solutions, promote the exchange of experiences, and engage stakeholders in designing pilot activities and strategies focused on digital well-being.

Activity A.2.4 focuses on the design and development of the Digi-B-Well digitalisation toolkit, which supports organisations across the Triple Helix ecosystem (public sector institutions, industry actors, higher education and research organisations) in advancing digital transformation while safeguarding and enhancing employee well-being.

This activity builds upon the conceptual foundations and digital-era-fit operational models developed in work package 1, which outlines models for organisational change and capability transformation in the digital age. The toolkit designed under A2.4 serves as the practical translation of these conceptual models into a usable, accessible self-assessment and guidance instrument.

The output of A.2.4 (this Deliverable D.2.4) will subsequently inform:

- D.2.4.1 - Promotion activities aimed at engaging target groups into pilot actions



1.2. Context of Activity 2.4 within the Digi-B-Well

Activity 2.4 - Promotion activities aimed at engaging target groups into pilot actions represents an important part of the project's communication and participation activities. Its main objectives were to:

- raise awareness about digitalisation and digital well-being,
- engage stakeholders in project pilot activities,
- support dialogue between sectors,
- identify needs, barriers, and recommendations for the implementation of digital solutions.

Within this activity, the following were implemented:

- round tables,
- stakeholder discussions,
- media and communication campaigns,
- social media activities,
- project presentations and networking events.

The activity also contributed to:

- the collection of qualitative data,
- the identification of regional needs,
- the preparation of pilot solutions,
- the development of recommendations for the further advancement of digital well-being in organisations.

The Digi-B-Well project therefore creates a platform for international cooperation and supports the development of inclusive, sustainable, and human-centred digital transformation across Central European regions. The purpose of this document is to analyse the methodological framework, implementation process, stakeholder involvement, results, and recommendations arising from Activity 2.4. Particular attention is devoted to the diversity of involved partners, the participatory approach applied within the project, and the importance of international cooperation in addressing current digital challenges in Central European regions.

2. Theoretical background of the Digi-B-Well project

2.1. Digital Transformation in Contemporary Organisations

Digital transformation has become a strategic priority for organisations across both the public and private sectors. The integration of digital tools and technologies into organisational processes aims to improve efficiency, communication, service accessibility, and competitiveness. However, successful digital transformation requires not only technological adaptation but also organisational readiness, managerial support, employee engagement, and the development of digital competences.

In many organisations, digital transformation is associated with organisational change, restructuring of workflows, and the introduction of new communication systems. These processes often influence employees' work habits, workload, and overall workplace experience.



2.2. Digital Well-Being and Workplace Environment

Digital well-being refers to the ability of individuals and organisations to maintain a healthy, balanced, and sustainable relationship with digital technologies. Increasing digitalisation may contribute to several negative effects, including digital overload, stress, fatigue, burnout, and decreased work-life balance.

The concept of digital well-being therefore emphasises the importance of supportive organisational cultures, effective communication, psychological safety, and managerial awareness regarding the impact of digitalisation on employees.

2.3. The Triple Helix Approach and Stakeholder Engagement

The Digi-B-Well project applies the triple helix model, connecting public administration, the business sector, and academia. This approach enables multidisciplinary cooperation and facilitates the exchange of experiences, knowledge, and practical solutions among different stakeholders.

Stakeholder engagement plays an essential role in identifying regional needs, barriers, and opportunities related to digital transformation and digital well-being.

3. Activity 2.4 - Promotion activities aimed at engaging target groups into pilot action

3.1. Objectives of the activity

The main objective of Activity 2.4 was to raise awareness about digital transformation and digital well-being while actively engaging stakeholders in pilot actions implemented within the Digi-B-Well project.

The activity also aimed to strengthen cooperation between stakeholders from different sectors and participating regions. An important objective was to create a participatory environment where representatives of public administration, SMEs, academia, NGOs, and experts could openly discuss the challenges and opportunities related to digital transformation and digital well-being. The activity further supported the identification of organisational needs, barriers, and practical recommendations that may contribute to the successful implementation of pilot actions and sustainable digitalisation strategies.

- support dialogue between sectors,
- identify organisational needs and challenges,
- collect qualitative data,
- disseminate project outputs,
- strengthen stakeholder participation.



3.2. Methodological framework

The methodological framework of the activity was based on a participatory and qualitative approach that emphasised active stakeholder involvement, exchange of experiences, and collaborative problem-solving. The implementation combined moderated discussions, awareness-raising activities, communication campaigns, networking opportunities, and qualitative data collection methods. This approach enabled participants to share practical examples, identify organisational challenges, and formulate recommendations for future pilot activities and digital well-being strategies.

- round tables,
- facilitated discussions,
- workshops,
- questionnaire surveys,
- networking activities,
- communication campaigns.

The methodology emphasised inclusiveness, stakeholder participation, exchange of experiences, and collaborative problem-solving.

3.3. Target groups and Stakeholders

The activity involved representatives from several sectors and institutional backgrounds. Participants included representatives of public authorities, municipalities, SMEs, universities, research institutions, NGOs, and experts focusing on digitalisation and organisational communication. The diversity of stakeholders contributed significantly to the multidisciplinary nature of discussions and enabled the identification of common regional and organisational challenges across Central European regions.

- public authorities,
- municipalities and regional institutions,
- SMEs,
- universities and research organisations,
- NGOs,
- experts and facilitators.

The diversity of stakeholders contributed to the multidisciplinary nature of discussions and enabled the identification of common regional challenges.



4. Activity 2.4 - Promotion activities aimed at engaging target groups into pilot action

4.1. Round Tables and Facilitated Discussions

Round tables represented one of the core implementation tools within Activity 2.4 and created space for open dialogue and exchange of experiences among stakeholders from different sectors. The discussions focused not only on technical aspects of digital transformation, but also on organisational communication, employee adaptation to digital changes, digital well-being, and risks connected to digital stress and burnout. The participatory format encouraged active involvement of participants and supported the collection of qualitative insights relevant for the development of pilot activities and practical recommendations.

- organisational digitalisation,
- digital well-being,
- communication strategies,
- managerial support,
- employee adaptation to digital change,
- risks of digital stress and burnout.

The discussions were organised in a participatory manner and encouraged active involvement of all participants.

4.2 Communication and Awareness-Raising Activities

Communication and awareness-raising activities formed an important part of the implementation process and significantly contributed to the visibility of the Digi-B-Well project. Partners actively disseminated information through press releases, project presentations, online communication channels, networking activities, and social media campaigns. These activities supported stakeholder engagement, increased public awareness about digital well-being, and strengthened the dissemination of project objectives and outputs across participating regions.

- press releases,
- social media campaigns,
- dissemination of project outputs,
- networking events,
- presentations and public discussions.

These activities contributed to increasing awareness about the Digi-B-Well project and promoted broader stakeholder involvement.

4.3 Questionnaire Surveys and Qualitative Data Collection

Questionnaires, surveys, and evaluation forms were used as important qualitative tools for collecting information from participants and stakeholders. The collected feedback helped identify



organisational readiness for digitalisation, communication barriers, managerial challenges, and employee needs related to digital well-being. The results also provided valuable insights for the preparation of future pilot solutions and recommendations for sustainable digital transformation.

- organisational readiness,
- communication processes,
- managerial support,
- employee well-being,
- digital challenges.

The collected data served as an important basis for pilot activities and future recommendations.

5. Implementation of Promotional and Awareness-Raising Activities

One of the most important aspects of the Digi-B-Well project was the diversity of project partners and participating stakeholders. The project involved organisations from different Central European countries representing various institutional, cultural, and professional backgrounds.

This diversity enabled:

- international exchange of experiences,
- comparison of regional approaches,
- identification of common barriers,
- sharing of good practices,
- development of joint recommendations.

International meetings and testing activities also strengthened cooperation between project partners and supported transnational learning.

5.1 Overview of Implemented Promotional Activities

During the reporting period, partners implemented a broad range of communication and awareness-raising activities aimed at engaging stakeholders in pilot actions and increasing awareness of digital transformation and digital well-being. The activities combined online communication, stakeholder engagement, media dissemination, and participatory events across several Central European regions. The implementation focused on ensuring visibility of the Digi-B-Well project while strengthening cooperation between public authorities, SMEs, academia, and civil society organisations.

5.2 Transnational Value and Partner Diversity

One of the major strengths of the Digi-B-Well project was the diversity of participating partners and the strong transnational dimension of cooperation. The involvement of partners



from different Central European regions enabled the exchange of experiences, comparison of approaches, identification of common challenges, and sharing of good practices related to digital transformation and digital well-being. International cooperation strengthened the quality of discussions and contributed to the development of more inclusive and sustainable pilot solutions.

5.3 Participants and Target Groups Reached

The implemented activities involved representatives from multiple sectors and stakeholder groups across Central Europe. All nine project partners: PGKC, UNIBO, bwcon, CCIS, PBN, EUBA, ARRSA, TUIL, and CLC participated in the implementation activities. Altogether, more than 50 respondents and participants contributed to discussions, questionnaires, and awareness-raising activities. The target groups included public authorities, SMEs, universities, research organisations, NGOs, experts, facilitators, and employees from different sectors.

5.4 Roundtables and Awareness-Raising Events

Roundtables and stakeholder discussions were organised by project partners in different participating countries and regions. Eight partners were involved in organizing the roundtable discussions: PGKC, UNIBO, bwcon, CCIS, PBN, EUBA, ARRSA, and CLC. The events created space for dialogue between representatives of public administration, SMEs, academia, NGOs, and experts in digitalisation and well-being. Discussions focused on organisational digitalisation, digital stress, managerial communication, employee well-being, and organisational readiness for digital transformation. The participatory nature of the events enabled the collection of qualitative insights and supported the preparation of future pilot activities.

The meetings also support joint learning and practical coordination by allowing stakeholders to review real implementation experiences, clarify roles and responsibilities, and identify areas where cooperation mechanisms or support pathways need further improvement.

Within the framework of the Digi-B-Well project, the event provided an ideal and highly relevant platform for organising the Digi-B-Well round table activities.

In the dedicated session the stakeholder event enabled the presentation and discussion of the **Digi-B-Well Transnational Strategy**, the **self-assessment toolkit** and the project's digital well-being approach with representatives of SMEs, public authorities and academia.

The round table discussions aimed to:

- involve stakeholders in the project activities,
- raise awareness about digital transformation and digital well-being,
- collect practical feedback on the developed tools and approaches,
- and promote balanced and sustainable digitalisation processes that also consider employee well-being, digital stress prevention and organisational readiness.

A total of respondents participated in the roundtable discussions, along with other attendees, including the organizers and moderators of the discussions. To effectively document the results of these roundtables, the lead partner of the CLC activity prepared draft questions



and questionnaires, as well as evaluation sheets, to ensure a consistent approach and results that will support the project's further outputs (see the Annex).

The discussion also underlined that communication strategies must reflect institutional differences. In some settings, digital well-being is already treated as part of a broader well-being strategy, while in others, the role of professors or PhD supervisors as managers is not fully recognized. Overall, participants agreed that effective managerial communication in academia depends on clearer roles, better contextual understanding, and more targeted rather than excessive information sharing.

5.5 Media and Social Media Activities

Communication activities included press releases, online dissemination, project presentations, awareness-raising campaigns, and social media engagement. Social media posts and media activities were implemented by all project partners in order to ensure broad visibility of the project and support stakeholder engagement at local and international levels. Every partner participated in the preparation and dissemination of press releases: PGKC, UNIBO, TUIL, CCIS, PBN, EUBA, bwcon, CLC, and ARRSA. Media communication focused on promoting digital well-being, digital transformation, pilot actions, and stakeholder participation (see the Annex).

6. Main findings and results of the activity

6.1 Organisational Readiness for Digitalisation

During the implementation of the activity, several common themes were identified across partner regions. Many organisations acknowledged that digitalisation is necessary; however, they also identified several barriers, such as insufficient digital competencies, limited resources, and a lack of practical methodologies.

Many organisations identified a lack of digital competences, limited personnel and financial capacities, and a need for stronger methodological support and practical guidance for sustainable digital transformation.

6.2 Digital Well-Being and Digital Stress

These findings confirmed the importance of integrating digital well-being into organisational strategies. Participants mainly highlighted increasing digital overload, higher stress levels, constant availability of employees, risks of burnout, and insufficient organisational support mechanisms. Several organisations also stated that digital well-being has not yet been systematically integrated into organisational processes and strategies.



6.3 Organisational and managerial communication

The discussions demonstrated that effective communication is essential for successful digital transformation. Participants emphasised the need for transparency, employee involvement, and managerial support during organisational change processes.

Participants repeatedly emphasised the need for clear instructions, transparent communication of organisational changes, stronger managerial support, and greater involvement of employees in decision-making processes during digital transformation.

6.4 Main results included:

Activity 2.4 brought several significant results at both regional and international levels.

raising awareness about digital well-being,
engagement of stakeholders in pilot activities,
creation of space for cross-sectoral dialogue,
collection of qualitative data,
identification of organisational needs,
formulation of recommendations for further project activities.

Another important result was:

strengthening international cooperation,
exchange of experiences among partners,
sharing good practices between Central European regions.

6.5 Benefits of the Activity

The activity brought benefits for several target groups.

For public administration:

better understanding of organisational needs,
materials for strategy development,
support for participatory approaches.

For SMEs:

identification of employee needs,
recommendations for managerial communication,
increased awareness of digital stress.

For the academic sector:

linking research and practice,



obtaining qualitative data,
opportunities for cooperation on pilot solutions.

7. Stakeholder engagement and participatory approach

The participatory nature of Activity 2.4 significantly contributed to stakeholder engagement and strengthened cooperation between participating organisations and sectors. Participants appreciated the open atmosphere of discussions, the practical orientation of activities, and the opportunity to exchange experiences with representatives from different institutional and professional backgrounds. The activities also supported networking, creation of new partnerships, and identification of opportunities for future cooperation within the framework of the Digi-B-Well project.

- open discussions,
- collaborative atmosphere,
- practical orientation of activities,
- opportunities for networking and sharing experiences.

Stakeholder engagement strengthened cooperation between sectors and supported the creation of practical recommendations.

8. Challenges and identified limitations

Despite the positive outcomes and strong stakeholder engagement, several challenges and limitations were identified during the implementation of activities. Some participants experienced technical difficulties related to digital tools and online communication platforms, while language barriers occasionally complicated communication during international discussions. Participants also highlighted varying levels of digital readiness among organisations and recommended stronger interpretation support, additional explanatory materials, and more time for discussions and practical demonstrations.

- technical issues related to digital tools,
- language barriers,
- limited interpretation support,
- varying levels of digital readiness among organisations.

Participants recommended improving technical stability, providing additional language support, and allocating more time for explanations and discussions.

9. Recommendations and future development

Based on the implemented activities and collected feedback, several recommendations were formulated for the continuation of project activities and future development of pilot solutions.



Stakeholders emphasised the importance of maintaining long-term cooperation between the public sector, SMEs, academia, and civil society organisations. They also highlighted the need to strengthen support for digital well-being, improve organisational communication, and provide practical methodologies and training activities focused on sustainable and human-centred digital transformation.

continue stakeholder engagement activities,
strengthen support for digital well-being,
develop practical methodologies and tools,
support managerial communication,
ensure long-term sustainability of outputs,
continue international exchange of experiences.

It was also recommended to:

- strengthen cooperation between the public sector, SMEs, and academia,
- support training and education, involve employees more actively in digitalisation processes.

Future activities should continue focusing on:

- stakeholder engagement,
- development of digital well-being strategies,
- managerial training,
- practical methodologies and tools,
- sustainable implementation of pilot solutions.

Further international cooperation and exchange of experiences are also recommended.

10. Conclusion

Activity 2.4 significantly contributed to achieving the objectives of the Digi-B-Well project and created space for expert dialogue on the challenges of digital transformation and digital well-being in Central European regions.

The diversity of involved partners and stakeholders represented one of the main values of the activity, as it enabled the connection of different perspectives, experiences, and needs of individual regions and sectors.

The results of the activity provide an important basis for the further development of pilot solutions, formulation of recommendations, and support for sustainable and human-centred digitalisation in the workplace.

11. Overall Summary of Activity 2.4 - Description

One of the significant activities of the project was Activity 2.4 - Promotion Activities Aimed at Engaging Target Groups into Pilot Actions, whose main objective was to raise awareness about



digital transformation and digital well-being, engage stakeholders in pilot activities, and support cross-sectoral dialogue between representatives of public administration, the business sector, and academia.

The methodological framework of the activity was based on a participatory and inclusive approach derived from the triple helix principle, connecting the public sector, business environment, and academia. This approach created space for open dialogue, exchange of experiences, and connection of different perspectives regarding digitalisation and digital well-being. Representatives of cities and regions, public institutions, SMEs, universities, research organisations, experts in digitalisation and well-being, facilitators, practitioners, NGOs, and civil society were involved in the implementation of the activity.

Questionnaires, surveys, and evaluation forms were used as important qualitative tools for collecting information from participants and stakeholders. The collected feedback helped identify organisational readiness for digitalisation, communication barriers, managerial challenges, and employee needs related to digital well-being. The results also provided valuable insights for the preparation of future pilot solutions and recommendations for sustainable digital transformation.

Participants identified several common themes and challenges related to digital transformation and digital well-being. Many organisations highlighted insufficient digital competences, limited resources, and the absence of practical methodologies supporting sustainable digitalisation. Participants also highlighted digital overload, stress, constant availability of employees, and burnout risks. The discussions emphasised the importance of transparent communication, employee involvement, and managerial support during digital transformation processes.

An important contribution of the activity was the international exchange of experiences between project partners. Participants appreciated the high-quality organisation of activities, clear explanations, professional facilitation, and availability of materials in national languages.

At the same time, several areas for improvement were identified, including technical issues with mobile applications, limited interpretation support, and the need for stronger language support during activities.

The activity produced important outputs and recommendations that will support further development of pilot solutions and sustainable human-centred digital transformation in Central European regions.

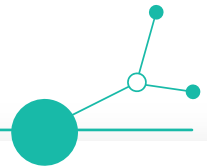
12. References

Interreg Central Europe Programme Documentation.
Digi-B-Well Project Materials and Internal Documentation.
European Commission - Digital Transformation and Well-Being Policies.
Stakeholder Discussions and Evaluation Outputs from Activity 2.4.



Additional annexes include screenshots of social media activities, sample communication materials, and selected photographs from roundtables and awareness-raising events where available. These annexes provide supporting evidence of stakeholder engagement, communication activities, and the successful implementation of Activity 2.4 and Deliverable D.2.4.1.

Annex 1: CLC Communication Plan WP2



CLC COMMUNICATION PLAN WP2

Version 1
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PROMOTION ACTIVITIES

Templates - Recommendations

OVERVIEW OF INDICATORS, TARGET GROUPS OUTREACH AND PROJECT RESULTS

Deliverable	Description	LP PGKC	PP2 UNIBO	PP3 TUIL	PP4 bwcon	PP5 CCIS	PP6 PBN	PP7 EUBA	PP8 ARRSA	PP9 CLC	DE	HR	HU	IT	PL	SI	SK	Total	Total AF
WP 1																			
D.1.5.1	Project launch event on digital transformation	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	1
D.1.5.1	Press release	1	1	1	0	1	1	1	1	0	1	1	1	1	1	1	1	7	7
D.1.5.1	Scientific paper	0	1	1	0	0	0	1	0	0	1	0	0	1	0	0	1	3	3
D.1.5.1	Social media post	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1	2	9	N/D
D.1.5.1	Media activities/ relations (press/ radio/ TV)	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1	1	7	N/D
WP 2																			
D.2.4.1	Round table with stakeholders	1	1	0	1	1	1	1	1	0	1	1	1	1	1	1	1	7	7
D.2.4.1	Press release	1	1	1	0	1	1	1	1	0	1	1	1	1	1	1	1	7	7
D.2.4.1	Social media post	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1	2	9	N/D
D.2.4.1	Media activities / presentation in incubators / business events / co-working spaces / campuses	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1	2	9	N/D
D.2.4.2	Media conference	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1	1	7	7
D.2.4.2	Scientific paper	0	1	1	0	0	0	2	0	0	1	0	0	1	0	0	2	4	4
D.2.4.2	Social media post	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1	2	9	N/D
D.2.4.2	Media activities/ relations (press/ radio/ TV)	1	1	0	0	1	1	1	1	0	1	1	1	1	1	1	1	7	N/D
D.2.4.2	Promotion event for raising awareness and presentation of TN pilot action	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	1	1



A. Media content

1. CONTENT PLAN

A.1. Objective:

- Increase awareness
- Promote round tables
- Highlight partnership
- Build credibility

A.2. WEEK 1 and 3 - Event Promotion (Round Table) - April, May

Post 1

- Topic: Invitation to round table

Join our Digi B Well round table to discuss digital transformation and employee well-being.

Post 2

- Reminder post

A.3. WEEK 4 - Results & Engagement - May

Post 3

- Topic: Round table summary

Key insights from our discussion...

Post 4

- Topic: Quote from participant

A.4. Minimum output:

- 2 posts/week
- 1 event promotion
- 1 result post
- See the overview of indicators for each partner

-
- 2. PRESS RELEASE TEMPLATE

A.5. TITLE:



Digi B Well Project Brings Digital Well-being to [City/Region]

A.6. BODY:

[City, Date]

The Digi B Well project, co-funded by the European Union under the Interreg CENTRAL EUROPE Programme, aims to strengthen digital transformation while promoting employee well-being.

The project brings together 9 partners from 7 countries, including [...], to address challenges such as digital stress, burnout, and organisational readiness.

As part of the project activities, a round table will be organised in [location], bringing together stakeholders from the public sector, SMEs, and academia.

“The goal is to support organisations in creating healthier and more balanced digital environments,” said [Name, Position].

Participants will discuss:

- digital transformation challenges
- workplace wellbeing
- practical solutions

A.7. CLOSING:

For more information, visit:

<https://www.interreg-central.eu/projects/digi-b-well/>

A.8. FOOTER:

Co-funded by the European Union

B. Post templates

1.

Join our Digi-B-Well Round Table!

We invite stakeholders from the public sector, SMEs, and academia to discuss digital transformation and employee well-being.

Location: [add city]

Date: [add date]

Let's work together towards healthier digital workplaces.

#DigiBWell #RoundTable #DigitalWellbeing #Networking



2.

Reminder!

Our „Digi-B-Well Round Table“ is coming soon.

Don't miss the opportunity to exchange ideas and explore solutions for digital well-being.

Location: [add city]

Date: [add date]

See you there!

#DigiBWell #Event #DigitalTransformation

3.

„Digi-B-Well Round Table“ - Key Insights

Thank you to all participants for joining our discussion on digital transformation and well-being.

Main takeaways:

- ✓ Digital stress is a growing challenge
- ✓ Organisations need structured support
- ✓ Collaboration is key

Together, we are shaping healthier digital workplaces.

#DigiBWell #Results #DigitalWellbeing #EUProjects

4.

“Digital transformation must go hand in hand with employee well-being.”

This is one of the key messages from our Digi-B-Well discussions.

What does digital well-being mean to you? Share your thoughts below

#DigiBWell #Discussion #FutureOfWork

C. Visual templates



2.4.1. Communication visuals templates.



Annex 2: Round Tables

Project Partner:

Sector:

Round tables/Questionnaire Template

The round tables aim to:

- *gather qualitative and semi-quantitative insights from different sectors*
- *identify needs, gaps, and good practices in digital well-being and digital transformation*
- *support the development of the Digi-B-Well toolkit and pilot actions*
- *provide input for evidence-based recommendations at the regional and transnational level*

Recommended Number of Participants

- *Optimal: 8 participants per round table*
- *Minimum: 6 participants*
- *Maximum: 10 participants (for effective moderation)*

The moderator(s) will begin each roundtable discussion with:

1. **Project presentation (10 min.)**
2. **Brief introduction to the transnational strategy (10 min.)**
3. **Roundtable questions and discussion (30 min. or more)**
 - *Duration may be extended depending on the number of participants and level of engagement*
4. **Closing remarks and toolkit expectations (10 min.)**

Total estimated time: approx. 1 hour (max. estimated time 1.5 hours)

Example instructions to participants: *The questions below refer to the general sector where your organisation belongs, such as Public authorities, SMEs, or Academia. Please answer the questions with your general sector in mind (and not just specific to your organisation).*

- *The discussion focuses on your **sector (e.g., public authorities, SMEs, academia, NGOs)** rather than only your individual organisation.*
- *Please share **practical experiences, examples, and opinions.***
- *There are **no right or wrong answers** – all perspectives are valuable.*



- Participation is **voluntary**, and responses may be used in aggregated and anonymised form.
- Please respect other participants and allow space for different viewpoints.

Example Instructions for Moderators / Questionnaire Implementers

- Ensure a **balanced participation** of all attendees (avoid dominance of a few voices).
- Keep track of time, but allow flexibility for **valuable discussions**.
- Encourage participants to provide **concrete examples and real-life practices**.
- Take notes or record key insights (in compliance with consent and GDPR rules).
- Clarify questions if needed and ensure they are understood by all participants.
- Summarise key points at the end of each section where appropriate.
- Highlight insights relevant for:
 - toolkit development
 - policy recommendations
 - pilot actions

QUESTIONNAIRE FOR ROUND TABLE DISCUSSION

Digi-B-Well Project – Digital Well-being & Digital Transformation

- Type of organisation:
 - ☐ Public authority
 - ☐ SME / Business
 - ☐ Academia / Research
 - ☐ NGO / Other
- Position:
 - ☐ Management
 - ☐ Employee
 - ☐ Expert / Researcher
 - ☐ Other: _____



B. Organisational Communication

1. Assessment & Evaluation

- Is it common in your sector to conduct assessments or evaluations related to:
 - workplace well-being? ☐ Yes ☐ No
 - digital transformation capacity? ☐ Yes ☐ No

Please describe current practices and frequency.

2. Communication of Digital Well-being

- How should communication about **digital well-being and digital transformation** be designed so that it is:
 - understandable
 - relevant
 - accepted by all employees

Please describe key characteristics (e.g. tone, format, channels).

3. Communication Strategies in Practice

- Do organisations in your sector use **specific communication strategies** for:
 - workplace well-being? ☐ Yes ☐ No
 - digital transformation? ☐ Yes ☐ No

Please provide examples (campaigns, tools, internal communication formats).

4. Capacity for Communication

- Do organisations in your sector have sufficient:
 - human resources
 - financial resources
 - tools (e.g. design software, communication platforms)

Please elaborate on strengths and gaps.

5. Information Dissemination



- How can organisations ensure that important information (e.g. project results, new policies) reaches:
 - all employees
 - different departments
 - remote or digitally excluded staff

What measures would you recommend?

C. Managerial Communication

6. Key Topics for Managers

- What topics should managers focus on to improve communication on:
 - digital well-being
 - digital transformation

Please provide examples (e.g. stress prevention, workload management, digital skills).

7. Support for Managers

- How can managers be supported to improve communication?
 - training
 - guidelines
 - tools
 - mentoring

What works best in your sector?

8. Needed Resources

- What resources are needed to improve managerial communication?
 - Are these resources currently available in your sector?

Please specify barriers and opportunities.

9. Capacity for Interventions

- Do organisations in your sector have the capacity to:



- plan digital well-being interventions? ☐ Yes ☐ No
- implement them? ☐ Yes ☐ No

Please explain why / why not.

10. Success Potential

- Do you think organisations in your sector can successfully implement digital well-being interventions?

What are the key success factors and risks?

11. Engagement Strategies

- How can organisations increase engagement of:
 - managers
 - employees

in digital well-being activities?

- What would you recommend (incentives, formats, communication approaches)?

D. Additional Input

- What are the **biggest challenges** in your sector regarding:
 - digitalisation
 - employee well-being
- What solutions or good practices would you recommend?

E. Output Use (for participants)

The results of this discussion will be used to:

- support Digi-B-Well pilot actions
- develop recommendations
- improve digital well-being strategies across regions



Annex 3: Evaluation Sheet and Supporting Documentation

Evaluation Sheet recommendation (to be completed by moderator)

Basic Info:

Project Partner:

Date:

Participants:

Scoring (1–5):

- Engagement
- Quality of discussion
- Diversity of perspectives

Key Findings:

- Challenges
- Good practices
- Needs and gaps

Toolkit Insights:

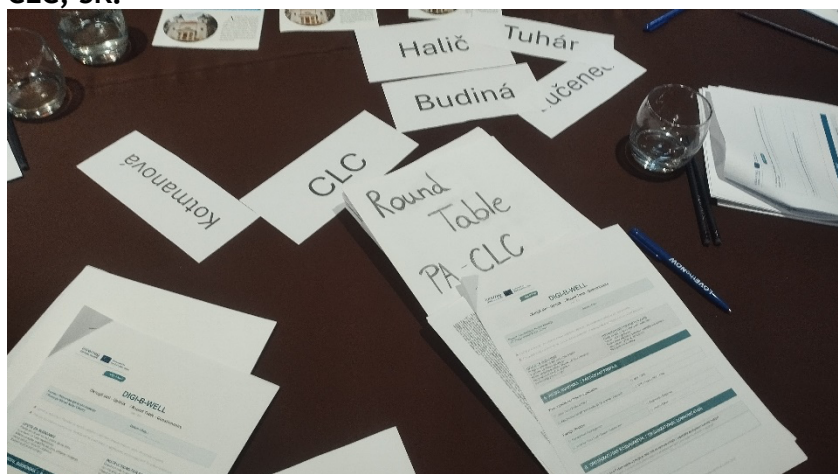
- Needed tools
- Preferred formats

Recommendations:

- Policy level
- Organisational level

Some photos from the Round tables activity:

CLC, SK:





PBN, HU:





UNIBO, IT:

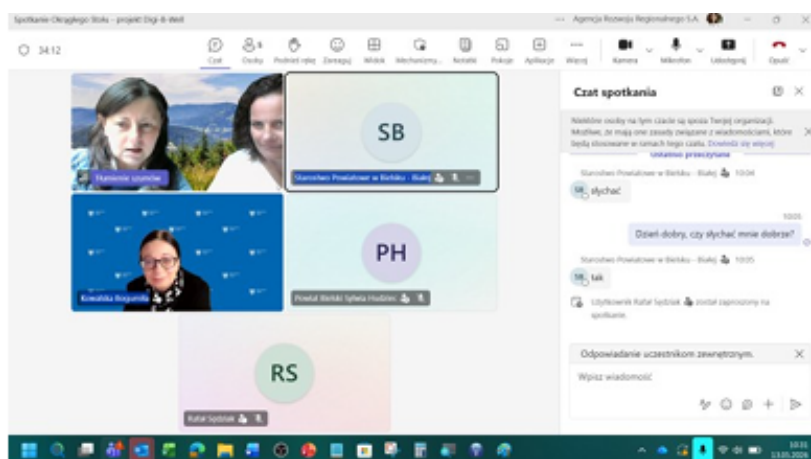


CCIS, SI:





ARRSA, PL:



PKGC, HR:





Some Media Activity and Press Releases:

Hungarian and English press release on the PBN homepage

HU

https://www.pbn.hu/Hirek5/Sajtokozlemen_y_A_digitalizacio_valoban_megkonnyiti_a_munk_ankat_.html

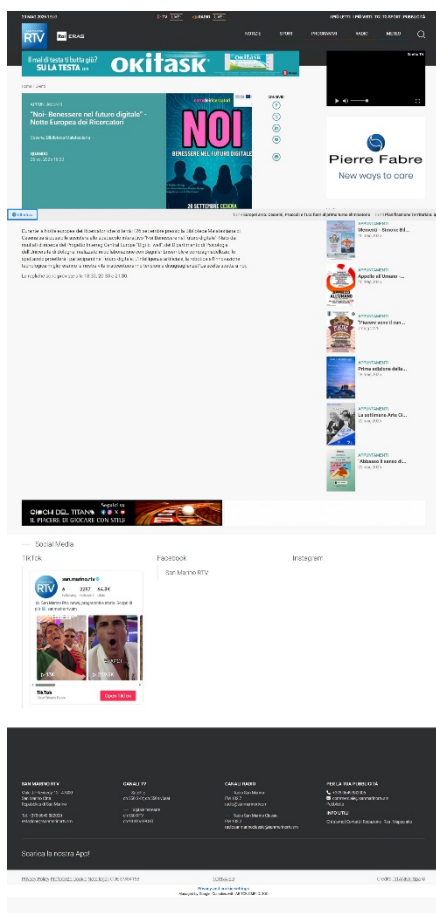
ENG

https://www.pbn.hu/News47/Press_release_Is_digitalisation_making_our_work_easier_or_simp.html

LinkedIn

https://www.linkedin.com/posts/pbnhungary_digibwell-digitaltransformation-digitalwellbeing-share-7466063564420702208-gEhU/?utm_source=share&utm_medium=member_desktop&rcm=ACoAAEQqvF8BOM9KMthXiMQbLR67_ZOP6Y455Lg

UNIBO, IT:



CLC, SK:

<https://www.facebook.com/share/p/1AUhu2xwWP/>