

Report

Dissemination concept, activities and results



This work is licensed under the Creative Commons Attribution 4.0 International License.

"The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."

Table of Contents

| | |
|---|----|
| I Summary of the Project and Introduction | 3 |
| II Dissemination Strategy | 6 |
| 1. Dissemination objectives | 6 |
| 2. Dissemination target groups | 6 |
| 3. Activities and outputs to disseminate | 8 |
| 4. Communication material and channels of dissemination | 9 |
| 5. Expected impact and indicators | 10 |
| 6. Monitoring | 11 |
| III Measures and results of dissemination activities | 12 |
| 1. Result transfer and implementation consulting | 12 |
| 2. Measures and results of further dissemination | 14 |
| 2.1 Dissemination planning | 14 |
| 2.2 Presentation on third party’s events | 14 |
| 2.3 Information on websites, in social media, newsletters, press releases | 15 |
| 2.4 Publications in partner journals, books, printed newsletter | 15 |
| 2.5 Disseminations to national and international umbrella organizations from business associations and educational institutions | 15 |
| 2.6 Other activities | 16 |
| 2.7 Result Videos | 16 |
| 2.8 Result book | 17 |
| 3. Conclusions | 17 |
| IV Measures of further dissemination activities of all project partners | 18 |

I Summary of the Project and Introduction

On average, SMEs are less innovative than large companies, as they have limitations due to more limited internal resources (EC, 2019a). Especially in Eastern European countries, SMEs have very low innovation activity and there are large differences between SMEs and large companies. In the field of customer innovation, SMEs find it particularly difficult to innovate. Meeting real customer needs is the core factor for successful innovation management, for generating customer-oriented business ideas and innovative concepts (von Hippel, 2005).

SMEs do not have the time and resources to receive feedback and ideas from their customers. And when they do find the time, it is difficult to process the information and turn it into valuable solutions. A holistic approach to customer-centric innovation is complex and requires changes at all levels of a company. However, digitization and new media are now opening up far-reaching opportunities to make full use of customer-centric innovations in SMEs as well, thus strongly promoting innovative strength and competitiveness (Robra-Bissantz, 2017). These technologies and the opportunities they offer have so far been little known in SMEs and are only used by very few SMEs. They lack information, experience, knowledge and skills on instruments, methods and procedures as well as on the use of digital technologies to acquire, process and realize customer innovations.

Against this background, the project pursues on a broad regional basis the objective of enabling and supporting SMEs to exploit their customer innovation potential and thus to strengthen the productivity and competitiveness of SMEs, to secure existing jobs and to create new ones. The following main activities will be carried out to achieve the objectives.

- a) In 13 countries, analysis and comprehensive investigation of best practices on how SMEs generate, process and realize customer-centric innovation approaches and which digital technologies they can use doing so. The best practices obtained will be processed, transferred to SMEs in the context of training and consulting, and supported in their implementation in the companies.
- b) Development of a toolbox with instruments, methods and procedures for the realization of customer innovations in SMEs.
- c) Through the development of two specific training and coaching programs, SMEs gain digital skills and are enabled to continuously realize comprehensive customer-centric innovations. The learning takes place mainly at the workplace and at the same time includes individual company development projects, so that digital technologies are already used, and corresponding innovations are realized during the further training.
- d) Comprehensive qualification of teachers and consultants of SMEs.

The qualification, consulting and support programs are carried out by chambers, which, as central SME supporters, have direct access to SMEs and, with their training and technology centers, also have corresponding capacities. However, many teachers and consultants lack the knowledge and skills to qualify and advise SMEs and their staff in the application of digital technologies and in the acquisition, processing and realization of customer innovations at a high-quality level. Therefore, two specific train the trainer programs for teachers and consultants are being developed, which will be implemented and permanently run by 18 colleges and universities from 9 countries. These programs are:

- a) strengthening and promoting the knowledge and skills of teachers and consultants on digital technologies on the one hand and on the realization of customer-centric innovations on the other hand.
- b) constantly providing well qualified teachers and consultants on a broad regional basis.

The developed instruments, digital models, educational and support programs will be tested and evaluated under different national conditions in several countries and implemented by all project partners. A continuation of the work after the end of the project with an ongoing implementation of the educational and support programs is secured, including financing.

The project is carried out by eight experienced partners (chambers, other institutions of vocational training and universities) from Denmark, Germany, Poland and Hungary with different levels of development and conditions. The transnational project approach enables learning from each other, identification and transfer of best practices and joint development work.

All results of the project will be transferred to 70 chambers, SME associations and colleges/universities from 13 countries, which will receive implementation advice and will be involved in the project work as associated partners from the beginning of the project.

At the beginning of the project, the following were developed and agreed in the consortium:

- a) A strategic plan for the implementation of the dissemination activities on the project and its outputs.
- b) A form to plan and record all dissemination activities including activities to be carried out, target groups, target numbers, deadlines, etc.

On this basis each partner made an initial planning of the activities to be carried out by 15 May 2021. An update of the planning and a recording of the activities already carried out was made by each partner by 31 May 2022. A report with all activities carried out was prepared by each partner by 30 September 2023. The results achieved and the

further plans were intensively discussed and agreed with all partners at the biannual project workshops.

The following are listed:

- The strategic plan for the implementation of the dissemination activities.
- Measures and results of dissemination activities.
- Measures of further dissemination activities of all project partners.

II Dissemination Strategy

1. Dissemination objectives

The dissemination strategy intends to ensure the effective communication and promotion of the project's goals, achievements, and results to the relevant stakeholders. The goal is to increase awareness and understanding of the project, as well as its impact and benefits on regional, national and EU-level. Moreover, the aim is to engage stakeholders in the project's activities and results, and to ensure that the project's achievements are sustained after the end of the funding period. Tailored dissemination measures are designed to disseminate the project activities and results to different target groups.

The concrete dissemination goals are to:

- **Promote** the ongoing trainings
- **Inform** about the results that will be publicly available
- **Engage** the different target groups to join trainings or to receive input and feedback
- **Make sustainable** all outputs and results also beyond the project lifetime

Overall, the dissemination strategy intends to maximize the impact and reach of the project and its results, both during and after the funding period.

PP1 Hanse Parlament will carry out the leadership for WP7 Transfer and dissemination and will monitor all dissemination activities. All project partners will contribute with dissemination activities to the different stakeholders in their network.

2. Dissemination target groups

The IClInSMEs dissemination strategy plan targets a range of different stakeholders in order to effectively communicate the project's goals and achievements. The following are some of the key target groups that should be considered:

1. **Students** in VET education, entering VET education and higher education students: These groups are the primary target of the project as they are the direct beneficiaries of the project. The project's results and achievements should be communicated to them through various means such as website, brochures, reports, and articles, etc.
2. **SMEs** (e.g. members of chambers): The project's results and achievements should be communicated to SMEs as they are the primary target of the project. This can be done by using existing networks, such as vocational education and training organizations and SME associations, and by organizing events, such as workshops, seminars, and conferences.
3. **SME managers and employees**: The project's results and achievements should be communicated to SME managers and employees as they are the primary target of the project. This can be done by using existing networks,

such as vocational education and training organizations and SME associations, and by organizing events, such as workshops, seminars, and conferences.

4. **Associated partners** (70 partners from 13 countries): The project's results and achievements should be communicated to the project's associated partners as they are the primary target of the project. This can be done by using existing networks, such as vocational education and training organizations and SME associations, and by organizing events, such as workshops, seminars, and conferences.
5. **Teachers** of VET and higher education institutions: These groups are important stakeholders as they are responsible for delivering vocational education and training and will benefit from the project's results.
6. **Vocational schools and Centers of further vocational training staff**: These groups are important stakeholders as they are responsible for delivering vocational education and training and will benefit from the project's results.
7. **National authorities**: The project's results and achievements should be communicated to national authorities. This can be done by using existing networks, such as vocational education and training organizations and SME associations, and by organizing events, such as workshops, seminars, and conferences.
8. **Regional authorities**: The project's results and achievements should be communicated to regional authorities. This can be done by using existing networks, such as vocational education and training organizations and SME associations, and by organizing events, such as workshops, seminars, and conferences.
9. **Local authorities**: The project's results and achievements should be communicated to local authorities. This can be done by using existing networks, such as vocational education and training organizations and SME associations, and by organizing events, such as workshops, seminars, and conferences.
10. **General public**: The project's results and achievements should be communicated to the general public. This can be done by using existing networks, such as vocational education and training organizations and SME associations, and by organizing events, such as workshops, seminars, and conferences.
11. **NGO's**: The project's results and achievements should be communicated to NGO's. This can be done by using existing networks, such as vocational education and training organizations and SME associations, and by organizing events, such as workshops, seminars, and conferences.

It's important to note that the list above is not exhaustive and other stakeholders may be added depending on the specific context of the project activities and outputs. The level of dissemination spans from local, to regional, national, international and European.

3. Activities and outputs to disseminate

The following table summarises the main activities and outputs to be disseminated to the identified target groups during the project lifetime:

| | |
|---|---|
| WP1 Management, Workshops & Conferences | <ul style="list-style-type: none"> • Workshops • Conferences |
| WP2 Best Practices | <ul style="list-style-type: none"> • Best practice customer-focused Innovations • Best practices digitization • Best practices training measures • Toolbox • Guidance for use by SMEs and consultants & teachers |
| WP3 Training Digitalization | <ul style="list-style-type: none"> • Concept, Curriculum, Teaching materials and examination regulations • Procedure for the international recognition of continuing vocational education and training qualifications • Implementation reports • Evaluation concept and report • Recommendations and guidance on the implementation of the training by chambers and other continuing vocational training institutions |
| WP4 Train the Trainer Program A Digitization | <ul style="list-style-type: none"> • Concept, Curriculum and Teaching materials • Implementation report • Evaluation concept and report • Recommendations and guidance for the implementation of the Train the Trainer programme by colleges and universities |
| WP5 Training customer-centered Innovations | <ul style="list-style-type: none"> • Concept, Curriculum, Teaching materials and examination regulations • Procedure for the international recognition of continuing vocational education and training qualifications • Implementation reports • Evaluation concept and report • Recommendations and guidance on the implementation of the training by chambers and other continuing vocational training institutions • Concept for regular online counselling for SMEs |

| | |
|---|---|
| WP6 Train the Trainer Program B Customer-Centric Innovations | <ul style="list-style-type: none"> • Concept, Curriculum and Teaching materials • Implementation report • Evaluation concept and report • Recommendations and guidance for the implementation of the Train the Trainer programme by colleges and universities |
| WP7 Transfer & Dissemination | <ul style="list-style-type: none"> • Book with all results • Results Video |

4. Communication material and channels of dissemination

For the successful dissemination of the project activities and outputs to the different target groups, all project partners will use a variety of channels and tools, both online and offline. It's important to consider that not all the channels and tools will be effective for all the target groups, some will be more effective with one group than others, so it's important to adapt the dissemination strategy accordingly.

Communication material

In the beginning of the project, a set of communication material has been developed to be used by all partners for dissemination purposes.

1. **Project Logo**
2. **Template for project deliverables**
3. **Website**
4. **Project Summary**
5. **Activity Plan**

More material will be developed throughout the project. All communication materials are in English. However, it is crucial for the visibility and impact of the project, that each partner also communicates and dissemination in their national language.

Online dissemination

1. **Project website:** www.ci-smes.eu is the official project website that provides information about the project, including its objectives, activities, and results, serves as a primary channel for disseminating information. Moreover, all partners are encouraged to use their own websites as a dissemination channel for the ICLinSMEs project.
2. **Social media:** Social media platforms such as Facebook, Twitter, and LinkedIn are used to share project updates, news, and success stories to increase the visibility of the project and engage with stakeholders. All partners are encouraged to use their own social media accounts as a dissemination channel for the ICLinSMEs project
3. **E-mails and E-Newsletters:** Regular newsletters and e-mails sent to stakeholders, including associated partners, national and regional authorities, SMEs, and teachers, to keep them informed about the project's progress and results.

4. **Online events:** Online events such as online trainings and webinars have become very popular in the course of the project lifetime and present a comparatively inexpensive and easy possibility to present the project's results and engage with stakeholders. This can be targeted at specific target groups, such as SMEs, teachers, and students.
5. **Reports and publications:** Publication of reports, papers and press releases to disseminate information about the project and its results.
6. **Erasmus+ Project Results Platform:** All project results will be published on the Erasmus+ Project Results Platform.

Offline dissemination

1. **Internal and third-party events:** Organizing events such as trainings, workshops, seminars, conferences, fairs and internal/external meetings to present the project's results and engage with stakeholders. This can be targeted at specific target groups, such as SMEs, teachers, and students.
2. **Networks:** Leverage existing networks, such as vocational education and training organizations, SME associations, chambers of commerce and crafts to disseminate information about the project and engage with stakeholders.
3. **Printed publication** in traditional press such as paper, magazine, newsletter.
4. **Consultations** and transfer of project outputs with associated partners and external stakeholders.
5. **Publication of book** with all project results.
6. **Press conference:** Hold a press conference about project activities, objectives and results.

5. Expected impact and indicators

The expected impact of the described dissemination strategy comprises:

1. Increased awareness and understanding of the project, its objectives, and results among stakeholders, including vocational education and training (VET) students and teachers, SMEs and SME associations, national and regional authorities, and the general public.
2. Engaged stakeholders in the project's activities and results, for example, through workshops, seminars, and conferences.
3. Improved quality of vocational education and training, resulting in better-trained graduates and more successful SMEs.
4. Fostered collaboration and networking among stakeholders, including VET students, SMEs, national and regional authorities, and associated partners.

It's important to note that, to be effective, the indicators should be realistic, measurable, and representative of the impact of the dissemination strategy, and should be used to continuously monitor and evaluate the dissemination activities to ensure that they are reaching the target groups and achieving the desired impact.

6. Monitoring

A dissemination plan template for planned as well as achieved dissemination activities has been created to monitor each partner’s achievements. The dissemination plan is updated by each partner on a regular basis and is sent to the lead partner PP1 Hanse Parlament for monitoring at three points in the project lifetime:

| 1 st planning | Update | Final report |
|--------------------------|------------|--------------|
| 15.05.2021 | 31.05.2022 | 30.09.2023 |

III Measures and results of dissemination activities

1. Result transfer and implementation consulting

Transfer target groups "Chambers of commerce, other SME promoters and other VET institutions

Chambers of commerce operating at regional and national level were the main target groups for dissemination activities. This is because they represent the interests of SMEs, bring in their needs, organize vocational education and training and take on the outstanding task of informing, qualifying and advising SMEs and supporting and promoting the implementation of customer innovations in SMEs.

The project involved

- a) three chambers of crafts and a vocational training institution as project partners.
- b) 40 chambers of commerce and crafts from 13 countries as associated partners. They were involved in the work from the beginning of the project, received all information and their suggestions, wishes and conditions were continuously fed into the project work.

Chambers and other SME funding institutions from regions in other countries were also approached and informed through further dissemination activities.

Transfer target groups "Colleges and Universities"

Another target group - also at regional level - were universities and colleges. They were instrumental in analyzing best practices and developing the curricula for two train-the-trainer programs and two further education programs. In the future, they will conduct the Train the Trainer programs on an ongoing basis, so that the chambers will always have well-qualified teachers and advisors for the implementation and use of the project results.

Colleges/universities were also important target groups because they support the chambers in the implementation of the further training and counselling programs by using their own lecturers and counsellors.

The project involved:

- a) as project partners one university and two research institutes.
- b) 22 colleges and universities from 10 countries as associated partners. They were involved in the work from the beginning of the project, received all information and their suggestions, wishes and conditions were continuously fed into the project work.

Transfers and Implementations

The 62 associated partners (chambers, other SME promoters, colleges and universities) were informed intensively by PP1 HP as transfer recipients and implementation partners in writing and online as part of their daily business, as well as in person at conferences, members' meetings, etc.; their suggestions were continuously fed into

the project work. They were involved in the development work, so that it was not necessary to transfer third-party products, but customized programs that they had developed themselves.

To support and secure the development, transfer and implementation work, representatives of the transfer recipients took part in workshops. The developed products were practically tested, evaluated, improved and finalized. The subsequent dissemination to all project and associated partners took place through different channels:

a) All concepts, tools, curricula, instructions for implementation etc. were made available in written and electronic form.

b) Lecturers from project and associated partners were invited as observers to the trials so that they could gain experience for their own implementations.

c) During the project period, the following events were held with the project and associated partners in Hamburg in January 2022, in Vienna in May 2022 and in Budapest in June 2023

- three half-day conferences to present and discuss the project and its results. These conferences were attended by 70 people each.

- three half-day workshops to monitor the transfers carried out and, in particular, to advise on and plan implementations. These workshops were attended by 45 - 50 people each.

d) In addition, an international consultation and transfer conference was held with all project and transfer partners as well as other stakeholders to discuss in detail in person the use of the results and to develop business models for future implementations.

d) Project and associated partners received individual implementation consultations as needed.

The aim of the project was to ensure that as many of the project and associated partners as possible use the tools and training measures on a permanent basis and thus achieve very high participant numbers in the medium term. To ensure this, PP1 HP will continue to provide individual advice and support for implementation after the end of the project.

Around 475,000 SMEs are members of the chambers that participated as project and associated partners. As part of their day-to-day business, the chambers continuously approached their member companies and provided comprehensive information. As part of their promotional tasks, the chambers continuously transferred best practices and tools to SMEs and advised on implementations. In addition, the chambers continue to run the two training programs to promote and qualify their member SMEs.

In addition to the transfer and implementation of the project results, extensive dissemination activities were carried out according to the project proposal.

Finally,

- nine result videos were produced and published.

- a manual with all project results and application instructions was produced and is distributed online as well as through bookshops.

These activities are listed below with their results.

2. Measures and results of further dissemination

2.1 Dissemination planning

The project proposal envisaged the implementation of the following further dissemination measures:

- a) All results, materials, etc. will be posted on publicly accessible internet platforms and on the websites of the project partners.
- b) At least three press conferences and at least six press releases will provide intensive information on project results and their use.
- c) Ongoing information by all project and associated partners on their own platforms and in member magazines.
- d) Project and associated partners bring project results into political decision-making processes as part of their day-to-day business and support work-based learning in particular.
- e) At least 18 events organised by third parties, project results, possibilities of use etc. are presented in person in different countries.
- f) As an international organisation, PP1 is involved in numerous political bodies and will inform them about project goals and results in order to further promote their inclusion in political decision-making processes.

To realise these activities, a communication and dissemination plan was developed and agreed with each project partner at the beginning of the project, including activities to be carried out, target groups, target numbers, deadlines, etc. These plans were actualised with the actual results achieved and the plannings were updated as of

- 15 May 2021,
- 31 May 2022 and
- the end of the project on 30 September 2023.

The results achieved and the further plans were intensively discussed and agreed with all partners at the biannual project workshops.

The results achieved in the further dissemination measures far exceed the plans of the project application. They are documented in chapter "IV Measures of further dissemination activities of all project partners" and are briefly summarised below.

2.2 Presentation on third party's events

Planning application: At least 18 third-party events, project results, possibilities of use, etc. are presented in person in different countries.

Realizations: At a total of 31 events, the project and its results were personally presented, advised and implementations planned. Thus, a very large number of target groups of the project, future users of the project results as well as stakeholders could be addressed on a broad international basis. More than 1,700 people were addressed and informed.

2.3 Information on websites, in social media, newsletters, press releases

Planning application: All results, materials, etc. will be posted on a project website and on three publicly accessible platforms as well as on all partner portals and disseminated via social media.

Realizations: In addition to the project website, all partner websites as well as websites of associated and cooperation partners continuously reported on the project and published results. All partners made intensive use of social media (Facebook, LinkedIn, YouTube, etc.). In addition, some partners realised direct e-mail campaigns with a very high number of addresses. Compared to the planning, twice the number of press releases were issued, and press conferences and talks were held, so that extensive publications in the general and trade press were achieved.

2.4 Publications in partner journals, books, printed newsletter

Planning Application: At least three press conferences and at least six press releases provide intensive information about project results and their use. In addition, all partners provide information on an ongoing basis in their own publications.

Realization: Compared to the planning, twice the number of press releases were issued, and press conferences and talks were held, so that extensive publications in the general and specialised press were achieved. A larger number of newsletters were issued and project contributions for third-party newsletters were written and published. Articles on project results were written and published in trade journals, magazines and other media. Partners have produced and distributed flyers and brochures. Some partners have participated in radio and television broadcasts and have achieved wide dissemination of the project.

2.5 Disseminations to national and international umbrella organizations from business associations and educational institutions

Planning application: Project and associated partners introduce project results into political decision-making processes as part of their day-to-day business, as well as ongoing introduction of results into official bodies, in particular of politics and administrations.

Realizations: Chambers and associations involved as project or associated partners have intensively used their official membership in political and administrative bodies at regional, national and international level to introduce project results into consultation and decision-making processes, to comprehensively inform stakeholders from politics and administration and to achieve promotion and dissemination. All partners have

comprehensively informed their national and international umbrella organisations, transferred project results and achieved strong dissemination.

2.6 Other activities

Planning in the application: None

Realizations: Individual partners have carried out additional specific dissemination activities, for example:

- Specific information and dissemination activities for key stakeholders.
- Holding online conferences and transnational video conferences to disseminate project results.
- Conducting meetings with owners and managers of SMEs.
- Intensive use of personal and business contacts for dissemination purposes.
- Creation of various videos provided and used for dissemination activities of all partners
- In Hungary in particular, realization of several TV programs and radio broadcasts exclusively on topics and results of the project

The tables below the activities of further dissemination with their results for all project partners.

2.7 Result Videos

In addition to the planning of the project application, nine results video was produced by each partner, namely:

- Video A Overview of the project and its results - Hanse-Parlament
- Video B Increasing Customer Innovation in SMEs – IBC
- Video C Best practice customer-focused Innovations & Digitisation – HWWI
- Video D Digitalization Training – IBC
- Video E SME specific training Digitalization - IBC
- Video F Experiences with the implementation of SME continuing education Digitalization - Chamber Olsztyn
- Video G Experiences with the implementation of SME continuing education Customer-centred Innovations - DIRW
- Video H Concepts and experiences with two Train the Trainer programs - University of Miskolc
- Video I Realisation of customer-centred development projects in SMEs - IPOSZ

The videos were published on the YouTube Chanel of the lead partner Hanse-Parlament, on the project website and on the websites of the project partners.

The result videos could of course only be created towards the end of the project. However, they have already proven to be a very effective information and dissemination

tool. They are also used by the project and associated partners to provide information about the project as a whole and in particular about individual educational programs, to address target groups and to win participant.

2.8 Result book

In addition, a manual was produced with all outputs and application notes as well as with further project results and additionally conducted studies. The manual is available in printed form in bookshops and online. Although the manual could only be produced towards the end of the project, it has proved to be a very suitable dissemination tool, especially for all interested parties who cannot be addressed directly, who want to carry out implementations and who want to receive all results with application notes in a collected form.

3. Conclusions

All activities planned in the project proposal for the further dissemination of the project and its results were realised. The target figures of the project proposal were exceeded to a very large extent. In addition to the transfers and implementations, outstanding results were achieved in further dissemination through the great commitment of all project partners in all partner and other EU countries.

In addition to the planning of the project proposal, 9 result videos were produced and published on the websites of the project and the partners as well as on the YouTube channel of the lead partner. They contribute decisively to the outstanding success of the dissemination of the results of the ICLinSMEs project.

In addition, a manual with all outputs and application instructions was produced and distributed through bookshops and online.

In addition, special dissemination measures were developed and in connection with the testing and implementation of training programmes, which represent an optimal complement to the qualifications and at the same time led to a strong dissemination of the project results, in particular also strongly promote the feeding of the results into decision-making processes of politics and administration. Some of these dissemination measures have led to follow-up activities that will be realised after the end of the project.


Just like the transfers and implementation consultations (see 1. Result transfer and implementation consulting), the activities of further dissemination will also be continued after the end of the project.

IV Measures of further dissemination activities of all project partners

The following tables summarize the further dissemination activities with their results for all project partners.



| Dissemination activities in the project “IClinSMEs” | | | | | | | |
|---|--|--|--|--|--|--|--|
| Project duration: 01/09/2020 – 31/08/2023 | | | | | | | |

| Project Partner | Activity | Short description (e. g. organiser and topic of the event, title of the presentation, web-addresses etc.) | Date(s)/ Duration/ Frequency | Target group | Place | Number of organisations/persons reached | Kind of documents available |
|--------------------------------------|--|--|------------------------------|---------------------------|-----------------------|---|---|
| Presentation on third parties events | | | | | | | |
| PP1 HP | Presentation at International Scientific Conference, „Contemporary Issues on Business, Management and Economics Engineering“ | Title of presentation: “RECENT DEVELOPMENTS AND CHALLENGES OF CUSTOMER-BASED INNOVATION THROUGH DIGITAL TOOLS IN SMES” | 13.05.2021 | Researchers, broad public | Online (due to Covid) | 50 | 1_Certificate  1_Certificate.pdf http://cib-mee.vgtu.lt/index.php/verslas/2021 |
| PP1 HP | Presentation of project at NA BIBB “Monitoring Veranstaltung für Strategische Partnerschaften” | Short presentation of project on padlet | 16.11.2021 | Project managers, NA BIBB | Online | Estimate: 50 | 2_Screenshot |





Hanse-Parlament

Digital methods, toolbox and trainings for increasing (IClinSMEs)



customer innovation in SMEs”

| | | | | | | | |
|--------|---|---|--------------|--|---------|----|--|
| | | | | | | |  2_Screenshot.png https://pad-let.com/FrederikHugo/agtisvsabfupvb |
| PP1 HP | Presentation of project at Hanse-Parlament General Assembly | The objectives, partners, content and results of the project was presented to inform associated partners and other interested members | January 2022 | Chamber of crafts, chamber of Commerce and Industry, Vocational Schools, SME support organizations, Universities | Hamburg | 70 | Minutes |
| PP1 HP | Presentation of project at Hanse-Parlament General Assembly | The objectives, partners, content and results of the project was presented to inform associated partners and other interested members | 18.05.2022 | Chamber of crafts, chamber of Commerce and Industry, Vocational | Vienna | 75 | 3_Photo  3_Photo.JPG |



Hanse-Parlament

Digital methods, toolbox and trainings for increasing (IClinSMEs)



customer innovation in SMEs”

| | | | | | | | |
|--------|---|---|------------|--|-----------|----|---------|
| | | | | Schools, SME support organizations, Universities | | | |
| PP1 HP | Presentation of project at Hanse-Parlament General Assembly | The objectives, partners, content and results of the project was presented to inform associated partners and other interested members | June 2023 | Chamber of crafts, chamber of Commerce and Industry, Vocational Schools, SME support organizations, Universities | Buda-pest | 70 | Minutes |
| PP1 HP | Presentation of project at Hanse-Parlament General Assembly | The objectives, partners and content of the project was presented to inform associated partners and other interested members | 15.06.2023 | Chamber of crafts, chamber of Commerce and Industry, Vocational Schools, | Buda-pest | 70 | Minutes |



| | | | | | | | |
|----------|-------------------|---|---------------|--|---------------------|----|--|
| | | | | SME support organizations, Universities | | | |
| PP2 HWWI | Presentation | AS WiPo | 28.02.2023 | Customers SMEs | Chamber of Commerce | 30 | |
| PP4 WIRP | Oral presentation | President of the Chamber presented information about project on the meeting of members of the Crafts Guild in Mrągowo, | November 2022 | craftsmen, entrepreneurs, employees of crafts organizations, cooperating organizations | Lidzbark Warmiński | 30 | |
| PP4 WIRP | oral presentation | President of the Chamber presented information about project on the meeting of members of the Warmia and Mazury Guild of Opticians, | December 2022 | craftsmen, entrepreneurs, employees of crafts organizations | Wilimiy | 40 | |



| | | | | | | | |
|----------|--|--|--|--|--|---|------------------------|
| | | | | tions, co-operating organizations | | | |
| PP4 WIRP | Information for members of the Management Board of the Chamber of Crafts | Information about the workshops and trainings in Hamburg. Discussion about our tasks in the project. | June 2023 | Management board of the Chamber of Crafts, Chief Accountant, Legal Counsel | The seat of the Chamber of Crafts, Olshzyn | 17 people who provided information for members of their organizations | Presentation, protocol |
| PP5 HI | Meeting with entrepreneurs | Our organisation organized webinars with presentations about project topics for local companies operated in Warsaw and Gdansk. Webinar for Warsaw companies was about: “New technologies in new COVID-19 time as a chance for faster digitalization” (26.11.2020). Webinar in Gdansk concerned “Innovation created together with customer” (14.10.2021). | 26.11.2020 Warsaw 14.10.2021 Gdansk | SMEs | Online | Warsaw 74 participants Gdansk 49 participants | Copy of presentation |



| | | | | | | | |
|--------|--|---|---|---|---|------------------------|----------------------|
| PP5 HI | Presentation at a symposium “Economic science before, during and after a pandemic” | Presentation on the topic: “The COVID-19 pandemic - an opportunity or a threat to innovative activities of enterprises?” | 23.11.2021 Warsaw School of Economics | Educational institution, enterprises, NGO’s | Online | Over 200 participants | Copy of presentation |
| PP5 HI | Presentation on the third events | Seminar with presentations about project results for SMEs and students from high schools and universities as a part of the “Contemporary Management Problems” symposium on Mai 27, 2022. The participants of the symposium were SMEs and students of economic studies, secondary schools and technical schools. | 27 Mai 2022 | SMEs, educational institutions | Online | 8 SMEs 43 students | Copy of presentation |
| PP5 HI | Presentation on the third events | Presentation during the scientific symposium “Challenges and trends in the contemporary digital environment” on the impact of digitalization on the innovative activi- | 26-27 September 2022 | Universities, SMEs, NGO’s | Hybrid formula (online and live speech in Warsaw School | About 120 participants | Copy of presentation |



| | | ties of SMEs in the sustainable innovation session. | | | of Economics) | | |
|--------|--|---|--|---|--|-----------------------|----------------------|
| PP5 HI | Presentation on the third events | Presentation during the meeting with 7 enterprises from furniture sector planning to implement the idea of customer centric innovation in their activities using digital tools. Meeting was organised by the one of the medium enterprises “HALEX” in Elbląg (pomeranian voivodeship) | 20 January 2023 | SMEs | Live meeting in Elbląg “HALEX” furniture company | 7 SMEs | Copy of presentation |
| PP5 HI | Presentation at a scientific conference “Management of modern enterprise | Presentation at a scientific conference “Management of modern enterprise” Presentation on the topic: “Digitalization as a chance for building competitive edge in SMEs on the base of project ICI-inSMEs results” | 10 February 2023 Warsaw School of Economics | Education institution, enterprises, NGO’s | Online | Over 200 participants | Copy of presentation |
| PP5 HI | Presentation on the third events | Participation with presentation in the economic symposium "New | 19-21 June 2023 | SMEs | Online | About 100 SMEs | Copy of presentation |



| | | | | | | | |
|---------|---|---|----------------------------------|-------------------|--------------------|---|----------------------------------|
| | | thoughts and ideas in the digital environment" with a presentation on the application of the concept of "Customer-centric innovation" in the activities of small and medium-sized enterprises. Discussion on the barriers and limitations of introducing the concept in the creation and development of innovations in enterprises. | | | | | |
| PP6 IBC | Sales communication with Bleshøy Optik regarding a digital inn.proces - course | Sales meeting regarding a course regarding innovation | 1.03 - 7.03 2021 | Small shop/retail | Sønderborg/Danmark | 5 persons in the company and 1 person (owner) | Visit and phone |
| PP6 IBC | Sales communication with Jensens efterflg. regarding a digital inn.proces - course | Sales meeting regarding a course regarding innovation | 1.03 - 7.03 2021 | Small company | Sønderborg/Danmark | 8 persons in the company and 1 person (owner) | Visit and phone |
| PP6 IBC | Sales communication with Mærsk Drilling (Tinglev) regarding a digital inn.proces - course | Sales meeting regarding a course regarding innovation | 08.02 - 14.02 and 1.03-7.03 2021 | Medium company | Tinglev/Danmark | 20 persons in this part | Several meetings, mail and phone |



| | | | | | | | |
|-----------|--|---|------------------------------|---|----------------------|--|--|
| | | | | | | og the company | |
| PP6 IBC | Meeting with Vojens Erhvervscenter | A short presentation to our partner in business regarding the project and their opportunity to mail information to their partners/companies | April – May 2021 | Small and medium companies | Vojens / Denmark | 10 persons at Vojens Erhvervscenter and about 50 companies | Phone meeting due to COVID |
| PP6 IBC | Mail Communications with Jensens eft. | A short mail conversation regarding the project and the analysis | 19.04 - 25.04.2021 1 hour | Small company | Sønderborg / Denmark | 8 persons in the company and 1 person (owner) | Mail |
| PP6 IBC | Mail Communications with Bleshøj Optik | A short mail conversation regarding the project and the analyze | 19.04 - 25.04.2021 1 hour | Small shop/retail | Sønderborg / Denmark | 8 persons in the company and 1 person (owner) | Mail and phone |
| PP7 IPOSZ | Detailed description of the project and highlighting its importance for the SME sector | Hungarian Handicraft Day, an annual celebration event where the Government is present and where the tasks and results of micro and small companies' sector is discussed | 07.10.2021. | IPOSZ membership, which consists of 180 legally in- | Buda-pest | 50 company leaders, 1 secretary of state, 1 head of department, 14 | Photo 1 Photo 2 |





| | | | | | | | |
|-----------|--|---|------------|--|------------|--|------------------------|
| | | | | depend-ent crafts-men’ cor-porations with 30,000 entrepre-neurs, member compa-nies | | journal-ists. | |
| PP7 IPOSZ | Detailed description of the project and highlighting its importance for the SME sector | Economic Forum for top leaders of craftsmen’ corporations | 10.03.2022 | Entrepre-neurs, leaders of regional crafts-men’s cor-porations | Sze-kszárd | 40 com-pany leaders who could dis-seminate the infor-mation, multiplier effect | Photos |
| PP7 IPOSZ | Detailed description of the project and highlighting its importance for the SME sector | Economic Forum for top leaders of craftsmen’ corporations | 11.05.2022 | Entrepre-neurs, leaders of regional crafts-men’s cor-porations | Bátasz-ék | 40 com-pany leaders who could dis-seminate the infor-mation, | Photos |



| | | | | | | | |
|-----------|---------------------------------------|---|---|---|------------------------|---|--|
| | | | | | | multiplier effect | |
| PP7 IPOSZ | Information about the project results | Economic Forum for top leaders of craftsmen' corporations | 21 April 2023 | Entrepreneurs, leaders of regional craftsmen's corporations | Bátaszék | 40 company leaders who could disseminate the information, multiplier effect | Photos |
| PP8 MU | Conference 1 | IFKA Vállalkozáskutatási Konferencia 2021 The title of our presentation: Horváth Ágnes, Molnár László, Hajdú Noémi, Tóthné Kiss Anett: Customer-centered innovation among smes - Results of an empirical research | Budapest, 18.11.2021. | Entrepreneurs, and academic sphere | It was held ONLINE | ~150-200 | Abstracts are available on the link: https://ifka.hu/me-dias/1001/konferencia-abstractkottet_2021.pdf presentation and conference program |
| PP8 MU | Conference 2 | Conference titled of, „A Gazdaságtudományok hozzájárulása a gazdaság fejlődéséhez” | Miskolc, 17 th of November, 2022 | Members of the Regional | University of Miskolc, | ~60-70 | https://mta.hu/ese-menynap-tar/2022-11-17- |






| | | | | | | | |
|----------|---------------------------------------|--|------------|--|---|----|--|
| | | <p>(The Contribution of Economic Sciences to Development of the economy”). The title of our presentation:</p> <p>Horváth, Ágnes ; Hajdú, Noémi ; Molnár, László ; Szűcsné, Markovics Klára ; Bereczk, Ádám ; Tóthné, Kiss Anett ; Szilágyiné, Fülöp Erika:</p> <p>Az ügyfélcentrikus innováció lehetőségei és nehézségei a KKV-k számára - egy nemzetközi projekt tapasztalatai (Opportunities and difficulties of customer-centric innovation for SMEs - experiences of an international project)</p> | | <p>Committee in Miskolc of the Hungarian Academy of Sciences (MTA-MAB) and teachers at Faculty of Economics, University of Miskolc</p> | <p>Building A1, Lecture Hall XXXVII</p> | | <p>a-gazdasagtu-domanyok-hoz-zajarulasa-a-gazdalkodas-fejlodeséhez-4555</p> <p>presentation and conference program</p> |
| PP9 DIRW | Workshop no. 1 on innovation training | <p>Title: Digital methods, toolbox and trainings for increasing customer innovation in SMSs</p> | 18.11.2022 | <p>Chamber of crafts, chamber of Commerce and Industry, Vocational Schools,</p> | DIRW | 17 | <p>Photos</p> |





| | | | | | | | |
|--|--|--|------------|---|-------------------------|---------------|---|
| | | | | SME support | | | |
| PP9 DIRW | Workshop no. 2 on digital innovation tools | Title: Digital methods, toolbox and trainings for increasing customer innovation in SMSs | 30.01.2023 | Chamber of crafts, chamber of Commerce and Industry, Vocational Schools, SME support | DIRW | 15 | Photos |
| Project related information on websites, in newsletters, press releases, social media (Twitter, LinkedIn, Facebook etc.) | | | | | | | |
| PP1 HP | Project entry on website | Short overview of the project with link to website | 01.09.2020 | Chamber of crafts, chamber of Commerce and Industry, Vocational Schools, SME support organizations, Universities, | Hanse-Parlament Website | Estimate: 250 | 4_Screenshot https://www.hanse-parlament.eu/projects/  4_Screenshot.png |






Hanse-Parlament



Digital methods, toolbox and trainings for increasing (IClinSMEs)



customer innovation in SMEs”

| | | | | | | | |
|--------|--|--|------------|--|-------------------------------|---------------|--|
| | | | | broad public | | | |
| PP1 HP | Facebook post | Post about first project workshop | 13.11.2020 | Broad public, representatives of SMEs, Chambers, Vocational schools and Universities | Hanse-Parlament Facebook page | 71 | 5_Screenshot https://www.facebook.com/HanseParlament  5_Screenshot.png |
| PP1 HP | LinkedIn | Post about online survey | 20.04.2021 | Broad public, representatives of SMEs, Chambers, Vocational schools and Universities | Hanse-Parlament LinkedIn page | 64 | 6_Screenshot  6_Screenshot.png |
| PP1 HP | Project update in Hanse-Parlament newsletter | Short project update in the Hanse-Parlament newsletter | 26.09.2022 | More than 70 chambers, vocational schools, colleges | E-Mail | Estimate: 150 | 7_Newsletter  7_Newsletter.pdf |



| | | | | | | | |
|--------|----------|---|------------|--|-------------------------------|-----|---|
| | | | | and universities and its employees in Europe | | | |
| PP1 HP | LinkedIn | Post about Project progress and TPM in Warszawa, PL | 11.11.2022 | Broad public, representatives of SMEs, Chambers, Vocational schools and Universities | Hanse-Parlament LinkedIn page | 195 |  LinkedIn dissemination 11.11 |
| PP1 HP | Facebook | Post about Project progress and TPM in Warszawa, PL | 11.11.2022 | Broad public, representatives of SMEs, Chambers, Vocational schools and Universities | Hanse-Parlament Facebook page | 798 |  Facebook dissemination 11.11 |






Hanse-Parlament

Digital methods, toolbox and trainings for increasing (IClinSMEs)



customer innovation in SMEs”

| | | | | | | | |
|--------|---------------|---|------------|--|-------------------------------|-----|---|
| PP1 HP | LinkedIn | Post about Hanse-Parlament Project booklet and overview | 04.01.2023 | Broad public, representatives of SMEs, Chambers, Vocational schools and Universities | Hanse-Parlament LinkedIn page | 294 |  LinkedIN_IClinSMEs_Project Booklet Pos |
| PP1 HP | LinkedIn | Post about project progress and TPM in Wrocław Poland | 24.03.2023 | Broad public, representatives of SMEs, Chambers, Vocational schools and Universities | Hanse-Parlament LinkedIn page | 199 |  LinkedIn_IClinSMEs_TPM Wroclaw.png |
| PP1 HP | Facebook post | Post about project progress and TPM in Wrocław Poland | 24.03.2023 | Broad public, representatives of SMEs, | Hanse-Parlament Facebook page | 298 |  FB_IClinSMEs_TPM Wroclaw.png |





| | | | | | | | |
|----------|-----------------------|----------------------|------------|--|----------------------|---|---|
| | | | | Chambers, Vocational schools and Universities | | | |
| PP2 HWWI | Entry on HWWI website | Survey dissemination | 22.04.2021 | Broad public, representatives of SMEs, Chambers, Vocational schools and Universities | HWWI website | - | www.hwwi.org |
| PP2 HWWI | Twitter post | Survey dissemination | 22.04.2021 | Broad public, representatives of SMEs, Chambers, Vocational schools and Universities | HWWI Twitter profile | - | https://twitter.com/HWWIHamburg |



| | | | | | | | |
|----------|---------------|-------------------------|------------|--|-----------------------|-----|---|
| PP2 HWWI | LinkedIn Post | Survey dissemination | 22.04.2021 | Broad public, representatives of SMEs, Chambers, Vocational schools and Universities | HWWI LinkedIn profile | 303 | https://www.linkedin.com/posts/hwwi-hamburgisches-weltwirtschaftsinstitut-a450a8169_ici-insmes-project-increasing-customer-innovation-activity-6790960372884000768-Wshd |
| PP2 HWWI | LinkedIn Post | Survey dissemination | 22.04.2021 | Broad public, representatives of SMEs, Chambers, Vocational schools and Universities | HWWI LinkedIn profile | 112 | https://www.linkedin.com/feed/update/urn:li:activity:6791073666068189184/ |
| PP2 HWWI | Youtube entry | IClinSMEs project video | 16.03.2021 | Broad public, representatives of | HWWI youtube profile. | 41 | https://www.youtube.com/watch?v=vjluPdtBDNk&t=15s |





| | | | | | | | |
|----------|-----------------------|-------------------------|------------|--|-----------------------|-----|---|
| | | | | SMEs, Chambers, Vocational schools and Universities | | | |
| PP2 HWWI | LinkedIn Post | IClinSMEs project video | 16.03.2021 | Broad public, representatives of SMEs, Chambers, Vocational schools and Universities | HWWI LinkedIn profile | 303 | https://www.linkedin.com/posts/hwwi-hamburgisches-weltwirtschaftsinstitut-a450a8169-video-iciinsmes-activity-6777548595747934208-83p9 |
| PP2 HWWI | Entry on HWWI website | Project announcement | | Broad public, representatives of SMEs, Chambers, Vocational schools and Universities | HWWI website | - | https://www.hwwi.org/index.php?id=9307&cHash=0a9528b7b44753af125d02a51b78fc01 |





Hanse-Parlament

Digital methods, toolbox and trainings for increasing (IClinSMEs)



customer innovation in SMEs”

| | | | | | | | |
|----------|------------------------|--|------------|--|----------------------|----------------------------|---|
| PP2 HWWI | Entry on HWWI website | Project announcement | | Broad public, representatives of SMEs, Chambers, Vocational schools and Universities | HWWI website | Sent to approx. 3.000 ppl. | https://update.hwwi.org/einzelseiten-ausgabe-winter-2020/iclinsmes.html |
| PP2 HWWI | Social Media - Twitter | Information about project and TtT and TPM in Hamburg | 02.06.2022 | Broad public, representatives of SMEs, Chambers, Vocational schools and Universities | HWWI Twitter profile | 433 | https://twitter.com/DoreenHotze/status/1532375350021435392 |
| PP2 HWWI | LinkedIn | Information about project | 02.06.2022 | Broad public, representatives of SMEs, | PM Doreen Hotze | 592 | https://www.linkedin.com/posts/doreen-hotze-0121b5168_i |





| | | | | | | | |
|----------|------------------------|---|-----------|--|-----------------------|----|---|
| | | | | Chambers, Vocational schools and Universities | LinkedIn profile | | ciinsmes-innovation-hwwi-activity-6894634460223275008-MDbV?utm_source=share&utm_medium=member_desktop |
| PP2 HWWI | Social Media - Twitter | Information about project and TPM in Warszawa | 3.11.2022 | Broad public, representatives of SMEs, Chambers, Vocational schools and Universities | HWWI Twitter profile | 1 | https://twitter.com/HWWIHamburg/status/1588185087429976066 |
| PP2 HWWI | LinkedIn | Information about project and TPM in Warszawa | 3.11.2022 | Broad public, representatives of SMEs, Chambers, Vocational | HWWI LinkedIn profile | 13 | https://www.linkedin.com/posts/hwwi_iclinsmes-euerasmusplus-smes-activity-69939457099 |



| | | | | | | | |
|----------|----------|--|------------|--|---------------------------------------|---|---|
| | | | | schools and Universities | | | 47293697-82PJ?utm_source=share&utm_medium=member_desktop |
| PP2 HWWI | LinkedIn | Information about TPM and final conference in Budapest | 16.06.2023 | Broad public, representatives of SMEs, Chambers, Vocational schools and Universities | HWWI PM Doreen Hotze LinkedIn profile | 2 | https://www.linkedin.com/posts/doreen-hotze-0121b5168-icinsmes-hwwi-innovations-activity-7075444910799118336-vp0L?utm_source=share&utm_medium=member_desktop |
| PP2 HWWI | LinkedIn | Information about TPM and final conference in Budapest | 16.06.2023 | Broad public, representatives of SMEs, Chambers, Vocational | HWWI LinkedIn profile | 5 | https://www.linkedin.com/feed/update/urn:li:activity:7075441277227393024 |





| | | | | | | | |
|----------|----------|--|------------|--|--|----|--|
| | | | | schools and Universities | | | ?updateEntityUrn=urn%3Ali%3Afs_feed Update%3A%28V2%2Curn%3Ali%3Aactivity%3A7075431640012845056%29 |
| PP2 HWWI | LinkedIn | Information about TPM and final conference in Budapest | 16.06.2023 | Broad public, representatives of SMEs, Chambers, Vocational schools and Universities | HWWI Managing Director Dirck Süß LinkedIn profile | 27 | https://www.linkedin.com/feed/update/urn:li:activity:7075431640012845056?updateEntityUrn=urn%3Ali%3Afs_feed Update%3A%28V2%2Curn%3Ali%3Aactivity%3A7075431640012845056%29 |



| | | | | | | | |
|----------|---|--|------------|---|---|-----------------------------------|---|
| PP2 HWWI | Youtube | Project video | 26.07.2023 | Broad public | HWWI y-outube profile | 11 | https://www.youtube.com/watch?v=RuV43jPrVUY |
| PP4 WIRP | Information on Chamber of Crafts in Olsztyn website | Placing information about the project ICIinSMEs on the website of the Chamber of Crafts in Olsztyn | March 2021 | crafts-men, entrepreneurs, students in crafts, employees of crafts organisation, co-operating organizations | Website of the Chamber of Crafts in Olsztyn | 300 visitors on website per month | https://irol-sztyn.pl/iciinsmes/ |
| PP4 WIRP | Information on Chamber of Crafts in Olsztyn website | Placing information about the survey conducted as part of the ICIinSMEs project | May 2021 | crafts-men, entrepreneurs, students in crafts, employees of crafts organisations, co-operating | Website of the Chamber of Crafts in Olsztyn | 300 visitors on website per month | https://irol-sztyn.pl/bez-kategorii/iciinsmes-ankietazachecamy-doudzialu/ |





| | | | | | | | |
|----------|----------------------------|---|--------------|---|---|------------------------------------|---|
| | | | | organiza-tions | | | |
| PP4 WIRP | E-mail | Sending information about the survey conducted in the project | May 2021 | crafts-men, en-trepre-neurs, employ-ees of crafts or-ganisa-tions | mail-box | 16 organ-izations and 19 people | e-mail |
| PP4 WIRP | Information on the website | Placing information about the workshop and training Train-The-Trainer „Customer Cen-tric Innovations” in Ham-burg | June 2022 | crafts-men, en-trepre-neurs, students in crafts, employ-ees of crafts or-ganisa-tions,co-operating organiza-tions | | 300 visi-tors on website per month | https://irol-sztyn.pl/aktualnosci/warsztaty-projektu-ici-insmes-szkolenie-train-the-trainer-customer-centric-innovations-hamburg/ |
| PP4 WIRP | Information on the website | Placing information about the training in the field of innovations | October 2022 | crafts-men, en-trepre-neurs, students | https://irolsztyn.pl/aktualnosci/szkolenie | 300 en-tries on website per | internet |



Hanse-Parlament

Digital methods, toolbox and trainings for increasing (IClinSMEs)



customer innovation in SMEs”

| | | | | | | | |
|----------|--------|---|--------------|--|--|---|--------|
| | | | | in crafts, employees of crafts organisations, cooperating organisations | olienie-innovacie-zoriento-wane-na-klienta-projekt-ici-ins-mes-hanse-parlament/ | month | |
| PP4 WIRP | E-mail | Sending information about the two trainings in the field of digitalization conducted in the project | October 2022 | craftsmen, entrepreneurs, students in crafts, employees of crafts organisations, cooperating organisations | mail-box | 19 people who provided information for members of their organisations | e-mail |





| | | | | | | | |
|----------|-------------------------------------|---|---------------|--|----------|--|---|
| PP4 WIRP | Information on the Facebook profile | Sharing information about the project's workshops in Warsaw on the Craft Chamber's Facebook profile | November 2022 | craftsmen, entrepreneurs, students in crafts, employees of crafts organizations, cooperating organizations, Facebook users | Facebook | 9 reactions, 6 shares no access to the statistics of the original post | https://www.facebook.com/profile.php?id=100086909493396 |
| PP4 WIRP | Information on the website | Placing information about the training in the field of digitalization | November 2022 | craftsmen, entrepreneurs, students in crafts, employees of crafts organizations, cooperating organizations | internet | 300 visitors on website per month | https://irol-sztyn.pl/aktualnosci/szkolenia-w-ramach-projektu-iciinsmes/ |



| | | | | | | | |
|----------|-------------------------------------|--|-----------|--|----------|--|---|
| PP4 WIRP | Information on the Facebook profile | Posting information on the project's final workshop in Budapest. | June 2023 | craftsmen, entrepreneurs, students in crafts, employees of crafts organizations, cooperating organizations, Facebook users | internet | 1181 views 37 reactions, 3 comments, 3 shares | https://www.facebook.com/photo/?fbid=213718771535105&set=a.101394132767570 |
| PP4 WIRP | Information on the Facebook profile | Posting information about the Budapest conference. | June 2023 | craftsmen, entrepreneurs, students in crafts, employees of crafts organizations, cooperating organiza- | internet | 1363 views 25 reactions, 4 shares | https://www.facebook.com/photo/?fbid=215151104725205&set=pcb.215155471391435 |



| | | | | | | | |
|----------|-------------------------------------|--|---------------|--|----------|---|---|
| | | | | tions, Facebook users | | | |
| PP4 WIRP | Information on the Facebook profile | Posing video: Experiences with the implementation of SME continuing education Digitalization | July 2023 | craftsmen, entrepreneurs, students in crafts, employees of crafts organizations, cooperating organizations, Facebook users | internet | 367 views 17 reactions, 1 sharing | https://www.facebook.com/100086909493396/videos/825694955661145 |
| PP5 HI | Press release | Placement of information materials for the symposium in Warsaw School of Economics | December 2021 | Entrepreneurs, scientists, students, governments, NGO's | Online | | |
| PP5 HI | Press release | Placement of information materials for the meetings with enterprises in newsletter | June 2021 | Enterprises | Online | About 15 participants | MS Teams |



| | | | | | | | |
|-----------|------------------------------|--|---|--|--|--|---|
| PP5 HI | Press Release | Press release send to educational institution about project results related to concept of “Customer centric innovation” | April – May 2023 | Educational institution | Online | | |
| PP5 HI | Website | Project related information on website of Institute | Information about project results August 2023 | Entrepreneurs, scientists, students, governments, NGO’s | Online | | |
| PP5 HI | Press Release | Press release in form of information about possibility to use curriculum program “Digitalization” in newsletter | September 2022 | Enterprises | Online | | |
| PP6 IBC | Newsletter | IBC to Shareholders / newsletter | 28.08 - 3.09.2023 | Externally | IBC | 10000 | Social media |
| PP7 IPOSZ | Information on IPOSZ webpage | Regular information about the project and the ongoing trainings 10 times. Before each training relevant information was placed on the webpage. | ongoing | IPOSZ membership, which represents 180 legally independent | www.iposz.hu | IPOSZ membership, which represents 180 legally independent | some examples: Example 1 Example 2 Example 3 |





| | | | | | | | |
|-----------|---------------------------------|--|---------|--|---------------------------------|--|--|
| | | | | crafts- men’ cor- porations with 30 000 entrepre- neurial members | | crafts- men’ cor- porations with 30 000 entrepre- neurial members | Example 4 Example 5 Example 6 Example 7 Example 8 Example 9 Example 10 |
| PP7 IPOSZ | Information IPOSZ Facebook site | Regular information about the project and the ongoing trainings 10 times. Before each training relevant information was placed on the webpage. | ongoing | IPOSZ membership, which represents 180 legally independent crafts- | Information IPOSZ Facebook site | IPOSZ membership, which represents 180 legally independent crafts- | https://www.facebook.com/iposzfacebook/?locale=hu_HU |



| | | | | | | | |
|-----------|---|--|------------|--|--|--|---|
| | | | | men' corporations with 30 000 entrepreneurial members | | men' corporations with 30 000 entrepreneurial members | |
| PP7 IPOSZ | Information on Facebook site of Ajka és Devecser regional craftsmen's corporation | Information about the ongoing project activities. | ongoing | membership of the Ajka és Devecser regional craftsmen's corporation | Information on Facebook site of a regional association | 250 member companies | https://www.facebook.com/partestulet.ajka-devecseres-tersege?locale=hu_HU |
| PP7 IPOSZ | Information on IPOSZ webpage about the International Conference | Information about the ongoing project activities and the final international conference. | 16.06.2023 | IPOSZ membership, which represents 180 legally independent craftsmen' corporations with 30 000 | www.iposz.hu | IPOSZ membership, which represents 180 legally independent craftsmen' corporations with 30 000 | examples: Press release 2023. June 16. I. Press release 2023 June 16. II. |



| | | | | | | | |
|-----------|---|---|-------------------------------------|--|--|---|---|
| | | | | entrepreneurial members | | entrepreneurial members, other stakeholders | Press release 2023. June 16. III. |
| PP7 IPOSZ | Information on Facebook sites of branch and regional craftsmen’s corporations | Information about the ongoing project activities. | ongoing | membership of the branch and regional craftsmen’s corporations | Information on Facebook site of branch and regional craftsmen’s corporations | 8.000 enterprises | Printscreen |
| PP8 MU | appearance on Official Youtube Channel of the University of Miskolc | "Train-the-Trainer" programot teszteltek a Miskolci Egyetemen ("Train-the-Trainer" program was tested at the University of Miskolc) https://www.youtube.com/watch?v=kuBKjJ-60gg | from 1 st of August 2023 | academic sphere and partners | Y-outube channel | ~2300 | https://www.youtube.com/watch?v=kuBKjJ-60gg |



| | | | | | | | |
|--------|---|--|--|------------------------------|---|--------|---|
| PP8 MU | appearance on official website of the University of Miskolc | News about the ICIInSMEs project and the Train the trainer programs https://www.uni-miskolc.hu/hirek?news_id=4720 | appearance on 2 nd of August 2023 | academic sphere and partners | Youtube channel | >10000 | https://www.uni-miskolc.hu/hirek?news_id=4720 |
| PP8 MU | appearance on official website of the University of Miskolc | 1 Minute about University of Miskolc News about the ICIInSMEs project and the Train the trainer programs https://www.uni-miskolc.hu/hirek/4729/1_perc_me_tudasatadas_golyatabor_-_uj_a_nap_alatt | appearance on 8 th of August 2023 | academic sphere and partners | https://www.uni-miskolc.hu/hirek/4729/1_perc_me_tudasatadas_golyatabor_-_uj_a_nap_alatt | >10000 | https://www.uni-miskolc.hu/hirek/4729/1_perc_me_tudasatadas_golyatabor_-_uj_a_nap_alatt |
| PP8MU | appearance on Official Youtube Channel of the University of Miskolc | 1 Minute about University of Miskolc News about the ICIInSMEs project and the | from 8 th of August 2023 | academic sphere and partners | https://www.youtube.com/watch?v=GzPjucecv34&t=29s | ~2300 | https://www.youtube.com/watch?v=GzPjucecv34&t=29s |





| | | | | | | | |
|--------|--|---|--|---|---|--------|---|
| | | Train the trainer programs https://www.youtube.com/watch?v=GzPjucetv34&t=29s | | | =GzPjucetv34&t=29s | | |
| PP8MU | appearance on official website of the Institute of Business Sciences at the University of Miskolc | News about the ICIInSMEs project https://gti.uni-miskolc.hu/projektek | from August of 2023 | academic sphere and partners | https://gti.uni-miskolc.hu/projektek | >10000 | https://gti.uni-miskolc.hu/projektek |
| PP8 MU | appearance on official Facebook profile of the Institute of Business Sciences at the University of Miskolc | News about the ICIInSMEs project https://www.facebook.com/MEGazdalkodastaniintezet | from 1 st of August of 2023 | academic sphere and partners | https://www.facebook.com/MEGazdalkodastaniintezet | >10000 | https://www.facebook.com/MEGazdalkodastaniintezet |
| PP8 MU | appearance on website of the BOON news portal of Borsod-Abaúj-Zemplén county | https://www.boon.hu/helyi-kozelet/2023/08/ezt-a-programot-teszteltek-a-miskolci-egyetemen | 9 th of August 2023 | population of Borsod-Abaúj-Zemplén county | https://www.boon.hu/helyi-kozelet/2023/08/ezt-a-programot-teszteltek-a-miskolci-egyetemen | >10000 | https://www.boon.hu/helyi-kozelet/2023/08/ezt-a-programot-teszteltek-a-miskolci-egyetemen |





| | | | | | | | |
|----------|---|---|--|---|---|-----------------------|---|
| | | | | | = tesztelt ek-amis-kolci-egyete-men | | |
| PP8 MU | appearance on Official Instagram Channel of the University of Miskolc | https://www.instagram.com/reel/CvkFb7tonkg/?igshid=MzRIOD-BiNWFIZA%3D%3D | from 5 th of August of 2023 | academic sphere and partners | https://www.instagram.com/reel/CvkFb7tonkg/?igshid=MzRIOD-BiNWFIZA%3D%3D | >10000 | https://www.instagram.com/reel/CvkFb7tonkg/?igshid=MzRIOD-BiNWFIZA%3D%3D |
| PP9 DIRW | Info about workshop | By email, on the DIR website | 10.11.2022 | Chamber of crafts, chamber of Commerce and Industry, Vocational | web | About 20 participants | www.izba.wroc.pl |




Hanse-Parlament

Digital methods, toolbox and trainings for increasing (IClinSMEs)



customer innovation in SMEs”

| | | | | | | | |
|---|--|---|------------|---------------------------|--------|---------------|---|
| | | | | Schools, SME support | | | |
| PP9 DIRW | Info after workshop | DIR webpage, facebook | 21.11.2022 | Facebook followers | web | followers | https://www.facebook.com/Dolnoslaskalzbazemieslnicza |
| PP9 DIRW | Info after workshop | Instagram | 24.11.2022 | Instagram | web | followers | https://www.facebook.com/Dolnoslaskalzbazemieslnicza |
| | | | | | | | |
| Publications in partner journals, books, printed newsletter, etc. | | | | | | | |
| PP1 HP | Publication of scientific conference paper | Title of publication: “RECENT DEVELOPMENTS AND CHALLENGES OF CUSTOMER-BASED INNOVATION THROUGH DIGITAL TOOLS IN SMEs” | 10.03.2021 | Researchers, broad public | Online | Estimate: 200 | 7_Pdf http://cib-mee.vgtu.lt/index.php/verslas/2021/paper/view/634/22 4  7_Pdf.pdf |





Hanse-Parlament

Digital methods, toolbox and trainings for increasing (IClinSMEs)



customer innovation in SMEs”

| | | | | | | | |
|--------|-----------------------------------|---|------------|---|---------------|--|---|
| PP1 HP | Project information brochure 2020 | Informing chambers, schools and universities that are member of the Hanse-Parlament about the ICIInSMEs Project | 30.12.2020 | Representatives of, Chambers, Vocational schools and Universities | Mail/Brochure | Estimate: 150 (More than 70 chambers, vocational schools, colleges and universities and its employees in Europe) | 8_Photo  8_Photo.JPG |
| PP1 HP | Project information brochure 2021 | Informing chambers, schools and universities that are member of the Hanse-Parlament about the ICIInSMEs Project | 28.12.2021 | Representatives of, Chambers, Vocational schools and Universities | Mail/Brochure | Estimate: 150 (More than 70 chambers, vocational schools, colleges and universities and its employees in Europe) | 9_Photo  9_Photo.JPG |





| | | | | | | | |
|----------|--------------------------------|--|------------------------------------|---|-------------------|--|---|
| PP2 HWWI | Co-authorship conference paper | | 14.05.2021 | Resear- chers, Broad public | Online article | | http://cib-mee.vgtu.lt/index.php/verslas/2021 |
| PP2 HWWI | Single authorship; article | Digital Integration – chances for small and medium enterprises. | 2021 | Resear- chers, Broad public | Online article | | https://www.wirtschaftsdienst.eu/inhalt/jahr/2021/heft/6/beitrag/digitale-integration-chancen-fuer-kleine-und-mittelstaendische-unternehmen-in-deutschland.html |
| PP5 HI | Publication | Publication in proceedings International Scientific Conference 13-14 May 2021, Vilnius, Lithuania. Title “RECENT DEVELOPMENTS AND CHALLENGES OF CUSTOMER-BASED INNOVATION THROUGH DIGITAL TOOLS IN SMEs” | 13-14 May 2021, Vilnius, Lithuania | Entrepre- neurs, scientists, students, govern- ments, NGO’s | | | printed |





| | | | | | | | |
|--------|-------------|--|-------------------------------|---|--|--|-----------|
| PP5 HI | Publication | Publication for symposium "Theoretical and practical aspects in economic sciences" in Warsaw School of Economics December 2021. Title: "DIGITALIZATION OF COOPERATION WITH THE CLIENT IN THE PROCESS OF CREATING INNOVATION - COMPARATIVE ANALYSIS OF SELECTED EUROPEAN" COUNTRIES | Warsaw, Poland, December 2021 | Entrepreneurs, scientists, students, governments, NGO's | | | printed |
| PP5 HI | Publication | Publication in a scientific monograph at the University of Gdańsk, January 2022. Title: "USING THE COVID-19 PANDEMIC AS A STIMULATOR OF INNOVATIVE ACTIVITY IN SMALL AND MEDIUM-SIZED ENTERPRISES" | Gdańsk, Poland, January 2022 | Entrepreneurs, scientists, students, governments, NGO's | | | printed |
| PP5 HI | Publication | Publication "CUSTOMER CENTRIC INNOVATION" (Chapter I) in Part I. "Digital methods for increasing customer-centric innovation | Miskolc, Hungary 2022 | Entrepreneurs, scientists, students, governments, NGO's | | | published |



| | | | | | | | |
|--------|-------------|--|---|---|--|--|---------------|
| | | in SME – theoretical background” in a monograph “Digital solutions supporting customer-centric innovation in SMEs published by University of Miskolc | | | | | |
| PP5 HI | Publication | Publication “ CUSTOMER-CENTRIC INNOVATION: DRIVING BUSINESS SUCCESS IN THE DIGITAL ERA” in project results book published by Hanse Parliament | August 2023 Project results book published by Hanse Parliament | Entrepreneurs, scientists, students, governments, NGO’s | | | in publishing |
| PP5 HI | Publication | Publication “SUSTAINABLE INNOVATION IN SMALL AND MEDIUM-SIZED ENTERPRISES IN THE DIMENSION OF THE DIGITAL ECONOMY” in book titled “Changes in the management of small and medium-sized enterprises in the digital environment” | Warsaw, Poland 2023 | Entrepreneurs, scientists, students, governments, NGO’s | | | in printing |



| | | | | | | | |
|-----------|--|--|------------------|-------------------------------|-----------|--|---|
| PP6 IBC | Newsletter | Newsletter to stakeholders of IBC | 14.03-20.03 2022 | Externally | IBC | | Letter |
| PP6 IBC | Info to IBC colleges | Colleges | 12.12-18.12 2022 | Internally and externally | IBC | 50 | Power pres. |
| PP7 IPOSZ | Informing the IPOSZ National Board about the results of the project. | the National Board meets every two months, where the current results of the IPOSZ are reviewed. There was a detailed report on the results of the project and development opportunities. | 15.01.2023 | members of the National Board | Buda-pest | the members of the National Board inform the entrepreneurs of the concerned counties | Photos the minutes of the National Board meeting |
| PP7 IPOSZ | Informing the IPOSZ National Board about the results of the project. | the National Board meets every two months, where the current results of the IPOSZ are reviewed. There was a detailed report on the results of the project and development opportunities. | 08.03.2023 | members of the National Board | Buda-pest | the members of the National Board inform the entrepreneurs of the concerned counties | Photos the minutes of the National Board meeting |



| | | | | | | | |
|-----------|--|---|---|-------------------------------|--|--|---|
| PP7 IPOSZ | Informing the IPOSZ National Board about the results of the project. | the National Board meets every two months, where the current results of the IPOSZ are reviewed. There was a detailed report on the results of the project and development opportunities. | 25.04.2023 | members of the National Board | Buda-pest | the members of the National Board inform the entrepreneurs of the concerned counties | Photos the minutes of the National Board meeting |
| PP8 MU | Publication1 book published online | Ágnes, Horváth (ed.); László, Molnár (ed.); Noémi, Hajdú (ed.) Digital solutions supporting customer-centric innovation in SMEs. University of Miskolc, Faculty of Economics, Miskolc, 2022, 131 p. | 2022 | academic sphere and partners | online | | publication1 |
| PP8 MU | Publication2 Scientific Journal article | Horváth Ágnes, Hajdú Noémi, Molnár László, Bereczk Ádám, Szűcsné Markovics Klára: Ügyfélközpontú innovációk alkalmazása a KKV-k körében. Hantos Periodika. University of Miskolc, Faculty of Economics, ISSN: 2732-0405 | Article was accepted by the editorial board on 12/08/2023. Date of Publishing October 2023 (planned) | academic sphere and partners | Hantos Periodika. University of Miskolc, Faculty of Economics, | | manuscript and declaration of acceptance of the article |



| | | | | | | | |
|---|----------------------------|--|--|--|--------------------------------|--------------|-------------------------------|
| | | | | | ISSN: 2732-0405 | | |
| PP8 MU | Publication 3 | Ágnes Horváth, Noémi Hajdú, László Molnár, Ádám Bereczk, Klára Szűcsné Markovics: Customer centric innovation in SMEs. | Article was accepted by the editorial board of IClInSMEs Final project book in July 2023 | academic sphere and partnersm entrepreneurs, chambers | IClinS-MEs Final project book. | | publication 3 |
| PP9 DIR | Publication in DIR Journal | | Winter 2022 | Chamber of crafts, chamber of Commerce and Industry, Vocational Schools, SME support | Publication journal | DIR partners | |
| Introduction of project results in policies, administrations, stakeholders etc. | | | | | | | |
| PP2 HWWI | Dialogue | Consultation of city representatives in various Northern German cities (Bremen, Emden, Hamburg, etc.) | Frequently (min. 3-5 times) | 3-5 cities / 10-15 persons | | | |



| | | | | | | | |
|---------|---|---|--|---|-------------|------------------------|---------------------|
| PP5 HI | Spreading results and analyses | Handing over materials to self-government authorities | Lebork, Warsaw, Gdansk, Slupsk 2021-2022 | Local self-governments authorities and NGO's supporting development of SMEs | stationary | 3 authorities, 2 NGO's | Meeting, discussion |
| PP5 HI | Spreading results and analyses | Handing over materials to NGO's supporting SMEs | Key ICT cluster, Key energy cluster | NGO's supporting development of SMEs | stationary | 2 NGO's | Meeting, discussion |
| PP6 IBC | General INFO to our organisation during a meeting | A short info to all employees at IBC-Kurser | 5.04 - 11.04 2021 | Inhouse | IBC Kolding | 25 persons | Online meeting |
| PP6 IBC | Local meeting with stakeholders | Dialogue in IBC-Kurser organisation | 5-11.04 and 19-25.04 2021 | Inhouse | IBC Kolding | 5 persons | Phone calls |
| PP6 IBC | Following info to IBC-organisation | Dialogue in IBC-Kurser organisation | 18.- 24.10.2021 | Inhouse | IBC Kolding | 25 persons | Online meeting |
| PP6 IBC | Following info to IBC-organisation | Dialogue in IBC-Kurser organisation | 7 – 13.03.2022 | Inhouse | IBC Kolding | 25 perspons | Online meeting |
| PP6 IBC | Info | UV-Course in Åbenrå | 5-11.09 2022 | Externally | IBC | 10 | Verbal |
| PP6 IBC | Info | Students at GLU | 7-13.11. 2022 | Externally | IBC | 15 | Verbally |




| | | | | | | | |
|---|--|--|---------------------------------|------------|--------|-----------------------|--------------------|
| PP6 IBC | General info to colleagues | Colleagues | 7.08-13.08 2023 | Internally | IBC | 50 | Power presentation |
| Disseminations to national and international umbrella organizations from business associations and educational institutions | | | | | | | |
| PP2 HWWI | Survey dissemination | Industrie- und Handelskammer Gera | 30.04.2021 | | | | |
| PP2 HWWI | Survey dissemination | Industrie- und Handelskammer Erfurt | 30.04.2021 | | | | |
| PP2 HWWI | Survey dissemination | Bundesverband mittelständische Wirtschaft, Unternehmerverband Deutschlands e.V. | 30.04.2021 | | | | |
| PP2 HWWI | Survey dissemination | Handelskammer Hamburg | 29.04.2021 | | | | |
| PP2 HWWI | Survey dissemination | Oldenburgische Industrie- und Handelskammer | 30.04.2021 | | | | |
| PP5 HI | Meetings and discussion with NGO: Market economy research Institute” in Gdansk | Meetings and discussions about supporting SMEs in innovation strategy – tools and method for increasing new development product and processes. | January 2021 and September 2021 | NGO, SMEs | Online | About 12 participants | MS Teams |



| | | | | | | | |
|--------|--|---|---|-----------------------|------------|-----------------------------------|----------|
| PP5 HI | Lectures for students during session “From idea to commercialization” - postgraduate students working in different enterprises | Lectures “Innovation co-created with customer” and “New technologies in the innovation strategy – fashion or necessity?” | 3 hours every quarter of the year | Postgraduate students | Online | Over 60 participants (two groups) | MS Teams |
| PP5 HI | Meetings and discussion with educational institution: Economic Technical School in Mokotów, Warsaw | 2 meetings and discussions with student during skills days: “How to build innovation strategy – tools and method for increasing new development product and processes”. | October and November 2022 | Students | stationary | 2 classes (about 45 students) | |
| PP5 HI | Conducting lectures on intellectual capital and innovation management on Warsaw School of Economics, Warsaw | Lectures cover the thematic scope of the project area, individual project results are presented during classes, opportunities to implement the concept of "Customer centric innovation" are used on the example of specific case studies - SMEs from different sectors of activity. | 18 hours from January 2023 till June 2023 | Postgraduate students | online | 32 students | MS Teams |



| | | | | | | | |
|------------------|--|---|-----------------------------|---|--|---|---|
| PP6 IBC | Information during my India-project (export Danish education) | Customers, embassies and other organisations with interests | Year 2022-23 | Externaly | IBC | Estimated 50 | Verbally |
| DIR | Presentation in March 2023 during stakeholders meeting assembly | | March 2023 | Stakeholders and members of crafts commissions | Meeting | 15 persons | |
| Other activities | | | | | | | |
| PP1 HP | Distribution of online survey and best practices collection | Active distribution of online survey and introduction of IClInSMEs project | April 2021 – September 2021 | SME workers and managers, further training institutions, chambers | Online /Phone/Vide o calls | Estimate: 150 | 10_Screenshot  10_Screenshot.png |
| PP4 WIRP | Information for members of the Management Board of the Chamber of Crafts | Placing information about the IClInSMEs project in the report on the activities of the Chamber in 2020. | December 2020 | Management board of the Chamber of Crafts, | The seat of the Chamber of Crafts, on- | 15 people who provided information for members of | |



| | | | | | | | |
|----------|--|---|----------------|--|---|---|------------------------|
| | | | | Chief Accountant, Legal Counsel | line, Ol-sztyn | their organizations | |
| PP4 WIRP | Information for members of the Management Board of the Chamber of Crafts | Information about the workshops and trainings in Hamburg. Discussion about our tasks in the project | June 2022 | Management board of the Chamber of Crafts, Chief Accountant, Legal Counsel | The seat of the Chamber of Crafts, Ol-sztyn | 17 people who provided information for members of their organizations | Presentation, protocol |
| PP4 WIRP | Information for members of the Management Board of the Chamber of Crafts | Information about the workshops and trainings in Hamburg. Discussion about our tasks in the project. | June 2023 | Management board of the Chamber of Crafts, Chief Accountant, Legal Counsel | The seat of the Chamber of Crafts, Ol-sztyn | 17 people who provided information for members of their organizations | Presentation, protocol |
| PP6 IBC | Verbally info | To cooperation partners to IBC | Year 2022 - 23 | Externally | | Estimated +10 | Verbally |



| | | | | | | | |
|-----------|---------------------------|--|--|----------------------|--------------------------------------|------------------------------------|--|
| PP7 IPOSZ | Hatos Csatorna Television | A talk show on a national television, cc. 30 minutes conversation with experts about the Customer-Centered Innovation training | 28 September 2022 which were repeated 4 times again on Channel Six | Hungarian population | interview could be viewed on Youtube | approx.. 1,200,000 TV viewers | video Hatos Csatorna 2022. September 28. from 24:14 til 52:00 |
| PP7 IPOSZ | Hatos Csatorna Television | A talk show on a national television, cc. 30 minutes conversation with experts about the regular weekly online counselling | 01 February 2023 which were repeated 4 times again on Channel Six | Hungarian population | interview could be viewed on Youtube | approx.. 1,200,000 TV viewers | video Hatos Csatorna 2023. February 01. |
| PP7 IPOSZ | Retro Rádió and Rádió 1 | Short advertisement about the weekly regular online course | 10 times a day for three days, after the hourly news | Hungarian population | | approx.. 1,500,000 radio listeners | advertising sound recording Retro Radio record |
| IPOSZ | Hatos Csatorna Television | A talk show on a national television, cc. 30 minutes conversation with experts about the experiences of the | 29. March 2023 which were repeated 4 times again | | interview could be viewed on | approx.. 1,200,000 TV viewers | video Hatos Csatorna 2023. March 29. Hatos Csatorna |





| | | | | | | | |
|-------|---------------------------|--|--|----------------------|--|------------------------------------|--|
| | | Customer-Centered Innovation training | on Channel Six | Hungarian population | Youtube | | 2023. March 29. from 05:13 til 35:03 |
| IPOSZ | Hatos Csatorna Television | A talk show on a national television, cc. 30 minutes conversation with experts about the experiences of the International Conference | 26. July 2023 which were repeated 4 times again on Channel Six | Hungarian population | interview could be viewed on Youtube | approx.. 1,200,000 TV viewers | video Hatos Csatorna 2023. July 26. |
| IPOSZ | Kossuth Rádió | Interview with the president of IPOSZ about the upcoming international conference | June 09. 2023 | Hungarian population | | approx.. 2,500,000 radio listeners | Press Release on the Conference |
| IPOSZ | Hatos Csatorna | Short advertisement about the weekly regular online course | 10 times a day for four weeks | Hungarian population | advertisement could be viewed on Youtube | approx.. 1,200,000 TV viewers | video advertisement on weekly counselling |





Hanse-Parlament

Digital methods, toolbox and trainings for increasing (IClinSMEs)



customer innovation in SMEs”

| | | | | | | | |
|-------|---------------|---|----------------|----------------------|---|------------------------------------|---|
| IPOSZ | Karc FM Rádió | Interview with the president of IPOSZ about the ongoing regular weekly online counselling | March 14. 2023 | Hungarian population | interview could be listened through the link from 35:20 | approx.. 1,300,000 radio listeners | Press release on regular weekly counselling |
|-------|---------------|---|----------------|----------------------|---|------------------------------------|---|





Hanse-Parlament

Digital methods, toolbox and trainings for increasing customer innovation in SMEs” (IClinSMEs)

