

## Dear Reader,

Welcome to the 3rd DanubePeerChains newsletter.

We are happy to present you the third newsletter of DanubePeerChains - Integrated capacity building and training programme for DANUBE area labour and business support organisations, local industry and entrepreneurs to enter innovative transnational value CHAINS as PEER-level collaboration partners.

**Get to know what we have achieved so far!**  
**Enjoy reading!**

## KEY FACTS ABOUT THE PROJECT

### ABOUT THE PROJECT

DanubePeerChains has as main objective to empower Labour market Support Organisations (LSO) and Business Support Organisations (BSO) together with their target groups and further local high-potentials in a joint capacity building and training approach to upskill to high-qualified jobs in the Danube region and to gain sustainable recognition as PEER-level collaboration partners in innovative transnational value chains.

### PREVIOUS ACTIVITIES

#### ADVISORY BOARD ACTIVITIES

The Advisory Board (AB) composition, representing EUSDR PA8+PA9, Labour market and Technology topics, allows for increased visibility and joint positioning in the field of qualification for digital transformation and transnational value-chain creation for the DanubePeerChains partnership from the very start of project implementation. Main foreseen tasks of the Advisory Board are:

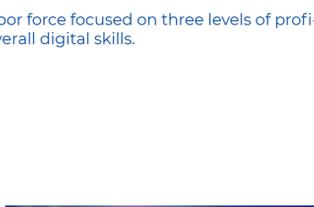
- advice to the DanubePeerChains project consortium, on bilateral basis with single project partners, and via participation in AB web-conferences that will be dedicated to strategic issues of project implementation,
- strategic inputs for the DanubePeerChains partnership and target groups, e.g. through presentations at the main project events
- representation of the DanubePeerChains agenda and goals at external events, e.g. in speeches at conferences,
- participation in capacity building measures and trainings

On May 17 2021 the first advisory board meeting took place. The participants had the opportunity to discuss about the influence of the Covid-19 pandemic on transnational value chains.

#### DEVELOPMENT OF SUPPORT INSTRUMENTS FOR LSO/BSO TO REACT ON COVID-19 IMPACT ON LABOUR MARKET AND ECONOMY

Biz-union created a report to give an overview how the pandemic situation has affected the daily work of companies – exemplary for Austria, but similar for all European countries and beyond - and how the policy actors of all partner countries reacted on that situation to support the local economy and labour market. We have analyzed, how the daily work changed, as well as the need for leadership and organizational management to change in the post-COVID-19 time to cope with intensified digitalization of work.

[Click here for more!](#)



#### ANALYSIS OF THE AVAILABLE DIGITAL SKILLED LABOR FORCE

We would like to present you the analysis of the available digital skilled labor force. The first part is focusing on the three levels of proficiency: low overall digital skills, basic overall skills, and above overall digital skills. The second part of the analysis of the available digital skilled labor force focused on three levels of proficiency: low overall digital skills, basic overall skills, and above overall digital skills.

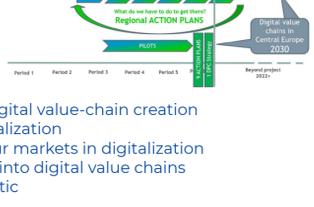
[Click here for more!](#)

### UPCOMING ACTIVITIES:

#### DEVELOPMENT OF THE TRAINING PROGRAMME

In the upcoming months the partnership of the project will develop a training program to qualify digitalization specialists from SME/entrepreneurs. The value-chain oriented training for enhancing know-how of companies' employees is split into:

1. Local training courses in native language
2. Online training courses in English language with wider / in-depth information The local training courses will be focused on the specific demands of less-represented regions whereas the online trainings provide a wider range of information that is necessary to upskill employees and entrepreneurs.



#### REGIONAL ACTION PLANNING

Within DanubePeerChains, different analyses have been conducted to understand the labour market characteristics and needs of the different sectors in addition to the higher strategic priorities identified by decision-makers. These include:

- the transnational benchmark analysis of labour market conditions including identification of qualification and support demand as well as a factsheet on the analysis
- an analysis of the latest status of the EUSDR Strategy / S3 strategies in the partner countries
- a transnational competence map of knowledge related to digital value-chain creation
- a mapping of competencies in key knowledge fields of digitalization
- a collection of support instruments in place to develop labour markets in digitalization
- methodology for the integration of existing industry sectors into digital value chains
- a regional analysis with a focus on labour characteristics



These analyses form the basis of Regional Action Plans, which will define concrete-supported measures to utilize each region's respective value chain potential as identified in the above-mentioned studies. This potential will be seized by proposing actions, which will allow for the upgrading of qualifications of regional companies through the upskilling of staff. At the same time, the actions will also allow for these companies to be integrated into transnational digital value chains in cooperation with labour market and business support organisations through their digital transformation.

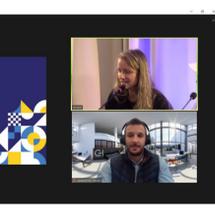
The development of ACTION PLANS will be done in close cooperation with stakeholders who will be given the opportunity to provide input during regional workshops. The members of the consortium will also provide each other with feedback on their respective action plans. Finally, the Action Plans will be shared with regional policy-makers and relevant stakeholders. They will further be used to develop the Final DanubePeerChains STRATEGY and POLICY RECOMMENDATIONS. Regional Action Plans and the Strategic Recommendations should then be shared with policymakers to feed into higher-level strategies, mainly EUSDR PA9 and PA10, and S3 STRATEGIES.

The geographical scope of the Action Plans is Austria, Slovenia, Romania, Germany, Croatia, Hungary, Montenegro, Serbia and Bosnia and Herzegovina. The associated partner country Moldova will contribute with feedback in the framework of the peer review process. A total of 9 regional action plans will be submitted by end of 2022.

## PROJECT RELATED EVENTS

#### SECOND STEERING COMMITTEE MEETING (ONLINE)

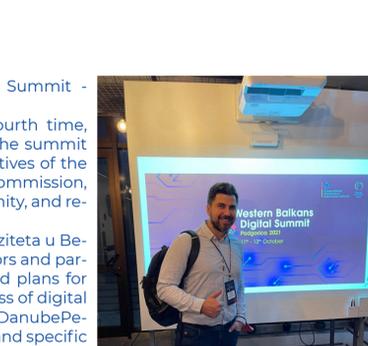
The second DanubePeerChains Steering Committee Meeting was held on the 10th and 11th of June. Project partners discussed the dynamics of the implementation of planned activities, forecast for the rest of the project, and reviewed the progress of management, potential risks, and problems. For more details [click here](#).



#### TRANSYLVANIAN CLUSTERS INTERNATIONAL CONFERENCE

Lead partner of the DanubePeerChains project - Business Upper Austria and Asociatia Clusterelor din Romania, presented different aspects of the project at the Transylvanian Clusters International Conference (TCIC) on 17. June 2021.

TCIC is an annual event organized by the Transylvanian Clusters Consortium, aiming to support the economic environment and to facilitate the international exchange of knowledge and good practices, providing a cross-continental collaboration platform for addressing global challenges.



#### SECOND STEERING COMMITTEE (ZAGREB)

The second Steering Committee was held in Zagreb from 14th to 16th of September, in the premises of ZICER - Zagrebački inovacijski centar.

This was the opportunity for project partners to discuss the progress in thematic work packages, dynamics of the implementation of planned activities as well as the financial progress and forecast.

During the meeting, project partners participated in the workshops Danube Diamond for 3 selected value chains:

- wood and furniture, led by the CPU
- mechanical engineering, led by the Inovaciono preduzetnički centar Tehnopolis
- mechatronic, electronic, and automation led by the Digitale Gründerinitiative Oberpfalz



#### EUSDR THEMATIC CONFERENCE ON INNOVATION AND DIGITIZATION.

DanubePeerChains project presented at the EUSDR Thematic Conference on Innovation and Digitization. On 22 September, the representative of Inovaciono preduzetnički centar Tehnopolis presented the DanubePeerChains project at the event as a success story during the panel „A KEY SUCCESS FACTOR – FUNDING”.

The Slovak EUSDR Succession in its event on innovation & digitization touched upon the questions of how to boost innovation and digitization in the Danube region, regional aspects of SME digitization, and funding for innovation & digitization. The event was organized in a hybrid form – online and personal participation.



#### DIGITAL SUMMIT - WESTERN BALKANS 6.

DanubePeerChains project presented on the Digital Summit - Western Balkans 6. Western Balkans Digital Summit was held, for the fourth time, from 11 to 13 October 2021 in Podgorica, Montenegro. The summit brought together significant and influential representatives of the governments of the Western Balkans, the European Commission, the Regional Cooperation Council, the business community, and relevant actors.

The director of the Centar za transfer tehnologije Univerziteta u Beogradu used the opportunity to talk with important actors and participants of the Summit and exchange experiences and plans for achieving the goals of the Digital Agenda and the process of digital transformation. Among other things, he presented the DanubePeerChains project and discussed the goals of this project and specific activities aimed at strengthening the business sector through digitalization, training for digitization, and business transformation. Digital Summit 2021 aimed to present examples of good practice in the Western Balkans, highlight the achievements and outcomes of the Digital Agenda and explore the possibilities of building partnerships with the private sector in the process of digital transformation.



#### GIRLS' DAY

FITT presented the DanubePeerChains project at the event Girls' Day, which was organized for the fourth time at their Center, together with DKR, BH Futures Foundation, and Masterwerk.

Young girls and women, as well as representatives of enterprises and SMEs, visited the Center, where they had the opportunity to hear successful stories of women in technology. They also learned more about FITT and the current level of technology in Bosnia and Herzegovina as well as the details about the Interreg project Danube Peer Chains. In the past, FITT organized Girls' Day particularly for females, but this year they decided to have companies as well since the goals of Danube Peer Chains are aimed at strengthening labor and business organisations through digitalization, training, and business transformations. This event was a perfect opportunity for company representatives to see different industrial solutions for their production and they were also invited to participate in the workshops through the DanubePeer-Chains project to upskill their workforce. On the other hand, girls and women had the opportunity to get insight into the new digital era and connect with employers for their future engagements.



## PROJECT PARTNERS



## CONTACT

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