



Activity 1.1

Formalizing the joint intention and dedication
for the creation of the Danube DNA network

D.1.1.1

Pillars of the
Danube DNA network



I. Background

Project Partners and Associated Strategic Partners of the Danube DNA project (“Danube Digital transformation Network of Active SMEs training and knowledge transfer centers”) intend to establish a cooperation network – “Danube DNA network”.

This document sets the main pillars that the Danube DNA network will be built upon and that will create basis for the formulation of the Memorandum of Understanding (hereinafter referred to as MoU) that will formalize partners joint aims and intentions.

The Memorandum of Understanding (MoU) contributes to the activities of the project “Danube Digital transformation Network of Active SMEs training and knowledge transfer centers” (Danube DNA) and creates a supporting ecosystem for the sustainable synchronized transnational digital transformation of SMEs towards Industry and Logistics 4.0, across the Danube Region, through establishment of the Danube DNA network – digital transformation network of active SMEs’ training and knowledge transfer centers. The Danube DNA network will be the nucleus of integrative smart specialization, skills development, cross-sectorial collaborations, SMEs transformation, and transition towards Industry and Logistics 4.0, through the transfer of knowledge, inter-regional capacity building, jointly developed solutions, and implementation of innovative and sustainable pilot actions.

II. Joint aims of the Danube DNA partnership

The Partners intend to establish sustainable transnational cooperation based on the principles of transparency, and mutual respect, in the frame of the Danube DNA network.



The Danube DNA network will represent transnationally aligned “one-stop shops” along the Danube that will have the required knowledge, capacity, and ability to support the digital transformation of SMEs in Danube countries. Cross-sectoral and cross-border cooperation of the Danube DNA network will create a sustainable innovation ecosystem for capacity building, skills development, knowledge transfer, new solutions development, and implementation, by considering the specific territorial challenges and disparities, contributing to the general effort of closing the innovation and digitalization gap and fostering the economic development across the Danube Region, as targeted in the EUSDR and addressed with the EUSDR Action Plan, under PA8 and PA7.

III. Pillars of the Danube DNA network

The Danube DNA network will be built on the following pillars, that represent joint aims, values, principles and actions that partners would like to share and achieve in the Danube region related to the digital transformation of SMEs towards Industry and Logistics 4.0.

1. Create a network of transnationally aligned “one-stop shops” along the Danube that will have the required knowledge, capacity, and ability to support the digital transformation of SMEs in their countries.
2. Create the supporting Danube DNA platform to ensure communication, cooperation, knowledge sharing and solution exploitations between all interested parties along the entire comprehensive region. The platform will be a supportive IT tool for the implementation of the causes of the Danube DNA network.
3. Create the Transnational Guidelines for the smart specialization to ensure cross-border and cross-sectoral alignment of national smart specialization

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strategies along the entire Danube Region and identify digital solutions and tools that should be developed and implemented in SMEs along the entire Danube region in order to support and enhance the digital transformation of SMEs towards Industry 4.0.

4. Raise knowledge and awareness about the possibilities and benefits of the digitalization of SMEs.
5. Develop joint solutions that are needed and can be implemented in the SMEs along the entire region, and make them available at the Danube DNA platform, to all stakeholders in the region, even after the project is finalized.
6. Organize the Digital Transformation Expo Event to facilitate cross-border cooperation and horizontal and vertical integration of the SMEs along the Danube Region. Furthermore, to promote and communicate the outputs and results of the Project across the extended Danube Region.
7. To invite and encourage the responsible policymaking authorities (local, regional and/or national stakeholders) to integrate and implement the measures and recommendations made in the Project.
8. To actively promote the main and specific objectives of the MoU, as well as results of their joint activities to their respective network through their communication channels and tools.