Interreg Danube Region

Co-funded by the European Union

Danube DNA

Danube Digital transformation Network of Active SMEs training and knowledge transfer centers (Danube DNA)

Activity 3.2 Comprehensive digital dissemination of knowledge, the joint solutions and the pilot actions results along the extended Danube region

D.3.2.2 Digital Dissemination Outreach

Project Partner: TERA Tehnopolis d.o.o.

Reporting period: 5

Interreg Danube Region

Co-funded by the European Union

Danube DNA

Table of Contents

Introduction 1

Communication Strategy 1

- Communication Materials 2
- Targeting the Extended Region 2
- Paid Promotions 3
- Direct stakeholder communication 3

TERA Tehnopolis Communication Activities 4

- Linkedin 4
- Facebook 10
- Instagram 14
- Website 19
- Newsletter 20
- Mail 21

Partner Communication Activities 29

- Danube DNA website and Newsletter 29
- Pomurje Technology Park (PTP) 30
- SOVA Digital a.s 40

Dissemination Performance Overview 41

Outreach Assessment 41

- Geographic outreach 41
- Communication effectiveness 42
- Contribution to knowledge transfer 42
- Sustainability of dissemination 43

Conclusion 43

Introduction

This document presents the outreach analysis (Deliverable D.3.2.2 Digital Dissemination Outreach) prepared within Activity 3.2 Comprehensive digital dissemination of knowledge, the joint solutions and the pilot actions results along the extended Danube region of the Danube DNA project. The purpose of this deliverable is to monitor and assess the effects of the digital dissemination activities related to knowledge transfer, joint solutions development and pilot action results, with a specific focus on their reach within the extended Danube Region.

The analysis focuses on how the digital dissemination campaign supported the visibility and transfer of Danube DNA project results beyond the project partnership, particularly towards stakeholders from Programme countries not directly involved in the project, including Ukraine and Moldova.

The outreach activities analysed in this document include paid digital promotion, organic social media communication, direct stakeholder outreach, partner dissemination, institutional websites, newsletters and the publication of webinar-based videos. These channels were used to increase access to project knowledge, promote the developed joint solutions and support long-term availability of webinar content and project results.

The following chapters present the dissemination approach, targeted outreach methods, communication channels, performance indicators and evidence collected during implementation. Together, these elements demonstrate the effects of digital dissemination in the extended Danube Region and provide the basis for assessing the contribution of Activity A3.2 to wider knowledge transfer.

Communication Strategy

The dissemination strategy was designed to maximise the visibility of Danube DNA results among SMEs and innovation stakeholders while ensuring that project knowledge reached organisations beyond the project partnership. Since no single communication channel could effectively reach all target groups, a multi-channel approach was adopted.

The strategy combined organic communication, paid promotions, partner dissemination and direct stakeholder engagement. Different channels were selected according to the characteristics of the target audience, allowing the project to reach business representatives, innovation organisations, universities, clusters and business support institutions throughout the extended Danube Region.

Communication activities followed a structured dissemination cycle consisting of awareness creation before registration, intensive promotion during the registration period, post-event dissemination through follow-up communication and publicly available webinar-based videos.

In addition to selecting appropriate communication channels, a unified communication approach was established for all four webinars. Each webinar followed the same dissemination cycle, beginning with the publication of the general webinar series announcement, followed by individual webinar promotion, reminder communication, partner dissemination, paid promotion where applicable, and post-event communication through follow-up emails and publication of webinar-based videos. This ensured consistency throughout the campaign while allowing individual webinar topics to be promoted according to their specific audience.

Communication Materials

Prior to the implementation of the dissemination campaign, a complete communication package was developed to ensure consistent visual identity and messaging throughout the webinar series.

The communication materials included:

- webinar visual identity, social media graphics, newsletter articles, invitation emails, registration confirmation emails, follow-up emails, webinar descriptions, satisfaction survey, webinar presentation template, and QR codes.

All materials were prepared in English to ensure accessibility for international stakeholders throughout the extended Danube Region. The consistent communication package strengthened the visibility of the Danube DNA project while reducing preparation time for individual webinars.

Targeting the Extended Region

Since the objective of Activity A3.2 was to transfer knowledge to Programme countries not directly participating in Danube DNA, particular attention was given to Ukraine and Moldova. Ukraine and Moldova were selected because Activity A3.2 specifically identified countries outside the project partnership as the primary target for knowledge transfer. Since these countries were not directly involved in Danube DNA implementation, additional communication efforts were required to ensure that project results reached their innovation ecosystems. Therefore, dissemination activities combined geographical targeting through paid campaigns with direct institutional communication and partner-

supported dissemination. Existing professional networks established through previous European cooperation projects were utilised to identify organisations capable of further disseminating webinar information within their local ecosystems.

The communication strategy specifically targeted stakeholders from Ukraine and Moldova through several complementary activities:

- paid advertising campaigns geographically targeted to these countries
- direct invitations distributed through existing professional contacts
- emails addressed to organisations supporting SMEs and innovation
- encouragement to redistribute invitations within local business ecosystems
- dissemination through partner organisations and the B2GreenHub platform

Targeted groups were SMEs, business support organisations, technology parks, innovation agencies, clusters, universities, regional development agencies, and public authorities supporting digitalisation.

Paid Promotions

Paid digital promotions represented one of the principal dissemination instruments because it enabled geographical targeting towards countries outside the project consortium while maintaining cost-effective communication. Unlike organic communication, paid campaigns allowed geographical targeting towards Ukraine and Moldova, ensuring that webinar information reached SMEs, entrepreneurs, innovation organisations and business support institutions located in the extended Danube Region. Paid campaigns complemented organic communication by overcoming the limited visibility of institutional social media accounts. The ability to geographically target advertisements ensured that communication resources were directed towards stakeholders most relevant for Activity A3.2, rather than general audiences.

Direct stakeholder communication

Unlike public communication, direct invitations enabled personalised communication with organisations expected to act as multipliers within their own regional ecosystems. This approach encouraged secondary dissemination, whereby recipients redistributed webinar information through their own mailing lists, business communities and institutional networks. Special versions of the invitation were prepared for organisations from Ukraine and Moldova, encouraging recipients to further distribute webinar information through their own networks. This multiplier approach significantly increased the dissemination potential beyond direct project contacts.

TERA Tehnopolis Communication Activities

TERA Tehnopolis coordinated the complete communication campaign for the webinar series. Responsibilities included preparation of communication materials, management of social media channels, paid promotion, website publications, newsletter preparation, participant communication and coordination of dissemination activities with project partners.

The communication campaign combined organic and paid communication activities to maximise webinar participation while simultaneously increasing the visibility of Danube DNA project results throughout the extended Danube Region.

Linkedin

LinkedIn represented the primary professional communication platform used throughout the campaign. Posts targeted company representatives, SMEs, innovation organisations, business support institutions, universities and project stakeholders. Both organic publications and sponsored content were used to maximise visibility among professional audiences.

No. of posts	9
Paid posts	2
Paid reach	98,440
Organic reach	1,256
Total reach	**99,696**

Date	15/04/2026
Reach	421
Link	https://tinyurl.com/yx3hyzz6
Proof	

Tera Tehnopolis Ltd.
520 followers
2mo • Edited •

Želite unaprijediti svoje poslovanje uz pomoć digitalnih rješenja?
Pridružite nam se na ciklusu od četiri tematska webinara u sklopu projekta Danube DNA i saznajte više o digitalnoj transformaciji, jačanju konkurentnosti, strateškom donošenju odluka i odgovornoj primjeni umjetne inteligencije.
Kroz webinare ćemo predstaviti i konkretna digitalna rješenja poput Market Pulse, InvestPlanner, Digital Readiness Analysis, AI powered funding call matcher, EM4 System Condition i Weld Wise.
Webinari se održavaju 20., 23., 27. i 29. travnja
Početak je u 10:00 sati
Prijava je moguća putem kontakt obrasca
Zavirite već sada na B2GreenHub platformu i otkrijte alate koje ćemo predstaviti.
#DanubeDNA #digitalnatransformacija #MSP #webinar #AI #B2GreenHub #TERATehnopolis

Više informacija pročitajte na linku 👇
https://lnkd.in/dF42d2YU

Looking to strengthen your business with digital solutions?
Join our series of four thematic webinars within the Danube DNA project and gain practical insight into digital transformation, competitiveness, strategic decision-making, and the responsible use of artificial intelligence.
The webinars will also showcase concrete digital solutions such as Market Pulse, InvestPlanner, Digital Readiness Analysis, AI powered funding call matcher, EM4 System Condition, and Weld Wise.
Webinars will take place on 20, 23, 27 and 29 April
Starting at 10:00 AM
Registration is available via the contact form
Take a look at the B2GreenHub platform and explore the tools we will present.

For more information, check the link 👇

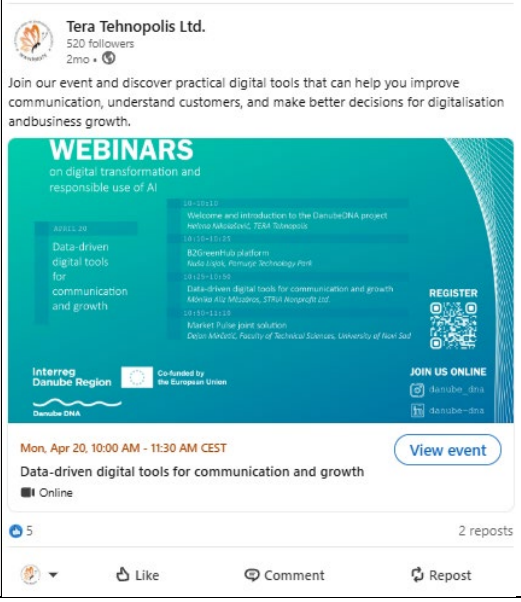
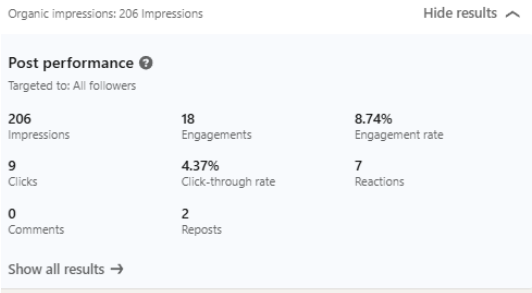
Iskoristite priliku za nova znanja i uvid u digitalna rješenja - Tera Tehnopolis d.o.o.
tera.hr

Organic impressions: 421 Impressions — Hide results

Post performance
Targeted to: All followers

421 Impressions	39 Engagements	9.26% Engagement rate
28 Clicks	6.65% Click-through rate	6 Reactions
0 Comments	5 Reposts	

Show all results →

Date	17/04/2026
Reach	206
Link	https://tinyurl.com/ys3h6cn5
Proof	 

Tera Tehnopolis Ltd.
520 followers
2mo •

Join our event and discover practical digital tools that can help you improve communication, understand customers, and make better decisions for digitalisation andbusiness growth.

WEBINARS
on digital transformation and responsible use of AI
APRIL 20
Data-driven digital tools for communication and growth
10:00–10:10 Welcome and introduction to the DanubeDNA project — Helena Aleksijević, TERA Tehnopolis
10:10–10:25 B2GreenHub platform — Nada Lojek, Pomuže Technology Park
10:25–10:50 Data-driven digital tools for communication and growth — Mónika Alz Mészáros, STRUI Nonprofit Ltd.
10:50–11:10 Market Pulse joint solution — Dejan Mirčetić, Faculty of Technical Sciences, University of Novi Sad
REGISTER
Interreg Danube Region
Co-funded by the European Union
Danube DNA
JOIN US ONLINE
danube_dna
danube-dna

Mon, Apr 20, 10:00 AM - 11:30 AM CEST
View event
Data-driven digital tools for communication and growth
Online

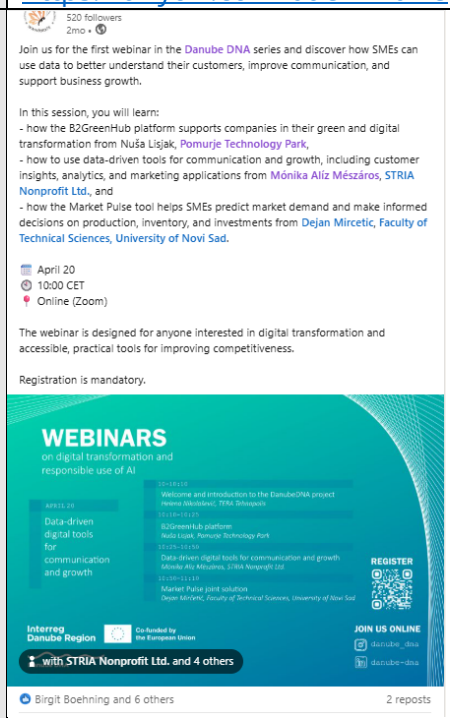
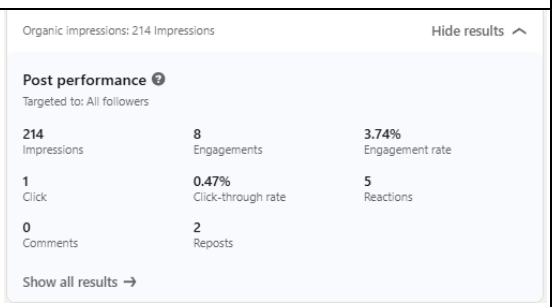
5 — 2 reposts
Like Comment Repost

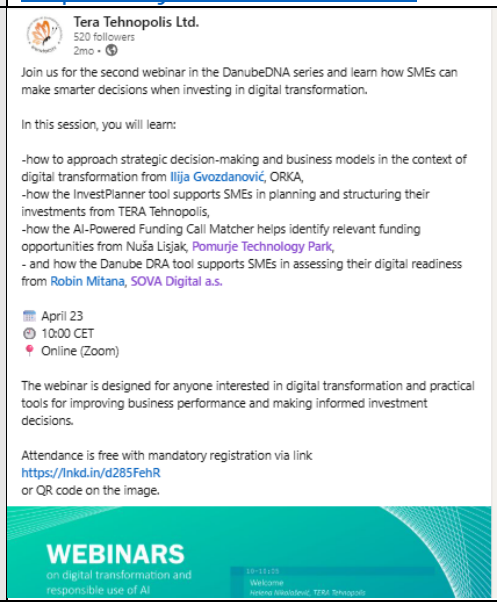
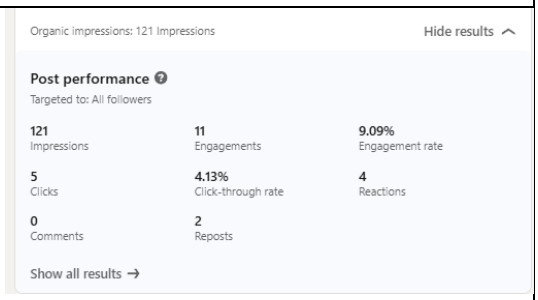
Organic impressions: 206 Impressions — Hide results

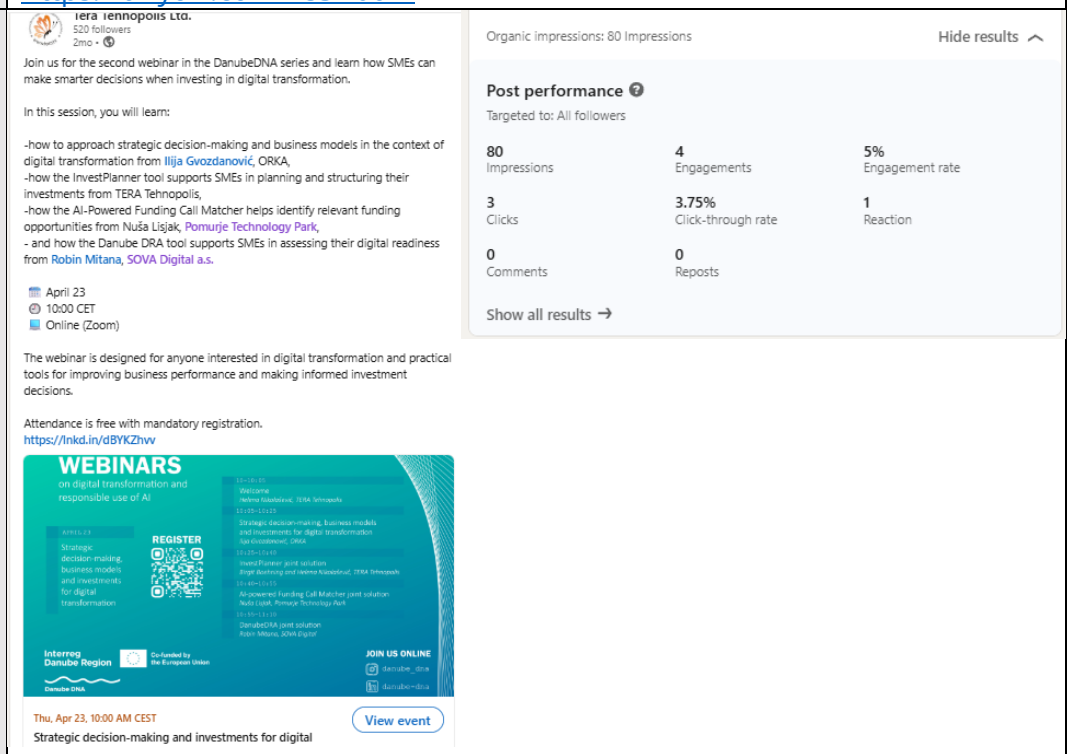
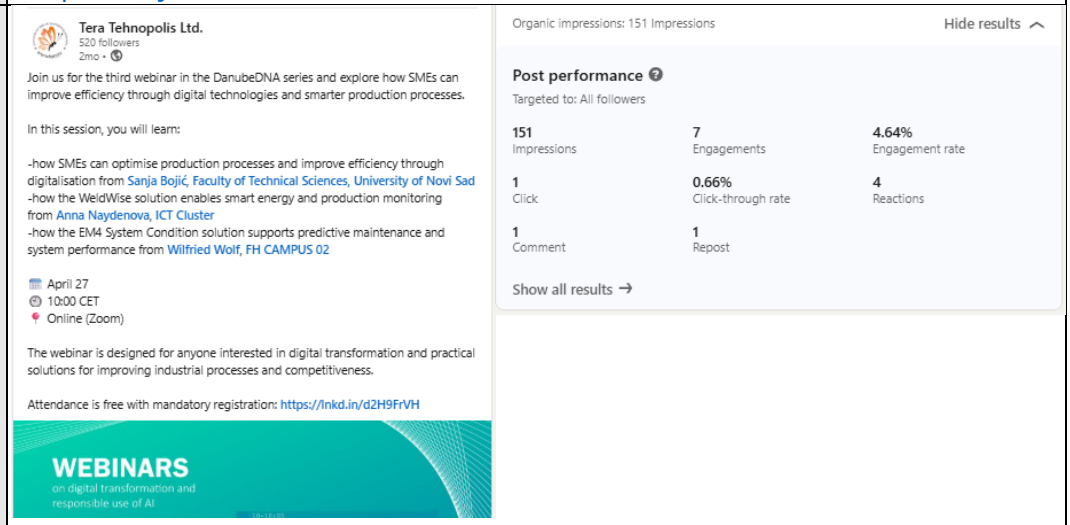
Post performance
Targeted to: All followers

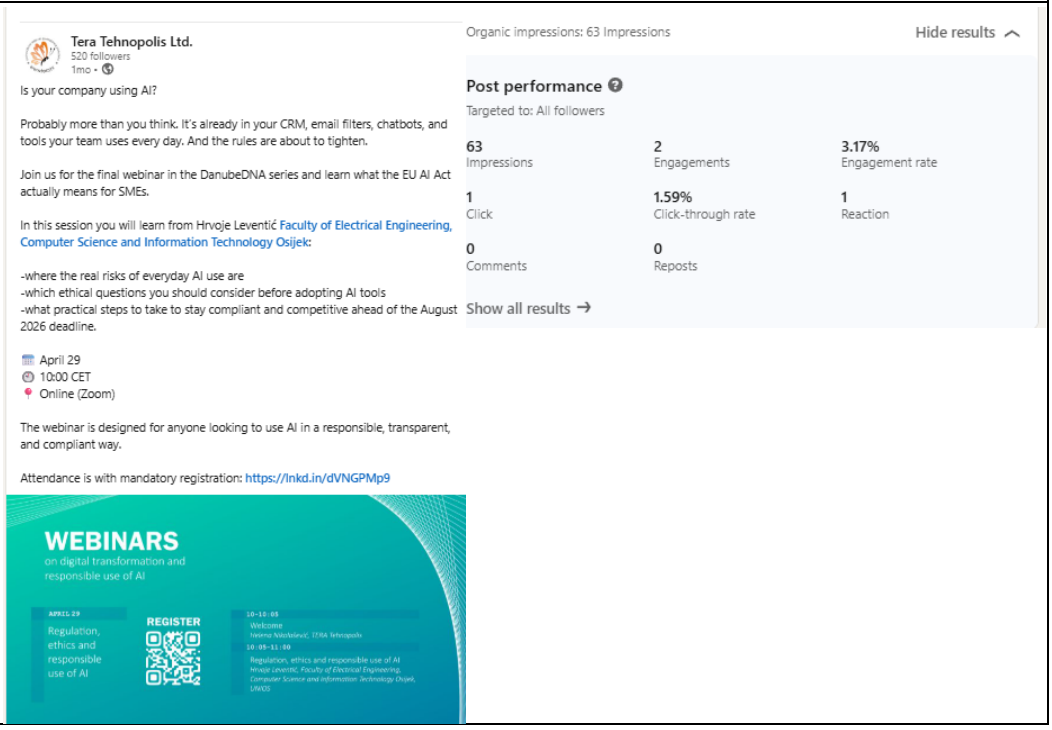
206 Impressions	18 Engagements	8.74% Engagement rate
9 Clicks	4.37% Click-through rate	7 Reactions
0 Comments	2 Reposts	

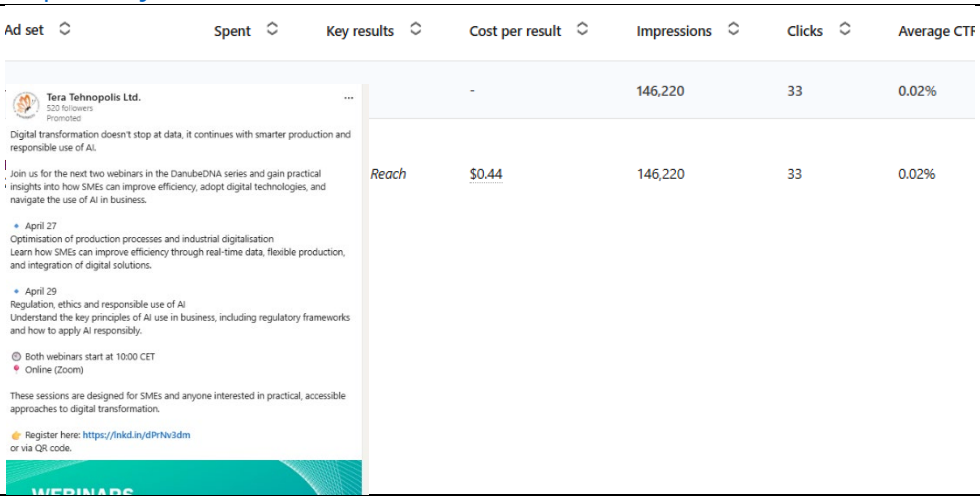
Show all results →

Date	17/04/2026
Reach	214
Link	https://tinyurl.com/bdemwbwe
Proof	 

Date	22/04/2026
Reach	121
Link	https://tinyurl.com/335cehav
Proof	 

Date	22/04/2026
Reach	80
Link	https://tinyurl.com/2s3nb6xr
Proof	
Date	24/04/2026
Reach	151
Link	https://tinyurl.com/3submna5
Proof	

Date	28/04/2026
Reach	63
Link	https://tinyurl.com/2s3nb6xr
	

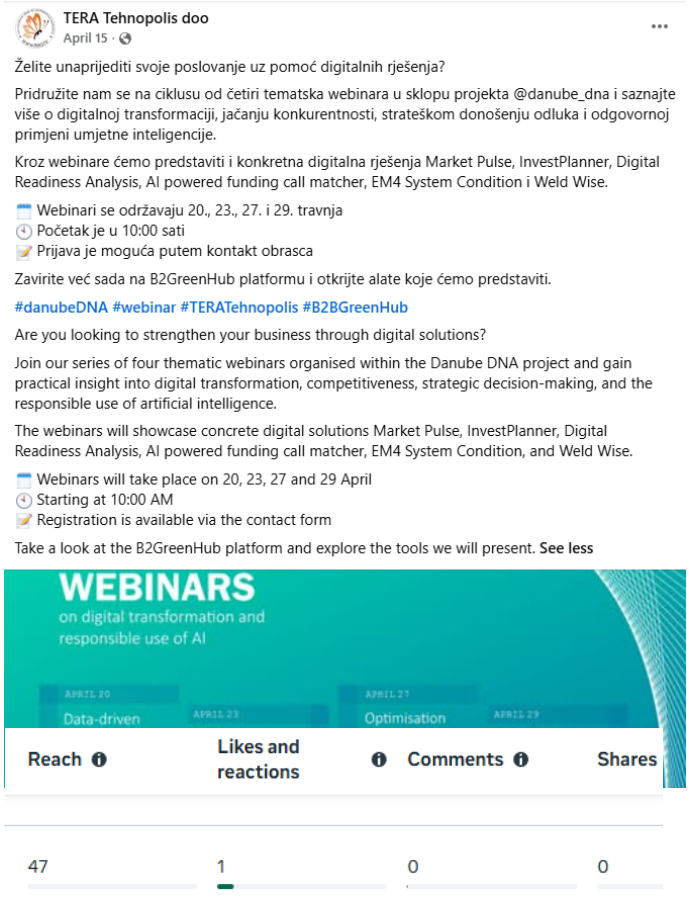
Paid Posts	
Date	20/04/2026
Reach	91,077
Link	https://tinyurl.com/4kdwc8n6
Proof	

Date	24/04/2026
Reach	7,363
Link	https://tinyurl.com/bde4dp6f
Proof	**Tera Tehnopolis Ltd.** 520 followers Promoted Digital transformation doesn't stop at data, it continues with smarter production and responsible use of AI. Join us for the next two webinars in the DanubeDNA series and gain practical insights into how SMEs can improve efficiency, adopt digital technologies, and navigate the use of AI in business. 🔹 April 27 Optimisation of production processes and industrial digitalisation Learn how SMEs can improve efficiency through real-time data, flexible production, and integration of digital solutions. 🔹 April 29 Regulation, ethics and responsible use of AI Understand the key principles of AI use in business, including regulatory frameworks and how to apply AI responsibly. 🕘 Both webinars start at 10:00 CET 📍 Online (Zoom) These sessions are designed for SMEs and anyone interested in practical, accessible approaches to digital transformation. 👉 Register here: https://lnkd.in/dPrNv3dm or via QR code. Ad set | Spent | Key results | Cost per result | Impressions | Clicks | Average CTR - | $40.00 | - | - | 7,363 | 67 | 0.91% Website visits - Apr 24, 2026 | $40.00 | 67 *Website Visits* | $0.60 | 7,363 | 67 | 0.91%

Facebook

Facebook enabled communication with a broader SME audience and complemented LinkedIn by reaching entrepreneurs and organisations that primarily follow institutional content through Meta platforms. Paid campaigns significantly expanded communication beyond TERA's existing followers.

No. of posts	7
Paid posts	2
Paid reach	93,274
Organic reach	408
Total reach	**93,682**

Date	15/04/2026
Reach	47
Link	https://tinyurl.com/yrsrrufd
Proof	

TERA Tehnopolis doo
April 15 ·

Želite unaprijediti svoje poslovanje uz pomoć digitalnih rješenja?

Pridružite nam se na ciklusu od četiri tematska webinara u sklopu projekta @danube_dna i saznajte više o digitalnoj transformaciji, jačanju konkurentnosti, strateškom donošenju odluka i odgovornoj primjeni umjetne inteligencije.

Kroz webinare ćemo predstaviti i konkretna digitalna rješenja Market Pulse, InvestPlanner, Digital Readiness Analysis, AI powered funding call matcher, EM4 System Condition i Weld Wise.

📅 Webinari se održavaju 20., 23., 27. i 29. travnja
🕙 Početak je u 10:00 sati
📝 Prijava je moguća putem kontakt obrasca

Zavirite već sada na B2GreenHub platformu i otkrijte alate koje ćemo predstaviti.

#danubeDNA #webinar #TERATehnopolis #B2BGreenHub

Are you looking to strengthen your business through digital solutions?

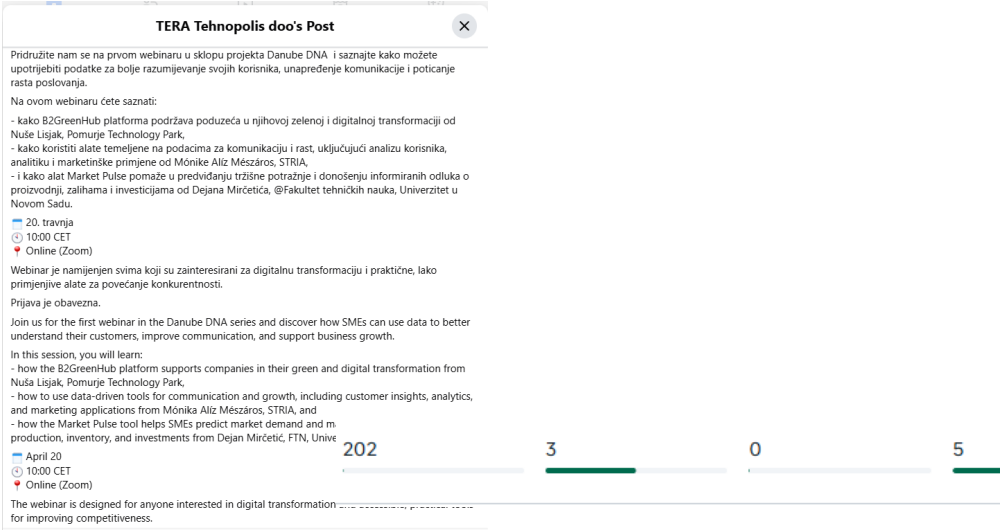
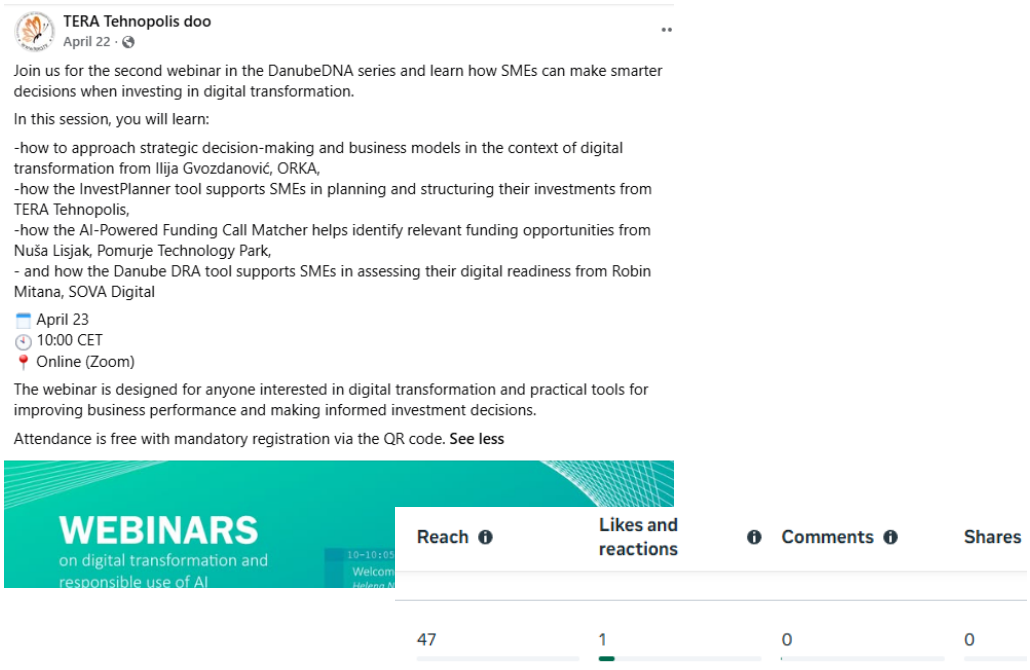
Join our series of four thematic webinars organised within the Danube DNA project and gain practical insight into digital transformation, competitiveness, strategic decision-making, and the responsible use of artificial intelligence.

The webinars will showcase concrete digital solutions Market Pulse, InvestPlanner, Digital Readiness Analysis, AI powered funding call matcher, EM4 System Condition, and Weld Wise.

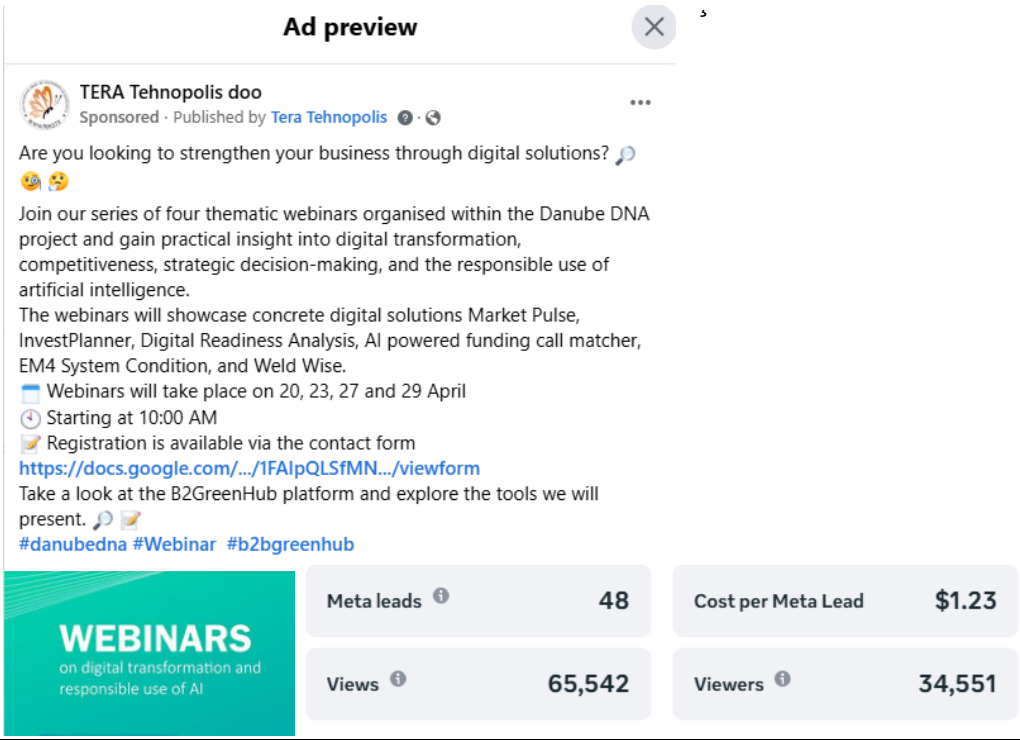
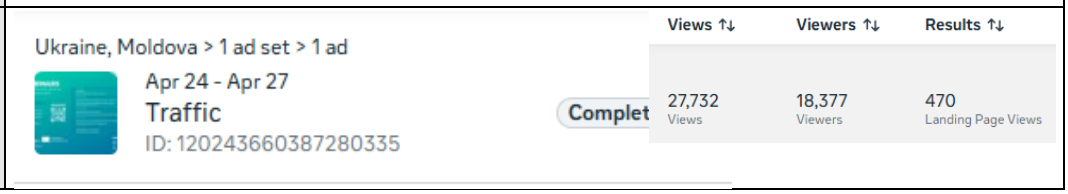
📅 Webinars will take place on 20, 23, 27 and 29 April
🕙 Starting at 10:00 AM
📝 Registration is available via the contact form

Take a look at the B2GreenHub platform and explore the tools we will present. See less

Reach	Likes and reactions	Comments	Shares
47	1	0	0

Date	17/04/2026
Reach	202
Link	https://tinyurl.com/2bt46uvu
Proof	 TERA Tehnopolis doo's Post Pridružite nam se na prvom webinaru u sklopu projekta Danube DNA i saznajte kako možete upotrijebiti podatke za bolje razumijevanje svojih korisnika, unapređenje komunikacije i poticanje rasta poslovanja. Na ovom webinaru ćete saznati: - kako B2GreenHub platforma podržava poduzeća u njihovoj zelenoj i digitalnoj transformaciji od Nuše Lisjak, Pomurje Technology Park, - kako koristiti alate temeljene na podacima za komunikaciju i rast, uključujući analizu korisnika, analitiku i marketinške primjene od Mónike Alíz Mészáros, STRIA, - i kako alat Market Pulse pomaže u predviđanju tržišne potražnje i donošenju informiranih odluka o proizvodnji, zalihama i investicijama od Dejana Mirčetića, @Fakultet tehničkih nauka, Univerzitet u Novom Sadu. 20. travnja 10:00 CET Online (Zoom) Webinar je namijenjen svima koji su zainteresirani za digitalnu transformaciju i praktične, lako primjenjive alate za povećanje konkurentnosti. Prijava je obavezna. Join us for the first webinar in the Danube DNA series and discover how SMEs can use data to better understand their customers, improve communication, and support business growth. In this session, you will learn: - how the B2GreenHub platform supports companies in their green and digital transformation from Nuša Lisjak, Pomurje Technology Park, - how to use data-driven tools for communication and growth, including customer insights, analytics, and marketing applications from Mónika Alíz Mészáros, STRIA, and - how the Market Pulse tool helps SMEs predict market demand and m production, inventory, and investments from Dejan Mirčetić, FTN, Unive April 20 10:00 CET Online (Zoom) The webinar is designed for anyone interested in digital transformation for improving competitiveness. 202 3 0 5
Date	22/04/2026
Reach	50
Link	https://tinyurl.com/mprdxznj
Proof	 TERA Tehnopolis doo April 22 · Join us for the second webinar in the DanubeDNA series and learn how SMEs can make smarter decisions when investing in digital transformation. In this session, you will learn: -how to approach strategic decision-making and business models in the context of digital transformation from Ilija Gvozdanović, ORKA, -how the InvestPlanner tool supports SMEs in planning and structuring their investments from TERA Tehnopolis, -how the AI-Powered Funding Call Matcher helps identify relevant funding opportunities from Nuša Lisjak, Pomurje Technology Park, - and how the Danube DRA tool supports SMEs in assessing their digital readiness from Robin Mitana, SOVA Digital April 23 10:00 CET Online (Zoom) The webinar is designed for anyone interested in digital transformation and practical tools for improving business performance and making informed investment decisions. Attendance is free with mandatory registration via the QR code. See less WEBINARS on digital transformation and responsible use of AI Reach Likes and reactions Comments Shares 47 1 0 0
Date	24/04/2026
Reach	69

Link	https://tinyurl.com/5567sket
Proof	**TERA Tehnopolis doo's Post** Koristi li Vaša tvrtka umjetnu inteligenciju? Vjerojatno više no mislite. Umjetna inteligencija već je dio svakodnevnog poslovanja; od CRM-a do chatbotova. Ipak, mnoge organizacije nisu svjesne koliko je koriste niti koje obveze iz toga proizlaze. S novim EU pravilima, razumijevanje iste postaje ključno za konkurentnost i upravljanje rizicima. Zato nam se pridružite na završnom DanubeDNA webinaru o regulativi, etici i odgovornoj primjeni umjetne inteligencije u poslovanju. Na webinaru ćete saznati: - koji su stvarni rizici svakodnevne primjene umjetne inteligencije - koja etička pitanja treba uzeti u obzir prije uvođenja AI rješenja - koje korake poduzeti kako biste ostali usklađeni s nadolazećim pravilima Predavač: doc. dr. sc. Hrvoje Leventić, Fakultet elektrotehnike, računarstva i informacijskih tehnologija Osijek 📅 29. travnja 🕙 10:00 📍 Online (Zoom) Sudjelovanje je uz obaveznu prijavu. Prijavite se i osigurajte svoje mjesto na webinaru putem poveznice: https://forms.gle/mdKQLkLjMjrMzxpx9 Prijavite se: https://forms.gle/mdKQLkLjMjrMzxpx9 WEBINARS on digital transformation and responsible use of AI 69 2 0 1
Date	28/04/2026
Reach	40
Link	https://tinyurl.com/34rkhjdp
	TERA Tehnopolis doo April 24 · Join us for the third webinar in the DanubeDNA series and explore how SMEs can improve efficiency through digital technologies and smarter production processes. In this session, you will learn: -how SMEs can optimise production processes and improve efficiency through digitalisation from Sanja Bojić, Fakultet tehničkih nauka - Novi Sad -how the WeldWise solution enables smart energy and production monitoring from Anna Naydenova, ICT Cluster -how the EM4 System Condition solution supports predictive maintenance and system performance from Wilfried Wolf, FH Campus Wien Aufnahmetest 2026 📅 April 27 🕙 10:00 CET 📍 Online (Zoom) The webinar is designed for anyone interested in digital transformation and practical solutions for improving industrial processes and competitiveness. Attendance is free with mandatory registration: https://lnkd.in/d2H9FrVH See less WEBINARS on digital transformation and 40 2 0 1

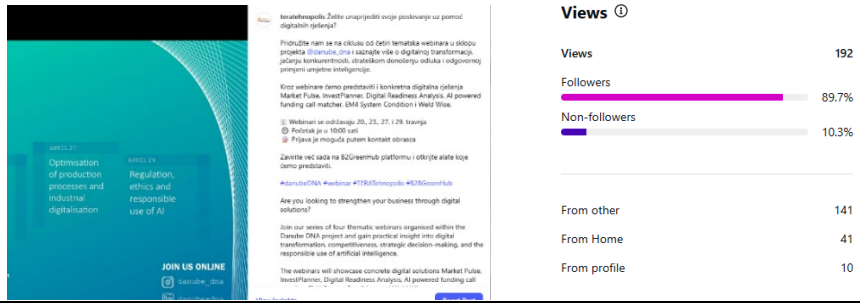
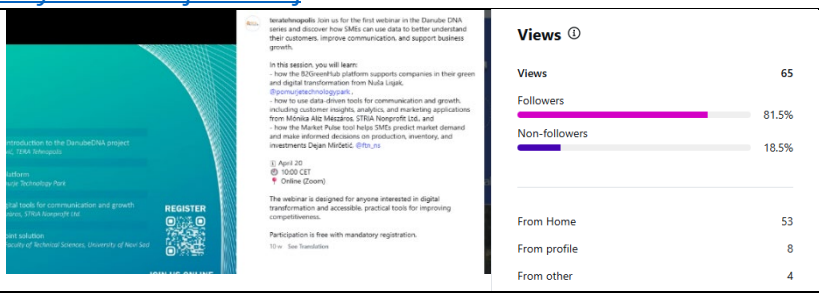
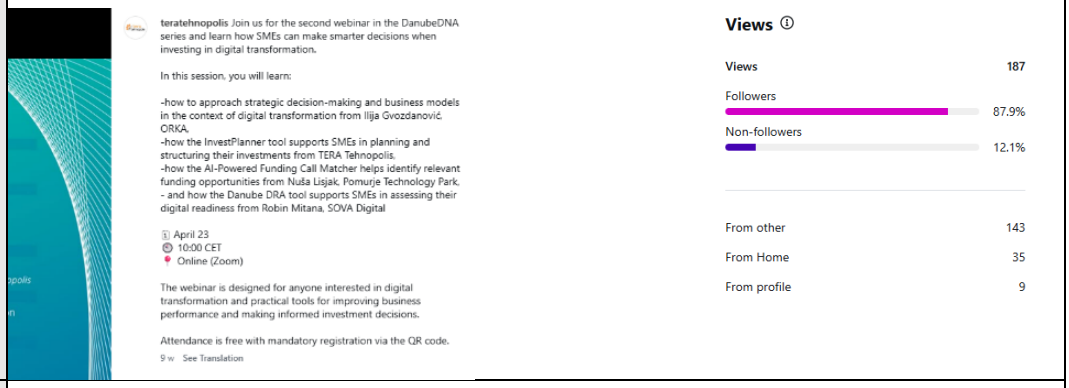
Paid Posts	
Date	17/04/2026
Reach	65,542
Link	n/a
Proof	
Date	24/04/2026
Reach	27,732
Link	n/a
Proof	

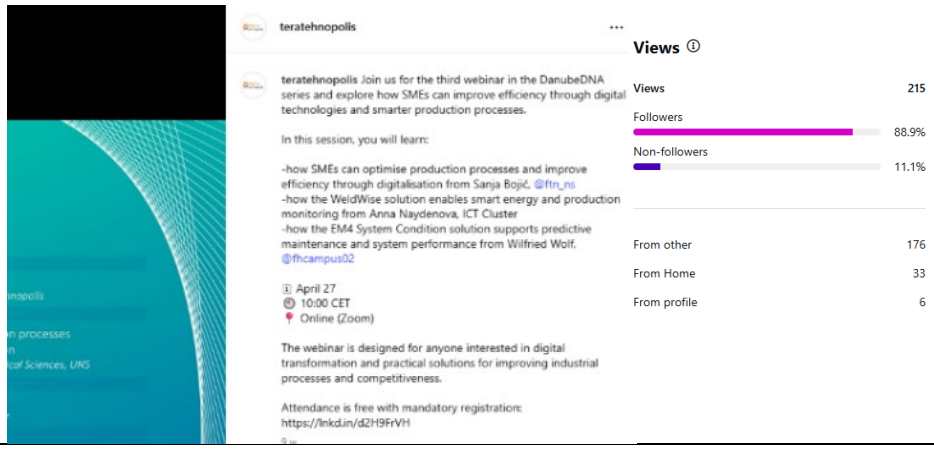
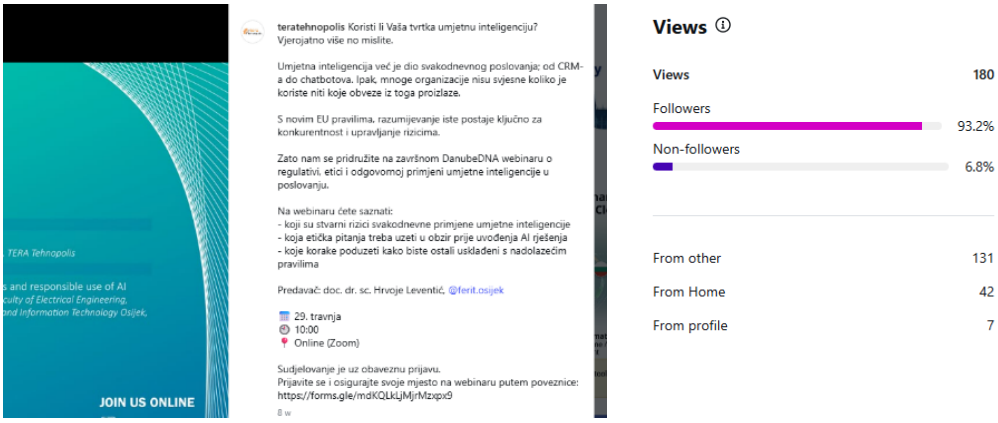
The campaign demonstrated that paid promotion significantly extended project visibility beyond TERA's existing communication channels. The achieved impressions and reach indicate successful exposure of webinar information to audiences located throughout the wider Danube Region, including the targeted countries of Ukraine and Moldova.

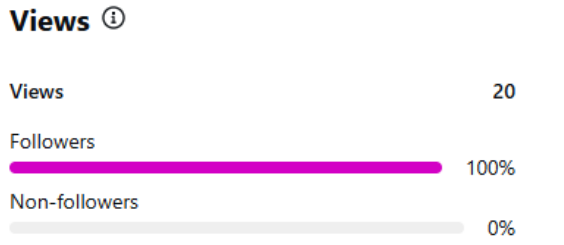
Instagram

Instagram was primarily used to increase awareness through visually engaging content and short reminders immediately before each webinar. Stories complemented standard posts by maintaining visibility during the registration period.

No. of posts	5
No. of stories	4
Posts' reach	839
Stories' reach	77
Total reach	**916**

Date	15/04/2026
Reach	192
Link	https://tinyurl.com/5242j3u5
Proof	
Date	17/04/2026
Reach	65
Link	https://tinyurl.com/nj9mzmej
Proof	
Date	22/04/2026
Reach	187
Link	https://tinyurl.com/ypb77bhv
	
Date	24/04/2026
Reach	215
Link	https://tinyurl.com/3wf3xnd7

Proof	
Date	28/04/2026
Reach	180
Link	https://tinyurl.com/4puhuxrb
Proof	

Instagram Story	
Date	17/04/2026
Reach	17
Link	https://tinyurl.com/2zx9su4e
Proof	
Date	22/04/2026
Reach	20
Link	https://tinyurl.com/2zx9su4e
Proof	
Date	24/04/2026
Reach	15
Link	https://tinyurl.com/2zx9su4e

Proof	 **Views** Views 15 Followers 93.3% Non-followers 6.7%
Date	28/04/2026
Reach	25
Link	https://tinyurl.com/2zx9su4e
	 Views Views 25 Followers 100% Non-followers 0%

Website

Website publications provided a permanent source of information independent of social media algorithms. Unlike social media posts, website news remained continuously accessible and could be referenced by partner organisations and search engines throughout the campaign.

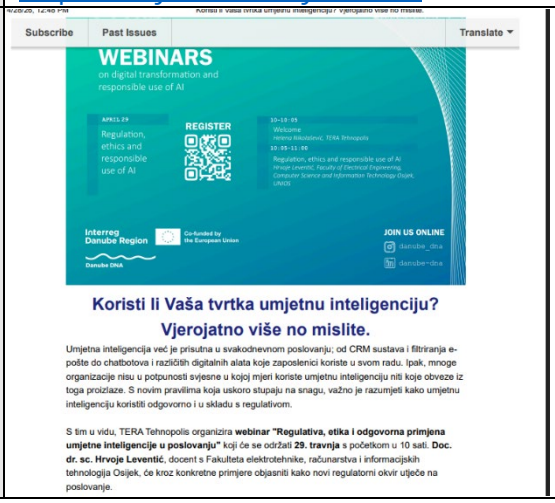
No. of posts	2
Reach	n/a

Date	15/04/2026
Reach	n/a
Link	https://tinyurl.com/mu7n8279
Proof	
Date	28/04/2026
Reach	n/a
Link	https://tinyurl.com/4smy2bhn
Proof	

Newsletter

Newsletter articles targeted subscribers already interested in innovation, entrepreneurship and European cooperation projects. This communication channel complemented public promotion by delivering webinar information directly to an audience with demonstrated interest in project activities.

No. of posts	2
Reach	n/a

Date	20/04/2026
Reach	n/a
Link	https://tinyurl.com/fn4j6ats
Proof	VIJESTI WEBINARS on digital transformation and responsible use of AI Data-driven digital tools for communication and growth Strategic decision-making, business models and investments for digital transformation Optimisation of production processes and industrial digitalisation Regulation, ethics and responsible use of AI Interreg Danube Region Co-funded by the European Union Danube DNA JOIN US ONLINE danube_dna danube-dna **Iskoristite priliku za nova znanja i uvid u digitalna rješenja** Poduzetnik ste koji želi steći znanje za transformiranje svog poslovanja? Iskoristite priliku usvojiti nova znanja o digitalnoj transformaciji, jačanju konkurentnosti, donošenju strateških odluka i https://us18.campaign-archive.com/?u=f84f941834247740dcecde83&id=a6de310e28 1/4
Date	28/04/2026
Reach	n/a
Link	https://tinyurl.com/2ykwdx69
Proof	 Subscribe Past Issues Translate WEBINARS on digital transformation and responsible use of AI APRIL 29 Regulation, ethics and responsible use of AI REGISTER 10:10-10:05 Welcome 10:05-11:00 Regulation, ethics and responsible use of AI Interreg Danube Region Co-funded by the European Union Danube DNA JOIN US ONLINE danube_dna danube-dna **Koristi li Vaša tvrtka umjetnu inteligenciju? Vjerojatno više no mislite.** Umjetna inteligencija već je prisutna u svakodnevnom poslovanju; od CRM sustava i filtriranja e-pošte do chatbotova i različitih digitalnih alata koje zaposlenici koriste u svom radu. Ipak, mnoge organizacije nisu u potpunosti svjesne u kojoj mjeri koriste umjetnu inteligenciju niti koje obveze iz toga proizlaze. S novim pravilima koja uskoro stupaju na snagu, važno je razumjeti kako umjetnu inteligenciju koristiti odgovorno i u skladu s regulativom. S tim u vidu, TERA Tehnopolis organizira **webinar "Regulativa, etika i odgovorna primjena umjetne inteligencije u poslovanju"** koji će se održati **29. travnja** s početkom u 10 sati. **Doc. dr. sc. Hrvoje Leventić**, docent s Fakulteta elektrotehnike, računarstva i informacijskih tehnologija Osijek, će kroz konkretne primjere objasniti kako novi regulatorni okvir utječe na poslovanje.

Mail

Personalised invitation emails represented one of the most important dissemination activities for reaching stakeholders outside the existing project network. Rather than distributing generic invitations, communication was adapted for different stakeholder groups, including project partners, innovation organisations, business support organisations and contacts located in Ukraine and Moldova. The invitations highlighted the practical value of the webinar series, encouraged redistribution through local networks and supported the objective of extending project visibility beyond consortium countries.

Date	16/04/2026
Proof	Invitation to webinar sessions for Ukranians HN Helena Nikolašević <helena@tera.hr> Primatelj 'laura.lepir@bsc-kranj.si'; 'nastija.podobnik@bsc-kranj.si' Odgovori Odgovori svima Proslijedi čet 16.4.2026 11:13 Dear Laura and Nastija, I hope this email finds you well. In the following two weeks, TERA is organising a series of webinars with the target audience being entrepreneurs from Ukraine. I am contacting you because your organisation was part of EYE4Ukraine, so I assume you have contacts that are entrepreneurs from Ukraine. I kindly ask you if it is possible to share it with those that might find these webinars useful? The webinars are online and free, and organised within the DanubeDNA project. Through it entrepreneurs and organisations can learn about digital solutions, strategic decision-making, competitiveness, and the responsible use of AI. The webinars are designed to be accessible and useful for SMEs, providing concrete tools and approaches that can be applied directly in business. Each session combines a short introduction to the topic with the presentation of digital tools developed within the project. The webinars will take place online (via Zoom), starting at 10:00 CET, with a duration of approximately one to one and a half hours. Webinar topics and dates: April 20 – Data-driven digital tools for communication and growth April 23 – Strategic decision-making, business models and investments for digital transformation April 27 – Optimisation of production processes and industrial digitalisation April 29 – Regulation, ethics and responsible use of AI The sessions will be held in English and are open to SMEs and stakeholders from the wider Danube region. Participants can register via link. We would greatly appreciate it if you could share this invitation with your network, so they can benefit from these activities. Thank you in advance. Best regards, Helena Nikolašević
Date	16/04/2026
Proof	HN Helena Nikolašević <helena@tera.hr> Primatelj 'Volodymyr Vartsaba' Odgovori Odgovori svima Proslijedi čet 16.4.2026 8:50 Dear Volodymyr, I hope this email finds you well. I am contacting you in regards to webinars I mentioned in our last communication. It is a series of free online webinars organised within the DanubeDNA project. I kindly ask you to share this opportunity with SMEs and relevant contacts, but also if your organisation would like to attend as well, that would be great as the webinars will be very useful for all types of organisations. This is a great opportunity for entrepreneurs and organisations to gain practical knowledge on digital solutions, strategic decision-making, competitiveness, and the responsible use of AI. The webinars are designed to be accessible and useful for SMEs, providing concrete tools and approaches that can be applied directly in business. Each session combines a short introduction to the topic with the presentation of digital tools developed within the project. The webinar series will take place online (via Zoom), starting at 10:00 CET, with a duration of approximately one to one and a half hours. Webinar topics and dates: April 20 – Data-driven digital tools for communication and growth April 23 – Strategic decision-making, business models and investments for digital transformation April 27 – Optimisation of production processes and industrial digitalisation April 29 – Regulation, ethics and responsible use of AI The sessions will be held in English and are open to SMEs and stakeholders from the wider Danube region. Participants can register via link. We would greatly appreciate it if you could share this invitation within your network, so that you and your contacts can benefit from these activities. Thank you in advance for your support, and we hope to welcome you and your contacts. Best regards, Helena Nikolašević

Date	16/04/2026
Proof	Invitation to webinar sessions for Ukranians HN Helena Nikolašević <helena@tera.hr> Primatelj 'Juan Lozano Benavent' Kopija 'José Enrique Val'; 'Alfonso Cadenas'; 'EYE@fundacionequipohumano.es' Odgovori Odgovori svima Proslijedi ··· čet 16.4.2026 9:05 Dear Juan, I hope this email finds you well. In the following two weeks, TERA is organising a serios of webinars with the target audience being entrepreneurs from Ukraine. I am contacting you because your organisation is part of EYE4Ukraine, so I assume you have contacts that are entrepreneurs from Ukraine. I kindly ask you if it is possible to share it with those that might find these webinars useful? The webinars are online and free, and organised within the DanubeDNA project. Through it entrepreneurs and organisations can learn about digital solutions, strategic decision-making, competitiveness, and the responsible use of AI. The webinars are designed to be accessible and useful for SMEs, providing concrete tools and approaches that can be applied directly in business. Each session combines a short introduction to the topic with the presentation of digital tools developed within the project. The webinars will take place online (via Zoom), starting at 10:00 CET, with a duration of approximately one to one and a half hours. Webinar topics and dates: April 20 – Data-driven digital tools for communication and growth April 23 – Strategic decision-making, business models and investments for digital transformation April 27 – Optimisation of production processes and industrial digitalisation April 29 – Regulation, ethics and responsible use of AI The sessions will be held in English and are open to SMEs and stakeholders from the wider Danube region. Participants can register via link. We would greatly appreciate it if you could share this invitation with your network, so they can benefit from these activities. Thank you in advance. Best regards, Helena Nikolašević
Date	16/04/2026
Proof	Invitation to webinar sessions HN Helena Nikolašević <helena@tera.hr> Primatelj 'International Centre for Innovation and Development' Odgovori Odgovori svima Proslijedi ··· čet 16.4.2026 8:52 Dear Alina, I hope this email finds you well. I am contacting you on behalf of TERA to inform you and your network about an upcoming series of free online webinars organised within the DanubeDNA project, and kindly ask you to share this opportunity with SMEs and relevant contacts. This is a great opportunity for entrepreneurs and organisations to gain practical knowledge on digital solutions, strategic decision-making, competitiveness, and the responsible use of AI. The webinars are designed to be accessible and useful for SMEs, providing concrete tools and approaches that can be applied directly in business. Each session combines a short introduction to the topic with the presentation of digital tools developed within the project. The webinar series will take place online (via Zoom), starting at 10:00 CET, with a duration of approximately one to one and a half hours. Webinar topics and dates: April 20 – Data-driven digital tools for communication and growth April 23 – Strategic decision-making, business models and investments for digital transformation April 27 – Optimisation of production processes and industrial digitalisation April 29 – Regulation, ethics and responsible use of AI The sessions will be held in English and are open to SMEs and stakeholders from the wider Danube region. Participants can register via link. We would greatly appreciate it if you could share this invitation within your network, so that you and your contacts can benefit from these activities. Thank you in advance for your support, and we hope to welcome you and your contacts. Best regards, Helena Nikolašević
Date	16/04/2026

Proof	Invitation to webinar sessions HN Helena Nikolašević <helena@tera.hr> Primatelj 'ucci@ucci.org.ua' Odgovori	Odgovori svima	Proslijedi čet 16.4.2026 11:54 Hello, I hope this email finds you well. I don't know if you remember, we worked together on the project Organic route Croatia-Moldova. For that reason, I am contacting you to inform you and your network about an upcoming series of free online webinars we are organising within the DanubeDNA project, and kindly ask you to share this opportunity with SMEs and relevant contacts. This is a great opportunity for entrepreneurs and organisations to gain practical knowledge on digital solutions, strategic decision-making, competitiveness, and the responsible use of AI. The webinars are designed to be accessible and useful for SMEs, providing concrete tools and approaches that can be applied directly in business. Each session combines a short introduction to the topic with the presentation of digital tools developed within the project. The webinar series will take place online (via Zoom), starting at 10:00 CET, with a duration of approximately one to one and a half hours. Webinar topics and dates: April 20 – Data-driven digital tools for communication and growth April 23 – Strategic decision-making, business models and investments for digital transformation April 27 – Optimisation of production processes and industrial digitalisation April 29 – Regulation, ethics and responsible use of AI The sessions will be held in English and are open to SMEs and stakeholders from the wider Danube region. Participants can register via link. We would greatly appreciate it if you could share this invitation within your network, so that you and your contacts can benefit from these activities. Thank you in advance for your support, and we hope to welcome you and your contacts. Best regards, Helena Nikolašević
Date	16/04/2026
Proof	Invitation to webinar sessions HN Helena Nikolašević <helena@tera.hr> Primatelj 'office@egov.md' Odgovori	Odgovori svima	Proslijedi čet 16.4.2026 11:54 Hello, I hope this email finds you well. I don't know if you remember, we worked together on the project Organic route Croatia-Moldova. For that reason, I am contacting you to inform you and your network about an upcoming series of free online webinars we are organising within the DanubeDNA project, and kindly ask you to share this opportunity with SMEs and relevant contacts. This is a great opportunity for entrepreneurs and organisations to gain practical knowledge on digital solutions, strategic decision-making, competitiveness, and the responsible use of AI. The webinars are designed to be accessible and useful for SMEs, providing concrete tools and approaches that can be applied directly in business. Each session combines a short introduction to the topic with the presentation of digital tools developed within the project. The webinar series will take place online (via Zoom), starting at 10:00 CET, with a duration of approximately one to one and a half hours. Webinar topics and dates: April 20 – Data-driven digital tools for communication and growth April 23 – Strategic decision-making, business models and investments for digital transformation April 27 – Optimisation of production processes and industrial digitalisation April 29 – Regulation, ethics and responsible use of AI The sessions will be held in English and are open to SMEs and stakeholders from the wider Danube region. Participants can register via link. We would greatly appreciate it if you could share this invitation within your network, so that you and your contacts can benefit from these activities. Thank you in advance for your support, and we hope to welcome you and your contacts. Best regards, Helena Nikolašević
Date	16/04/2026

Proof	Invitation to webinar sessions HN Helena Nikolašević <helena@tera.hr> Primatelj 'daniela.fornea@ecovisio.org' Kopija 'info@ecovisio.org'; 'servicii@ecovisio.org' Odgovori Odgovori svima Proslijedi ... čet 16.4.2026 11:53 Dear Daniela, I hope this email finds you well. I don't know if you remember, we worked together on the project Organic route Croatia-Moldova. For that reason, I am contacting you to inform you and your network about an upcoming series of free online webinars we are organising within the DanubeDNA project, and kindly ask you to share this opportunity with SMEs and relevant contacts. This is a great opportunity for entrepreneurs and organisations to gain practical knowledge on digital solutions, strategic decision-making, competitiveness, and the responsible use of AI. The webinars are designed to be accessible and useful for SMEs, providing concrete tools and approaches that can be applied directly in business. Each session combines a short introduction to the topic with the presentation of digital tools developed within the project. The webinar series will take place online (via Zoom), starting at 10:00 CET, with a duration of approximately one to one and a half hours. Webinar topics and dates: April 20 – Data-driven digital tools for communication and growth April 23 – Strategic decision-making, business models and investments for digital transformation April 27 – Optimisation of production processes and industrial digitalisation April 29 – Regulation, ethics and responsible use of AI The sessions will be held in English and are open to SMEs and stakeholders from the wider Danube region. Participants can register via link. We would greatly appreciate it if you could share this invitation within your network, so that you and your contacts can benefit from these activities. Thank you in advance for your support, and we hope to welcome you and your contacts. Best regards, Helena Nikolašević
Date	16/04/2026
Proof	Invitation to webinar sessions for Ukranians HN Helena Nikolašević <helena@tera.hr> Primatelj 'giorgio dovigi' Odgovori Odgovori svima Proslijedi ... čet 16.4.2026 11:24 Dear Giorgio, hope you're having a great week and better sleep 🙈. I am contacting you because TERA is organising a serios of webinars with the target audience being entrepreneurs from Ukraine. I know that your organisation was part of EYE4Ukraine, so I assume you have contacts that are entrepreneurs from Ukraine. I kindly ask you if it is possible to share it with those that might find these webinars useful? The webinars are online and free, and organised within the DanubeDNA project. Through it entrepreneurs and organisations can learn about digital solutions, strategic decision-making, competitiveness, and the responsible use of AI. The webinars are designed to be accessible and useful for SMEs, providing concrete tools and approaches that can be applied directly in business. Each session combines a short introduction to the topic with the presentation of digital tools developed within the project. The webinars will take place online (via Zoom), starting at 10:00 CET, with a duration of approximately one to one and a half hours. Webinar topics and dates: April 20 – Data-driven digital tools for communication and growth April 23 – Strategic decision-making, business models and investments for digital transformation April 27 – Optimisation of production processes and industrial digitalisation April 29 – Regulation, ethics and responsible use of AI The sessions will be held in English and are open to SMEs and stakeholders from the wider Danube region. Participants can register via link. We would greatly appreciate it if you could share this invitation with your network, so they can benefit from these activities. Thank you in advance. Have a great day! Best regards, Helena Nikolašević
Date	16/04/2026
Proof	

	Poziv na webinar/Invitation to webinar HN Helena Nikolašević <helena@tera.hr> Primatelj 'Helena Nikolasevic' Kopija 'Birgit Boehning' Skrivena kopija 'seregey703@gmail.comagacheva.yulia@gmail.comu.basov1987@gmail.comtatyana_3110@ukr.netyana.borshchova@gmail.comalferovalarisa2@gmail.comdeanira333@gmail.comdeanira333@gmail.comm. Odgovori Odgovori svima Proslijedi čet 16.4.2026 12:10 Poštovani, kontaktiram Vas ispred Tere Tehnopolis kako bi Vas obavijestila o nadolazećim besplatnim online webinarima koje organiziramo u sklopu projekta DanubeDNA. Ovo je izvrsna prilika da steknete praktično znanje o digitalnim rješenjima, strateškom donošenju odluka i odgovornoj upotrebi umjetne inteligencije. Webinari su osmišljeni tako da su pristupačni bez obzira na kojoj ste razini znanja i mogu se izravno primijeniti u bilo koji oblik poslovanja. Svaki webinar sadržava kratko uvod u temu nakon koje će se prezentirati digitalin alat koji može koristiti za razne potrebe digitalizacije. Webinari će se održati na engleskom jeziku putem Zooma s početkom u 10 sati, a trajat će između 60 i 90 minuta. Sudionici se mogu registrirati putem poveznice: https://docs.google.com/forms/d/e/1FAIpQLSfMN-3XcRF7PqnJxemMXL_4fqxTvKtJlHLE9tin51-_zpGfSw/viewform Teme i datumi webinara su: 20.4.– Digitalni alati za komunikaciju i rast temeljeni na podacima 23.4.– Strateško donošenje odluka, poslovni modeli i ulaganja za digitalnu transformaciju 27.4.– Optimizacija proizvodnih procesa i industrijska digitalizacija 29. 4.– Regulacija, etika i odgovorna upotreba umjetne inteligencije Unaprijed se zahvaljujem i nadam se da se vidimo na webinarima! Lijep pozdrav, Helena Nikolašević *Hello,* *I am contacting you on behalf of Tera Tehnopolis to inform you about the upcoming free online webinars that we are organizing as part of the DanubeDNA project. This is an excellent opportunity to gain practical knowledge about digital solutions, strategic decision-making and the responsible use of artificial intelligence. The webinars are designed to be accessible regardless of the level of knowledge and can be directly applied in any form of business.* *Each webinar contains a short introduction to the topic, after which a digital tool that can be used for various digitization needs will be presented.* *The webinars will be held in English via Zoom starting at 10 a.m. and will last between 60 and 90 minutes.* *Participants can register via the links: https://docs.google.com/forms/d/e/1FAIpQLSfMN-3XcRF7PqnJxemMXL_4fqxTvKtJlHLE9tin51-_zpGfSw/viewform* *The topics and dates of the webinar are:*
Date	16/04/2026
Proof	Poziv na webinar/Invitation to webinar HN Helena Nikolašević <helena@tera.hr> Primatelj 'Helena Nikolasevic' Kopija 'Birgit Boehning' Skrivena kopija 'seregey703@gmail.com'; 'agacheva.yulia@gmail.com'; 'u.basov1987@gmail.com'; 'tatyana_3110@ukr.net'; 'yana.borshchova@gmail.com'; 'alferovalarisa2@gmail.com'; 'deanira333@gmail.com'; 'm.utesheva79@gmail.com'; 'hazekina7140@gmail.com'; 'annadobrydina20@gmail.com'; 'elishenko413@gmail.com'; 'marusyagonchar@gmail.com'; **i još sljedeći broj primatelja: 14** Odgovori Odgovori svima Proslijedi čet 16.4.2026 12:13 Poštovani, kontaktiram Vas ispred Tere Tehnopolis kako bi Vas obavijestila o nadolazećim besplatnim online webinarima koje organiziramo u sklopu projekta DanubeDNA. Ovo je izvrsna prilika da steknete praktično znanje o digitalnim rješenjima, strateškom donošenju odluka i odgovornoj upotrebi umjetne inteligencije. Webinari su osmišljeni tako da su pristupačni bez obzira na kojoj ste razini znanja i mogu se izravno primijeniti u bilo koji oblik poslovanja. Svaki webinar sadržava kratko uvod u temu nakon koje će se prezentirati digitalin alat koji može koristiti za razne potrebe digitalizacije. Webinari će se održati na engleskom jeziku putem Zooma s početkom u 10 sati, a trajat će između 60 i 90 minuta. Sudionici se mogu registrirati putem poveznice: https://docs.google.com/forms/d/e/1FAIpQLSfMN-3XcRF7PqnJxemMXL_4fqxTvKtJlHLE9tin51-_zpGfSw/viewform Teme i datumi webinara su: 20.4.– Digitalni alati za komunikaciju i rast temeljeni na podacima 23.4.– Strateško donošenje odluka, poslovni modeli i ulaganja za digitalnu transformaciju 27.4.– Optimizacija proizvodnih procesa i industrijska digitalizacija 29. 4.– Regulacija, etika i odgovorna upotreba umjetne inteligencije Unaprijed se zahvaljujem i nadam se da se vidimo na webinarima! Lijep pozdrav, Helena Nikolašević *Hello,* *I am contacting you on behalf of Tera Tehnopolis to inform you about the upcoming free online webinars that we are organizing as part of the DanubeDNA project. This is an excellent opportunity to gain practical knowledge about digital solutions, strategic decision-making and the responsible use of artificial intelligence. The webinars are designed to be accessible regardless of the level of knowledge and can be directly applied in any form of business.* *Each webinar contains a short introduction to the topic, after which a digital tool that can be used for various digitization needs will be presented.* *The webinars will be held in English via Zoom starting at 10 a.m. and will last between 60 and 90 minutes.* *Participants can register via the links: https://docs.google.com/forms/d/e/1FAIpQLSfMN-3XcRF7PqnJxemMXL_4fqxTvKtJlHLE9tin51-_zpGfSw/viewform*
Date	16/04/2026

Proof	**From:** Željka Ljikar <zeljka@tera.hr> **Sent:** 16. travnja 2026. 11:48 **To:** 'dep-grant@uzhnu.edu.ua' <dep-grant@uzhnu.edu.ua>; 'viktoriia.shliakhta-tsuranych@uzhnu.edu.ua' <viktoriia.shliakhta-tsuranych@uzhnu.edu.ua>; 'vitaliy.serzhanov@uzhnu.edu.ua' <vitaliy.serzhanov@uzhnu.edu.ua> **Subject:** DanubeDNA project - request Dear colleagues, Hope you are all doing ok 😊 Please if you could share this below with your SMEs and relevant contacts and if you could also join the webinars listed below, I would be very thankful, since according to the project we need to have SMEs/partners from Ukraine on webinars. TERA Tehnopolis is besides being involved in IaaS 4 DR, also involved in DanubeDNA project (both from Interreg Danube Region Programme). Hope to see you in Podgorica Montenegro for the IaaS final conference 😊 Have a nice day! Kind regards, Željka
Date	16/04/2026
Proof	**From:** Željka Ljikar <zeljka@tera.hr> **Sent:** 20. travnja 2026. 8:35 **To:** 'dep-grant@uzhnu.edu.ua' <dep-grant@uzhnu.edu.ua>; 'viktoriia.shliakhta-tsuranych@uzhnu.edu.ua' <viktoriia.shliakhta-tsuranych@uzhnu.edu.ua>; 'vitaliy.serzhanov@uzhnu.edu.ua' <vitaliy.serzhanov@uzhnu.edu.ua> **Subject:** FW: DanubeDNA project - request Dear colleagues, If anyone has a possibility to connect to the Webinar topic today at 10:00: April 20 – Data-driven digital tools for communication and growth Participants can register via link. You can join the webinar via the following link: https://us06web.zoom.us/j/84113218403?pwd=a7mkBtUHzlkVEAjlDKBK5LR23qyQcg.1 Thank you! Have a nice day 😊 Željka

Long-term Knowledge Transfer

To ensure long-term accessibility of project results, all topics were published on YouTube and distributed into playlists based on webinars. This allows stakeholders who could not participate live to access the knowledge afterwards and supports sustainable dissemination beyond the project implementation period.

The publication of webinars extended the dissemination lifecycle beyond the live events. Webinars remain permanently available, ensuring continued knowledge transfer after project implementation and supporting the long-term sustainability of Danube DNA results.

Webinar	Topic	Link
Data-driven digital tools for communication and growth	Introduction to the DanubeDNA project	https://tinyurl.com/y2cx8bpz
Data-driven digital tools for communication and growth	B2GreenHub platform	https://tinyurl.com/yjej7rns
Data-driven digital tools for communication and growth	Data-driven digital tools for communication and growth	https://tinyurl.com/32pemdbk
Data-driven digital tools for communication and growth	Market Pulse joint solution	https://tinyurl.com/3f3bsw94
Strategic decision-making, business models and investments for digital transformation	AI-powered Funding Call Matcher joint solution	https://tinyurl.com/4p7tksht
Strategic decision-making, business models and investments for digital transformation	InvestPlanner joint solution	https://tinyurl.com/mu2f4j3f
Strategic decision-making, business models and investments for digital transformation	Strategic decision-making, business models and investments for digital transformation	https://tinyurl.com/ypbu337c
Strategic decision-making, business models and	DanubeDRA joint solution	https://tinyurl.com/4tu242bn

investments for digital transformation		
Optimisation of production processes and industrial digitalisation	WeldWise joint solution	https://tinyurl.com/4p2w5s6w
Optimisation of production processes and industrial digitalisation	Optimisation of production processes and industrial digitalisation	https://tinyurl.com/52anfmz4
Optimisation of production processes and industrial digitalisation	EM4 System Condition joint solution	https://tinyurl.com/29jafeaw
Regulation, ethics and responsible use of AI	Regulation, ethics and responsible use of AI	https://tinyurl.com/2rtxnfuy

Partner Communication Activities

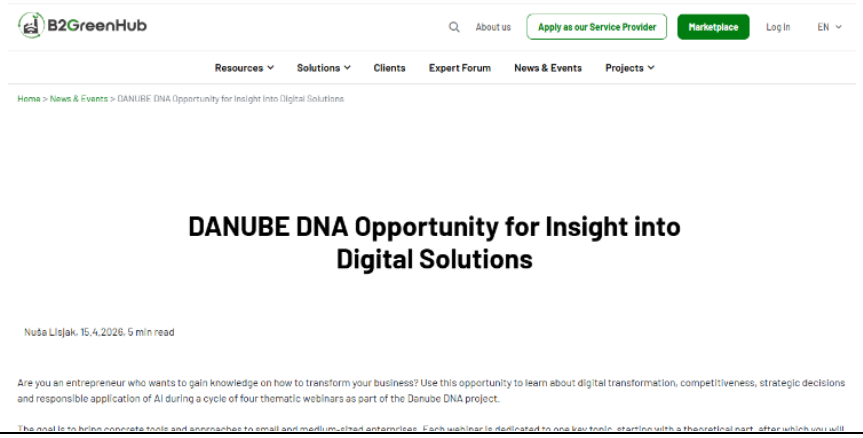
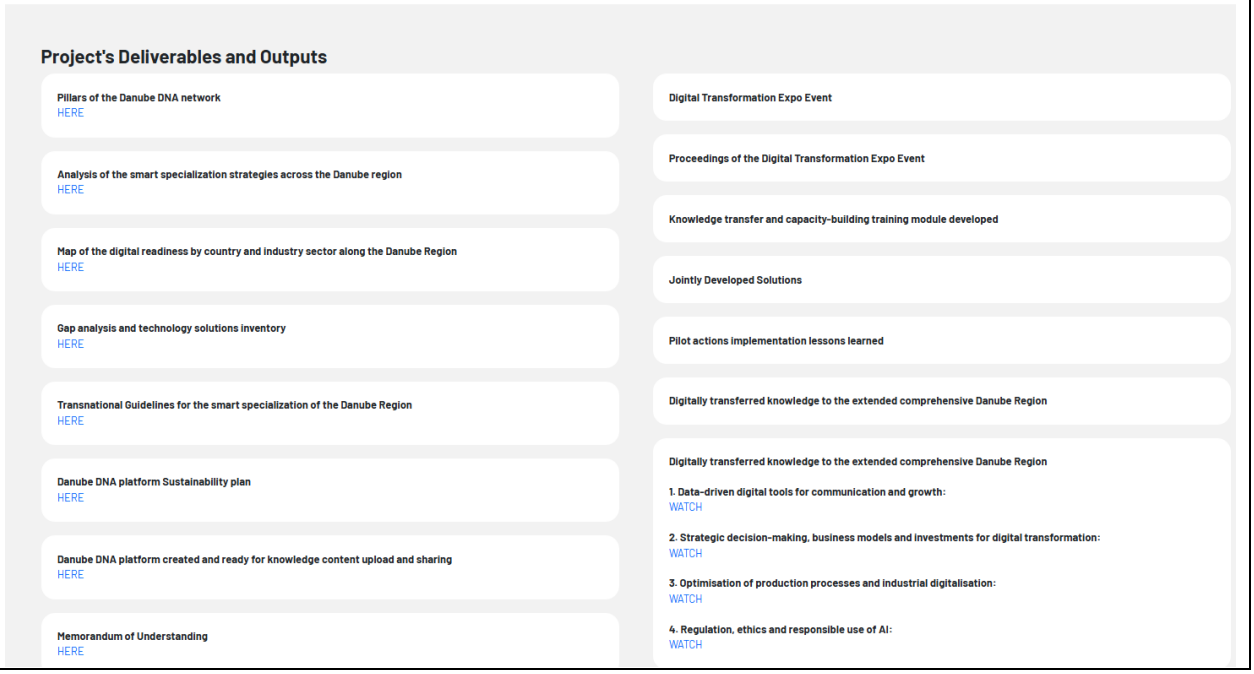
Dissemination was additionally amplified through project partners, who published webinar announcements using their own institutional communication channels. This approach enabled the project to reach regional audiences that TERA alone would not have reached, while increasing the credibility of communication through trusted local organisations. This decentralised dissemination approach substantially increased geographical coverage while improving communication credibility through trusted regional organisations.

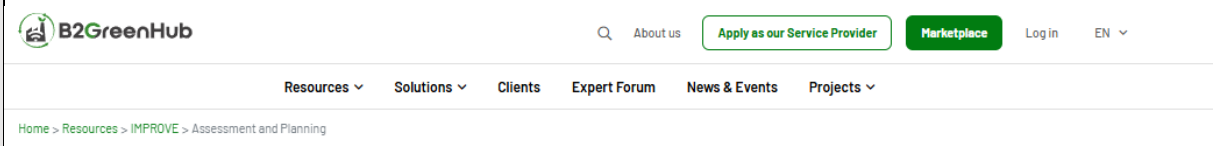
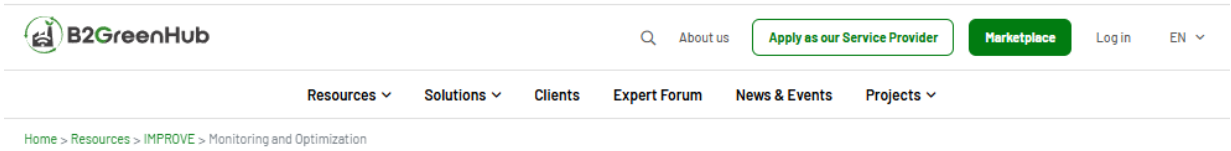
Danube DNA website and Newsletter

Date	15/04/2026
Reach	n/a
Link	https://tinyurl.com/mt4bu83f
Proof	
Date	16/04/2026
Reach	n/a
Link	n/a
Proof	

Pomurje Technology Park (PTP)

Websites (PTP + B2GreenHub)

B2GreenHub	
Date	15/04/2026
Reach	average of 2.300 unique visitors and 3.000 page views per day in May 2026
Link	https://tinyurl.com/mrxyz6bz
Proof	
Date	N/a
Reach	2.100 page views per day in April 2026
Link	https://tinyurl.com/23euf586
Proof	

Joint Solutions	
Date	n/a
Reach	average of 2.300 unique visitors and 3.000 page views per day in May 2026
Link	https://tinyurl.com/3j3nrk5d
Proof	 **Assessment and Planning** Solutions: Market Pulse, InvestPlanner, Danube DRA, AI-Powered Funding Call Matcher
Date	n/a
Reach	average of 2.300 unique visitors and 3.000 page views per day in May 2026
Link	https://tinyurl.com/4bhb7hc7
Proof	 **Monitoring and Optimization** Solutions: EM4 System Condition, WeldWise

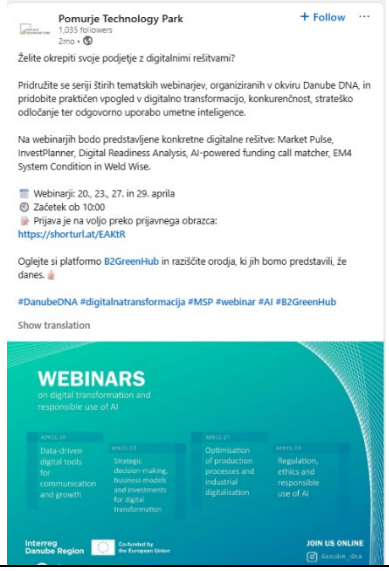
Pilot action results	
Date	n/a
Reach	average of 2.300 unique visitors and 3.000 page views per day in May 2026
Link	https://tinyurl.com/y6pwvw8p
Proof	**B2GreenHub supports** **SMEs in turning business ideas into stronger plans, improved KPIs and professional reports** InvestPlanner Project: Solution Seeker: LiTaS, obrt za projektno savjetovanje, vl. Teo Vuksan Business and management consulting: - preparation of project proposals for EU funds and national tax Partner Organization: TERA Tehnopolis TERA Tehnopolis is a regional centre for technology transfer supporting innovation, offers services in business planning, internationalisation, digitalisation, and IP management. It has supported over 160 startups **B2GreenHub supports** **MDG International doo and SERDA in matching innovative business ideas with relevant EU funding opportunities using AI technology** AI-Powered Funding Call Matcher Project: Solution Seeker: MDG International d.o.o. MDG International d.o.o. is a Bosnia and Herzegovina-based metal manufacturing company specialised in producing high-quality metal components and industrial solutions for international markets, with a strong focus on innovation and continuous development. Size: Partner Organization: Sarajevo Economic Region Development Agency - SERDA

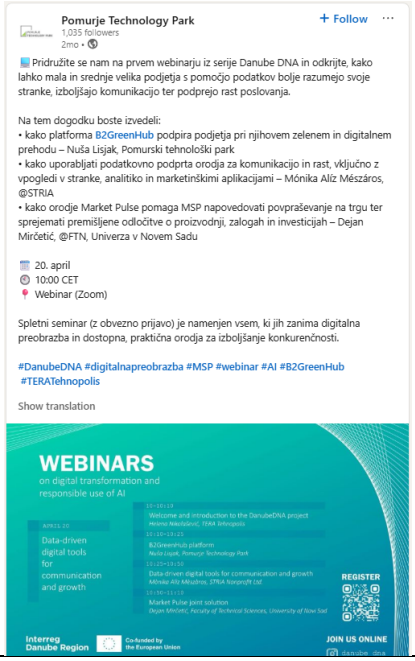
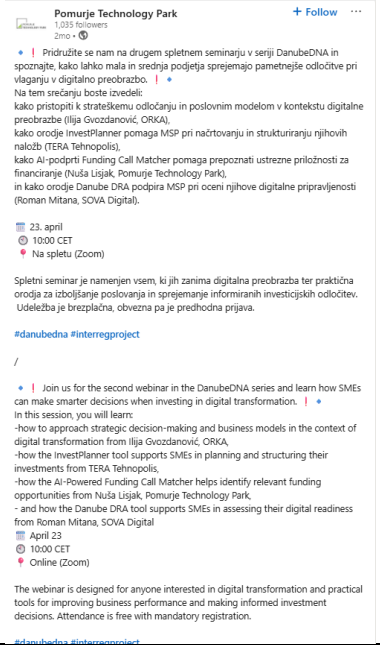
Piloting results of joint solutions presented on the platform

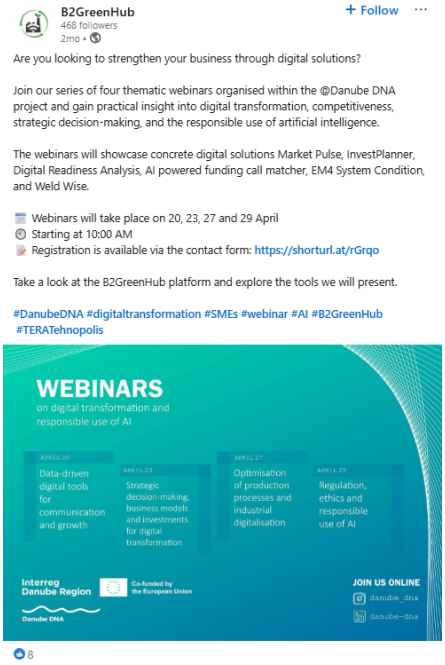
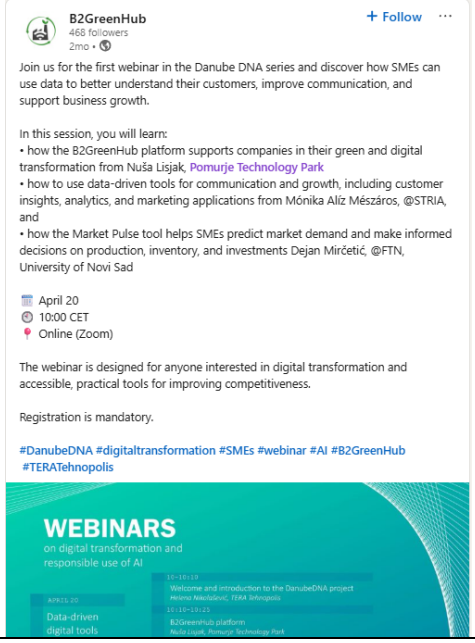
Pomurje Technology Park	
Date	n/a
Reach	n/a
Link	https://tinyurl.com/y5umbdzv
Proof	

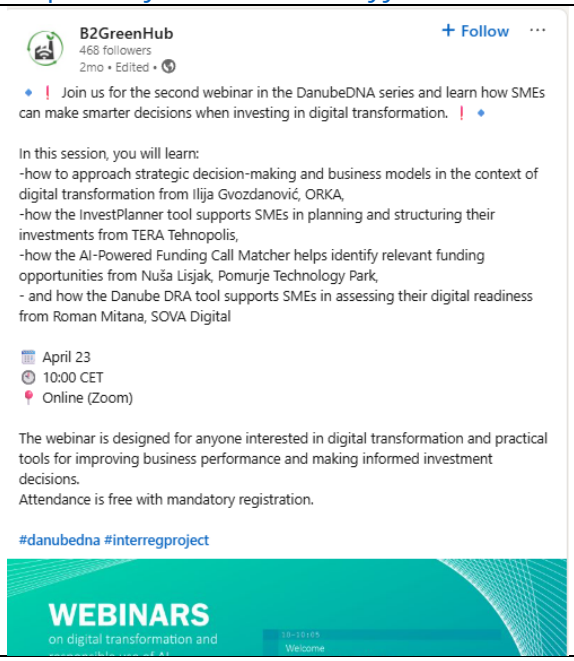
Linkedin

No. of posts	6
Total reach	**1289**

Date	16/04/2026
Reach	279
Link	https://tinyurl.com/2vus2ps9
Proof	

Date	17/04/2026
Reach	249
Link	https://tinyurl.com/mutp8sjk
Proof	 Pomurje Technology Park 1,035 followers 2mo • + Follow Pridružite se nam na prvem webinarju iz serije Danube DNA in odkrijte, kako lahko mala in srednje velika podjetja s pomočjo podatkov bolje razumejo svoje stranke, izboljšajo komunikacijo ter podprejo rast poslovanja. Na tem dogodku boste izvedeli: • kako platforma B2GreenHub podpira podjetja pri njihovem zelenem in digitalnem prehodu – Nuša Lisjak, Pomurski tehnološki park • kako uporabljati podatkovno podprta orodja za komunikacijo in rast, vključno z vpogledi v stranke, analitiko in marketinškimi aplikacijami – Mónika Alíz Mészáros, @STRIA • kako orodje Market Pulse pomaga MSP napovedovati povpraševanje na trgu ter sprejemati premišljene odločitve o proizvodnji, zalogah in investicijah – Dejan Mirčetić, @FTN, Univerza v Novem Sadu 20. april 10:00 CET Webinar (Zoom) Spletni seminar (z obvezno prijavo) je namenjen vsem, ki jih zanima digitalna preobrazba in dostopna, praktična orodja za izboljšanje konkurenčnosti. #DanubeDNA #digitalnapreobrazba #MSP #webinar #AI #B2GreenHub #TERATehnopolis Show translation
Date	21/04/2026
Reach	261
Link	https://tinyurl.com/b7cw658r
Proof	 Pomurje Technology Park 1,035 followers 2mo • + Follow Pridružite se nam na drugem spletnem seminarju v seriji DanubeDNA in spoznajte, kako lahko mala in srednja podjetja sprejemajo pametnejše odločitve pri vlaganju v digitalno preobrazbo. Na tem srečanju boste izvedeli: kako pristopiti k strateškemu odločanju in poslovnim modelom v kontekstu digitalne preobrazbe (Ilija Gvozdanović, ORKA), kako orodje InvestPlanner pomaga MSP pri načrtovanju in strukturiranju njihovih naložb (TERA Tehnopolis), kako AI-podprti Funding Call Matcher pomaga prepoznati ustrezne priložnosti za financiranje (Nuša Lisjak, Pomurje Technology Park), in kako orodje Danube DRA podpira MSP pri oceni njihove digitalne pripravljenosti (Roman Mitana, SOVA Digital). 23. april 10:00 CET Na spletu (Zoom) Spletni seminar je namenjen vsem, ki jih zanima digitalna preobrazba ter praktična orodja za izboljšanje poslovanja in sprejemanje informiranih investicijskih odločitev. Udeležba je brezplačna, obvezna pa je predhodna prijava. #danubedna #interregproject / Join us for the second webinar in the DanubeDNA series and learn how SMEs can make smarter decisions when investing in digital transformation. In this session, you will learn: -how to approach strategic decision-making and business models in the context of digital transformation from Ilija Gvozdanović, ORKA, -how the InvestPlanner tool supports SMEs in planning and structuring their investments from TERA Tehnopolis, -how the AI-Powered Funding Call Matcher helps identify relevant funding opportunities from Nuša Lisjak, Pomurje Technology Park, - and how the Danube DRA tool supports SMEs in assessing their digital readiness from Roman Mitana, SOVA Digital April 23 10:00 CET Online (Zoom) The webinar is designed for anyone interested in digital transformation and practical tools for improving business performance and making informed investment decisions. Attendance is free with mandatory registration. #danubedna #interregproject

Date	16/04/2026
Reach	98
Link	https://tinyurl.com/b7cw658r
Proof	 B2GreenHub 468 followers 2mo • + Follow Are you looking to strengthen your business through digital solutions? Join our series of four thematic webinars organised within the @Danube DNA project and gain practical insight into digital transformation, competitiveness, strategic decision-making, and the responsible use of artificial intelligence. The webinars will showcase concrete digital solutions Market Pulse, InvestPlanner, Digital Readiness Analysis, AI powered funding call matcher, EM4 System Condition, and Weld Wise. Webinars will take place on 20, 23, 27 and 29 April Starting at 10:00 AM Registration is available via the contact form: https://shorturl.at/rGrqo Take a look at the B2GreenHub platform and explore the tools we will present. #DanubeDNA #digitaltransformation #SMEs #webinar #AI #B2GreenHub #TERATehnopolis 8
Date	17/04/2026
Reach	179
Link	https://tinyurl.com/4srxdzmd
Proof	 B2GreenHub 468 followers 2mo • + Follow Join us for the first webinar in the Danube DNA series and discover how SMEs can use data to better understand their customers, improve communication, and support business growth. In this session, you will learn: • how the B2GreenHub platform supports companies in their green and digital transformation from Nuša Lisjak, Pomurje Technology Park • how to use data-driven tools for communication and growth, including customer insights, analytics, and marketing applications from Mónika Alíz Mészáros, @STRIA, and • how the Market Pulse tool helps SMEs predict market demand and make informed decisions on production, inventory, and investments Dejan Mirčetić, @FTN, University of Novi Sad April 20 10:00 CET Online (Zoom) The webinar is designed for anyone interested in digital transformation and accessible, practical tools for improving competitiveness. Registration is mandatory. #DanubeDNA #digitaltransformation #SMEs #webinar #AI #B2GreenHub #TERATehnopolis

Date	21/04/2026
Reach	223
Link	https://tinyurl.com/2ka5ckyy
Proof	

B2GreenHub
468 followers
2mo • Edited •
+ Follow ···

🔹 ❗ Join us for the second webinar in the DanubeDNA series and learn how SMEs can make smarter decisions when investing in digital transformation. ❗ 🔹

In this session, you will learn:
-how to approach strategic decision-making and business models in the context of digital transformation from Ilija Gvozdanović, ORKA,
-how the InvestPlanner tool supports SMEs in planning and structuring their investments from TERA Tehnopolis,
-how the AI-Powered Funding Call Matcher helps identify relevant funding opportunities from Nuša Lisjak, Pomurje Technology Park,
- and how the Danube DRA tool supports SMEs in assessing their digital readiness from Roman Mitana, SOVA Digital

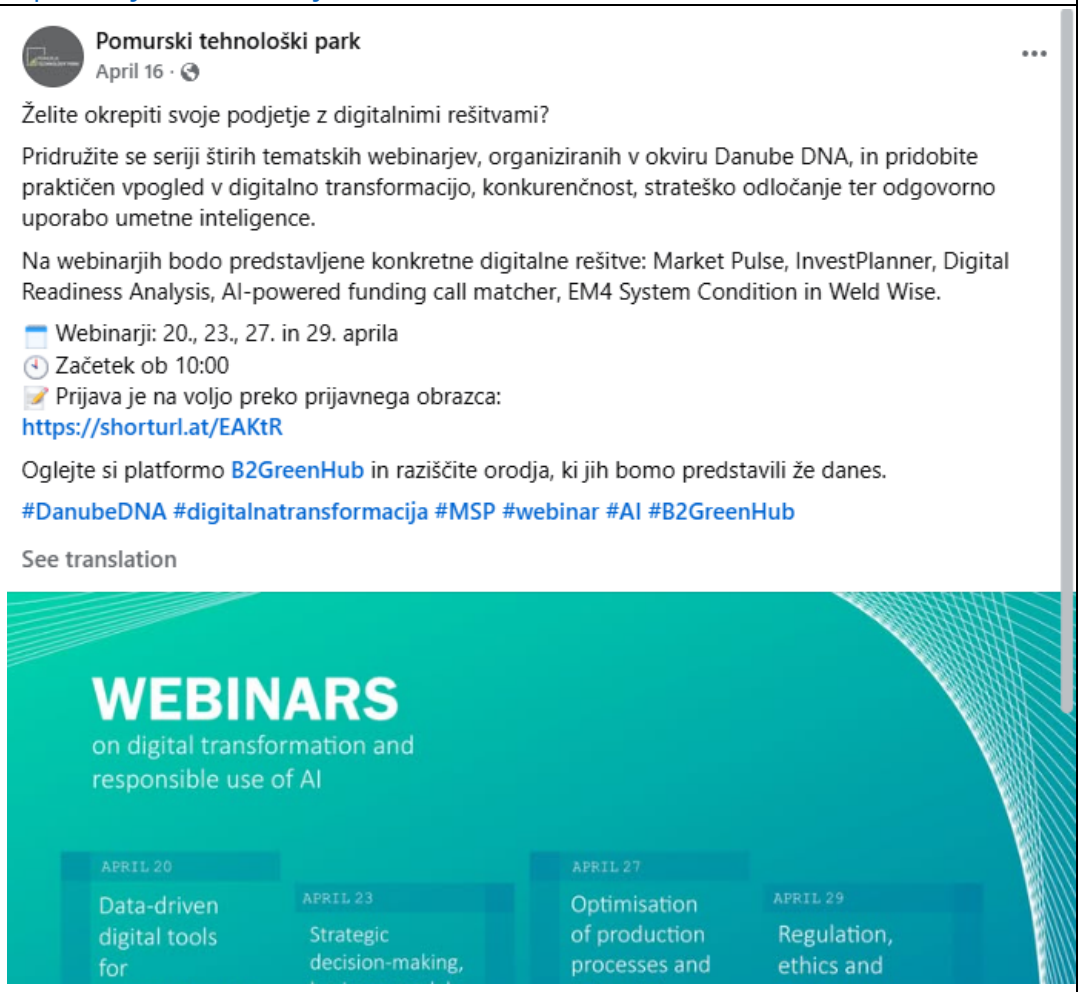
📅 April 23
🕙 10:00 CET
📍 Online (Zoom)

The webinar is designed for anyone interested in digital transformation and practical tools for improving business performance and making informed investment decisions.
Attendance is free with mandatory registration.

#danubedna #interregproject

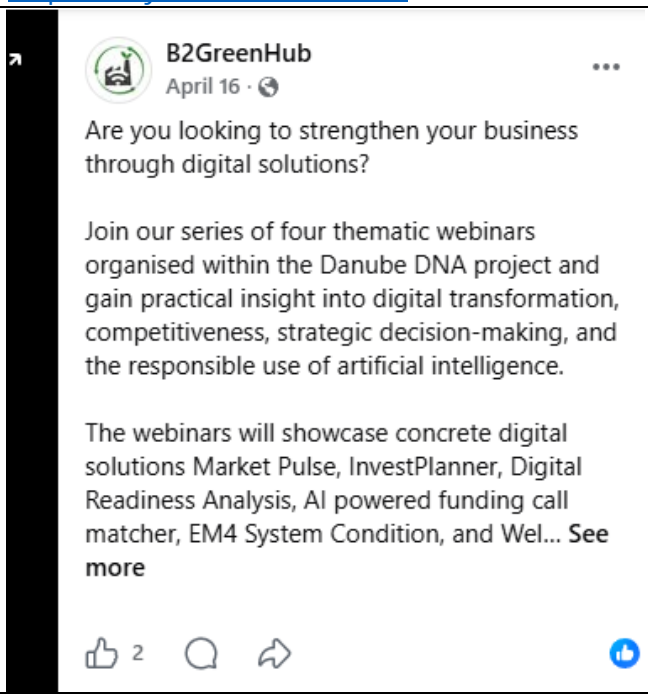
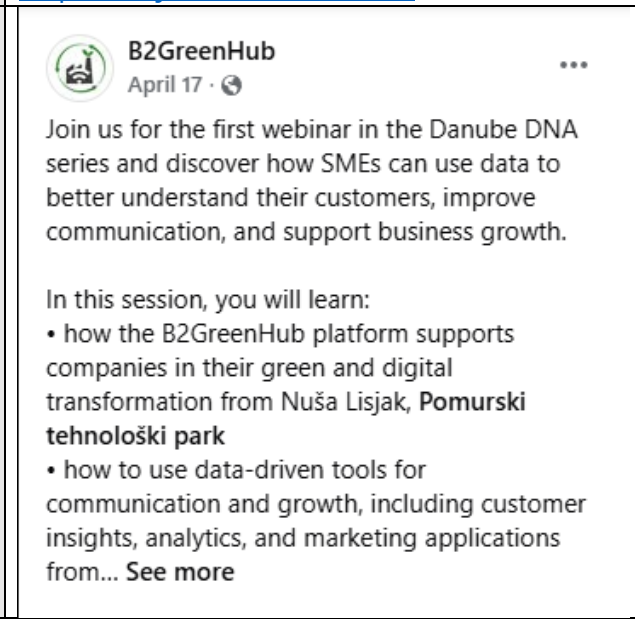
Facebook

No. of posts	6
Total reach	**403**

Date	16/04/2026
Reach	113
Link	https://tinyurl.com/3rcrjweh
Proof	

Date	17/04/2026
Reach	121
Link	https://tinyurl.com/mvvatctw

Proof	Pomurski tehnološki park April 17 · Pridružite se nam na prvem webinarju iz serije Danube DNA in odkrijte, kako lahko mala in srednje velika podjetja s pomočjo podatkov bolje razumejo svoje stranke, izboljšajo komunikacijo ter podprejo rast poslovanja. Na tem dogodku boste izvedeli: • kako platforma @B2GreenHub podpira podjetja pri njihovem zelenem in digitalnem prehodu – Nuša Lisjak, **Pomurski tehnološki park** • kako uporabljati podatkovno podprta orodja za komunikacijo in rast, vključno z vpogledi v stranke, analitiko in marketinškimi aplikacijami – Mónika Alíz Mészáros, @STRIA • kako orodje Market Pulse pomaga MSP napovedovati povpraševanje na trgu ter sprejemati premišljene odločitve o proizvodnji, zalogah in investicijah – Dejan Mirčetić, @FTN, Univerza v Novem Sadu 📅 20. april 🕙 10:00 CET 📍 Webinar (Zoom) Spletni seminar (z obvezno prijavo) je namenjen vsem, ki jih zanima digitalna preobrazba in dostopna, praktična orodja za izboljšanje konkurenčnosti. **#DanubeDNA #digitalnapreobrazba #MSP #webinar #AI #B2GreenHub #TERATehnopolis** **See less**
Date	21/04/2026
Reach	123
Link	https://tinyurl.com/mry5yvpk
Proof	Pomurski tehnološki park April 21 · 🔹❗ Pridružite se nam na drugem spletnem seminarju v seriji DanubeDNA in spoznajte, kako lahko mala in srednja podjetja sprejemajo pametnejše odločitve pri vlaganju v digitalno preobrazbo. ❗🔹 Na tem srečanju boste izvedeli: - kako pristopiti k strateškemu odločanju in poslovnim modelom v kontekstu digitalne preobrazbe (Ilija Gvozdanović, ORKA), - kako orodje InvestPlanner pomaga MSP pri načrtovanju in strukturiranju njihovih naložb (TERA Tehnopolis), - kako AI-podprti Fundi... **See more**

Date	16/04/2026
Reach	17
Link	https://tinyurl.com/5n8zb994
Proof	
Date	17/04/2026
Reach	16
Link	https://tinyurl.com/2u7se64s
Proof	

Date	21/04/2026
Reach	13
Link	https://tinyurl.com/4z7v2wyb
Proof	B2GreenHub April 21 · 🔹 ❗ Join us for the second webinar in the DanubeDNA series and learn how SMEs can make smarter decisions when investing in digital transformation. ❗ 🔹 In this session, you will learn: -how to approach strategic decision-making and business models in the context of digital transformation from Ilija Gvozdanović, ORKA, -how the InvestPlanner tool supports SMEs in planning and structuring their investments from TERA Tehnopolis, -how the AI-Powered Funding Call Matcher helps ide... **See more**

SOVA Digital a.s

Date	22/04/2026
Reach	259
Link	https://tinyurl.com/4u2h6b2y
Proof	SOVA Digital a.s. 654 followers 2mo • + Follow Ako môžu malé a stredné podniky robiť lepšie rozhodnutia pri digitálnej transformácii? Už zajtra to bude témou ďalšieho webinára zo série DanubeDNA. Za SOVA Digital a.s. v ňom vystúpi aj náš kolega Robin Mitana, ktorý predstaví nástroj Danube DRA na hodnotenie digitálnej pripravenosti firiem. Ak vás zaujímajú praktické nástroje a konkrétne prístupy k investovaniu do digitalizácie, určite sa oplatí pripojiť. 23. apríla 10:00 SEČ Online Registrácia: https://lnkd.in/dyRC7gsv Show translation Tera Tehnopolis Ltd. 519 followers 2mo • Join us for the second webinar in the DanubeDNA series and learn how SMEs can make smarter decisions when investing in digital transformation.

Dissemination Performance Overview

Indicator	Result
Webinars promoted	4
Communication outputs	72
Social media platforms	3
Website articles	5
Newsletter articles	2
Estimated minimum reach	**195,329**

Outreach Assessment

The implemented dissemination strategy demonstrates that knowledge generated within Danube DNA successfully reached audiences beyond the project consortium. The combination of targeted advertising, direct stakeholder engagement and partner communication ensured that SMEs and innovation stakeholders from the wider Danube Region had multiple opportunities to access the webinar series.

The dissemination activities fulfilled the objectives of Activity A3.2.2 by:

- extending visibility beyond partner countries
- reaching organisations in Ukraine and Moldova
- supporting knowledge transfer through multiple communication channels
- providing long-term access through webinar materials
- increasing awareness of the developed joint solutions and pilot action results.

Geographic outreach

The implemented dissemination activities successfully extended the visibility of Danube DNA project results beyond the project partnership and contributed to knowledge transfer across the wider Danube Region. Particular attention was dedicated to Programme countries not directly involved in the project, in line with the objectives of Activity A3.2. This was achieved through a combination of geographically targeted paid digital campaigns, direct communication with organisations in Ukraine and Moldova, partner-supported dissemination and publicly accessible communication channels.

Rather than relying on a single dissemination method, the communication strategy combined institutional networks, social media, websites, newsletters and direct stakeholder engagement to maximise geographical coverage. The use of existing professional contacts and partner networks further supported the redistribution of

webinar information within regional innovation ecosystems, creating a multiplier effect and increasing the likelihood of reaching SMEs and business support organisations beyond the immediate project network.

Communication effectiveness

The dissemination campaign combined organic communication with paid promotion, allowing the project to reach both existing followers and new audiences. Organic communication maintained regular engagement with stakeholders already connected to TERA Tehnopolis and the project partners, while paid campaigns significantly expanded visibility among organisations and professionals outside these existing networks.

Communication activities were implemented across several complementary channels, including LinkedIn, Facebook, Instagram, institutional websites, newsletters, direct emails and YouTube. Each channel fulfilled a specific role within the dissemination strategy, ensuring repeated exposure to the target audience throughout the webinar series.

Overall, the campaign generated a minimum documented reach of over 195,000 users through more than 70 individual communication activities, demonstrating that the selected communication channels effectively supported the dissemination objectives of the project. The combination of multiple communication channels also reduced dependence on individual platform algorithms and increased the probability that stakeholders would encounter the webinar information through different sources.

Contribution to knowledge transfer

The communication campaign directly supported the primary objective of Activity 3.2 by facilitating the transfer of knowledge generated through the Danube DNA project to organisations beyond the project consortium. Rather than promoting the webinars solely as individual events, the dissemination strategy positioned them as practical knowledge-transfer sessions presenting joint solutions, pilot action results and business-oriented approaches to digital transformation.

The webinar series addressed key topics relevant to SMEs, including data-driven business development, strategic decision-making, industrial digitalisation and the responsible use of artificial intelligence. By combining theoretical presentations with demonstrations of the developed joint solutions, participants gained both conceptual understanding and practical examples that could be transferred to their own organisations.

Furthermore, communication materials consistently directed participants towards additional project resources, including the B2GreenHub platform, the developed digital tools and the Digital Transformation Expo. This extended the learning process beyond the webinars themselves and strengthened the overall dissemination of project results.

Sustainability of dissemination

The implemented dissemination activities were designed not only to promote the live webinars but also to ensure the long-term availability and visibility of the project results. Website publications, newsletter articles and social media content remain publicly accessible, while all webinars were published on YouTube, allowing stakeholders who were unable to attend the live events to benefit from the presented knowledge. In addition, the communication materials developed during the implementation provide reusable resources for future dissemination activities undertaken by TERA Tehnopolis and project partners.

By combining permanent digital resources with continued accessibility of webinars and project platforms, the dissemination activities contribute to the sustainability of Danube DNA results beyond the formal implementation period. This approach supports the long-term transfer of knowledge, increases the visibility of the developed joint solutions and strengthens the overall impact of the project across the extended Danube Region.

Conclusion

The outreach analysis demonstrates that the implemented communication strategy extended the visibility of Danube DNA results well beyond the immediate project partnership. By combining multiple dissemination channels with geographically targeted promotion and partner-supported communication, the project successfully transferred knowledge to stakeholders throughout the extended Danube Region. The communication materials, webinar-based videos and digital resources remain available after project completion, ensuring that the impact of Activity 3.2 continues beyond the formal implementation period.

The analysis confirms that the digital dissemination activities achieved measurable outreach results, with a documented minimum reach of 195,329 and 72 communication outputs across multiple channels. The combination of paid targeting, direct stakeholder communication and partner dissemination ensured that the activity addressed the extended region in line with the objectives.