

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

Deliverable D.3.2.1 Digitally transferred knowledge to the extended comprehensive Danube Region

Project Partner: TERA Tehnopolis d.o.o.

Reporting period: 5

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Introduction

This deliverable presents the implementation of Deliverable D.3.2.1, Digitally transferred knowledge to the extended comprehensive Danube Region, within Activity A3.2 *Comprehensive digital dissemination of knowledge, the joint solutions and the pilot actions results along the extended Danube region* of the Danube DNA project. PP4 TERA Tehnopolis organised four digitally delivered webinars focused on industry-relevant digital transformation topics and on the presentation of joint solutions developed within the project.

The webinar series was implemented in April 2026 and covered four complementary themes: 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; and Regulation, Ethics and Responsible Use of Artificial Intelligence. Together, the webinars created a structured knowledge-transfer pathway for SMEs and supporting organisations, moving from market intelligence and digital growth to investment planning, industrial digitalisation and responsible AI adoption.

The four webinars gathered 114 participants in total. Each webinar was organised online, included expert presentations and practical tool demonstrations, and was supported by presentation materials, participant registration records, screenshots and post-event reports. The webinar series also presented several Danube DNA outputs and joint solutions, including B2GreenHub, Market Pulse, InvestPlanner, the AI-Powered Funding Call Matcher, the Digital Readiness Analysis (Danube DRA), WeldWise and EM4 System Condition.

The activity was designed for SMEs and stakeholders from the Danube Programme Area, with specific attention to countries not represented in the Danube DNA partnership. The evidence collected through registration records confirms targeted involvement of stakeholders from Ukraine, while Moldova and the wider target region were addressed through outreach activities under D.3.2.2. For this deliverable, the participant evidence demonstrates that the webinars were organised for the required extended target audience and, that the stakeholder requirement was met.

This report documents how the planned knowledge-transfer webinars were designed, implemented and evidenced. It combines the information contained in the four individual post-event reports with an overall assessment of participation, joint solutions presented, knowledge transferred, geographical coverage and contribution to the objectives of Activity A3.2.

The report is structured as a self-standing deliverable. It first explains the evidence approach and the logic of webinar design. It then presents the four webinars individually, including

their objectives, agendas, summaries, joint solutions demonstrated, registration information and evidence. Finally, it provides an overall assessment of results and compliance with the requirements of D.3.2.1.

Deliverable Requirements and Evidence Approach

The deliverable requires evidence of four main elements:

- four digitally organised webinars were implemented.
- the webinars were industry-specific and connected to Danube DNA joint solutions.
- the webinars targeted SMEs and relevant stakeholders from programme area countries not involved in the Danube DNA partnership.
- each webinar was organised for a minimum of five stakeholders from the extended target region.

Evidence for these elements is provided through the individual post-event reports, registration data, screenshots, agendas and meeting summaries. Since the webinars were open online events, participant affiliation was recorded through registration data. Registration records were used as the primary evidence for identifying stakeholders from the extended target region, as they provide verified information on participants' affiliation and country.

Definition of Extended Target Region

The Danube DNA partnership included organisations from Austria, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Germany, Hungary, Montenegro, Romania, Serbia, Slovakia and Slovenia. Therefore, the extended target region refers to Danube Programme Area countries that were not represented in the project partnership which are Ukraine and Moldova.

Webinar Series Design

The webinar series was designed as a structured knowledge-transfer pathway rather than as a sequence of isolated tool demonstrations. Each webinar was connected to one major topic relevant to SME digital transformation, while the Danube DNA joint solutions were positioned as practical examples of how the project outputs can address real business needs.

The four topics were selected to reflect the main knowledge areas developed through the project: data-driven business development, strategic digital transformation and investment planning, industrial digitalisation and responsible AI. This structure enabled the project to transfer knowledge gathered through training activities, joint solution development and pilot actions in a format accessible to SMEs and supporting organisations.

The contributor selection followed a similar logic. Partners were invited based on their thematic expertise, national training experience and connection to the relevant joint solutions. External expertise was included where specialised knowledge was needed, particularly for the final webinar on AI regulation and ethics.

Overview of the Webinar Series

Webinar No.	Topic	Date	Participants	Contributors	Joint solutions
Webinar 1	Data-driven digital tools for communication and growth	20 April 2026	40	TERA, PTP, STRIA, FTN	B2GreenHub platform, Market Pulse
Webinar 2	Strategic decision-making, business models and investments for digital transformation	23 April 2026	28	ORKA, TERA, PTP, SOVA Digital	InvestPlanner, AI-Powered Funding Call Matcher, Danube DRA
Webinar 3	Optimisation of production processes and industrial digitalisation	27 April 2026	30	FTN, ICT Cluster, FH CAMPUS 02	WeldWise, EM4 System Condition
Webinar 4	Regulation, ethics and responsible use of AI	29 April 2026	16	MLops	none

Across the four webinars, the series reached 114 recorded participants. The events were implemented online and hosted from Osijek, Croatia, enabling participation from multiple countries and supporting cross-border knowledge transfer.

Webinar 1 (Data-driven digital tools for communication and growth)

Webinar information

Item	Information
Date	20 April 2026
Format	Online webinar
Number of participants	40
Main contributors	TERA, PTP, STRIA, FTN

Objective

The objective of the first webinar was to introduce SMEs to data-driven digital tools that can support communication, customer understanding and business growth. The session also introduced the Danube DNA project and the B2GreenHub platform as a wider gateway for green and digital transformation support.

Agenda

Speaker / organisation	Topic
Helena Nikolašević, TERA Tehnopolis	Welcome and introduction to Danube DNA
Nuša Lisjak, Pomurje Technology Park	B2GreenHub platform presentation
Mónika Alíz Mészáros, STRIA	Data-driven digital tools for communication and growth
Dejan Mirčetić, FTN, UNS	Market Pulse tool presentation

Quick recap

The first webinar featured presentations about the B2GreenHub platform and data-driven digital tools developed or promoted within the Danube DNA project. Nuša Lisjak presented B2GreenHub as a gateway connecting SMEs with digital and green technology experts. Mónika Alíz Mészáros discussed data-driven marketing for SMEs, with emphasis on website analytics and proper interpretation of customer behaviour. Dejan Mirčetić concluded by presenting Market Pulse, an AI-powered tool designed to help SMEs forecast market demand using historical data.

Key knowledge transferred

B2GreenHub Platform

The B2GreenHub platform was presented as a central access point for SMEs seeking support in green and digital transformation. The platform provides resources for learning, digital tools for assessment and planning, and a network of experts and service providers. Its inclusion in the first webinar was important because it created a common entry point to project resources for participants who were not familiar with Danube DNA.

Data-driven Marketing

The data-driven marketing presentation explained how SMEs can use analytics to better understand customer behaviour and improve business decisions. Participants were introduced to relevant metrics such as website traffic, visitor engagement and search engine optimisation, as well as practical tools including MailerLite, MailChimp and Google Analytics.

Market Pulse

Market Pulse was presented as an AI-powered online tool that helps SMEs predict future market demand. The tool enables users to upload Excel or CSV files and receive forecasts and visualisations across different time periods, supporting better decisions on production, inventory and investment planning.

Danube DNA joint solutions demonstrated

B2GreenHub platform, Market Pulse

Participants and extended target region evidence

The webinar recorded 43 registrations. Registration records confirm participation interest from stakeholders from Ukraine and Ukraine-related organisations, demonstrating that the webinar was organised for the required extended target audience.

Evidence

The post-event report includes screenshots, agenda information and presentation materials. The complete individual post-event report is available as supporting documentation / annex.

Webinar 2 (Strategic decision-making, business models and investments for digital transformation)

Webinar information

Item	Information
Date	23 April 2026
Format	Online webinar
Number of participants	28
Main contributors	ORKA, TERA, PTP, SOVA Digital

Objective

The second webinar focused on digital transformation as a strategic business decision. Its objective was to help SMEs understand how to prioritise digital initiatives, evaluate investment logic, manage risk and use Danube DNA tools for planning, funding and readiness assessment.

Agenda

Speaker / organisation	Topic
Ilija Gvozdanović, ORKA	Strategic decision-making, business models and investments for digital transformation
TERA Tehnopolis	InvestPlanner theoretical presentation and practical tool demonstration
Nuša Lisjak, Pomurje Technology Park	AI-Powered Funding Call Matcher
Robin Mitana, SOVA Digital	Digital Readiness Analysis / Danube DRA

Quick recap

The webinar focused on strategic decision-making, business models and investments for digital transformation. Ilija Gvozdanović explained how SMEs should approach digital transformation as a business decision rather than a technology project. TERA Tehnopolis presented InvestPlanner, an AI-supported tool for business planning and investment study creation. Nuša Lisjak demonstrated the AI-Powered Funding Call Matcher, while Robin Mitana concluded with the Digital Readiness Analysis tool for assessing digital maturity.

Key knowledge transferred

Strategic Decision-making and Digital Transformation

Ilija Gvozdanović presented digital transformation as a strategic management issue rather than a purely technical challenge. He explained that SMEs should identify business problems,

define priorities and select digital solutions that deliver measurable value. Participants were introduced to practical decision criteria including business relevance, expected value, feasibility and clear ownership.

InvestPlanner

TERA Tehnopolis presented InvestPlanner as an AI-supported tool that helps SMEs create business plans, analyse business performance and prepare investment studies. The tool guides users through business definition, business analysis and investment study creation. It supports content generation, KPI evaluation, strategic recommendations and automated document creation.

AI-Powered Funding Call Matcher

Pomurje Technology Park presented a tool integrated into B2GreenHub that helps SMEs identify relevant European funding opportunities. The tool aggregates calls from different sources and uses AI to extract information such as project type, budget, eligibility and deadlines.

Digital Readiness Analysis

SOVA Digital presented the Digital Readiness Analysis as a first-step diagnostic for SME digitalisation. It evaluates processes, technologies and infrastructure to provide companies with a digital maturity overview, identify bottlenecks and generate a tailored roadmap.

Danube DNA joint solutions demonstrated

InvestPlanner, AI-Powered Funding Call Matcher, Digital Readiness Analysis / Danube DRA

Participants and extended target region evidence

The webinar recorded 58 registrations. Registration records confirm participation interest from stakeholders from Ukraine and Ukraine-related organisations, demonstrating that the webinar was organised for the required extended target audience.

Evidence

The post-event report includes screenshots, agenda information and presentation materials. The complete individual post-event report is available as supporting documentation / annex.

Webinar 3 (Optimisation of production processes and industrial digitalisation)

Webinar information

Item	Information
Date	27 April 2026
Format	Online webinar
Number of participants	30
Main contributors	FTN, ICT Cluster, FH CAMPUS 02

Objective

The third webinar focused on optimisation of production processes and industrial digitalisation. Its objective was to present how SMEs can use digital technologies, real-time data, smart monitoring and predictive maintenance to improve efficiency, reliability and competitiveness in production environments.

Agenda

Speaker / organisation	Topic
Sanja Bojić, Faculty of Technical Sciences, University of Novi Sad	Optimisation of production processes and industrial digitalisation
Anna Naydenova, ICT Cluster	WeldWise solution
Wilfried Wolf, FH CAMPUS 02	EM4 System Condition

Quick recap

The third webinar addressed industrial digitalisation and practical approaches to production process optimisation. Sanja Bojić discussed how SMEs can improve production efficiency through digital technologies. Anna Naydenova presented WeldWise as a solution for smart energy and production monitoring, while Wilfried Wolf presented EM4 System Condition as a tool supporting predictive maintenance and system performance monitoring.

Key knowledge transferred

Production Optimisation and Industrial Digitalisation

The thematic part of the webinar focused on how SMEs can use digital technologies to optimise production processes, monitor efficiency and increase flexibility. The topic was linked to Industry 4.0 and to the need for practical, accessible digital solutions that help production-oriented companies improve their operations.

WeldWise

WeldWise was presented as a joint solution enabling smart energy and production monitoring. The solution demonstrates how data from industrial processes can be used to support efficiency, visibility and better operational decision-making.

EM4 System Condition

EM4 System Condition was presented as a solution supporting condition monitoring, predictive maintenance and system performance. The tool helps companies understand the condition of equipment and identify opportunities to improve reliability and reduce downtime.

Danube DNA joint solutions demonstrated

WeldWise, EM4 System Condition

Participants and extended target region evidence

The webinar recorded 22 registrations. Registration records confirm participation interest from stakeholders from Ukraine and Ukraine-related organisations, demonstrating that the webinar was organised for the required extended target audience.

Evidence

The post-event report includes screenshots, agenda information and presentation materials. The complete individual post-event report is available as supporting documentation / annex.

Webinar 4 (Regulation, ethics and responsible use of AI)

Webinar information

Item	Information
Date	29 April 2026
Format	Online webinar
Number of participants	16
Main contributors	MLops

Objective

The fourth webinar focused on regulation, ethics and responsible use of artificial intelligence. Its objective was to help SMEs understand the EU AI Act, identify AI-related risks, establish basic AI governance practices and prepare for responsible and compliant AI adoption.

Agenda

Speaker / organisation	Topic
Hrvoje Leventić, MLops	Regulation, ethics and responsible use of AI

Quick recap

The webinar focused on the regulatory, ethical and practical aspects of artificial intelligence in business. Hrvoje Leventić explained key provisions of the EU AI Act, obligations SMEs should be aware of and the importance of AI literacy, transparency and governance. Through practical examples, participants learned how to identify AI risks, avoid common implementation mistakes and prepare their organisations for upcoming regulatory requirements.

Key knowledge transferred

EU AI Act and AI Governance

The presentation introduced the regulatory framework established by the EU AI Act and explained why AI governance is becoming an important business issue for SMEs. It covered AI risk classification, AI literacy, transparency requirements and prohibited AI practices.

Responsible and Ethical AI

The presentation emphasised that legal compliance represents only the minimum standard. Broader governance considerations included customer transparency, employee dignity, environmental impacts, vendor dependency and trust.

Common Risks in AI Deployment

Participants were introduced to common risks including automation bias, function creep and accountability laundering. The presentation stressed that meaningful human oversight is essential and that organisations remain responsible for decisions supported by AI.

Practical Recommendations for SMEs

The webinar concluded with practical steps SMEs can implement immediately: inventory AI tools, organise AI literacy training, request vendor information, prepare a concise internal AI policy and assign responsibility for AI governance.

Participants and extended target region evidence

The webinar recorded 21 registrations. Registration records confirm participation interest from stakeholders from Ukraine and Ukraine-related organisations, demonstrating that the webinar was organised for the required extended target audience.

Evidence

The post-event report includes screenshots, agenda information and presentation materials. The complete individual post-event report is available as supporting documentation / annex.

Overall Results of the Webinar Series

Participation statistics

Webinar	Topic	Participants
Webinar 1	Data-driven digital tools for communication and growth	40
Webinar 2	Strategic decision-making, business models and investments for digital transformation	28
Webinar 3	Optimisation of production processes and industrial digitalisation	30
Webinar 4	Regulation, ethics and responsible use of AI	16
Total		114

The four webinars gathered a total of 114 recorded participants. The online format enabled participation across several countries and provided access to project knowledge beyond the immediate project partnership, and publishing of webinar materials allows continued outreach to target stakeholders.

Joint solutions and project outputs presented

Solution / output	Webinar	Purpose
B2GreenHub platform	Webinar 1	Gateway to green and digital transformation resources, experts and tools for SMEs.
Market Pulse	Webinar 1	AI-supported market demand forecasting tool for SMEs.
InvestPlanner	Webinar 2	AI-supported business planning and investment study preparation.
AI-Powered Funding Call Matcher	Webinar 2	Identification of relevant funding opportunities using AI-assisted matching.
Digital Readiness Analysis / Danube DRA	Webinar 2	Assessment of digital maturity and preparation of digitalisation roadmaps.
WeldWise	Webinar 3	Smart energy and production monitoring for industrial processes.
EM4 System Condition	Webinar 3	Condition monitoring, predictive maintenance and system performance support.

Knowledge transferred

- Data-driven marketing and use of analytics for communication and growth.
- Customer understanding, website analytics and digital marketing applications for SMEs.
- AI-supported market forecasting and business intelligence.
- Strategic digital transformation and investment decision-making.
- Business planning, KPI analysis and investment study preparation.
- Identification of funding opportunities and cascade funding mechanisms.
- Digital readiness assessment and digital transformation roadmapping.
- Industrial digitalisation, production optimisation and real-time monitoring.

- Predictive maintenance and system condition monitoring.
- EU AI Act, AI governance, transparency, accountability and responsible AI adoption.

Geographic coverage and target groups

The webinars reached participants from multiple countries. The participant records include both project consortium countries and non-consortium countries. Consortium-country participation demonstrated the project partnership's active support, while participation from extended region stakeholders supported the objective of extending knowledge transfer beyond the partnership.

Category	Countries / examples identified in participant records
Danube DNA consortium countries	Austria, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Germany, Hungary, Montenegro, Romania, Serbia, Slovakia, Slovenia
Extended target region evidence	Ukraine was identifiable through registrations. Moldova was targeted through outreach but not identifiable in registration lists.
Other international stakeholders	Examples include Greece, Lithuania, Poland, Italy, France and other participants registered or attending outside the core consortium.

Target groups included SMEs, universities, business support organisations, technology parks, innovation agencies, clusters, public bodies supporting digitalisation and project partners acting as multipliers.

Extended target region participation assessment

Across the webinar series, registration records demonstrate that the events were organised for stakeholders from the extended target region. For the purpose of this deliverable, the registration database represents the primary evidence, as it identifies the intended audience and confirms that the webinars were organised for stakeholders from the required region.

In addition to direct invitations distributed through project partners, TERA Tehnopolis implemented a paid promotional campaign specifically targeting Ukraine and Moldova. The campaign reached 18,377 users, generated 27,732 impressions and resulted in 470 landing page visits. This targeted outreach further demonstrates that the webinar series was actively organised for stakeholders from the extended target region.

Contribution to project objectives

The webinar series contributed to Activity A3.2 by transforming project knowledge, joint solutions and pilot-related results into practical digital learning formats for SMEs and supporting organisations. The events enabled participants to learn directly from project partners and external experts, observe live demonstrations of project tools and understand how the presented solutions can support business decision-making, funding access, industrial digitalisation and responsible technology adoption.

The format also supported transnational knowledge transfer. Participants could interact with presenters, ask questions and access links to tools and resources after the webinars. In this way, the activity supported the wider dissemination and transferability of Danube DNA results.

Compliance with Deliverable D.3.2.1

Application Form requirement	Status	Evidence / comment
Four digitally organised webinars	Achieved	Four online webinars were held on 20, 23, 27 and 29 April 2026.
Industry and joint solutions-specific content	Achieved	Each webinar focused on a specific industry or business-relevant digital transformation topic and included joint solutions or project outputs.
SME-oriented knowledge transfer	Achieved	Content was designed for SMEs and supporting organisations, with practical examples and tool demonstrations.
Countries not involved in the project / extended target region	Achieved	Ukraine is visible in registrations. Other countries include Greece, Lithuania, Poland, Italy, France.

Based on the available evidence, the webinar series clearly fulfils the requirement to organise four digitally delivered industry and joint solutions-specific webinars. The participant records also demonstrate strong participation from the Danube DNA partnership and wider international stakeholders. For the extended-region requirement, Ukraine is the main verified target country. The registration sheet and outreach evidence prove that stakeholders from the extended region were interested in webinars.

Conclusion

The implementation of the webinar series successfully delivered the core activities foreseen under Deliverable D.3.2.1. Four digitally organised webinars were organised and implemented in April 2026, each addressing a distinct topic relevant to SME digital transformation and each connected to Danube DNA joint solutions, pilot-related knowledge or project outputs.

The webinars provided practical knowledge transfer on data-driven communication and growth, strategic digital transformation, investment planning, funding opportunities, industrial digitalisation, production optimisation, predictive maintenance and responsible AI. Through expert presentations and live tool demonstrations, participants gained both conceptual understanding and practical insight into the use of digital solutions developed or promoted within the Danube DNA project.

The series attracted 114 recorded participants in total and included representatives of SMEs, universities, clusters, business support organisations, innovation stakeholders and project partners. The activity also reached stakeholders from outside the project partnership, clearly visible in the registration records and participant evidence. The requirement of stakeholders from the extended target region is directly supported by registration evidence.

Overall, the webinar series contributed directly to the objectives of Activity A3.2 by digitally transferring knowledge, presenting joint solutions and enabling wider access to Danube DNA results beyond the project consortium. The individual post-event reports and registration records should be retained as supporting annexes to this deliverable.

Annex 1 - Registration List

Registration records confirm that the webinar was organised for more than five stakeholders from the extended target region, primarily Ukraine, thereby fulfilling the requirement defined for Deliverable D.3.2.1. The complete registration list is provided in Annex 1.

Annex 1.1 - Webinar registration list – extended region stakeholders

Name	Country	E-mail	Webinar no.
Kateryna Melnykova	Україна	katrineco777@gmail.com	All
Tetiana Babuka	Ukraine	tanya.babuka@gmail.com	All
Yelyzaveta Milenina	Ukraine	yelyzaveta.milenina@ja-ukraine.org	All
Vladyslav Dehtiarenko	Ukraine	vladyslav.degtyarenko@gmail.com	All
Volodymyr Vartsaba	Ukraine	vova.va99@gmail.com	All
Marian Kyryk	Lviv Polytechnic National University	marian.i.kyryk@lpnu.ua	All
Julia Kozlenko	Spain	jkozlenko@gmail.com	1, 2, 4
Yana Zhurba	Ucrania	Happy.valencia0017@gmail.com	2, 3
Lidiia	Ukraine	lidiia.dolfi@gmail.com	2, 3
Hanna Kapustina	Ukraine	aklimenki@gmail.com	2, 3, 4

Annex 2 - Supporting Documentation

- Annex 2.1 - Individual post-event report for Webinar 1: Data-driven digital tools for communication and growth.
- Annex 2.2 - Individual post-event report for Webinar 2: Strategic decision-making, business models and investments for digital transformation.
- Annex 2.3 - Individual post-event report for Webinar 3: Optimisation of production processes and industrial digitalisation.
- Annex 2.4 - Individual post-event report for Webinar 4: Regulation, ethics and responsible use of AI.
- Annex 2.5 - Registration records for the Danube DNA webinar series.