

Bridging Innovation and Knowledge

SMERF Webinars

The SMERF project has taken a significant step forward with planning the SMERF Webinars, outlining the plan and methodology for organizing and evaluating four cross-regional webinars. These webinars are tailored to address entities supporting SMEs' transformation, such as Higher Education Institutions (HEIs) and Innomediaries- such as Business support organizations, with the objective of enhancing awareness and knowledge about innovation ecosystems fostered by the SMERF project.

Engaging Webinar Structure

Each of the four webinars is designed to focus on one of SMERF's pillars: Innovation Culture, Digital Manufacturing, Open Innovation 2.0 & Sharing Economy, and Green & Circular Economy & Sustainability. This focused approach aims to provide a detailed exploration of each pillar, enriched by inspirational presentations from experts and successful case studies. The webinars will also introduce participants to the SMERF Assessment Tool and the Inspirational Knowledge Base (IKB), gathering feedback for their further development.

Rigorous Evaluation Method

Feedback collection is integral to measuring the webinars' success, employing interactive sessions through "Kahoot!" for real-time engagement and a post-webinar Google form for detailed feedback. This dual approach aims to capture immediate reactions and comprehensive insights, guiding the continuous improvement of the SMERF project's offerings.

Future Horizons

As the webinars are set to take place in May and June 2024, consortium is expecting engaging sessions to make a significant impact on the SME ecosystem. The recorded webinars and Inspiration Knowledge Base will be accessible, serving as a valuable resource for companies engaging with the SMERF assessment tool and broader audience interested in SME transformation.

In conclusion, the SMERF project's initiative to organize and evaluate these webinars stands as a testament to its commitment to fostering innovation, sustainability, and digital transformation among SMEs. Through collaborative efforts, strategic planning, and insightful feedback mechanisms, SMERF is poised to empower SMEs and supporting entities, driving towards a future-ready Central Europe.