

26-27 MARCH 2025

Prosperity through Diversity

CAPITALISATION WORKSHOP

Boosting Knowledge
and Competitiveness
in the Danube Region

**Interreg
Danube Region**



Co-funded by
the European Union


Danube DNA

Danube DNA

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

Prof. Dr. Sanja Bojic

Danube DNA project basic information

Project corresponds to the 1st priority of the DRP: **A smarter Danube Region**

To the specific objective 1.2: **Developing skills for smart specialization, industrial transition and entrepreneurship**

Project budget: 2.159.530,00 EUR

Interreg Funds: 1.727.624 EUR

Project duration: January 2024 – June 2026

The project's LP is: **Faculty of Technical Sciences**, University of Novi Sad

The project partnership consists of: **12 project partner institutions** and **14 associated partner institutions** from 12 countries of the Danube region

Danube DNA main objective

The main challenge addressed with the project is the synchronized transnational digital transformation of SMEs towards industry and logistics 4.0, across the Danube Region.

To address the challenge, the main objective of the project is to create the Danube DNA - Digital Transformation network of Active SMEs training and knowledge transfer centers dedicated to the digital transformation of SMEs towards industry and logistics 4.0.

Danube DNA main achievements/expected results

Established Danube
DNA network

Created Danube DNA
platform

Created transnational
Guidelines for the
smart specialization of
the Danube Region

Digital transformation
capacity building along
the Danube Region

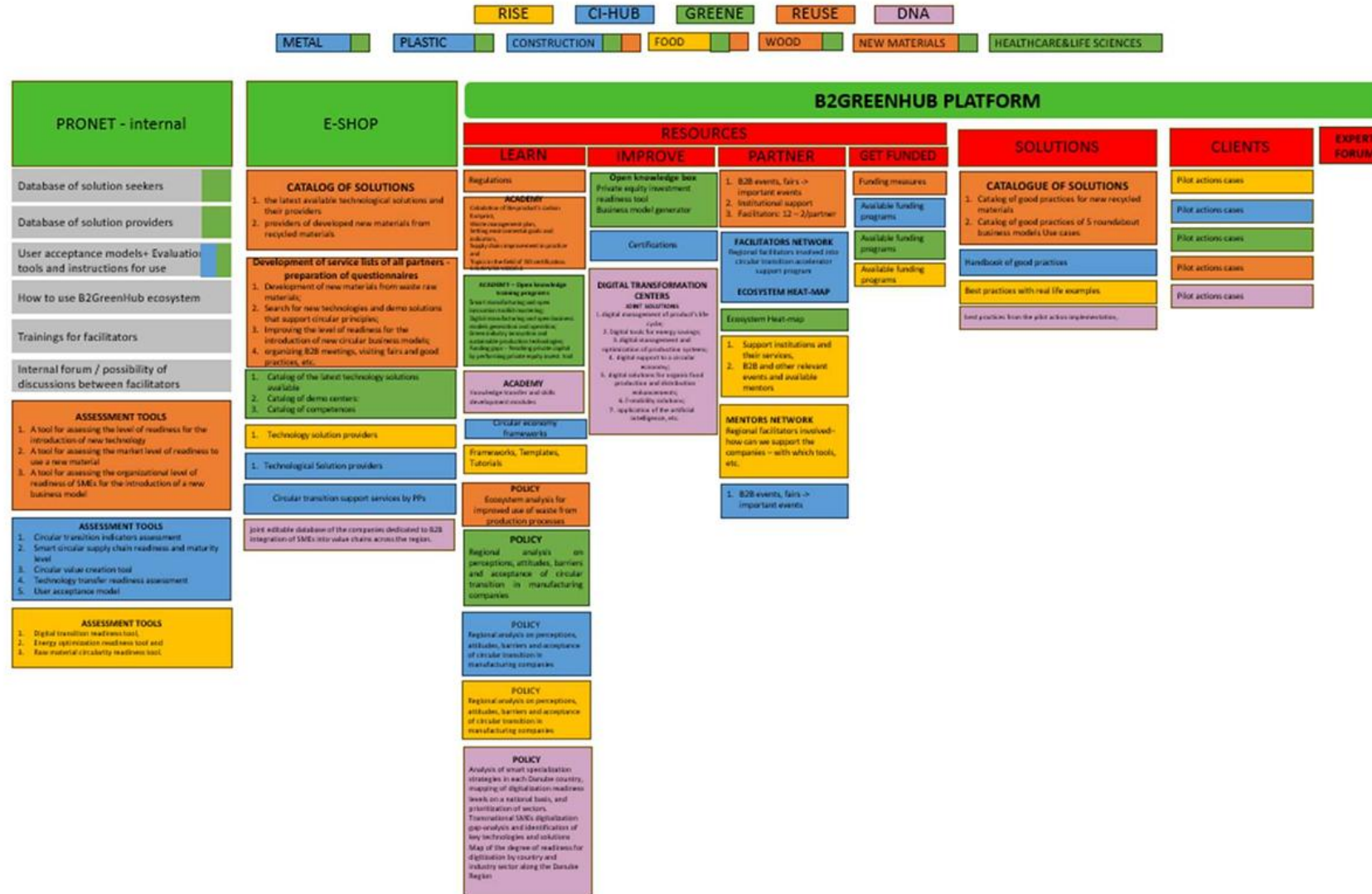
6 joint solutions
developed

12 transnationally
coordinated pilot
actions

Organized Digital
Transformation
Expo Event

Knowledge transfer
towards extended
Danube Region
performed

Danube DNA existing cooperations/synergies



Conclusion and possibilities for future cooperation

Knowledge Transfer
and Capacity Building

Horizontal and vertical,
cross-sectoral and
transnational
cooperation

Lessons learned from
the pilot actions
implementations

Building further
development and
sustainable
cooperation on the
basis of the project
results capitalisation

Developed solutions
application and
promotion

Cooperation through
matchmaking on the
Danube DNA and
B2GREENHUB
platform

Joint application of
innovative projects that
are strengthening the
Danube Region and
addressing the PA7 and
PA8 aims and goals

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