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Enviat: dijous, 26 d'octubre de 2023 9:39
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Tema: [Test] PROACTsme Interreg Project

Veure en el navegador

#1 PROACTsme - Interreg Europe | September 2023

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PROACTsme project approved!

We are very happy to present you this new cooperative project in Interreg Europe programme framework.

In December 13th of 2022, the Interreg Europe monitoring committee has conditionally approved 72 projects out of 134 applications received in the first call for project proposals, and one of this was the PROACTsme project.

What is our project about?

During 2023 to 2027, 8 regions and cities we will work together with this common objective: improve our smarter and digitized services for SMEs. Attention is specially put on the development and provision of personalized and proactive electronic public services in order to reduce red tape for the business environment whilst anticipate policy and service needs. This means building up a more resilient and competitive private sector in the different regions of the project.

[More information about the project, funds and partners](#)

Let's talk about: Study visits!



Kick-off meeting and Catalan peer review

On June 08th the Kick off meeting of PROACTsme project took place in Barcelona. During this day, the partnership of the project and the Catalan stakeholder groups, they had different participation spaces according to the planned agenda: institutional welcoming, main conference, presentation of good Catalan practices, and so on.

Moreover, we counted with the participation of the Very Hble Mr. Roger Torrent, Regional Minister of Management and Workwhose, whose advice and guidance helped all partners have a better understanding of the lead partner's background and the government overall objectives, as well as Mr.Gesnís Roca, President of the Foundation PuntCat.

This meeting also meant a better communication and team building for all partners as the official kick-start of the project took place.

[More information about the event](#)

Team work: PROACTsme partner's meetings



First partner's meeting on March 9th

Our PROACTsme team kick-started the meetings between all the partners on the 9th of March. All participants, with excitement, talked through the main topics of the structure of the projects, as well as settling a good communication and working environment for the future cooperation inside the team.

The lead partner carried out a deep explanation about the project work plan and also encouraged partners to start brainstorming about the identification of service areas in identification processes.

The meeting closed paving the way for the following steps in the partnership.

[Learn more about this](#)

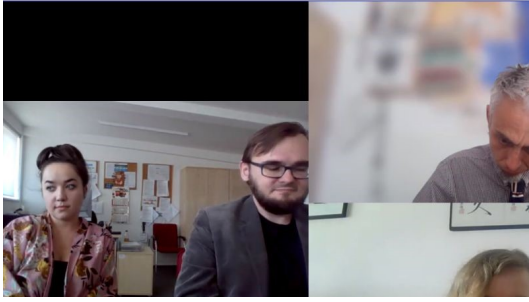
The follow up: 2nd partner's meeting in Barcelona, June 7th

The second partner's meeting took place shortly after in Barcelona. The partners had the opportunity of chatting face to face after the online first meeting.

The set agenda for the day had very fruitful results: first the kick-off meeting that was due the following day was briefly discussed and also the current work plan status and the future guidelines, as well as incorporating the semester 2 vision program.

After the meeting, the team enjoyed a visit at Barcelona's gem, Sagrada Familia, and a dinner together in a nearby restaurant.

Regional Stakeholders Meetings: an overview



Catalan Regional Stakeholders Meetings on May 23rd in Barcelona: an overview.

The Office of Business Management of the Government of Catalonia held the past 23rd of May in Barcelona a regional Stakeholder Meeting with some of their regional groups. During this meeting, the attendees had the chance to dialog about their role and ideas for the session.

As the meeting went on, the local world and the lead partner discussed about topics like the improvement of information circuits and administrative processes for the user, "TOT" or default proactive administration, 360° vision for businesses and many others.

[More information about the event](#)

Regional Stakeholders Meeting of the Polish partners: ARMSA and Mazovia

Our Polish partners, Marshal's Office of the Mazovian Voivodeshio and the Mazovia Development Agency Plc, have come together with their regional stakeholders to talk about common strategy within the project.

The meeting took place on the 5th of June 2023 and the partners touched a wide variety of topics, such as the exchange of knowledge and experiences,

the internal support between the RSG and the project partners about good practices, and others.

Lithuanian Partners (LIC): Regional Stakeholders Meeting

On the 20th of June 2023, the Lithuanian Innovation Center (LIC) organized a local stakeholder group meeting in Vilnius, Lithuania. A total of 20 participants took part in the meeting, representing business support organizations, clusters, tech-parks and private enterprises.

This meeting was mainly dedicated to introducing local stakeholders to the newly started PROACTsme project, its intended objective and goals, proactive support services for SMEs, as well as to discuss potential topics and good practices relevant to stakeholders and international partners.

Greek partners, ANTOLIKI S.A., RSM on July 6th

On the 6th of July 2023 the Greek partner ANTOLIKI S.A. organized their 1st Regional Support Group Meeting of the PROACTsme.

The meeting was attended by representatives of:

- One Stop Liaison Office
- Regional Development Fund from the Region of Central Macedonia
- Ministry of Digital Governance
- Center for Research and Development, Hellas (CERTH).

The participants brainstormed ideas for potential Good Practices that could be utilized within the framework of the Project. An open discussion took place aiming to define the next stages of implementation and meetings of the Regional Support Group.

Norway's Regional Stakeholders Meeting on August 21st, 29th & 30th.

The Møre and Romsdal City Council held a Regional Stakeholder Meeting on the 21st of August 2023, followed up by two more other meetings at the end of the month itself.

As the partner engaged with their stakeholders, the meetings emphasized the active participation of regional actors as part of the RSG. During the three sessions, the Norwegian team also highlighted topics such as the establishment of the regional stakeholder groups (RSG), data integration and analysis, recruitment and skill utilization, amongst many other, and also stressed the importance of the RSG involvement as for the lessons learned on a regional and national level.

As a closing remark, the Norwegian team established future guidelines to maintain and enhance cooperation in the regional stakeholder groups.

Our Participation in Interreg Europe



Lead Partner seminar for first call projects

On March 14th 2023, the Business Management Office of the Government of Catalonia, as lead partner, participated in the seminar for lead partners whose project was approved on the first call of the Interreg Europe projects. The main focus of this seminar was to learn more about finance and reporting activities and communication and management of project finances.

The seminar was then followed by a dinner reception where it was encouraged to share our experiences and new learnings amongst other participants. The joint secretariat also found their way into the dinner.



Stockholm Forum: Europe, Let's Cooperate! 2023

On March 15th the 9th edition of the Interreg Europe forum for interregional cooperation took place in Stockholm. The fruitful event allowed loads of project partners to connect and do networking together.

The forum went through a wide variety of topics such as inspiration and ideas for new projects, the launch of the second call, discussion about new project

ideas and so forth.

[More information](#)

Get to know us!

Who's behind the PROACTsme project?



CECOT

What is CECOT?

Cecot Employers' Association is a business organization in Catalonia founded in 1978. Cecot has played a central role in representing the interests of businesses in the region, advocating for economic growth, and fostering a favorable business environment.

A Strong Advocate for Business

Cecot is dedicated to promoting economic development, job creation, and the competitiveness of Catalan businesses. It acts as a strong advocate for the interests of its members, which include a diverse range of companies from various sectors, including commerce, industry, and services. With a

membership base of over 45.000 businesses, Cecot has a considerable influence in shaping economic policies and regulations.

Key Objectives

1. **Promoting Business Growth:** The association offers a wide range of services and resources to help its members thrive in a dynamic and often challenging business environment.
2. **Policy Advocacy:** The organization advocates for policies that encourage entrepreneurship, innovation, and economic development.
3. **Internationalization:** The association assists businesses in expanding their operations abroad by providing guidance on international trade and cooperation opportunities.
4. **Innovation and Technology:** In an increasingly digital world, Cecot supports businesses in adopting innovative technologies to enhance their competitiveness.
5. **Corporate Social Responsibility:** Cecot encourages its members to engage in socially responsible business practices, emphasizing sustainability, diversity, and community engagement.

HelpEmpresa, an example of how Cecot stands for SME's

Recognizing the importance of proactive intervention, HelpEmpresa (www.helpempresa.com), a service created by Cecot, places a strong emphasis on early warning tools designed to prevent business closures. It takes a holistic approach to business assistance, offering invaluable insights and early warning tools through its partnership with the Early Warning Europe Network (www.earlywarningeurope.eu), of which Cecot is a founding member.

HelpEmpresa's mission is simple yet impactful: to empower businesses in Catalonia by providing them with the necessary tools, resources, and guidance to overcome obstacles and achieve success. At the core of HelpEmpresa's services is its commitment to providing a comprehensive understanding of each

business it assists. This involves a holistic business diagnosis, a multifaceted analysis that delves deep into various aspects of a company's operations, regarding financial health, operational efficiency, market dynamics, human resources and talent management, communication, sales and technology integration.

The implementation of robust early warning tools has a profound impact on businesses:

1. **Preservation of Employment:** By preventing business closures, these tools safeguard jobs, and livelihoods, contributing to economic stability.
2. **Business Continuity:** Early intervention allows businesses to address issues proactively, ensuring continuity and protecting investments.
3. **Reduced Economic Disruption:** Preventing business closures mitigates economic disruption, benefiting not only individual businesses but also the wider community and economy.

HelpEmpresa has already made a substantial impact on businesses in Catalonia: since 2021, has advised more than 700 enterprises and numerous success stories highlight how the service has helped companies overcome challenges, expand their operations, and reach new heights.

[Learn more about HelpEmpresa](#)

Make sure to follow us on social media and visit our website.



More information about the project will be coming soon on the next edition of the newsletter. **Don't forget to subscribe to receive all the content and be the first to know all about PROACTsme!**

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