

SMEsGoDigital Final Conference

Empowering SMEs for the digital transformation

21st February 2024, 14:00 – 16:00 (CET), via Zoom

While serving as the backbone of the EU economy and playing a crucial role in its growth and development, small and medium-sized enterprises (SMEs) are currently undergoing a global shift towards a digital and green economy. Despite their role, the socio-economic ecosystems often lag in harnessing the benefits and potential of this transition, particularly affecting micro and small enterprises. This discrepancy exacerbates **inequalities** and widens the **inclusiveness gap within the economic landscape**.

The COVID-19 pandemic has significantly hindered traditional business operations, exacerbating the vulnerability of SMEs and the need for a swift and adaptive response to the disruptions introduced by the transition to a remote and digital economy. Against this context, enabling SMEs' digitalisation with supportive strategies for their introduction and orientation has become centrepiece for inclusive growth in EU.

Building on this challenge, the [SMEsGoDigital project](#), funded by the Erasmus+ Programme, **aims to develop a dedicated online tool tailored to the SMEs' requirements for guidance, skills and resources to fuel capitalisation on their digital business models and processes transformation**. This tool provides a unified portal that integrates a platform with resources for enhancing knowledge, skills, and competences, fostering the gradual development of digital literacy culture within SMEs. Moreover, the tool assesses the current state of readiness of the users for digital transition, strategically combining achievable short-term gains with sustainable innovations resulting from effective digital upskilling. The project is coordinated by the [Small Enterprises Institute of the Hellenic Confederation of Professionals Craftsmen and Merchants - IME GSEVEE](#) (Greece) with the collaboration of [ENAIIP Veneto](#) (Italy), [PIMEC](#) (Spain), [Mathesis for Future Citizens](#) (Greece), [Fondazione ECIPA](#) (Italy) and the [European Vocational Training Association – EVTA](#) (Belgium).

After two years of joint cooperation and successful implementation, the SMEsGoDigital project is approaching its end. The final conference, titled *Empowering SMEs for the digital transformation*, will be an occasion to allow key stakeholders and participants of the event to gain insights on current policies and initiatives implemented at the EU level to support the SMEs ecosystem in the digital transition, sharing insights and reflecting on challenges and future perspectives. Moreover, the project results will be presented, showcasing the key steps and the methodology that brought to the development of the innovative SMEsGoDigital online platform.

The Final Conference will be held online, via Zoom, on 21st February 2024, 14:00 – 16:00 CET.

The registration form to attend the event is available [here](#).

SMEsGoDigital Project - Final Conference

Empowering SMEs in the digital transformation

21st February 2024 - 14:00 - 16:00 CET
Online, via Zoom

Time	Session	Speaker
14:00 – 14:05	Opening and introduction of the agenda	<i>Alessandra Frassetto - EU Policy & Project Officer European Vocational Training Association - EVTA</i>
14:05 - 14:10	Welcome words	<i>Vassilis Siomadis - Project Manager IME GSEVEE</i>
14:10 - 14:20	A glance to existing policies supporting SMEs in the digital transition	<i>European Commission - tbc</i>
14:20 - 14:30	The SMEs perspective	<i>Julien Bourgeois – Social Affairs Adviser SMEunited</i>
14:30 – 14:40	Q&A	<i>All</i>
Coffee break		
14:50 - 15:00	The SMEs Go Digital Project: objectives and results achieved	<i>Danai Tsantila – Scientific researcher IME GSEVEE</i>
15:00 – 15:10	The SMEsGoDigital Tool: design principles	<i>Fondazione ECIPA</i>
15:10 – 15:20	The SMEsGoDigital Tool: functionalities of the platform	<i>Jennie Kallergi – Project Manager & Researcher MATHESIS FOR FC</i>
15:20– 15:30	The SMEsGoDigital Tool: e-learning modules	<i>Luisa Previati – Project Manager ENAIIP Veneto</i>
15:30 – 15:40	Insights from the Pilot Test	<i>PIMEC</i>
15:40 – 15:50	Next steps: the project sustainability	<i>Alessandra Frassetto – EU Policy & Project Officer European Vocational Training Association - EVTA</i>
15:50 – 16:00	Q&A & Wrap-up	<i>Alessandra Frassetto – EU Policy & Project Officer European Vocational Training Association - EVTA</i>