

DigiER: "Digital transborder Entrepreneurship Readines"



Project 2020-1-PL01-KA226-VET-096054

NEWSLETTER 2

Project start date: 01.05.2021

Project end date: 30.04.2023



WHERE WE ARE NOW

DigiER Guide on Digital transborder Entrepreneurship strategies in business environment is the first project result that we are currently focused on. The Guide will include the description of 6 important concepts and case studies from the countries of the DigiER Partnership: Poland, Greece, Romania, Slovenia and Scotland. Information provided will serve as recommendation for employees of chambers of commerce, regional development agencies, local authorities and centres for entrepreneurship development, VET teachers, trainers and mentors, as well as SMEs, entrepreneurs and start uppers.



CURRENT STATUS REVIEW REPORT



The first activity that was a ground to start working on the **DigiER** Guide was the current status review report. The task carried out by all members of the partnership involved a national research to review and then analyse strategies in business environment. Partners reached out to chambers of commerce, companies and employees from the IT industry and VET providers/trainers. Results have highlighted the importance of working on the estimated topics for the development of competences for digital transborder entrepreneurship, or providing support in this respect.

INTERESTING SUGGESTIONS FROM RESPONDENTS

- "I would like to acquire basic knowledge that will allow me to find myself during simple negotiations."
- "I am interested in general notions regarding contracts in EU Member States"
- "I would like to know some key facts because I am unaware of what is happening in Europe regarding digital tax systems."
- "I would like to learn practices of technology application in e-commerce, through good practices and examples."
- "I would like to know which tools are best to use, where and how to update my knowledge, with the goal of effective operation on the international market."
- "I would like to understand how automation works in the field of marketing."
- "I propose that the Guide brings together in one place important pointers on what entrepreneurs should look out for when negotiating between business partners in the EU (one-pager per country)."
- "I would like to receive a ready-made case-study with working solutions."

<https://digier.erasmus.site/>

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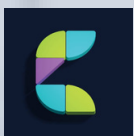
TOPICS OF THE DigiER TWO PROJECT RESULTS

1. Cultural differences in negotiating, signing and respecting contracts among EU countries
2. Digital tax systems in Europe
3. AR for eCommerce
4. eCommerce Marketing Automation
5. Effective cashless payment methods for business in European countries
6. Shopping Behavior and Social Shopping

BRIEF FROM THE SECOND TRANSNATIONAL MEETING

The second meeting for the **DigiER: “Digital transborder Entrepreneurship Readiness”** project took place in Katowice (Poland) on the 8th and 9th of December 2021. It was hosted by the Project Coordinator Chamber of Commerce and Industry in Katowice. Discussed were especially tasks regarding the first project result, i.e. the Guide on Digital transborder Entrepreneurship strategies in business environment - summary of research results, distribution of topics per partner, planning next steps and deadlines, as well as agreeing the training content scope. Apart from that, plans were made towards the development of the second project result: mobile application for entrepreneurs. Information was also provided on dissemination activities, evaluation, financial reported and in general on project management. And the Partners finally had the chance to meet in person from the start of the project!

The next F2F meeting shall take place in Larissa in June 2022.



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Centrum Wspierania
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Digital Transborder Entrepreneurship Readiness (DigiEr) project no.: 2020-1-PL01-KA226-VET-096054 has been funded with support from the European Commission. This document reflects the views only of the author and the Commission cannot be held responsible for any use which might be made of the information contained herein.

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