

Veure en el navegador

#5 PROACTsme - Interreg Europe | October 2025

**Interreg  
Europe**



**Co-funded by  
the European Union**

**PROACTsme**

[@PROACTsme](#)

[#PROACTsme](#)

[interregeurope.eu/proactsme](https://interregeurope.eu/proactsme)



**PROACTsme project!**

*A little bit from us...*

From 2023 to 2027, eight 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 anticipating policy and service needs. This means building up a more resilient and competitive private sector in the different regions partaking in the project.

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

---

### Let's talk about: Technical Workshops!



#### **WORKSHOP N°1: Bilateral Technical Workshop and Kickoff of Regional AI Test Center**

This bilateral technical workshop served as the formal kickoff of a new regional project co-funded by Møre and Romsdal County Council: an AI Test Center at Ulstein Vidaregåande Skule. The project took form following MRCC PROACTsme participation and is an improvement of the County Council's policy instrument, addressing the region's need for stronger collaboration between education and industry, and more effective upskilling in the face of the digital transition.

Over two days, students, SMEs, and public stakeholders engaged in intensive, hands-on problem-solving in artificial intelligence (AI) and machine learning (ML), with a focus on real-world business challenges.

The workshop emphasized cross-sector collaboration and featured applied learning sessions guided by AI experts from the University of Limerick.

---



## **WORKSHOP N°2: Towards the Regulation of Artificial Intelligence: Challenges and Opportunities in Lithuania**

This technical workshop, hosted by Lithuania Innovation Center and with the participation of the Office of Business Management (LP), took place in Vilnius, bringing together political opinion formers, researchers and technology experts for a meaningful discussion on responsible AI integration in Lithuania.

Some discussion topics were:

- The EU AI Act – how to prepare for risk-based regulation and the impact it will have on business and the public sector.
  - Innovative models: regulatory sandboxes, self-control algorithms, resilience-by-design approach.
  - Good practices from Catalonia – the "Only Once" principle, which allows businesses to submit data to authorities only once.
  - Strategic challenges for Lithuania: lack of data sharing, undefined human role, low level of experimentation, fear of innovation.
-



### **WORKSHOP N°3: Transferring “Help Empresa” from CECOT (Catalonia) to the Region of Central Macedonia**

The aim of the session was to present ‘Help Empresa’ as good practice in supporting SMEs through early warning tools, advisory services and digital solutions as well as integrating the service by the RCM, within the context of SMEs in Central Macedonia.

Laura Sallent, director of the service, explained Cecot’s role as a business association and the European regulatory framework, particularly Directive 2019/1023, which encourages early warning mechanisms to prevent insolvency.

David Pomés, HelpEmpresa coordinator, detailed the service’s methodology: self-assessment, professional diagnosis, and three possible business paths (consolidation and growth, restructuring, or orderly closure).

Representatives of ANATOLIKI and the RCM raised questions shaped during previous discussions that had taken place with the Thessaloniki Chambers, during the month of June 2025. These focused on ways to effectively adapt the model to the Greek context and ensure its added value for SMEs in the region.

[Click here for more info](#)

## Regional Stakeholder's Meeting

Interreg  
Europe



Co-funded by  
the European Union

PROACTsme

Applied Data-Science and AI for proactive SME  
service

Zastosowanie nauki o danych  
i sztucznej inteligencji dla proaktywnej obsługi  
MŚP

Piąte Spotkanie Regionalnej Grupy Interesariuszy  
2 czerwca 2025 roku



[www.interregueurope.eu/PROACTsme](http://www.interregueurope.eu/PROACTsme)

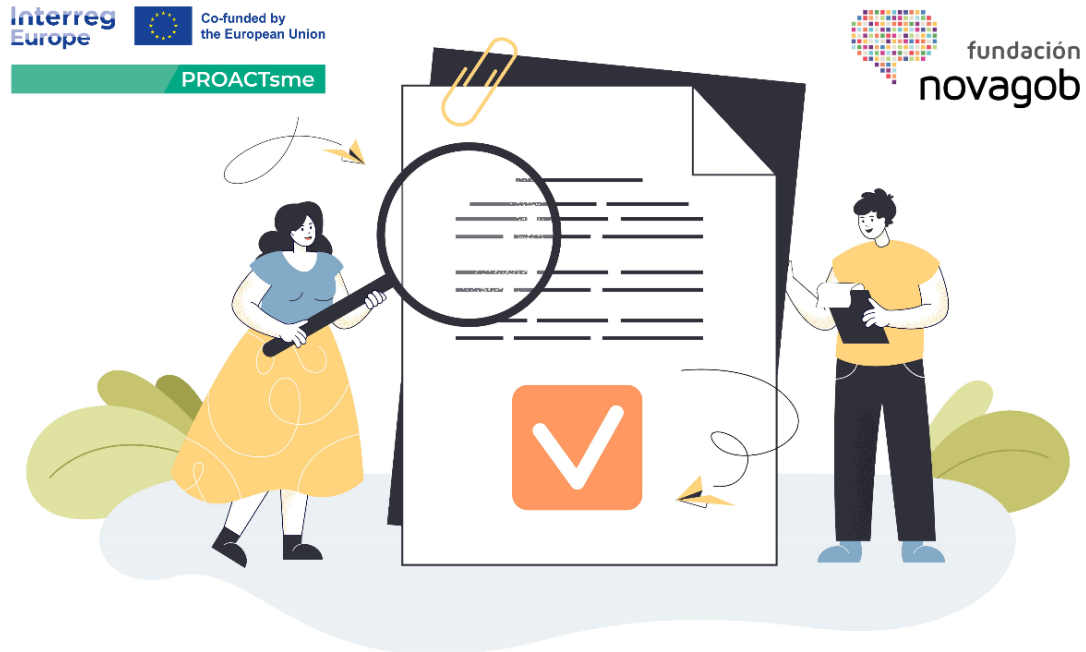
### 5th RSG: Open Data in local governments (Poland)

The main objective of the meeting was to find out the level of knowledge of local government units (JST) in the field of e-services, with particular emphasis on Open Data management. The meeting aimed to identify the needs, barriers and potential of JST in using and sharing digital data supporting the development of modern public services.

Participants emphasised that awareness and knowledge of Open Data, as well as the extent of its implementation or use at municipality and county levels, is insufficient. For this reason, the need for further research and awareness-raising of TSU employees through tailored training is essential.

[Find additional information here](#)

## Policy Improvements: Our main priority!



### How did we tackle policy improvements?

To support this mission, Fundación NovaGob guided partners through the process of designing effective policy improvements. Their expertise helped ensure that the improvements were evidence-based, aligned with project goals, and tailored to the specific needs of each scope.

This marks a cornerstone in the project lifetime, as policy improvements are an essential part of the Interreg Europe programme. Improving policy instruments will enable us to create a more intelligent public administration.

[More information here](#)



## Interreg Europe Events: Europe, let's Cooperate!



### What did we get up to?

This year project members from the PROACTsme project have attended the Europe, Let's Cooperate! 2025 in Krakow, Poland. This insightful forum has allowed us to explore alike SMART connections as well as to spread exciting news all about the project's development.

What are some key elements PROACTsme took from this event?

- SMART topics continue to be very central to a lot of European projects, especially SME Competitiveness and Digitalization.
- We are on very much on track and our activities raise curiosity.
- PROACTsme's core elements - proactive services, data analytics & data prediction - are innovative topics in which a lot of organizations express interest in investing in, alongside with AI and machine learning.

[More information here](#)

---

*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!**

[Subscribe to the newsletter](#)

---

**Interreg  
Europe**



Co-funded by  
the European Union

**PROACTsme**



© 2023. All right reserved / Unsubscribe