

Veure en el navegador

## #4 PROACTsme - Interreg Europe | March 2025

**Interreg  
Europe****Co-funded by  
the European Union****PROACTsme**

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#PROACTsme

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## 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

More information about the project, funds and partners

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## PROACTsme short presentation video



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**Let's talk about: Study visits & Partners Meeting!**



## IRELAND: Joint Study Presentation & IPeR, November 2024

On November 26th and 27th PROACTsme team reunited in Limerick (Ireland) where the team of the University of Limerick hosted this semester's study visit and partner meeting at the Kemmy Business School. The event concentrated in



What did we get up to?

1. Interregional Peer Review (IPER) and Regional Co-assessment (ReCo) Reports: Karolina Ivaldi and Milena Kubicka from the Mazovian Development Agency (PP5) shared key findings with the partnership.
2. Regional Perspectives: Mike Cantwell, Head of Enterprise at Limerick Enterprise Office (LEO) Limerick, presented support mechanisms for SMEs.
3. Joint Study Presentation: Researchers Eamon Leonard and Emer Owens, CERS, presented the methodology of the research and findings from the Joint Study. Conclusions and impact were provided by Dr. Barry Sheenan.
4. Eamon Leonard (CERS) lead a workshop that explored predictive modelling tools for SME insolvency.
5. PROACTsme Project Status presentation led by the Paula Vergés.

**More information about the event**

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## **FOLLOW-UP MEETING: Online Get-Together, February 2025**

The PROACTsme team came together on the 27th of February 2025 to discuss the state-of-the-art of semester 4. The main priority was to put together all the conclusions from main events discussed.

Key items that were discussed:

- Semester 4 closure.
- Regional Dissemination Events main conclusions and recap on the stakeholder engagement.
- Sharing conclusions of the Midterm Review
- Preparation of technical workshops, bilateral meetings and/or staff exchanges and the main ideas for next semester.
- Projection of semester 5 mainly focused on potential policy improvements.

**Learn more about this**

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#### **4th RSG for ANATOLIKI, S.A.**

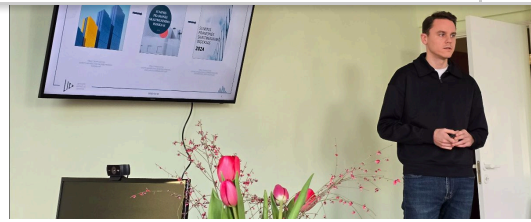
On Monday 13 January 2025, ANATOLIKI S.A. organized the 4th Regional Stakeholder Meeting of the project "PROACTsme - Applied Data-Science and AI for proactive SME service".

The meeting took place at the premises of the Region of Central Macedonia which is the responsible authority for policy change within the project. The meeting was attended by representatives of the Innovation and Entrepreneurship Support Department and ANATOLIKIS SA, who made comments and improved the project's Reports on the possibilities of implementation and replication of the good practices.

[Find additional information here](#)

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## **Regional Dissemination Events: a breakdown!**



## RDE at Alexandria Innovation Zone, ANATOLIKI S.A.

On Friday, February 21st, 2025, the Regional Dissemination Event of the PROACTsme Project took place at Alexandria Innovation Zone, Thessaloniki.

The first part of the event started with the presentation of the project and the first results of the Joint Study followed by a presentation of the project's good practices from Greece and the Region of Central Macedonia. The second part of the event consisted of a presentation of the Catalan SME support model 'HelpEmpresa ' and the exposure of the possibilities of integrating the previous model by the Region of Central Macedonia.

**More information about the event**

## Lithuania hosts their RDE in Kaunas

On February 13th, 2025, the Lithuanian Innovation Center (LIC) hosted a regional dissemination event in Kaunas, Lithuania, bringing together local stakeholders. The event welcomed 20 participants.

During the meeting, the Joint Study conclusions as well as the findings from the regional co-assessment exercise and interregional peer review were presented. Furthermore, Lithuanian companies and organizations previously showcased to project partners were invited to present their services and discuss opportunities for improving business activities.

Following the presentations, participants engaged in an informal discussion

### More information about the event

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#### **RDE in Ålesund, Norway, on January 16th.**

On January 16th, Møre and Romsdal County Council hosted a Regional Dissemination Event in Ålesund. The event started with a presentation about background on the work of the Competence Forum and followed up with a workshop sessions on identifying key collaboration challenges, discussion on workforce inclusion strategies and enhancing attractiveness of the region for students and professionals.

Some items that were central to the workshops were:

- Background and competence policy in Møre and Romsdal
- Challenges in education and workforce alignment
- Mismatch in vocational training and workforce demand
- Workforce mobility
- Strategies for workforce inclusion
- Strengthening the region's attractiveness

The meeting highlighted key challenges in education-workforce alignment, inclusion strategies, and regional attractiveness, many of which align with the objectives of PROACTsme.

### More information about the event

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#### **Mazovian partners hosts their RDE on February 26th.**

On February 26th the Polish partners Marshal's Office of the Mazowieckie Voivodeship, and Agency Development of Mazovia, Entrepreneurship and Investment Center welcomed their regional stakeholders to attend their Regional Dissemination Event.

The purpose of the meeting was to exchange experience and develop solutions for retaining and attracting specialists to the Mazovian region, as well as the development of smart public services for the SME sector (e-services). Participants were able to familiarize themselves with the key stages of the learning and knowledge exchange process, such as the IPeR and ReCo reports, which help to better understand regional contexts and facilitate cooperation between project partners.



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## Get to know us!

*Who's behind the PROACTsme project?*

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## UNIVERSITY OF LIMERICK

*Who are we?*

The Centre for Emerging Risk Studies (CERS) operates from the Kemmy Business School, University of Limerick, Ireland. The CERS fosters resilience by proactively addressing the complexities of a rapidly evolving risk landscape, ensuring that technological advancements enhance safety, security and sustainability. The CERS has a strong interdisciplinary ethos. We leverage novel insights from diverse disciplines to anticipate, investigate and manage emerging risks.

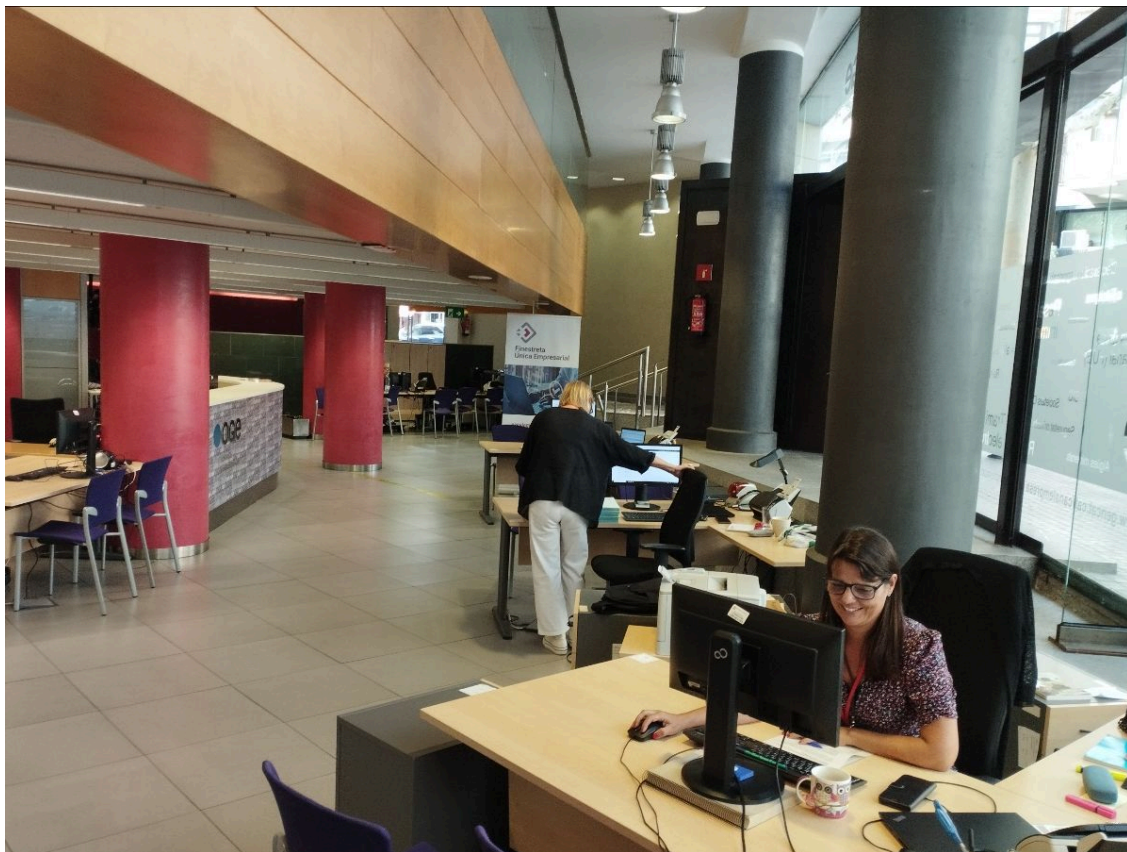
The outputs of our work are designed to reach a variety of stakeholders including citizens, policy makers, industry and the academic community. Our orientation is such that we study emerging risks as they impact current and future generations, vulnerable groups and distinct social classes across the globe. Under the PROACTsme project, the CERS act as advisory partner in the areas of artificial intelligence governance, risk



## *Our key competencies*

- **High-level academic and industry risk management research** in a variety of fields, particularly pertaining to artificial Intelligence, climate change, financial markets and burgeoning technologies
- Delivery of **third-level academic research-led teaching** in finance, risk management, data management, artificial intelligence & machine learning and artificial ethics & governance

[Learn more here](#)



## OFFICE OF BUSINESS MANAGEMENT

### *Who are we?*

The Office of Business Management is the point of reference and gateway for entrepreneurs and professionals who have to complete procedures with the Administration. We are an administrative unit within Government of Catalonia that promotes the implementation of the **One Stop Shop (OSS)**; the instrument that facilitates the management of administrative procedures for companies. Consequently, it significantly increases the efficiency and becomes a catalyst for the success of enterprises and its overall drive of the economic activity of

Through the **leadership of the PROACTsme** process and with extra baggage from past European cooperations, the Office of Business Management strives to engage in the improvement of the relationship between the administration and businesses.

### *Key Elements*

1. **The customer at the center:** we integrate all the processing in a single site to facilitate the entrepreneur or professional in their relationship with the administration.
2. **Streamlining:** We reduce bureaucracy as we consolidate procedures and provide a central platform for the management of all content.
3. **360° vision and Only Once Principle:** Data is the cornerstone that allows us to centralize information and offer a complete view of the company to the client.

### *Strategic Plan*

- **Easier streamline complex processes:** reducing time-period to start an economic activity that breed economic impact.
- **Day-to-day enterprises become easier:** reducing administrative burden.
- **Data-based services and reduced bureaucracy:** transforming procedures into proactive, personalized and databased digital services.
- **Strike up a conversation:** improving the visibility of the OSS through clear, effective communication.
- **Training public staff:** investing in training public professionals to offer a better service to companies, professionals and intermediaries.

[Learn more here](#)

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