

SustainX

D2.3 Peer learning Documentation

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Author(s):	Hanna Kim (HK), Manuel Seuffert (MS)		
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Executive Summary

This deliverable documents the peer-to-peer learning activities implemented under Work Package 2 “Skills Development” of the SustainX project. Although Deliverable 2.3 is formally focused on peer learning, the online training sessions are also included because both formats were delivered together as one combined monthly capacity-building format, referred to in this document as interregional webinars.

From January to May 2026, SustainX implemented five interregional webinars, each consisting of a one-hour online training session followed by a peer-to-peer learning session. The sessions covered key topics relevant to SME innovation and business development: Introduction to Innovation Management, Innovation Strategy Development, Innovation Life Cycle Management Processes, Digital Marketing, and Design Thinking for Better Innovation Management. Across the five sessions, 298 attendances were recorded and 26 peer speaker contributions were mobilised across the webinar series.

The interregional webinars formed part of the broader SustainX capacity-building approach for SMEs. The format combined structured thematic input with practical peer examples, allowing SMEs to first engage with relevant innovation concepts and methods, and then explore how these topics are applied in real company contexts. This supported the project’s objective of strengthening SME capabilities in innovation, sustainability, digitalisation and business development, while also fostering interregional exchange across the SustainX partner regions.

The peer-to-peer learning sessions featured diverse examples from SMEs and innovation actors across different countries and sectors. The cases covered topics such as circular economy, sustainable materials, predictive maintenance, AI-enabled solutions, software development, sustainable tourism, digital marketing, gamification, blockchain-enabled systems, Digital Product Passports and personalised beauty technology. This diversity helped participants understand that innovation can take many forms and that practical approaches can be adapted to different company sizes, sectors and maturity levels.

Participant feedback confirmed the value of the combined format. Across the webinar series, participants generally assessed the training sessions as clear, relevant and useful, while the peer-to-peer learning sessions were seen as inspiring and valuable for generating practical insights. At the same time, feedback on collaboration potential was more mixed, indicating that future peer learning formats could benefit from additional follow-up mechanisms, matchmaking or targeted networking activities to help participants move from inspiration to concrete cooperation.

Overall, Deliverable 2.3 shows that the SustainX interregional webinar series created a practical platform for SME learning and exchange. By combining online training, peer examples and participant feedback, the activities helped SMEs better understand how



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innovation methods can be applied in practice and how sustainability and digitalisation can be embedded into business development. The deliverable also provides a documented evidence base for the implemented sessions, including agendas, training materials, peer presentations, feedback results and supporting annex materials.



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1. Introduction and Scope

This deliverable documents the online training series and peer-to-peer learning sessions implemented under Work Package 2 “Skills Development” of the SustainX project. Although Deliverable 2.3 is formally focused on peer learning, the online training sessions are included in this documentation because both formats were implemented as one combined monthly capacity-building format.

From January to May 2026, SustainX delivered one online session per month, each consisting of a one-hour thematic online training followed by a two-hour peer-to-peer learning session. The thematic training part introduced practical knowledge and tools on topics relevant to the SMEs needs, while the peer-to-peer learning part enabled SMEs to present their own experiences, challenges, solutions and lessons learned. This combined format allowed participants to first engage with a structured training topic and then deepen the learning through concrete SME examples and exchange. The activities formed part of the broader SustainX capacity-building approach for SMEs. In line with the project proposal, the training and peer learning activities aimed to strengthen SMEs’ capabilities in areas such as innovation, sustainability, digitalisation and business development, while also supporting interregional exchange across the SustainX partner regions. The format therefore contributed to the project’s wider objective of helping SMEs in less developed and transition regions build the knowledge, networks and practical orientation needed for future collaboration and innovation investment opportunities.

This deliverable is closely linked to Deliverable 2.2 “SME Training Documentation”. D2.2 documents the specific SME training activities implemented across the partner regions, including on-site and virtual SME trainings. It also notes that the online training series was combined with peer-to-peer learning sessions and would be further documented in Deliverable 2.3. Accordingly, D2.3 complements D2.2 by providing a focused documentation of the monthly online training and peer learning format, including the implemented sessions, participating peer SMEs, key topics, main learnings and participant feedback.

The scope of this document includes the overall approach, the implemented online training and peer-to-peer learning sessions, the SME contributions, the key learnings emerging from the exchanges and a concise summary of feedback results. Supporting evidence, including agendas, presentation materials, attendance or participant records, and other session documentation, is provided in the annexes.

2. Peer-to-peer Learning Approach

The SustainX online training series and peer-to-peer learning sessions were designed as a combined capacity-building format for SMEs across the partner regions. The format complemented the broader SME training activities documented in Deliverable 2.2 by combining structured thematic input with practical SME-to-SME exchange. While the online training component introduced relevant concepts, methods and tools, the peer-to-peer learning sessions enabled participating SMEs to reflect on these topics through concrete company examples, shared experiences and moderated discussion.

To ensure relevant and diverse peer contributions, consortium partners actively mobilised SMEs both from within the SustainX project and from their wider regional networks. This helped recruit speakers from different countries, sectors and maturity levels, including companies already participating in SustainX as well as external SMEs that could contribute additional good practices and perspectives. The speaker mobilisation process supported the interregional character of the webinars and broadened the range of examples shared with participating SMEs.

From January to May 2026, the consortium implemented one combined online session per month. Each session followed a common structure: a one-hour online training on a selected topic relevant to the previously defined SME needs, complementary to the other trainings hosted, followed by a two-hour peer-to-peer learning session. This setup allowed participants to first engage with the monthly topic from a training perspective and then explore its practical application through SME case presentations and exchange with peers. The peer-to-peer learning sessions were structured around SME presentations that highlighted practical experiences, challenges, solutions and lessons learned. To support consistency across sessions, presenting SMEs were invited to follow a common presentation logic covering their company profile, activities, innovation relevance, challenges encountered, success factors, and recommendations for other SMEs. To this end, they were also provided a presentation template for further guidance. This ensured that the peer-to-peer learning sessions remained practical, comparable and focused on transferable insights.

The format was designed to create value beyond one-way knowledge transfer. By giving SMEs the opportunity to present their own experiences and discuss them with participants from other regions, the peer-to-peer learning sessions supported interregional exchange and helped make topics such as innovation, digitalisation, sustainability and business development more tangible. The discussions also created opportunities for SMEs to identify common challenges, compare approaches and explore potential areas for future collaboration.

Each combined online training and peer-to-peer learning session was documented through the available evidence base, including agendas, training materials, SME



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presentations, participant records, feedback results and supporting session documentation. Participants always received a follow-up email containing all materials presented.

This documentation approach follows the logic established in Deliverable 2.2 and ensures traceability of the activities implemented under WP2 Skills Development. Here on after we refer to this combined session as ‘Interregional Webinars’ as well.

3. Overview of implemented online training series and peer-to-peer learning sessions

From January to May 2026, SustainX implemented five monthly interregional webinars. Each interregional webinar followed a combined format, consisting of a one-hour online training session followed by a two-hour peer-to-peer learning session. The online training sessions covered core topics related to innovation management, digitalisation, sustainability and business development, while the peer-to-peer learning sessions featured practical company cases presented by SMEs and external speakers. Across the five interregional webinars, 298 attendances were recorded and 26 speakers contributed to the peer-to-peer learning sessions. The implemented interregional webinars are summarised below.

Date	Training topic	Attendees	Speakers
21 January 2026	Introduction to Innovation Management	82	8
25 February 2026	Innovation Strategy Development	69	6
18 March 2026	Innovation Life Cycle Management Processes	57	5
22 April 2026	Digital Marketing	53	5
20 May 2026	Design Thinking for Better Innovation Management	37	3

Table 1 Overview of Interregional Webinars conducted



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The webinar topics were sequenced to move from broader innovation management foundations towards more specific methods and application areas. The January session introduced innovation management as an overarching concept, followed by sessions on innovation strategy, innovation lifecycle management, digital marketing and design thinking.

4. Online Training Series and Peer-to-peer Learning Session Documentation

4.1 First Interregional Webinar: Introduction to Innovation Management

The first SustainX interregional webinar was held online on 21 January 2026 and focused on Introduction to Innovation Management. It was conducted by IMP³ROVE and followed the standard combined webinar format, consisting of a thematic online training session followed by a peer-to-peer learning session.

The first part of the webinar introduced participants to key innovation management concepts, including the Kearney House of Innovation, different types of innovation, the role of innovation strategy, the innovation lifecycle, innovation culture and organisational enablers. It also introduced the IMP³ROVE Assessment Tools and benchmarking reports as practical instruments to assess innovation capabilities and define improvement roadmaps.

The peer-to-peer learning session then translated these concepts into practical company examples. SMEs and external speakers presented cases covering predictive maintenance and IoT, digital product development, software solutions, circular economy and textile reuse, 3D printing in fashion, UAV-based data solutions and AI-driven innovation consulting. The session therefore provided participants with a broad set of practical examples showing how innovation can be applied across sectors and regions.

Conducting the session

The first interregional webinar was conducted online on 21 January 2026 and was organised by IMP³ROVE together with the support of iED who took care of the registrations and promotions through newsletters and mailings. The session brought together 82 participants from within and outside the SustainX project and followed the combined SustainX format of a one-hour online training session followed by a two-hour peer-to-peer learning session. The training session introduced SMEs to the foundations of innovation management, while the peer-to-peer learning session translated these concepts into practical company examples from different sectors and regions.



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Online training session

The training session focused on Introduction to Innovation Management and followed the agenda below:



The slide features a white background with a blue header bar on the left containing the 'SustainX' logo. A blue banner at the top right displays '#I3Instrument'. The main title 'Agenda – Introduction to Innovation Management' is in large blue font. Below it, a list of four agenda items is shown, each preceded by a blue circle icon. To the right of the text is a 3D illustration of a purple and white robot holding a tablet. At the bottom, a blue bar contains the European Union flag, the text 'Funded by the European Union', and a funding statement.

SustainX

#I3Instrument

Agenda – Introduction to Innovation Management

- 10:00 – 10:15 || Welcome and Introduction to SustainX Programme
- 10:15 – 10:40 || A holistic view on innovation management
- 10:40 – 10:55 || Discover IMP³ROVE Assessment Tools to measure your innovation capabilities
- 10:55 – 11:00 || Coffee break

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Figure 1 First Interregional Webinar Training Session Agenda

The training session introduced participants to the foundations of innovation management and started by clarifying what innovation means in a business context. Innovation was presented not only as the development of new products, but also as improvements or new approaches in services, processes, production methods, organisational forms and business models.

Building on this, the session presented the Kearney House of Innovation as a holistic framework for managing innovation. The framework helped participants understand that innovation performance depends on several connected dimensions: a clear innovation strategy, effective innovation lifecycle management, the right organisational setup and culture, enabling factors such as human resources, knowledge management, project management, controlling and IT, and measurable innovation results such as revenue growth, profit growth and employment growth.

A specific focus was placed on innovation strategy and the need to link innovation activities to a clear strategic direction. The training highlighted common roadblocks identified through IMP³ROVE data, including the absence of an innovation strategy, limited visibility of the innovation vision among employees and insufficient linkage between strategy and idea management. Participants were introduced to the role of innovation

strategy in setting direction, defining markets and scope, identifying competitive advantage and aligning products, services, processes and business models with the company's broader objectives.

The session also briefly introduced a structured approach to developing an innovation strategy. This included analysing customer needs, trends, competitors and technologies, understanding the company's internal competencies, defining ambition levels, assessing innovation lifecycles, formulating vision and mission, identifying search fields, developing a competence roadmap and translating the strategy into a business case. The training therefore encouraged SMEs to see innovation strategy as a fact-based process rather than an abstract statement of intent.

In addition, the training covered the role of innovation culture and organisation as a basis for successful innovation management. Participants were introduced to key cultural dimensions such as leadership, shared values, common behaviours and an innovation-friendly climate. Practical approaches discussed included creating incentives for innovation, allowing time for idea development, giving management attention to new ideas, focusing on solutions rather than problems and using open innovation with partners to jointly develop new ideas.

The final part of the training focused on innovation lifecycle management and the use of IMP³ROVE tools. Participants were introduced to the main phases of the innovation lifecycle, from idea creation and idea selection to development, market introduction, growth, maturity, decline and exit. The session showed how mapping innovation activities across these phases can help SMEs understand where their innovation process is strong, where bottlenecks exist and where improvement actions may be needed. The IMP³ROVE Assessment Tools and benchmarking reports were presented as practical instruments to measure innovation capabilities and support the definition of improvement roadmaps.

Peer-to-peer learning session

Following the training module, the peer-to-peer learning session provided participants with concrete examples of how innovation management is applied in practice across different sectors and regional contexts. The session included eight best-practice presentations from SMEs and external speakers, each focusing on a specific innovation journey, business challenge or practical solution. The cases were selected to reflect the breadth of innovation topics relevant to SustainX, ranging from circular economy and sustainable business models to digital product development, industrial IoT, advanced manufacturing, UAV-based data solutions and AI-driven services.

Each speaker was allocated a dedicated presentation slot to introduce their company, describe the innovation or solution they had developed, explain the challenges addressed



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and share practical lessons learned. This structure allowed participants to compare different approaches to innovation, understand how companies move from ideas to implementation, and identify practices that could be transferable to their own business context. The peer-to-peer learning session also created an opportunity for cross-regional exchange by bringing together examples from companies within and beyond the SustainX project network.

The agenda was structured as follows:

SustainX **#I3Instrument**

Agenda – Peer-to-peer learning session

- 11:00 – 11:15 || Best practice example – Reverse PET – Ion Bogatu
- 11:15 – 11:30 || Best practice example – Benoli Tech SRL – Mihoc Ioana
- 11:30 – 11:45 || Best practice example – BeSmartDev – Ilie Pandanciuc
- 11:45 – 12:00 || Best practice example – Custom Code Factory – Bogdan Clipa
- 12:00 – 12:15 || Best practice example – Gallobuey – Francisco Luque
- 12:15 – 12:30 || Best practice example – Ecatar (Ataretaco) – Leyre Herrera
- 12:30 – 12:45 || Best practice example – Tecnofly Canarias – Isidoro Quintana
- 12:45 – 13:00 || Best practice example – Plan B Group – Arissa López
- Final words and outlook

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Figure 2 First Interregional Webinar Peer-to-peer Learning Session Agenda

The following overview summarises the individual speaker contributions and the main learning points from each case. The descriptions focus on the practical relevance of the examples and on the insights that participating SMEs could transfer to their own innovation activities.

Reverse PET – Ion Bogatu, Romania

Reverse PET, from Romania, presented its work around circular economy and innovation in PET reuse. The contribution showed how sustainability challenges can be turned into business opportunities through material recovery, process innovation and market-oriented circular solutions. The key learning for participating SMEs was that circular business models require both technical feasibility and a clear value proposition for customers and partners.

Benoli Tech SRL — Mihoc Ioana, Romania

Benoli Tech SRL, from Romania, shared a best-practice example linked to predictive maintenance and IoT solutions for industrial equipment. The case illustrated how data-driven monitoring can help companies reduce downtime, improve operational reliability and create new service-based offerings. The key learning was that digital innovation can create measurable value when it is connected to concrete operational pain points.

BeSmartDev — Ilie Pandanciuc, Romania

BeSmartDev, from Romania, presented its experience in digital product development, data quality innovation and cost-aware infrastructure. The case highlighted how software-based solutions can support business efficiency while remaining scalable and financially viable for SMEs. The key learning was that innovation does not only depend on advanced technology, but also on disciplined product development, data quality and cost-conscious implementation.

Custom Code Factory — Bogdan Clipa, Romania

Custom Code Factory, from Romania, shared insights into software development and custom digital solutions. The presentation demonstrated how tailored digital tools can help companies address specific process, customer or market needs. The key learning was that SMEs can benefit from digitalisation most when solutions are designed around clearly defined business problems rather than technology for its own sake.

Gallobuey — Francisco Luque, Spain, Canary Islands

Gallobuey, from the Canary Islands in Spain, presented a case on advanced 3D printing in the fashion industry. The example showed how additive manufacturing can support product differentiation, experimentation and new design possibilities. The key learning was that innovation can emerge from combining traditional industries with new production technologies, especially where customisation, speed and creativity are important.

Ecatar / Ataretaco — Leyre Herrera, Spain, Canary Islands



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Ecatar / Ataretaco, from the Canary Islands in Spain, presented circular economy and textile reuse projects combining sustainability and social inclusion. The case showed how environmental impact and social value can be integrated into a practical business and operating model. The key learning was that sustainability-oriented innovation can create broader impact when ecological objectives are linked with social and community benefits.

Tecnofly Canarias – Isidoro Quintana, Spain, Canary Islands

Tecnofly Canarias, from the Canary Islands in Spain, shared its experience with UAV-based data solutions for agriculture, forestry and environmental monitoring. The presentation demonstrated how drone technologies can generate actionable data for sectors facing environmental, productivity and monitoring challenges. The key learning was that technology adoption becomes more relevant for SMEs when it is connected to sector-specific use cases and clear decision-making benefits.

Plan B Group – Arissa López, Spain, Canary Islands

Plan B Group, from the Canary Islands in Spain, presented its work in innovation consulting, data exploitation and AI-driven tools for international growth. The case highlighted how companies can use data and AI to strengthen strategic decision-making, identify growth opportunities and support internationalisation. The key learning was that AI and data-driven innovation can support SME growth when embedded in a broader business development and market expansion strategy.

Across the eight peer contributions, participants were exposed to a broad range of practical innovation examples, showing that innovation can take many forms, from circular economy and sustainable production to industrial IoT, software development, advanced manufacturing, UAV-based data solutions and AI-enabled services. A common learning across the cases was that successful innovation is strongest when it addresses a clearly defined business, environmental or operational challenge and is supported by a practical implementation pathway.

The session also highlighted the importance of combining technology with a clear value proposition. Whether through data-driven maintenance, digital product development, textile reuse, 3D printing or AI-based consulting, the examples showed that innovation becomes most relevant for SMEs when it creates measurable value for customers, partners or society. The peer-to-peer exchange therefore helped translate the

introductory innovation management concepts into concrete, transferable practices for participating SMEs.

Session Feedback

Feedback was collected after the first interregional webinar to assess participant satisfaction, the clarity and usefulness of the training content, and the perceived value of the peer-to-peer learning session. The feedback analysis is based on 13 responses and shows an overall positive assessment of the session.

Overall satisfaction with the training was high. A total of 85% of respondents indicated that they were either very satisfied or somewhat satisfied with the Introduction to Innovation Management training. No respondents reported being dissatisfied, indicating that the session was well received by the participating SMEs. Participants also assessed the training content positively. Most respondents found the explanation of innovation and innovation management clear, with 38% rating it as very clear and 54% as clear. In addition, 92% of respondents agreed or strongly agreed that the explanations and frameworks on innovation management were useful. This suggests that the training content was accessible and relevant for the target audience.

The peer-to-peer learning session was also positively evaluated. A majority of respondents found the company cases inspiring, with 54% fully agreeing and 30% agreeing. Participants also saw potential for collaboration with the speakers, with 77% agreeing or fully agreeing, while 69% agreed or fully agreed that they gained valuable insights for their own company. These results indicate that the peer-to-peer format successfully complemented the training session by providing practical examples and transferable learning points.

At the same time, the feedback shows that peer collaboration remains an opportunity to further develop. While most participants saw collaboration potential, 23% were neutral on this question. This indicates that future sessions could further strengthen matchmaking, follow-up discussions or targeted networking moments to help participants move from inspiration to concrete collaboration opportunities.

After this first interregional webinar we tracked the attendance and sent a training certificate to all who joined the session. However, due to increased administrative effort as the Microsoft Teams attendance is not 100% accurate in terms of names and email addresses, we decided to include another smaller section in the future feedback sheets asking for details to create training certificates. This would help us in for one, getting feedback responses and two, ensuring that the training certificates have the correct details, such as name and company and are sent to the correct addressees.

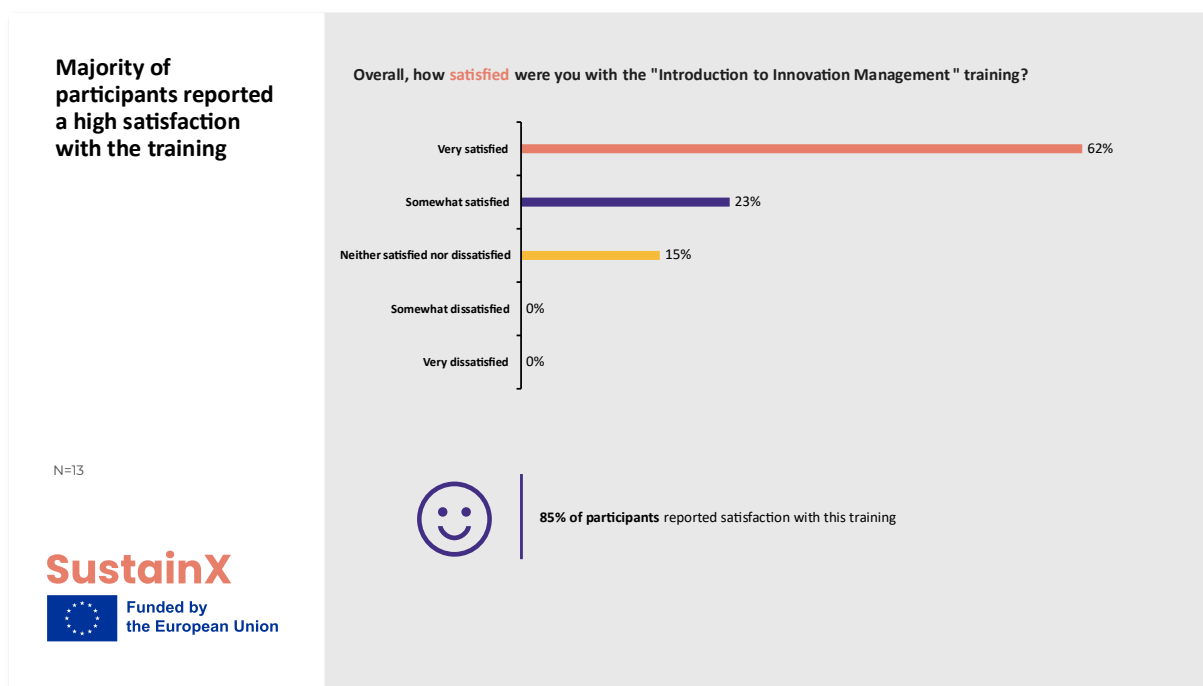


Figure 3 First Interregional Webinar Feedback (1/3)

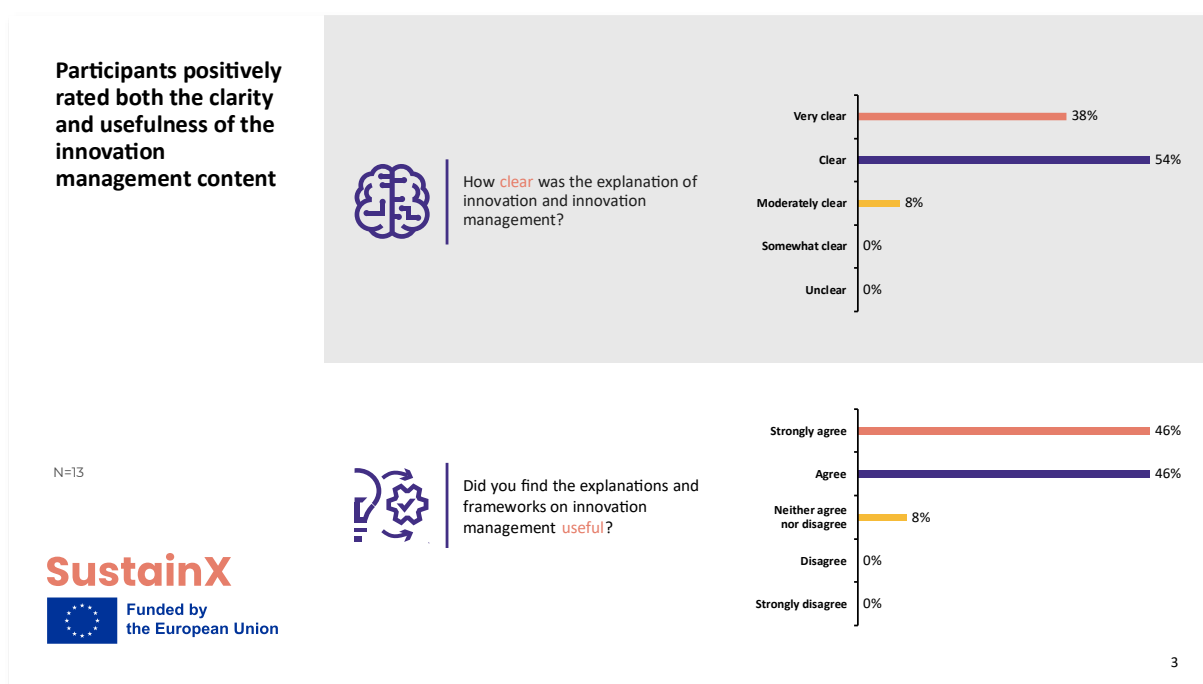


Figure 4 First Interregional Webinar Feedback (2/3)

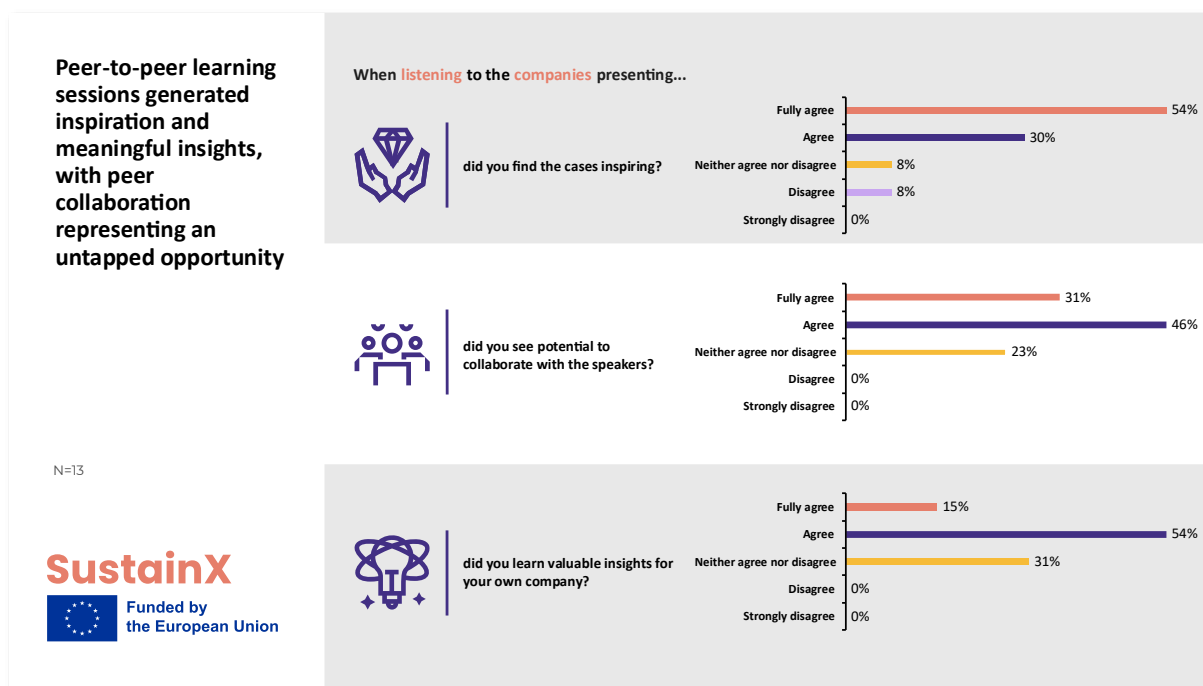


Figure 5 First Interregional Webinar Feedback (3/3)

Overall, the first interregional webinar successfully established the combined SustainX format by linking an introductory training module on innovation management with concrete peer examples from different sectors and regions. The positive feedback confirmed the relevance of the topic and the value of practical SME cases, while also indicating that future webinars could further strengthen the transition from knowledge exchange to concrete collaboration opportunities.

4.2 Second Interregional Webinar: Innovation Strategy Development

The second SustainX interregional webinar took place online on 25 February 2026 and focused on Innovation Strategy Development. It followed the same combined format as the first webinar, consisting of a thematic online training session followed by a peer-to-peer learning session. According to the consolidated webinar statistics, the session recorded 69 attendees and included six peer speaker contributions.

The training session built on the introductory innovation management content of the first webinar by focusing more specifically on how SMEs can develop and structure their innovation strategy. The session addressed how companies can define strategic direction, connect innovation activities to business objectives and identify the internal and external factors that shape innovation priorities.

The peer-to-peer learning session then complemented the training content with practical company cases. The examples covered sustainable materials, circular economy, AI-driven predictive maintenance, Industry 4.0, tourism and digital platforms. This allowed participants to see how innovation strategy can be applied across different sectors and business models, while also supporting cross-regional exchange between SMEs.

Conducting the session

The second interregional webinar was conducted online on 25 February 2026 and focused on Innovation Strategy Development. The session followed the same combined SustainX format as the first webinar, consisting of a one-hour online training session followed by a peer-to-peer learning session. In total, 69 attendees participated in the session, which built on the introductory innovation management content of the first webinar by focusing on how SMEs can develop a structured innovation strategy and translate strategic priorities into concrete innovation activities. The peer-to-peer learning part then complemented the training with company examples from different countries and sectors, illustrating how innovation strategy can be applied in practice.

Online training session

The online training session focused on Innovation Strategy Development and followed the agenda below:



#13Instrument

Agenda – Innovation Strategy

- 10:00 – 10:05 || Welcome
- 10:05 – 10:55 || 10 steps to develop an innovation strategy- An overview
- 10:55 – 11:00 || Coffee break





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Figure 6 Second Interregional Webinar Training Session Agenda

The training aimed to demonstrate the relevance of innovation strategy for SMEs and to show how a clearly defined strategy can support growth and competitiveness. It introduced participants to a pragmatic ten-step approach for developing an innovation strategy and provided tools to support the strategy development process. The session was also designed to give SMEs greater confidence in structuring their own innovation strategy and connecting it to practical business priorities.

The training positioned innovation strategy as the direction-setting element within innovation management. Building on the Kearney House of Innovation, it explained that profitable growth from innovation requires a clearly defined innovation strategy, an organisation and culture that support innovation, effective lifecycle management, the right enabling factors and measurable innovation results. This helped participants understand that innovation strategy is not a stand-alone document, but a central component that guides priorities, decisions and resource allocation across the innovation process.

The main part of the session introduced the ten steps to develop an innovation strategy. The approach started with external analysis, including trend analysis, customer needs analysis, and competitor and technology watch. These elements were presented as ways to identify market developments, understand customer value drivers, assess innovation opportunities and anticipate competitive pressure. The training then moved to internal analysis, covering ambition analysis, innovation lifecycle analysis and competency assessment. Participants were encouraged to reflect on the role their company wants to

play in the market, the maturity and future potential of existing products or services, and the capabilities required to remain innovative and competitive.

The final part of the training connected the analytical steps to strategy formulation. Participants were introduced to the role of vision and mission, search fields, competence roadmaps and business cases in translating analysis into a coherent innovation strategy. The session therefore encouraged SMEs to treat innovation strategy development as a structured and evidence-based process, linking external opportunities and internal capabilities to concrete strategic choices and implementation priorities.

Peer-to-peer learning session

Following the online training module, the peer-to-peer learning session provided participants with practical examples of how innovation strategy can be applied in different company contexts. The session included six best-practice presentations from SMEs and peer speakers, covering topics such as sustainable materials, circular economy, predictive maintenance, digital platforms, tourism-related innovation and Industry 4.0 applications. These cases complemented the training content by showing how companies define strategic priorities, respond to market and technology trends, and translate innovation opportunities into concrete products, services or business models. Each speaker was allocated a dedicated presentation slot to introduce their company, describe the innovation challenge or opportunity addressed, and share practical experiences from implementation. This format allowed participants to compare different strategic approaches to innovation and reflect on how external trends, customer needs, internal capabilities and market positioning can shape an SME's innovation direction.

The agenda was structured as follows:



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Agenda – Peer-to-peer learning session

- 11:00 – 11:15 || Best practice example – AV ARTELIER DÉCOR – Raluca Iaschiu
- 11:15 – 11:30 || Best practice example – Lam'on – Gergana Stancheva
- 11:30 – 11:45 || Best practice example – Neuron Soundware – Pavel Trojanek
- 11:45 – 12:00 || Best practice example – InPass – Madara Trumpeniece
- 12:00 – 12:15 || Best practice example – My Tour Plan – Geetanjali Ramchandani
- 12:15 – 12:30 || Best practice example – Everywhere – Constantin Taivan
- Final words and outlook

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Figure 7 Second interregional Webinar Peer-to-peer Learning Session Agenda

The agenda confirms that the peer-to-peer learning session followed the training module and included six best-practice examples.

The following overview summarises the individual speaker contributions and the main learning points from each case. The descriptions focus on how the examples illustrated innovation strategy in practice and on the insights that participating SMEs could transfer to their own business context.

AV ARTELIER DÉCOR – Raluca Iaschiu, Romania

AV ARTELIER DÉCOR, from Romania, presented a best-practice example from the design and decoration sector. The contribution showed how innovation strategy can be applied in a creative SME context, where differentiation, customer orientation and the ability to adapt products and services to market needs are important success factors. The key learning for participating SMEs was that innovation strategy is relevant not only for technology-driven companies, but also for companies in more traditional or creative sectors that seek to strengthen their market position through distinctive offerings and continuous adaptation.

Lam'on – Gergana Stancheva, Bulgaria

Lam'on, from Bulgaria, presented its work on bio-based and compostable packaging solutions. The company develops certified compostable flexible films, including mailers, packaging and thermo-shrink films, as sustainable alternatives to conventional plastic packaging. The case highlighted the importance of combining sustainability objectives

with industrial performance, regulatory readiness and cost competitiveness. The key learning was that sustainable innovation can scale when it is designed as a practical replacement for existing solutions and when technical performance, market adoption and affordability are addressed together.

Neuron Soundware — Pavel Trojanek, Czechia

Neuron Soundware, from Czechia, presented AI, IoT and edge computing solutions for industrial optimisation, with a focus on sound analysis for predictive maintenance and process monitoring. The case demonstrated how acoustic data and machine learning can help companies reduce unplanned downtime, lower maintenance costs, improve productivity and support quality control across industrial applications. The key learning was that data-driven innovation creates value when it is connected to measurable operational outcomes and when technology is embedded into practical use cases for customers.

InPass — Madara Trumpeniece, Latvia

InPass, from Latvia, presented its work as an IoT technology company providing end-to-end digitalisation solutions, including time and attendance systems, climate monitoring, manufacturing efficiency monitoring, compressed air monitoring and custom digitalisation solutions. The case showed how flexible and data-driven IoT solutions can help clients improve processes, reduce costs and increase sustainability performance. The key learning was that innovation projects require not only technical capability, but also resilience, strong documentation, risk planning and the ability to manage regulatory and administrative complexity.

My Tour Plan — Geetanjali Ramchandani, Spain, Canary Islands

My Tour Plan, from Tenerife in the Canary Islands, presented its work in inbound and sustainable tourism. The company described how it designs travel itineraries together with travellers, relying on active listening, client involvement and carefully selected local partners. The case highlighted digitalisation of internal and external work processes, AI-enabled efficiency improvements and sustainability principles applied across the travel journey. The key learning was that innovation in service sectors can be driven by customer insight, digital process improvement, reliable partnerships and a positive attitude towards change.

Everyware — Constantin Taivan, Romania

Everyware, from Romania, presented Displify, a cloud platform designed to transform public digital screens into interactive multi-application platforms. The case described innovation as a structured journey from research to market, combining PhD-level research discipline with startup experimentation to reduce uncertainty and move towards a validated business case. The key learning was that innovation strategy does not always



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follow a linear path; companies may need to move consciously between technology, customer and business routes while using experimentation, validation and TRL progression as strategic tools.

Across the six peer contributions, participants were exposed to different ways in which innovation strategy can be applied in practice, from sustainable packaging and industrial AI solutions to IoT-based digitalisation, tourism services, public display platforms and creative SME business models. A common learning across the cases was that innovation strategy needs to connect market opportunities, customer needs and internal capabilities with a clear implementation path. The session also showed that innovation strategy is not limited to defining future ambitions, but requires continuous validation, adaptation and execution. The peer examples highlighted the importance of testing solutions with customers, building strong partner ecosystems, managing regulatory and operational complexity, and translating technology or sustainability objectives into concrete value for the market.

Session Feedback

Feedback was collected after the second interregional webinar to assess participant satisfaction, the perceived coverage and usefulness of the Innovation Strategy training, and the value of the peer-to-peer learning session. The feedback analysis is based on 12 responses and shows a very positive overall assessment of the webinar.

Overall satisfaction with the training was high. All respondents indicated that they were either very satisfied or somewhat satisfied with the Innovation Strategy webinar, with 67% reporting that they were very satisfied and 33% somewhat satisfied. No respondents reported a neutral or negative satisfaction level, indicating that the session was well received by the participating SMEs.

Participants also assessed the content of the training positively. A total of 92% of respondents agreed or strongly agreed that the session covered all key elements of Innovation Strategy Development. Similarly, 92% agreed or strongly agreed that the training provided comprehensive methods to develop an innovation strategy. This suggests that the training content was perceived as both relevant and sufficiently practical for supporting SMEs in structuring their own innovation strategy development.

The peer-to-peer learning session was also positively evaluated. Most respondents found the company cases inspiring, with 33% strongly agreeing and 59% agreeing. In addition, 75% agreed or strongly agreed that they gained valuable insights for their own company. Participants also saw potential for collaboration with the speakers, although this remained

somewhat less developed, with 67% agreeing or strongly agreeing and 33% remaining neutral. These results indicate that the peer-to-peer format successfully complemented the training session by providing practical company examples, while also showing further potential to strengthen follow-up collaboration.

The feedback also showed continued interest in peer-driven knowledge sharing. Half of the respondents indicated that they would be interested in joining future peer-to-peer learning sessions as speakers themselves. This suggests that the webinar format not only supported learning from existing speakers, but also encouraged additional SMEs to consider contributing their own best practices in future sessions.

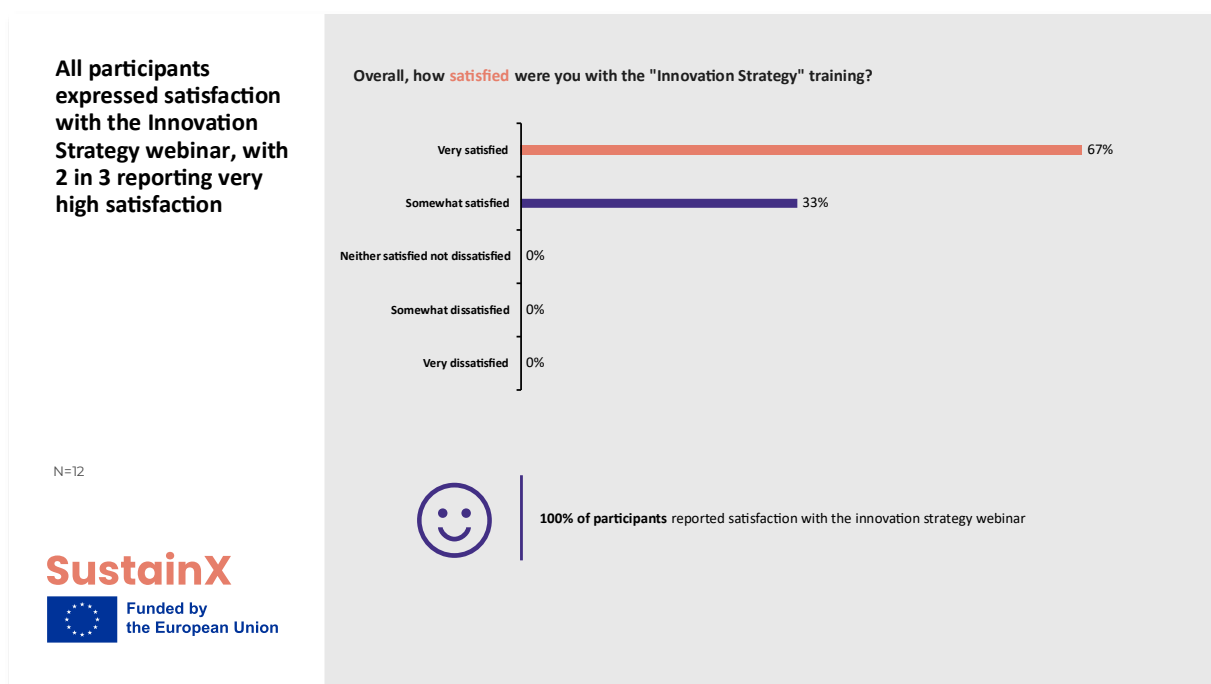


Figure 8 Second Interregional Webinar Feedback (1/3)



Figure 9 Second Interregional Webinar Feedback (2/3)

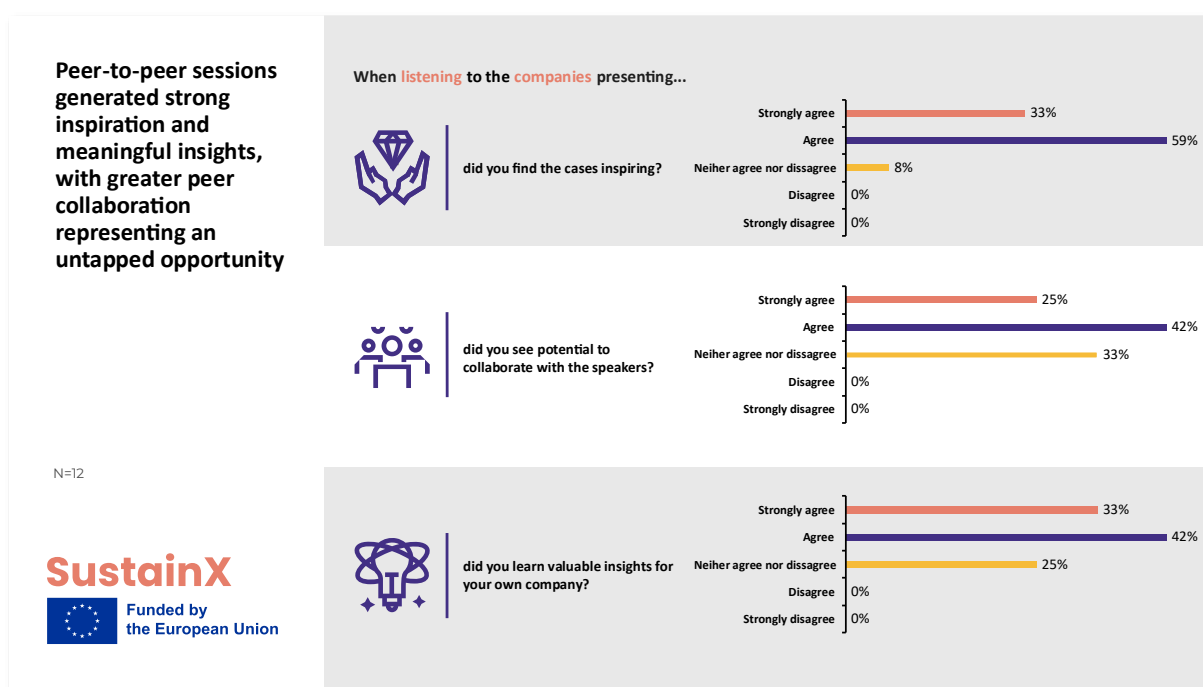


Figure 10 Second Interregional Webinar Feedback (3/3)

Overall, the second interregional webinar confirmed the relevance of Innovation Strategy Development as a core capacity-building topic for SMEs. The feedback results show that participants valued both the structured training input and the practical company cases,

particularly the examples demonstrating how innovation strategy can be translated into concrete business, technology and sustainability initiatives.

The session also reinforced the value of the combined SustainX webinar format. While the training provided participants with a structured method for developing innovation strategies, the peer-to-peer learning session helped illustrate how different SMEs apply strategic innovation choices in practice. At the same time, the feedback indicates that future sessions could continue to strengthen the transition from inspiration and learning to concrete collaboration opportunities between participants and peer speakers.

4.3 Third Interregional Webinar: Innovation Life Cycle Management Processes

The third SustainX interregional webinar took place online on 18 March 2026 and focused on Innovation Life Cycle Management Processes. It followed the same combined format as the previous webinars, consisting of a thematic online training session followed by a peer-to-peer learning session. According to the consolidated webinar statistics, the session recorded 57 attendees and included four peer speaker contributions.

The training session built on the previous webinars by focusing on how SMEs can manage innovation activities across the full innovation lifecycle. The session addressed the progression from idea generation and selection to development, validation, market launch and continuous improvement, helping participants understand how innovation can be structured as an end-to-end process rather than a one-off activity.

The peer-to-peer learning session complemented the training content with practical company examples from areas such as AI-powered automation, digital media, gamification, sustainability and data engineering. The examples provided participants with concrete insights into customer-driven innovation, MVP development, product validation, digital transformation and the commercialisation of emerging technologies.

Conducting the session

The third interregional webinar was conducted online on 18 March 2026 and focused on Innovation Life Cycle Management Processes. The session followed the same combined SustainX format as the previous webinars, consisting of a one-hour online training session followed by a peer-to-peer learning session. In total, 57 attendees participated in the session, which focused on how SMEs can manage innovation activities across the full lifecycle, from idea generation and development to validation, launch and continuous improvement. The peer-to-peer learning part complemented the training with company



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examples from different innovation contexts, illustrating how lifecycle management principles can be applied in practice.

Online training session

The online training session focused on Innovation Life Cycle Management Processes and followed the agenda below:

SustainX

#I3Instrument

Agenda – Innovation Life Cycle Management Processes

- 10:00 – 10:05 || Welcome
- 10:05 – 10:55 || 5 steps to excel with innovation life cycle management
- 10:55 – 11:00 || Coffee break

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Figure 11 Third Interregional Webinar Training Session Agenda

The training introduced innovation life cycle management as the “engine room” of innovation management. It showed participants how innovation activities can be managed as a structured process, moving from ideas and investments through development, launch, continuous improvement and end-of-life decisions. The session also linked innovation life cycle management to innovation strategy, enabling factors, organisation and culture, helping SMEs understand that innovation processes need to be connected to both strategic direction and internal capabilities.

The core of the training was structured around five steps to excel with innovation life cycle management: mapping and balancing the innovation lifecycle, developing strategic focus for process activities, fostering idea creation and selection, optimising development and improvement processes, and developing the enabling factors needed to harvest innovation results. This provided participants with a practical framework for assessing where innovation activities take place in their company and where bottlenecks or

improvement opportunities may exist.

The session first introduced the main phases of the innovation lifecycle, including idea creation, idea selection, development, introduction, growth, maturity, decline and exit. Participants were shown how each phase can be assessed using practical indicators, such as the number of ideas generated, ideas selected, projects developed, offerings launched and products reaching growth, maturity or decline. This helped SMEs understand how mapping the lifecycle can make innovation activities more visible and manageable.

A further focus was placed on creating strategic focus within innovation processes. The training discussed common roadblocks, including the lack of a clearly defined innovation strategy and weak links between strategy and idea management. It also introduced the process strategy chessboard as a tool to connect innovation projects with search fields, growth ambitions and expected project contributions. This supported participants in understanding how to prioritise innovation activities and align them with broader business objectives.

The training also covered idea creation and idea selection. Participants were introduced to “pull” and “push” techniques for generating and selecting ideas, including feedback from customers, suppliers, employees and partners, clearly defined search fields, idea boards, online platforms, questionnaires and the involvement of lead users. The session highlighted that systematic idea generation and selection can help SMEs move from ad hoc innovation to a more consistent and strategically guided innovation pipeline.

The final part of the training focused on development, launch and continuous improvement processes. Participants were introduced to the use of structured development process scans, decision criteria and process reviews to baseline current development performance and identify improvement needs. Overall, the training encouraged SMEs to manage innovation as an end-to-end lifecycle, with clear priorities, defined decision points and continuous learning across the different stages of innovation development.

Peer-to-peer learning session

Following the online training module, the peer-to-peer learning session provided participants with practical examples of how innovation life cycle management can be applied in different business and technology contexts. The session included five contributions, covering the Pre-Assessment Tool for SMEs as well as company cases from AiFlo Technologies, Flixier, Rising Pixel and Strongbytes. The cases complemented the training content by showing how innovation processes can be structured around validation, product development, digital transformation, customer needs and



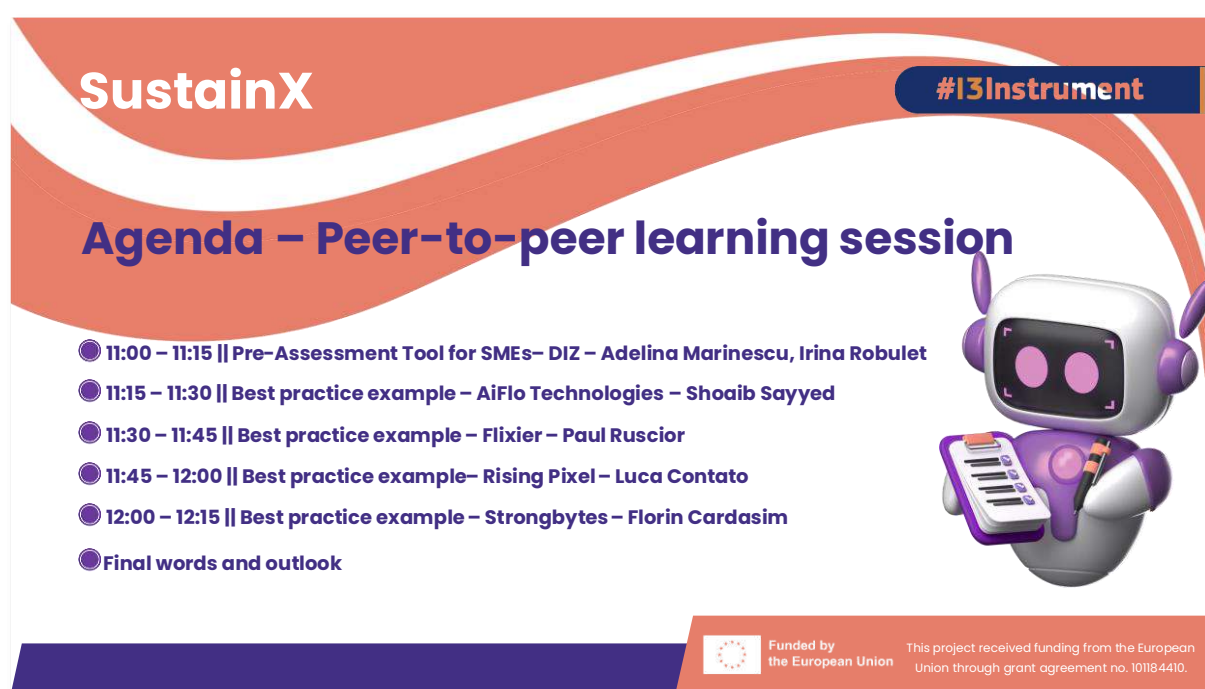
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commercialisation.

Each speaker was allocated a dedicated presentation slot to introduce the respective tool, company or innovation case and to share practical experiences from implementation. This format allowed participants to connect the training content on innovation lifecycle management with real examples of how ideas are developed, tested, refined and brought closer to market. It also provided insights into how SMEs and innovation support actors can manage uncertainty, validate solutions and improve innovation readiness.

The agenda was structured as follows:



The image shows a presentation slide for a 'Peer-to-peer learning session' under the 'SustainX' banner. The slide has a red and white wavy background. In the top right corner, there is a dark blue box with the text '#I3Instrument'. The title 'Agenda – Peer-to-peer learning session' is in large, bold, dark blue letters. Below the title, there is a list of agenda items, each preceded by a purple circle icon. To the right of the list is a 3D illustration of a purple and white robot holding a keyboard. At the bottom of the slide, there is a dark blue bar with the European Union flag and text indicating funding from the European Union.

SustainX #I3Instrument

Agenda – Peer-to-peer learning session

- 11:00 – 11:15 || Pre-Assessment Tool for SMEs– DIZ – Adelina Marinescu, Irina Robulet
- 11:15 – 11:30 || Best practice example – AiFlo Technologies – Shoaib Sayyed
- 11:30 – 11:45 || Best practice example – Flixier – Paul Ruscior
- 11:45 – 12:00 || Best practice example– Rising Pixel– Luca Contato
- 12:00 – 12:15 || Best practice example – Strongbytes – Florin Cardasim
- Final words and outlook

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Figure 12 Third Interregional Webinar Peer-to-peer Learning Session Agenda

The agenda confirms that the peer-to-peer learning session followed the training module and included the Pre-Assessment Tool for SMEs as well as four company best-practice examples.

The following overview summarises the individual contributions and the main learning points from each case. The descriptions focus on how the examples illustrated innovation lifecycle management in practice and on the insights that participating SMEs could transfer to their own innovation activities.

DIZ – Adelina Marinescu and Irina Robulet, Romania

DIZ, from Romania, presented the Pre-Assessment Tool for SMEs I3, developed within SustainX to support SMEs in assessing their capacity to participate in innovation and investment support programmes. The tool provides a structured, digital and transparent

framework for SME pre-assessment, including standardised methodology, clear evaluation criteria, scoring logic, validation processes, secure document management and progress monitoring. The key learning for participating SMEs was that innovation readiness can be assessed systematically across several dimensions, helping companies identify strengths, gaps and priority areas for further support.

AiFlo Technologies — Shoaib Sayyed

AiFlo Technologies presented a best-practice example linked to AI-powered automation and digital innovation. The contribution showed how emerging technologies can support process optimisation, automation and more efficient decision-making. The key learning for participating SMEs was that AI-based innovation should be connected to a clearly defined operational need and should be developed through structured validation, rather than treated as a stand-alone technology initiative.

Flixier — Paul Ruscior, Romania

Flixier presented its approach to innovation as a daily practice, focusing on faster video creation, rendering and transcoding technology, and the development of an AI-first interface. The presentation highlighted practical innovation steps, including identifying real user problems through interviews, usage data, feedback and support interactions, separating clear pain points from “nice-to-have” features, testing MVPs and UI drafts, validating outcomes and deciding whether to launch, scale or stop. The key learning was that innovation lifecycle management requires continuous validation and disciplined decision-making, with launch treated as the start of learning rather than the end of the process.

Rising Pixel — Luca Contato, Spain, Canary Islands

Rising Pixel, from Spain, presented its work in serious games, web games and gamified digital experiences. The company showed how games can be used for education, sustainability awareness, audience engagement, data collection and behaviour change, including examples related to sustainability, museums, ESG assessment, recycling and team-building. The key learning for participating SMEs was that innovation can be strengthened by designing interactive, user-centred experiences that improve engagement, retention and data-driven understanding of audience needs.

Strongbytes — Florin Cardasim, Romania

Strongbytes, from Romania, presented its work in digital products, data and AI engineering, with a focus on Aegis Evals, a platform for evaluating the quality of generative AI systems. The case addressed the challenge that GenAI systems may work in demos but fail quietly in real-world settings through hallucinations, data leakage, prompt injection, security risks, retrieval errors, bias or compliance gaps. The key learning was that AI innovation needs robust evaluation and quality control across performance, safety,



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security, alignment and retrieval quality to make AI systems measurable, reliable and trustworthy.

Across the five contributions, participants gained practical insights into different stages of innovation life cycle management, from assessing SME readiness and identifying capability gaps to validating user needs, developing MVPs, applying gamification and ensuring quality in AI-based solutions. The cases showed that innovation lifecycle management is not limited to developing new products, but also includes structured assessment, continuous testing, customer validation, process improvement and responsible technology deployment.

A common learning across the session was that successful innovation requires clear decision points throughout the lifecycle. Whether through pre-assessment tools, MVP testing, serious games, AI automation or GenAI quality evaluation, the examples highlighted the importance of moving from ideas to implementation in a structured way, while continuously checking relevance, feasibility, user value and market readiness.

Session Feedback

Feedback was collected after the third interregional webinar to assess participant satisfaction, the perceived coverage and usefulness of the Innovation Life Cycle Management Process training, and the value of the peer-to-peer learning session. The feedback analysis is based on 12 responses and shows a positive overall assessment of the session.

Overall satisfaction with the training was high. All respondents indicated that they were either very satisfied or somewhat satisfied with the Innovation Life Cycle Management Process training, with 58% reporting that they were very satisfied and 42% somewhat satisfied. No respondents reported a neutral or negative satisfaction level, indicating that the training was well received by the participating SMEs.

Participants also assessed the content of the training positively. All respondents agreed or strongly agreed that the session covered the key elements of the innovation lifecycle and how to manage it. In addition, 75% agreed or strongly agreed that the training provided comprehensive methods to map their company's innovation lifecycle, while 25% remained neutral. This suggests that the session was effective in explaining the core concept of innovation lifecycle management, while also indicating that some participants may require further support in applying lifecycle mapping methods to their own company context.

The peer-to-peer learning session was also positively evaluated. Most respondents found the company cases inspiring, with 42% strongly agreeing and 50% agreeing. In addition,



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83% agreed or strongly agreed that they gained valuable insights for their own company. Participants also saw potential for collaboration with the speakers, with 75% agreeing or strongly agreeing, while 25% remained neutral. These results indicate that the peer-to-peer format successfully complemented the training session by providing practical examples of innovation lifecycle management, while also showing continued potential to strengthen follow-up collaboration between participants and peer speakers. Overall, the feedback confirms that the third interregional webinar achieved its purpose of combining structured training input with practical peer examples. The results show that participants valued both the conceptual introduction to innovation lifecycle management and the company cases demonstrating how innovation can be assessed, validated, developed and improved in practice.

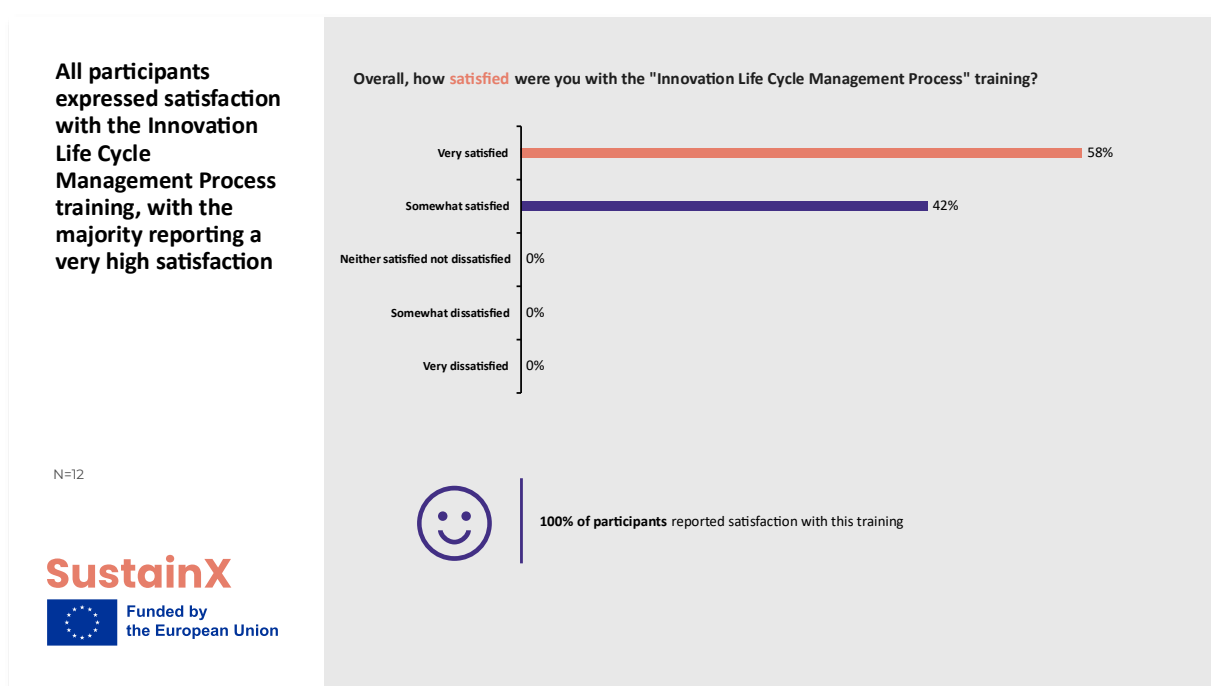


Figure 13 Third Interregional Webinar Feedback (1/3)

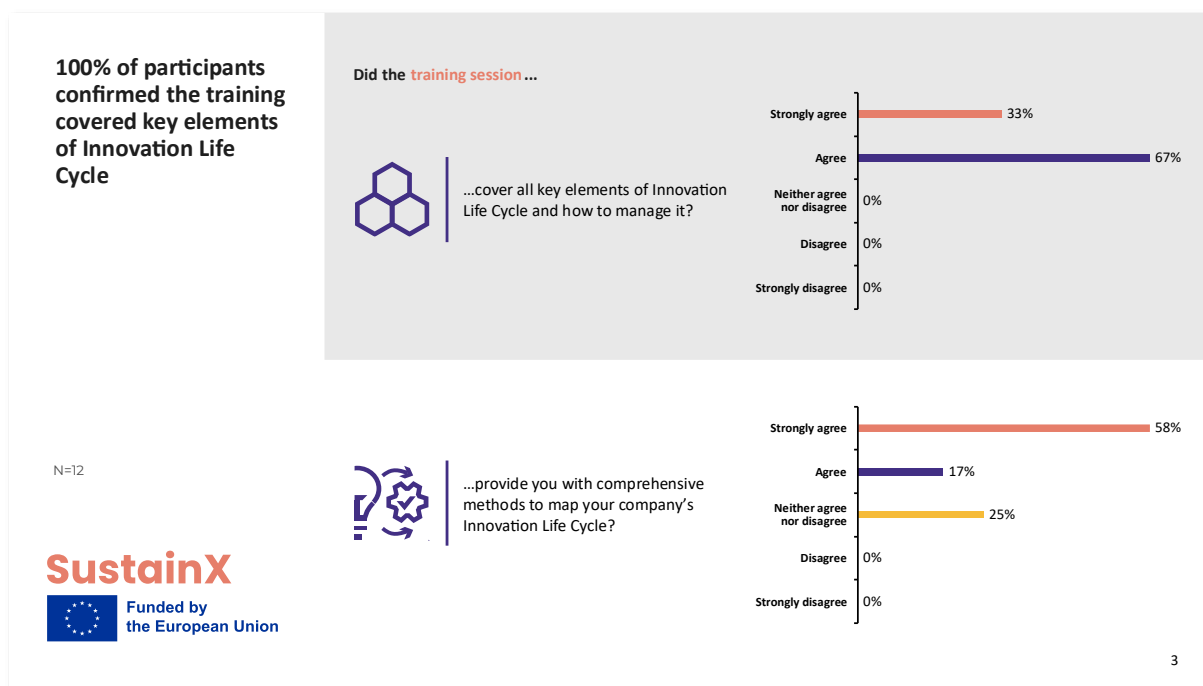


Figure 14 Third Interregional Webinar Feedback (2/3)

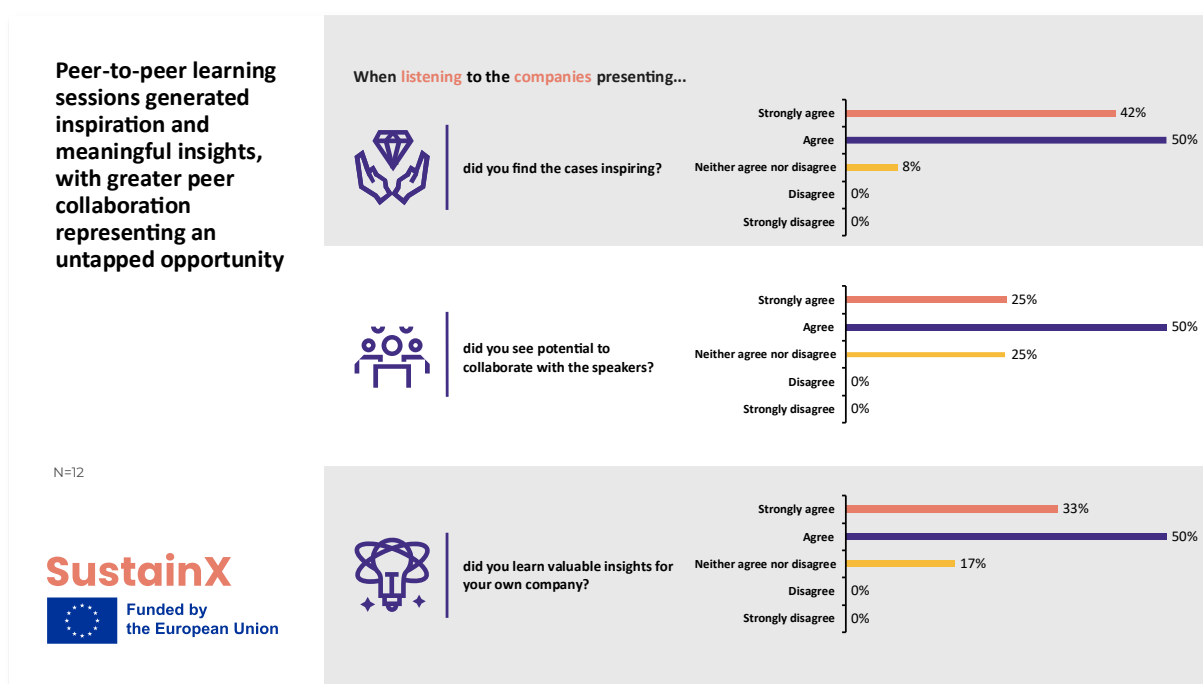


Figure 15 Third Interregional Webinar Feedback (3/3)

Overall, the third interregional webinar confirmed the relevance of Innovation Life Cycle Management Processes as a practical capacity-building topic for SMEs. The feedback results show that participants valued the structured explanation of the innovation lifecycle

and the methods presented for mapping and managing innovation activities across different stages.

The session also reinforced the value of combining training content with peer-to-peer examples. While the training helped participants understand how innovation can be managed from idea creation to development, launch and continuous improvement, the peer contributions illustrated how these principles can be applied in practice through readiness assessment, MVP testing, customer validation, gamification, digital product development and AI quality evaluation. At the same time, the feedback indicates that future sessions could continue to support SMEs in translating lifecycle management concepts into concrete company-specific actions and collaboration opportunities.

4.4 Fourth Interregional Webinar: Digital Marketing

The fourth SustainX interregional webinar took place online on 22 April 2026 and focused on Digital Marketing. It followed the same combined format as the previous webinars, consisting of a thematic online training session followed by a peer-to-peer learning session. According to the consolidated webinar statistics, the session recorded 53 attendees and included five peer speaker contributions.

The training session focused on the role of digital marketing in supporting SME innovation, visibility and market development. It addressed how SMEs can use digital channels, customer-oriented communication and targeted marketing activities to strengthen their market presence and better connect innovation-related offers with relevant customer groups.

The peer-to-peer learning session complemented the training content with practical company examples from different sectors and regions. The cases covered sustainability-driven business models, digital marketing strategies, AI-enabled transformation, stakeholder engagement, tourism, regional innovation ecosystems, digital services, manufacturing and youth engagement. This allowed participants to see how digital marketing and communication approaches can support both business development and sustainability-oriented innovation in practice.

Conducting the session

The fourth interregional webinar was conducted online on 22 April 2026. The session followed the established SustainX format, with the online training delivered first and the peer-to-peer learning session directly afterwards. The webinar was attended by 53



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participants and brought together SMEs and peer speakers from different SustainX partner regions. The structure allowed participants to move from a compact training input into practical company examples, while maintaining the same timing and flow used in the previous interregional webinars.

Online training session

The online training session focused on Digital Marketing and followed the agenda below:



The slide features a white background with a blue header bar at the top. On the left, the 'SustainX' logo is displayed in white. On the right, a dark blue bar contains the text '#I3Instrument' in white. The main title 'Agenda – Digital Marketing' is centered in a large, bold, blue font. Below the title, a list of six agenda items is presented, each preceded by a blue circular bullet point. To the right of the text, there is a 3D illustration of a purple and white robot holding a tablet. At the bottom, a blue bar contains the European Union flag, the text 'Funded by the European Union', and a paragraph of funding details.

SustainX

#I3Instrument

Agenda – Digital Marketing

- 10:00 – 10:05 || Welcome
- 10:05 – 10:15 || Grasp the role of digital marketing & get an overview
- 10:15 – 10:30 || Analyse digital behaviour & touchpoints
- 10:30 – 10:45 || Understand key marketing techniques
- 10:45 – 10:55 || Understand cost structures
- 10:55 – 11:00 || Q&A

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Figure 16 Fourth Interregional Webinar Training Session Agenda

The training aimed to give SMEs a practical understanding of digital marketing and its relevance for business development. It introduced the changing role of digital marketing, the impact of digital channels on customer engagement, and the importance of using data, customer insights and marketing tools to improve visibility and conversion. The session was designed to help participants understand where digital marketing can create value and how it can be approached in a structured way.

The first part of the training provided an overview of key trends shaping digital marketing. These included the growing importance of digital advertising spend, the role of mobile channels, the use of data and analytics, customer journey-based campaign planning, marketing automation platforms and AI-supported optimisation. Participants were introduced to the idea that digital marketing is not limited to communication, but increasingly depends on data strategy, technology, channel selection and the ability to

measure return on investment.

The session then focused on analysing digital behaviour and customer touchpoints. Participants were introduced to the customer journey from awareness and consideration to purchase and post-purchase experience. The training showed how different digital and non-digital touchpoints can influence customer decisions and how customer data can be used to segment, target, track and retarget audiences across the conversion funnel. This helped SMEs understand the importance of identifying the right target groups and adapting messages to different stages of the customer journey.

A further part of the training addressed key digital marketing techniques. Participants were introduced to channels such as paid search, paid social, shopping ads, display advertising, native advertising and programmatic media. The session explained how these techniques can support different campaign objectives and how SMEs can select appropriate channels based on their target audience, available resources and intended outcomes. Examples from client cases were used to illustrate how digital marketing guidelines, customer journey analysis and channel selection can support lead generation and sales conversion.

The final part of the training focused on cost structures and resource allocation. Participants were encouraged to consider digital marketing not only from a visibility perspective, but also from a budget and effectiveness perspective. The training highlighted the importance of understanding spend categories, assessing return on investment, reducing low-performing activities and aligning digital marketing decisions with business objectives. Overall, the session provided SMEs with a structured view of how digital marketing can be planned, implemented and optimised in a cost-conscious and customer-oriented way.

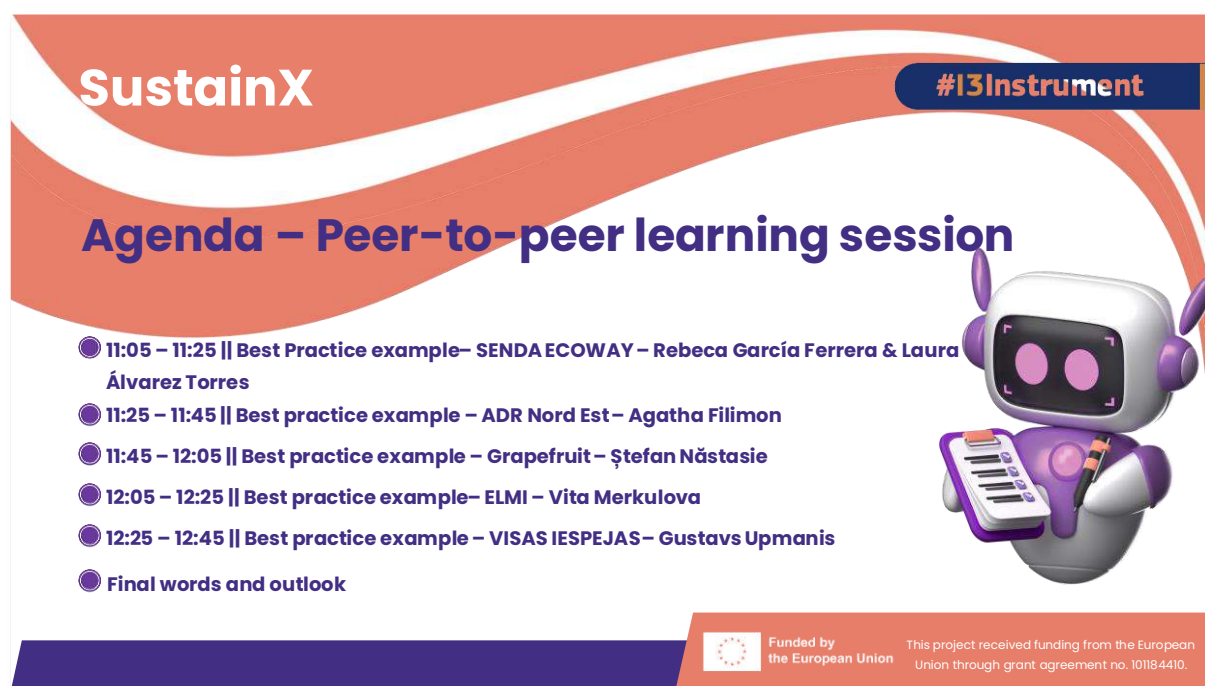
Peer-to-peer learning session

Following the online training module, the peer-to-peer learning session provided participants with practical examples of how digital marketing, stakeholder communication and digital engagement can be applied in different organisational contexts. The session included five best-practice contributions from peer speakers representing tourism, regional innovation support, digital services, manufacturing and youth engagement. The cases helped connect the training content to practical examples of how organisations use digital tools, communication channels and customer-oriented approaches to strengthen visibility, outreach and impact.

Each speaker was allocated a dedicated presentation slot to introduce their organisation, present their approach and share practical experiences from implementation. This format allowed participants to compare how digital marketing is used across different sectors,

including destination and tourism-related services, regional development and SME support, digital product and service design, industrial communication and youth-oriented engagement. The examples also showed that digital marketing is closely linked to broader questions of positioning, trust-building, stakeholder interaction and the ability to communicate value clearly to target audiences.

The agenda was structured as follows:



SustainX #13Instrument

Agenda – Peer-to-peer learning session

- 11:05 – 11:25 || Best Practice example– SENDA ECOWAY – Rebeca García Ferrera & Laura Álvarez Torres
- 11:25 – 11:45 || Best practice example – ADR Nord Est – Agatha Filimon
- 11:45 – 12:05 || Best practice example – Grapefruit – Ștefan Năstasie
- 12:05 – 12:25 || Best practice example– ELMI – Vita Merkulova
- 12:25 – 12:45 || Best practice example – VISAS IESPEJAS– Gustavs Upmanis
- Final words and outlook

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Figure 17 Fourth interregional Webinar Peer-to-peer Learning Session Agenda

The agenda confirms that the peer-to-peer learning session followed the training module and included five best-practice examples linked to digital marketing and practical communication approaches.

The following overview summarises the individual speaker contributions and the main learning points from each case. The descriptions focus on how the examples illustrated digital marketing and stakeholder engagement in practice, and on the insights that participating SMEs could transfer to their own communication and business development activities.

SENDA ECOWAY – Rebeca García Ferrera and Laura Álvarez Torres, Spain, Canary Islands

SENDA ECOWAY presented its responsible tourism model in the Canary Islands, built around authentic, sustainable and personalised experiences. The company showed how tourism can be used to generate environmental, social and economic value by connecting visitors with local territory, working with local suppliers and official guides, and

voluntarily offsetting the carbon footprint of its experiences through local reforestation, ecosystem restoration and climate action projects. The key learning for participating SMEs was that digital marketing and communication are strongest when they are connected to a clear purpose, a distinctive value proposition and measurable impact.

ADR Nord Est — Agatha Filimon, Romania

ADR Nord Est presented an approach to collaborative decision-making for innovation investments. The contribution focused on how innovation priorities can be identified through structured problem definition, market and trend analysis, value chain analysis, stakeholder consultation and entrepreneurial discovery processes. The presentation also showed how possible solutions can be developed through collaborative analysis, SWOT and TOWS methods, project fiches and links to available resources or policy instruments. The key learning was that effective innovation and marketing decisions require clear prioritisation, stakeholder involvement and alignment between market needs, available resources and implementation capacity.

Grapefruit — Ștefan Năstasie, Romania

Grapefruit, from Romania, presented its work as an end-to-end digital agency combining UX and UI design, software development, digital marketing and AI services. The case focused on how AI is reshaping digital business, including research, strategy, design, campaign execution, reporting and internal process automation. Grapefruit shared practical examples of AI-supported workflows, including business development automation, reduced cross-department handoffs, reusable AI systems for recurring tasks and AI support across development processes. The key learning for SMEs was that digital transformation should start with concrete use cases, internal proof and team adoption, rather than with tools alone.

ELMI — Vita Merkulovala, Latvia

ELMI, from Latvia, contributed a best-practice example as one of the peer speakers in the fourth interregional webinar. Based on the available session documentation, ELMI was represented by Vita Merkulovala and participated in the digital marketing peer-to-peer learning session. The contribution added a manufacturing and SME perspective to the exchange, helping illustrate how digital visibility, customer communication and clearer positioning can support companies beyond service-based or digital-native sectors. The key learning was that digital marketing is relevant for a broad range of SMEs, including more traditional businesses that need to communicate their value proposition more clearly to customers, partners and markets.

VISAS IESPEJAS — Gustavs Upmanis, Latvia

VISAS IESPEJAS, represented by Gustavs Upmanis, contributed a best-practice example during the fourth peer-to-peer learning session. The case broadened the session by



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bringing in a youth engagement and stakeholder communication perspective. It showed how digital channels and communication approaches can be used not only for commercial visibility, but also to reach specific target groups, mobilise participation and strengthen engagement around a clear mission. The key learning for participating SMEs was that digital marketing can support both market development and community-oriented engagement when messages, channels and target audiences are clearly defined.

Across the five peer contributions, participants were exposed to different ways in which digital marketing and communication can support business development, innovation and stakeholder engagement. The cases showed that digital marketing is not only about selecting channels or running campaigns, but also about defining a clear value proposition, understanding target audiences, building trust and communicating impact in a credible way.

A common learning across the session was the importance of connecting digital communication with the wider business model. Whether through responsible tourism, regional innovation support, AI-enabled digital services, manufacturing communication or youth engagement, the examples highlighted that effective digital marketing depends on clarity of purpose, relevant content and the ability to translate organisational strengths into messages that resonate with customers, partners or communities.

Session Feedback

Feedback was collected after the fourth interregional webinar to assess participant satisfaction, the clarity and relevance of the Digital Marketing training, the perceived learning value, and the value of the peer-to-peer learning session. The feedback analysis is based on 5 responses and shows a positive overall assessment of the session.

The training was assessed positively in terms of overall experience. All respondents agreed or strongly agreed that the Digital Marketing training met their expectations, that the objectives of the training were clear and that the level of detail was appropriate for their knowledge level. In addition, 80% agreed or strongly agreed that the content was relevant to their role and current work, while 20% remained neutral. This indicates that the training was generally well aligned with participant needs, while also reflecting the different roles and starting points of the participating SMEs.

Participants also reported clear learning value from the session. All respondents agreed or strongly agreed that they gained a good understanding of key digital marketing



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concepts, including customer journey, paid channels and targeting. All respondents also agreed or strongly agreed that the training improved their confidence in discussing digital marketing topics with clients or stakeholders. The case examples were also assessed positively, with 80% agreeing or strongly agreeing that they helped explain how digital marketing is applied in practice.

Overall satisfaction with the training was high. All respondents indicated that they were either very satisfied or somewhat satisfied with the Digital Marketing training, with 60% reporting that they were very satisfied and 40% somewhat satisfied. No respondents reported a neutral or negative satisfaction level, confirming that the training was well received by participants.

The peer-to-peer learning session was also positively evaluated. All respondents agreed or strongly agreed that the company cases were inspiring and that they learned valuable insights for their own company. However, collaboration potential was assessed more cautiously, with 40% agreeing or strongly agreeing that they saw potential to collaborate with the speakers and 60% remaining neutral. This suggests that the peer-to-peer format continued to provide inspiration and practical learning, while deeper follow-up or matchmaking could further strengthen the collaboration impact of future sessions.

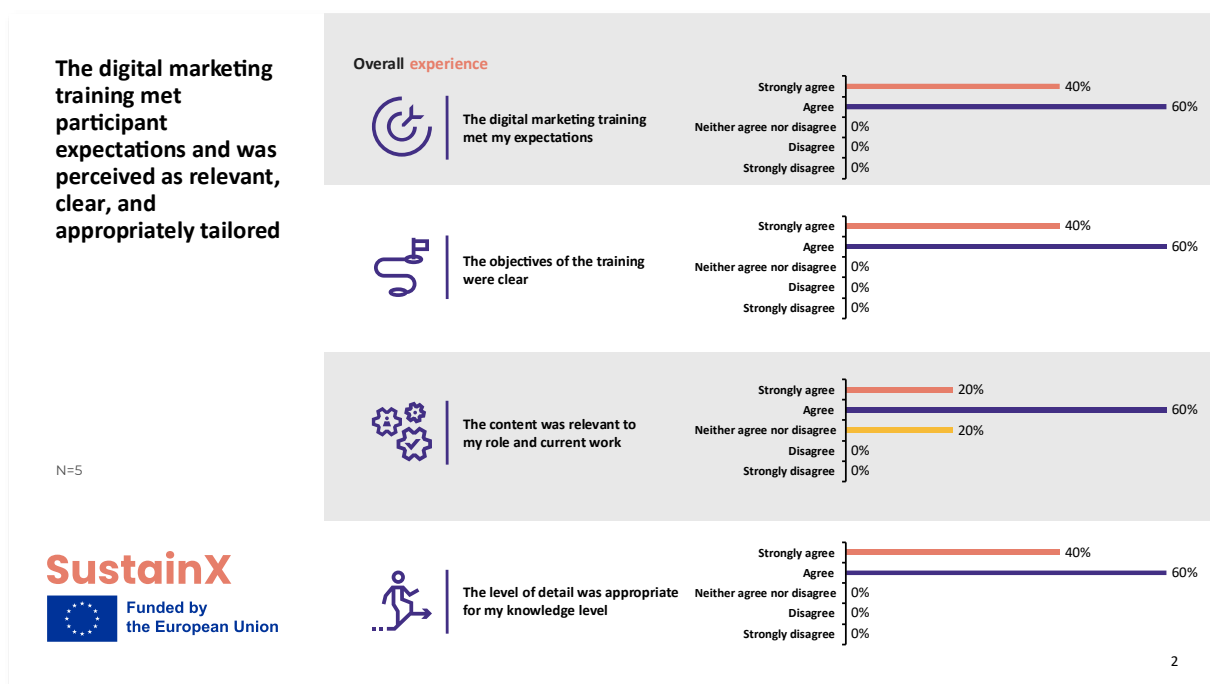


Figure 18 Fourth Interregional Webinar Feedback (1/4)

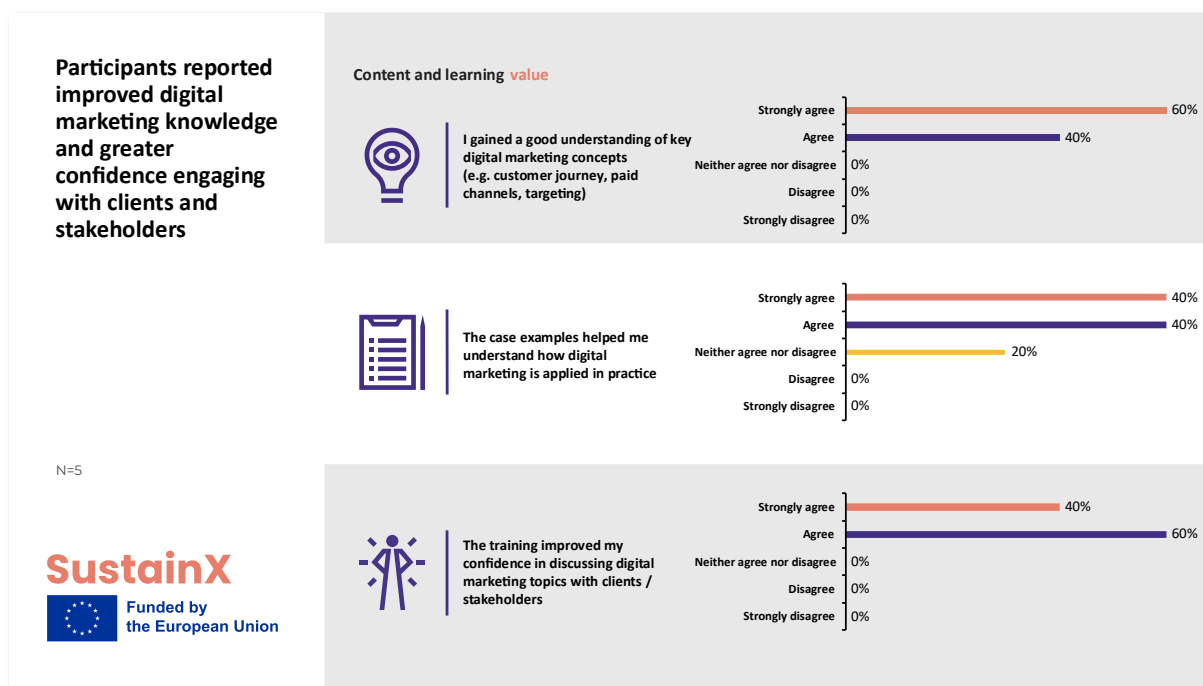


Figure 19 Fourth Interregional Webinar Feedback (2/4)

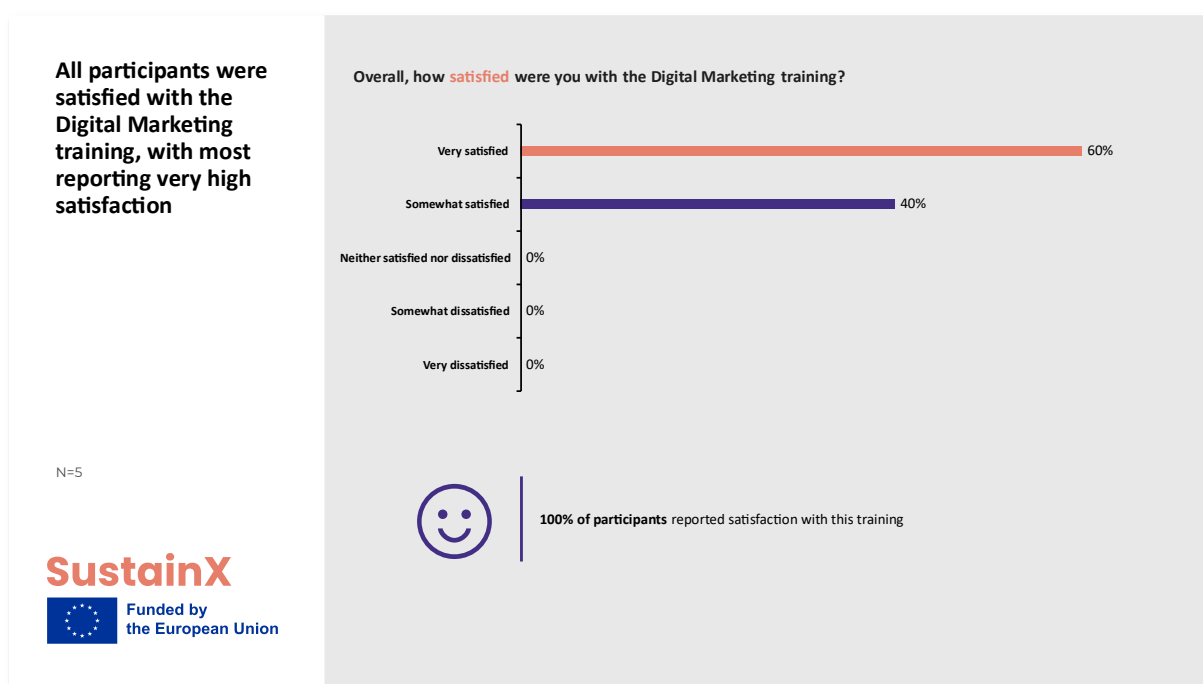


Figure 20 Fourth Interregional Webinar Feedback (3/4)

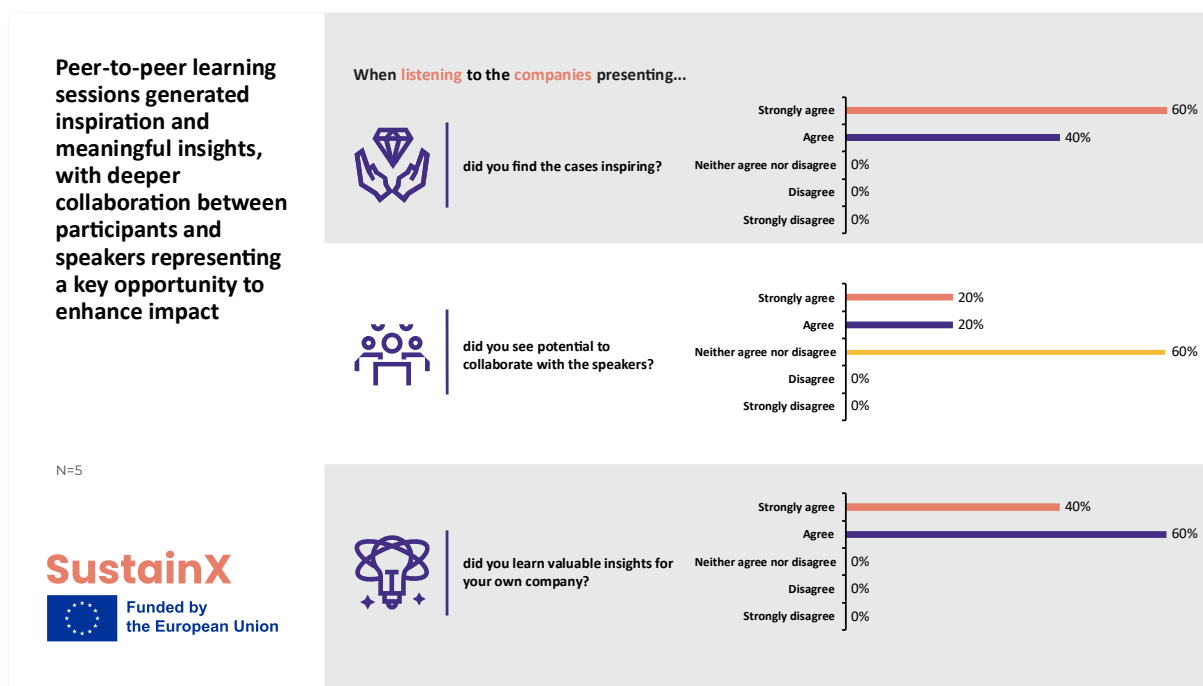


Figure 21 Fourth Interregional Webinar Feedback (4/4)

Overall, the fourth interregional webinar confirmed the practical relevance of Digital Marketing for SMEs. The feedback results show that participants valued the clarity of the training, the appropriate level of detail and the focus on concepts that can support customer engagement, stakeholder communication and market visibility.

The session also showed that the combined webinar format remained effective for linking structured training input with peer examples. While the training helped participants better understand digital marketing concepts such as customer journeys, paid channels and targeting, the peer contributions demonstrated how communication and digital engagement can be applied across different contexts, including sustainable tourism, regional innovation support, AI-enabled digital services, manufacturing and youth engagement. At the same time, the feedback indicates that future sessions could further strengthen follow-up exchanges to help participants translate inspiration into concrete collaboration opportunities.

4.5 Fifth Interregional Webinar: Design Thinking for Better Innovation Management

The fifth and final SustainX interregional webinar took place online on 20 May 2026 and focused on Design Thinking for Better Innovation Management. It followed the established SustainX format, consisting of a thematic online training session followed by a peer-to-peer learning session. According to the consolidated webinar statistics, the session recorded 37 attendees and included three peer speaker contributions.



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The training session focused on how design thinking can support SMEs in developing more customer-centred and practical innovation approaches. It introduced design thinking as a method for better understanding user needs, structuring problem-solving and developing solutions that are tested and refined before full implementation.

The peer-to-peer learning session complemented the training with company examples linked to design-driven innovation, advanced technology adoption and customer-centred product development. The cases covered topics such as AI and digital skills, compliance-by-design software, Digital Product Passports, blockchain-enabled systems and personalised beauty technology. This provided participants with practical examples of how design thinking and user-oriented innovation can be applied across different business and technology contexts.

Conducting the session

The fifth interregional webinar was conducted online on 20 May 2026. It followed the same delivery structure as the previous sessions, with the online training delivered first and the peer-to-peer learning session following directly afterwards. The webinar recorded 37 attendees and included three peer speaker contributions. As the final webinar in the series, the session completed the monthly interregional capacity-building format and provided a closing opportunity for SMEs to engage with both a practical innovation method and applied company examples.

Online training session

The online training session focused on Design Thinking for Better Innovation Management and followed the agenda below:



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#13Instrument

Agenda – Design Thinking for Better Innovation Management

- 10:00 – 10:05 || Welcome
- 10:05 – 10:15 || The D-DIT5 framework- 5 dimensions of design-driven innovation management
- 10:15 – 10:25 || Dimension 1&2: Design-driven innovation targets & teams
- 10:25 – 10:45 || Dimensions 3&4: Design-driven innovation techniques & tools
- 10:45 – 10:50 || Dimension 5: Design-Driven Innovation Transparency
- 10:50 – 10:55 || Apply to your business with design-driven innovation
- 10:55 – 11:00 || Q&A





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Figure 22 Fifth Interregional Webinar Training Session Agenda

The training introduced design-driven innovation management as a practical way for SMEs to improve innovation outcomes by placing user needs, experimentation and iterative problem-solving at the centre of innovation activities. It aimed to demonstrate the relevance of design-driven innovation management for SMEs, introduce a pragmatic five-dimension framework and provide tools and techniques that participants could apply in their own business context.

The first part of the training clarified the meaning of design-driven innovation. Design was presented both as a process and as an output: on the one hand, an interdisciplinary and iterative problem-solving process involving observation, brainstorming, prototyping and testing; on the other hand, the resulting tangible or intangible solution. This helped participants understand design thinking not only as a creative method, but as a structured approach for developing and implementing ideas.

The session then introduced the D-DIT5 framework and its five dimensions of design-driven innovation management. The first dimensions focused on innovation targets and teams, showing how design can support different types of innovation, including products, services, processes and business models. The training also highlighted that design capabilities increasingly need to extend beyond dedicated design functions and become part of interdisciplinary work across the organisation.

A central part of the training focused on design-driven innovation techniques and tools. Participants were introduced to three iterative technique areas: observation, brainstorming, and prototyping and testing. These were linked to typical activities such as

understanding existing situations, identifying met and unmet needs, defining problem statements, generating and clustering ideas, building prototypes, learning from user reactions and refining solutions. This gave SMEs a practical view of how design thinking can be embedded across the innovation lifecycle, from ideation to development, launch and continuous improvement.

The final part of the training focused on applying design-driven innovation to the participants' own business context. SMEs were encouraged to reflect on where design-driven approaches could support their innovation activities, how customer and stakeholder needs could be better understood, and how early testing and iteration could reduce uncertainty before implementation. Overall, the session positioned design thinking as a structured and practical method to make innovation more user-centred, testable and actionable.

Peer-to-peer learning session

Following the online training module, the peer-to-peer learning session provided participants with practical examples of how design-driven innovation, digital solutions and customer-centred product development can be applied in different business contexts. The session included three best-practice contributions from Devmind S.R.L., ICT above and DOS Beauty. The cases helped connect the training content to practical examples of how companies use design thinking principles, user needs, digital technologies and iterative development to create or improve products and services. Each speaker was allocated a dedicated presentation slot to introduce their company, describe the innovation or solution presented, and share practical experiences from implementation. The session gave participants the opportunity to compare different approaches to design-driven innovation, including digital skills development, compliance-oriented software, blockchain-enabled systems, Digital Product Passports and personalised beauty technology. This broadened the training content by showing how user-centred innovation can be applied across both digital and non-digital sectors.

The agenda was structured as follows:



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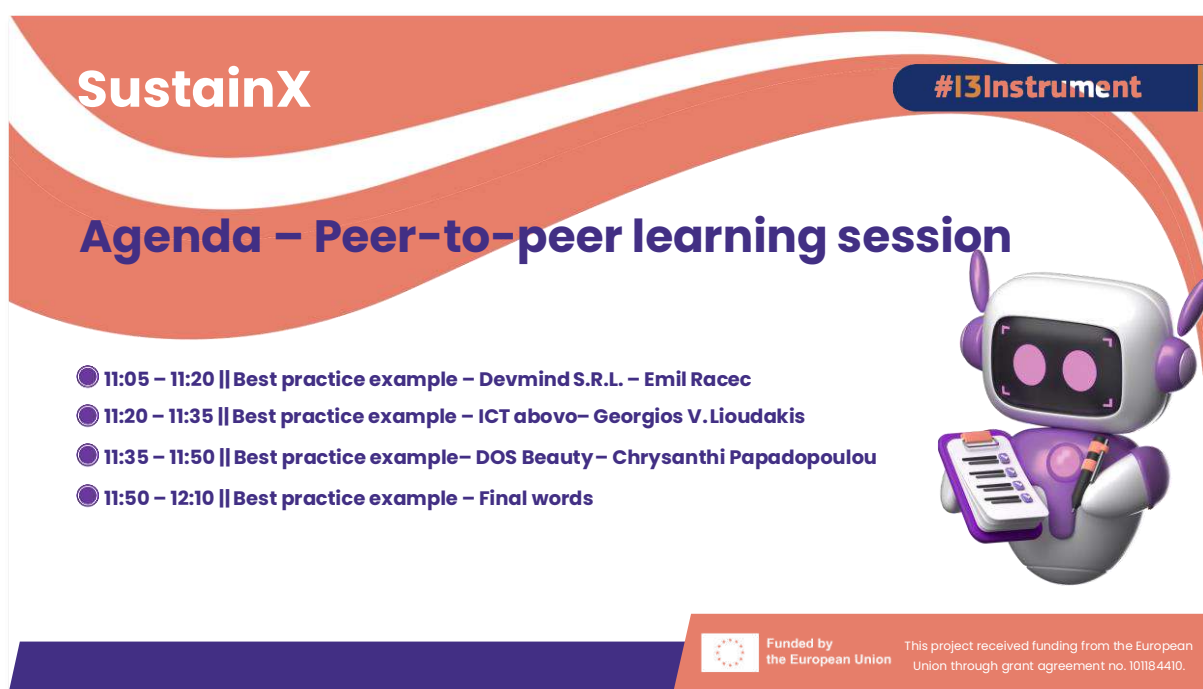


Figure 23 Fifth interregional Webinar Peer-to-peer Learning Session Agenda

The agenda confirms that the peer-to-peer learning session followed the training module and included three best-practice examples, followed by final words and outlook.

The following overview summarises the individual speaker contributions and the main learning points from each case. The descriptions focus on how the examples illustrated design-driven innovation and user-oriented development in practice, and on the insights that participating SMEs could transfer to their own innovation activities.

Devmind S.R.L. – Emil Racec, Romania

Devmind presented its work in training and knowledge transfer for advanced technologies, positioned at the intersection of university, research and enterprise. The contribution covered areas such as AI and machine learning adoption, cloud architecture, DevOps, blockchain, cybersecurity and engineering at scale. Devmind also presented its EduChain Trust Layer project, which extends its proprietary grading platform with blockchain-enabled features such as tamper-proof NFT certificates, learner reward mechanisms and intellectual property tracking. The key learning for participating SMEs was that design-driven innovation can also apply to education and skills development, especially when advanced technologies are translated into practical learning formats and trust-building digital infrastructures.

ICT above – Georgios V. Lioudakis, Greece

ICT above presented a best-practice example linked to digital product development and

emerging technology applications. The contribution added a practical perspective on how technologies such as Digital Product Passports and blockchain-enabled systems can support transparency, traceability and compliance-oriented innovation. The key learning was that design-driven innovation can help SMEs make technically complex solutions more understandable and relevant for users, customers and stakeholders by focusing on usability, trust and clear value creation.

DOS Beauty — Chrysanthi Papadopoulos, Greece

DOS Beauty presented its personalised, data-driven beauty approach, built around its proprietary SkinTest system. The company combines premium natural skincare, Ancient Greek herbalism, Traditional Chinese Medicine principles and pharmaceutical-grade development with a diagnostic tool that segments customer skin needs and generates personalised product protocols. The presentation showed how data can support customer education, personalised recommendations, automated follow-up and higher conversion, while maintaining a focus on efficacy, heritage and product quality. The key learning for participating SMEs was that customer-centred innovation can create value when data, product development and user experience are connected into one personalised journey.

Across the three delivered peer contributions, participants gained practical insights into how design-driven innovation can be applied in different contexts, from advanced technology training and blockchain-enabled learning systems to digital product transparency and personalised beauty solutions. The cases showed that design thinking is not limited to early-stage ideation, but can also support the development of more usable, trusted and customer-oriented products, services and digital infrastructures. A common learning across the session was the importance of translating complex technologies or specialised knowledge into solutions that are understandable, relevant and valuable for users. Whether through skills development, Digital Product Passports, blockchain-enabled systems or personalised skincare protocols, the examples highlighted that innovation becomes stronger when it combines technical capability with user needs, clear communication and iterative development.

Session Feedback

Feedback was collected after the fifth interregional webinar to assess participant satisfaction, the relevance and structure of the Design Thinking for Better Innovation Management session, the perceived learning value, and the value of the peer-to-peer

learning session. The feedback analysis is based on 7 responses and shows a consistently positive assessment of the session.

Overall satisfaction with the training was high. All respondents indicated that they were either very satisfied or satisfied with the Design Thinking for Better Innovation Management session, with 43% reporting that they were very satisfied and 57% satisfied. No respondents reported a neutral or negative satisfaction level, confirming that the session was well received by the participating SMEs.

Participants also assessed the content and structure of the session positively. All respondents agreed or strongly agreed that the content was relevant to their organisation, that the D-DIT5 framework was easy to understand, that the examples helped them understand the concepts, and that the session was well structured. This indicates that the training provided a clear and accessible introduction to design-driven innovation management and was appropriately tailored to the participating SMEs.

The learning value of the session was also rated highly. All respondents agreed or strongly agreed that they had a better understanding of design-driven innovation, understood how design thinking can support innovation management, were familiar with the key techniques presented, including observation, ideation, prototyping and testing, and felt confident applying some of the concepts in practice. This suggests that the session successfully translated design thinking from a general concept into practical methods that participants could relate to their own innovation activities.

The peer-to-peer learning session was positively evaluated as well. All respondents agreed or strongly agreed that the company cases were inspiring and that they learned valuable insights for their own company. However, collaboration potential was assessed more cautiously, with 43% agreeing that they saw potential to collaborate with the speakers and 57% remaining neutral. This indicates that the peer examples were effective in generating inspiration and practical learning, while future formats could continue to strengthen follow-up exchange and collaboration opportunities between participants and speakers.

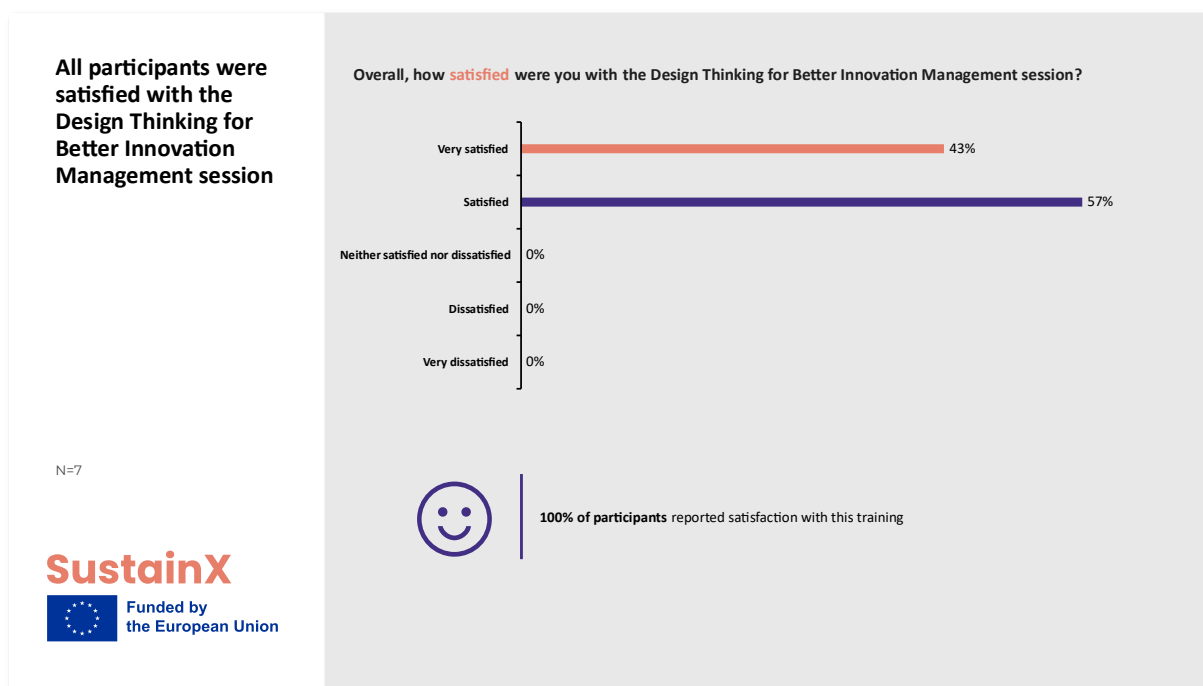


Figure 24 Fifth Interregional Webinar Feedback (1/4)

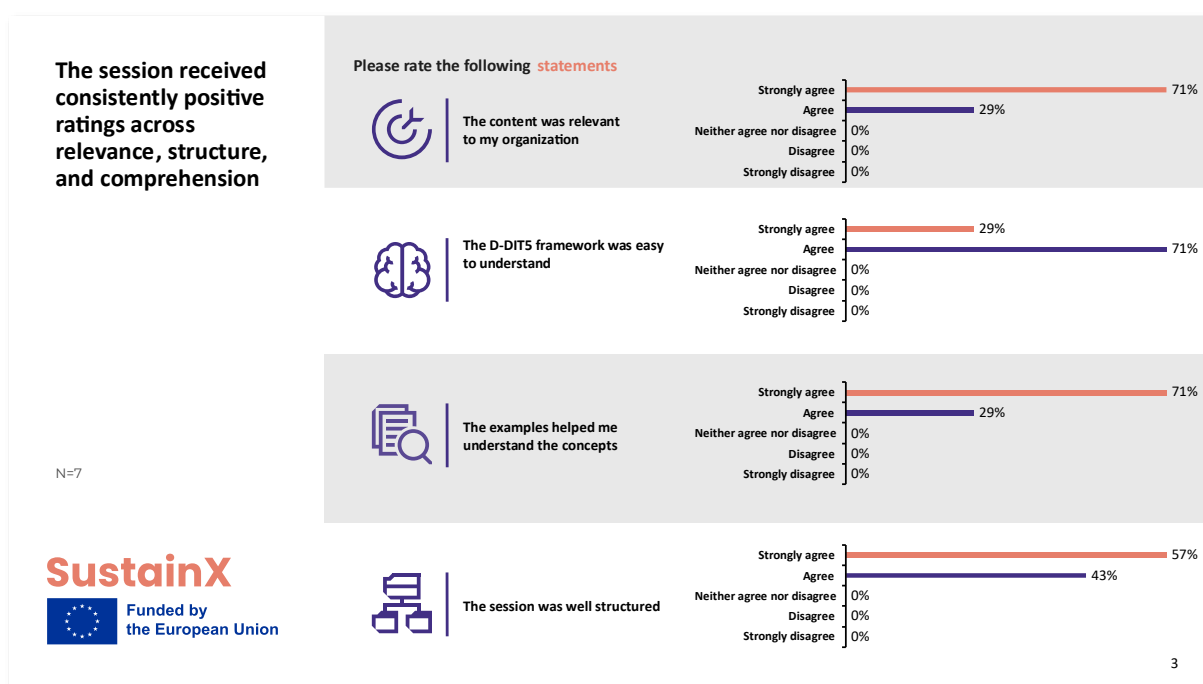


Figure 25 Fifth Interregional Webinar Feedback (2/4)

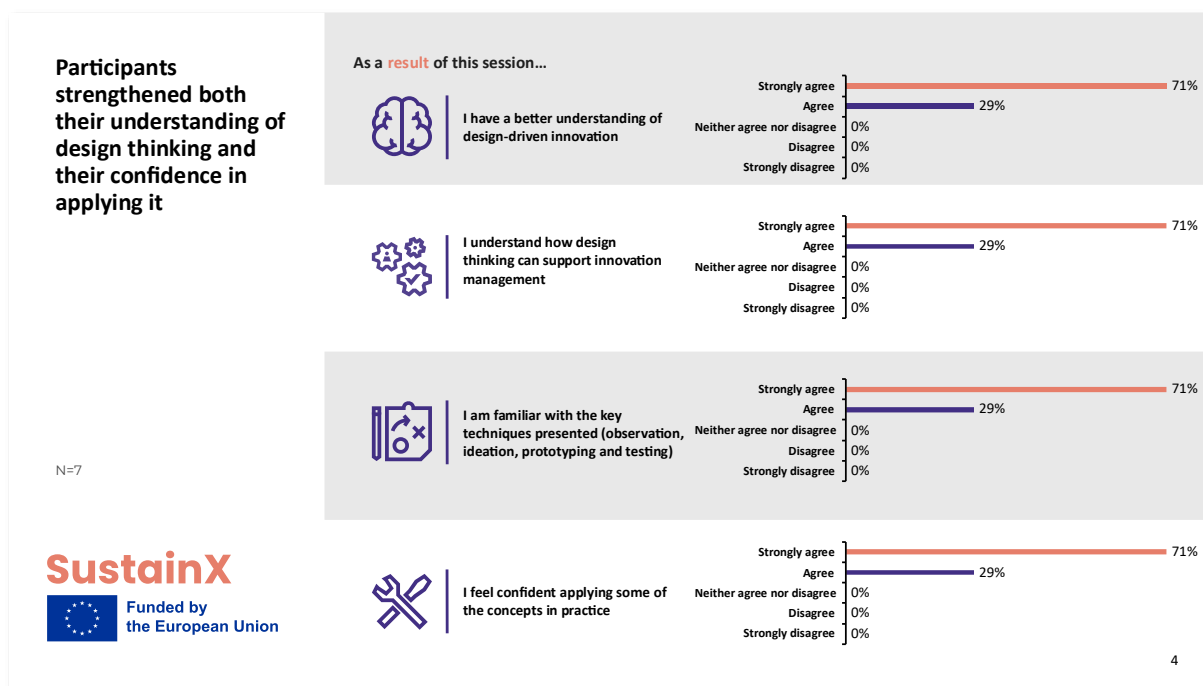


Figure 26 Fifth Interregional Webinar Feedback (3/4)

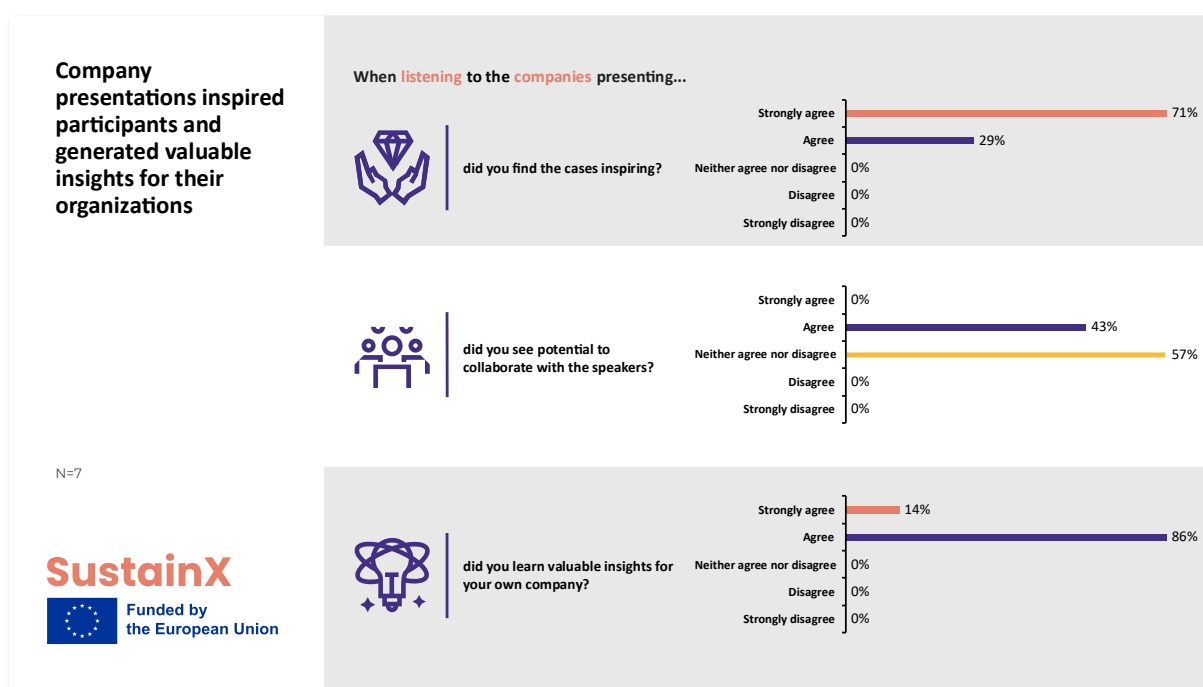


Figure 27 Fifth Interregional Webinar Feedback (4/4)

Overall, the fifth interregional webinar confirmed the relevance of Design Thinking for Better Innovation Management as a practical and accessible topic for SMEs. The feedback results show that participants valued the structure of the session, the clarity of the D-DIT5

framework and the practical explanation of key design thinking techniques such as observation, ideation, prototyping and testing.

The session also provided a strong conclusion to the SustainX interregional webinar series. While the training helped participants understand how design-driven innovation can support more user-centred and structured innovation management, the peer contributions illustrated how these principles can be applied in practice through advanced technology training, digital transparency solutions and personalised customer experiences. At the same time, the feedback indicates that future peer learning formats could continue to strengthen follow-up exchanges so that inspiration from the sessions can be translated into concrete collaboration opportunities.

5. Consolidated Learnings and Conclusion

5.1 Consolidated learnings from the interregional webinars

Across the five interregional webinars, the SustainX project combined structured online training with peer-to-peer learning to support SME capacity-building in innovation management, digitalisation, sustainability and business development. The webinars covered a logical sequence of topics, moving from innovation management foundations to innovation strategy, innovation lifecycle management, digital marketing and design thinking. In total, the webinar series recorded 298 attendances and included 26 peer speaker contributions across the five sessions.

A first consolidated learning is that SMEs benefit from combining conceptual training with practical peer examples. The one-hour training sessions provided participants with frameworks, methods and terminology, while the peer-to-peer learning sessions helped translate these concepts into concrete company experiences. This combination made the content more practical and relatable, as participants could first learn about a method or topic and then see how other SMEs or innovation actors applied similar principles in real business contexts.

A second learning is that innovation capacity-building needs to address both strategic and operational dimensions. The webinars showed that SMEs require support not only in understanding innovation management as a general concept, but also in developing innovation strategies, managing innovation across the lifecycle, communicating value through digital marketing and applying customer-centred methods such as design thinking. Together, these topics demonstrated that innovation is not a single activity, but a structured process that requires direction, implementation discipline, communication and continuous learning.



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A third learning is that peer-to-peer learning is particularly valuable when examples are diverse and cross-sectoral. The peer contributions covered a broad range of sectors and themes, including circular economy, sustainable materials, AI-enabled solutions, tourism, digital services, manufacturing, gamification, blockchain-enabled systems and personalised beauty technology. This diversity helped participants see that innovation can take different forms depending on company size, sector, maturity and market context. It also supported interregional exchange by exposing SMEs to examples from different SustainX partner regions.

A fourth learning is that sustainability and digitalisation are closely connected in SME innovation. Many peer examples demonstrated how digital tools, data, AI, automation, platforms or digital communication can support more sustainable business models, improved resource use, transparency, customer engagement or regional impact. At the same time, the cases showed that digitalisation is most valuable when it is linked to a clear business or societal purpose, rather than treated as a standalone technology objective.

A fifth learning is that collaboration potential exists, but requires more structured follow-up. Across the feedback results, participants consistently assessed the sessions positively and found the peer cases inspiring. However, responses on collaboration potential were often more neutral than responses on inspiration or learning value. This suggests that the webinar format was effective for awareness-building and knowledge exchange, while future activities could further strengthen matchmaking, follow-up discussions or targeted networking moments to help translate learning into concrete collaboration opportunities.

5.2 Conclusion

The interregional webinar series successfully delivered the combined SustainX format of online training and peer-to-peer learning. The sessions provided SMEs with practical knowledge on key innovation-related topics and complemented this knowledge with real company examples from different sectors and regions. This supported the broader SustainX objective of strengthening SME capabilities in innovation, sustainability, digitalisation and business development.

The feedback collected across the webinars confirms that participants valued both elements of the format. The online training sessions were generally assessed as clear, relevant and useful, while the peer-to-peer learning sessions were considered inspiring and valuable for generating practical insights. The strongest recurring message from the feedback is that participants appreciated the opportunity to connect structured learning with real SME experiences.

Overall, Deliverable 2.3 demonstrates that the SustainX peer learning approach created a useful interregional platform for SME knowledge exchange. By bringing together training content, peer examples and participant feedback, the webinar series helped SMEs better understand how innovation methods can be applied in practice and how sustainability and digitalisation can be embedded into business development. The main opportunity for future formats is to build on this foundation by creating more structured follow-up mechanisms that help participants move from inspiration and learning towards concrete cooperation, joint activities or innovation investment opportunities.



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Appendix

Event Report Exports on Interregional Webinars

All other documents can be found on the shared Google Drive [here](#).

Event Title	Date(s)	Location	Organising Partner	What was the event about?	Who attended? (number & type)	What were the key highlights or results?
First Interregional Webinar: Introduction to Innovation Management	21.01.2026	Online	IMP ³ ROVE	The training part was about Introduction to Innovation Management and the peer-to-peer learning session focused on different topics, such as predictive maintenance, data quality, software development	82 participants from within the project and outside the project	Predictive maintenance and IoT solutions for industrial equipment (Reverse PET, Benoli Tech). - Digital product development, data quality innovation, and cost-aware infrastructure (BeSmartDev). - Software development and custom digital solutions (Custom Code Factory). - Circular economy and textile reuse projects combining sustainability and social inclusion (Ecatar / Ataretaco). - advanced 3D printing in fashion industry (Gallobuey) - UAV-based data solutions for agriculture, forestry, and environmental monitoring (Tecnofly Canarias). - Innovation consulting, data exploitation, and AI-driven tools for international growth (Plan B Group). Reinforced the value of cross-regional exchange, demonstrating how innovation can address technological,



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Event Title	Date(s)	Location	Organising Partner	What was the event about?	Who attended? (number & type)	What were the key highlights or results?
						environmental, and social challenges. Concluded with an outlook on next SustainX activities, encouraging active SME engagement, collaboration, and preparation for Phase 2 (Advisory & Consortium Building).
Second Interregional Webinar: Innovation Strategy Development	25.02.2026	Online	IMP ³ ROVE	The training part was about Innovation Strategy Development and the peer-to-peer learning session was very focused on sustainability and AI	69 people including SMEs	The peer-to-peer learning session generated significant added value for participating SMEs, the consortium and the SustainX project. Through the presentation of real-life innovation cases from sectors including sustainable materials, circular economy, AI-driven predictive maintenance, Industry 4.0, tourism and digital platforms, participants gained practical insights into innovation management, commercialization, scaling strategies and sustainability-oriented business development. The session facilitated cross-border knowledge exchange, encouraged networking among SMEs from different regions, and highlighted complementary capabilities that may support future collaboration and consortium-building activities. By sharing both successes and challenges, participating companies provided valuable lessons that



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Event Title	Date(s)	Location	Organising Partner	What was the event about?	Who attended? (number & type)	What were the key highlights or results?
						strengthened innovation capacity, fostered mutual learning and contributed to the creation of a stronger interregional innovation ecosystem aligned with the objectives of SustainX.
Third Interregional Webinar: Innovation Life Cycle Management Processes	18.03.2026	Online	IMP ² ROVE	The training part was about Innovation Life Cycle Management Processes and the peer-to-peer learning session was about automation a lot	57 participants including SMEs	The peer-to-peer learning session delivered significant added value by exposing participating SMEs to practical innovation experiences from companies operating in fields such as AI-powered automation, digital media, gamification, sustainability and data engineering. Through the presentation of real-world innovation journeys, participants gained valuable insights into customer-driven innovation, MVP development, product validation, digital transformation and the commercialization of emerging technologies. The session facilitated knowledge exchange across regions and sectors, strengthened networking among consortium members, and highlighted complementary capabilities that may support future collaboration opportunities. By demonstrating how innovation lifecycle management



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Event Title	Date(s)	Location	Organising Partner	What was the event about?	Who attended? (number & type)	What were the key highlights or results?
						principles are applied in practice, the session contributed directly to the SustainX objective of enhancing SME innovation capacity, fostering interregional cooperation and preparing companies for future innovation and growth initiatives.
Fourth Interregional Webinar: Digital Marketing	22.04.2026	online	IMP ² ROVE	The training section was about Digital Marketing and the peer-to-peer learning was heavily AI focused	53 participants including SMEs	The peer-to-peer learning session generated significant added value for participating SMEs, the consortium and the SustainX project by presenting practical examples of sustainability-driven business models, digital marketing strategies, AI-enabled transformation and stakeholder engagement approaches. Through contributions from organizations operating in tourism, regional innovation ecosystems, digital services, manufacturing and youth engagement, participants gained valuable insights into how communication, marketing and innovation can be combined to create measurable business and societal impact. The session facilitated interregional knowledge exchange, strengthened networking among



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Event Title	Date(s)	Location	Organising Partner	What was the event about?	Who attended? (number & type)	What were the key highlights or results?
						consortium members, and showcased transferable practices that can support future collaboration and innovation activities. By demonstrating real-world applications of sustainability, digitalisation and organizational transformation, the session contributed directly to the SustainX objective of enhancing SME competitiveness, innovation capacity and cross-border cooperation.
Fifth Interregional Webinar: Design Thinking for Better Innovation Management	20.05.2026	Online	IMP*ROVE	The training section was about Design Thinking for Better Innovation Management and the peer-to-peer learning session was focused on technology adaptation	37 participants including SMEs	The peer-to-peer learning session delivered significant added value for participating SMEs, the consortium and the SustainX project by presenting practical examples of design-driven innovation, advanced technology adoption and customer-centred product development. Through contributions from organizations operating in AI and digital skills development, Digital Product Passports, blockchain-enabled systems and personalized beauty technology, participants gained valuable insights into how research, technology, sustainability and user needs can be combined to create innovative



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Event Title	Date(s)	Location	Organising Partner	What was the event about?	Who attended? (number & type)	What were the key highlights or results?
						and scalable business solutions. The session facilitated interregional knowledge exchange, strengthened networking among consortium members, and highlighted transferable innovation practices across sectors. By demonstrating real-world applications of design thinking, digital transformation and continuous innovation, the session contributed directly to SustainX's objective of enhancing SME innovation capacity, competitiveness and cross-border collaboration.



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