



Project SUSTAIN

THIRD NEWSLETTER

Pilot activities in SUSTAIN regions

Pilot action in Italy

The pilot project in Emilia-Romagna region was aimed at promoting the importance of standardization for SMEs. Standardization fulfills many functions of interest for SMEs, as it represents an opportunity to re-engineer their products, adopt innovative practices, qualify internal skills. The pilot action included a workshop. Two well-known speakers offered a general overview and some case studies highlighting standards usefulness apart from certifications activities. Representative from Innovation Division Responsible of UNI-Ente Italiano di Normazione (the national standardization body)

presented an overview of UNI, the general functioning of the standardization activity, the different stages where companies can have a proactive role. The COO of CISE, an Agency of the Romagna Chamber of Commerce talked about their active involvement in Corporate Social Responsibility. The pilot project shared information on the different goals SMEs can reach thanks to standardisation. It facilitates dissemination of knowledge, technology transfer, co-design and promote market understanding of the results of the research, contributes to setting the environment for new emerging markets and satisfy compliance with the provisions of the law. Standardisation also reduces the timing of innovation diffusion, increases exchange on the market, allows interoperability between new and old products and technologies.

Pilot activities in SUSTAIN regions

Finally, standardization creates relationships and networking with customers, competitors, suppliers, organizations, regulators, consumers, fostering the acceptability of innovation.

Pilot action in Bosnia and Herzegovina

The pilot activity in BiH aimed to analyze current situation regarding the standardization process, adoption of EU and international standards and related issues regional SMEs are facing. LIR Evolution conducted interviews of SMEs analyzing their experiences and opinions regarding adoption of EU standards. SMEs argued that the main reasons for involvement in standardization process are as following: compliance with local

and international regulations, meeting customer requirements for export, contribution to technical compatibility of products and processes, improvement of production process, reaching marketing advantage and better reputation, entering new markets, easier access to modern technologies, as well as strengthening of innovation capacities. LIR team organized a webinar on the topic of Strengthening of business efficiency via energy efficiency, digitalization and circular economy. The purpose of the webinar was to discuss advantages and barriers in adoption of EU standards, efficient energy management in industry, digital solution for energy management in industry and buildings, and importance of circular economy principles for SMEs' business advancement.

Pilot action in Austria

The aim of the pilot project is to survey SMEs in Weiz region on the topics of "digitalization", "energy efficiency" and "circular economy" to find out what hurdles and problems they face in connection with the standardization process and the implementation of norms and standards at regional, national and international level. To this end, nine small and medium-sized enterprises were asked how they deal with these problems. Due to the different industries in which these companies operate, the answers varied, but the core message was largely the same. Compliance with industry-specific and generally applicable standards and laws, contributes to exploiting marketing advantages, improving the products offered, optimizing processes in the company, making better

Calendar of Events

February 17th 2022 Virtual Conference

Partners will disseminate the SUSTAIN project results. Stakeholders are invited to attend the event and join the discussion!

Self-audit tool on energy efficiency, circular economy and digitalization and Design Option Paper will be presented.

Pilot action in Austria

use of innovation potential. However, to deal with these topics in a targeted manner and to proceed strategically, resources must also be mobilized for this purpose. The process involves high costs and risks that an SME cannot afford. The answers showed that some SMEs do not have the necessary knowledge and access to information to get involved in the standardization process.

The Weizer Energy and Innovation Center organized a workshop where interested representatives of SMEs from the region were invited. During the workshop the project SUSTAIN was presented, goals the project pursues, and which advantages SMEs have when they participate in this workshop. In addition, the "self-audit" tool created by the project partners was presented and encouraged to be used by the participants.

