

MobiliseSME

Mobility Exchange programme for SME staff



Co-funded by
the European Union

Success Stories

BOOKLET

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#MobiliseSME

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MobiliseSME is a programme initiated by the European Union, EU (EURES, EASI). It helped develop skills and capacities of staff of companies (employees, manager and owners or co-owners) by supporting short term cross-border secondments.

Building on a similar pilot scheme implemented between 2015 and 2017, this programme supported people already in a job and wishing to experience cross border mobility in another company for a limited period while maintaining the contractual link with their employer.

During the last 32 months of the implementation of the MobiliseSME project (August 2020 – March 2023), 286 secondments took place involving 572 companies from different countries around the EU. CEOs, managers, and employees from 572 companies exchanged knowledge, improved skills, knowledge, and competence in their fields of expertise and opened new markets.

Behind all the numbers there are many personal stories.

In this document, there are 30 successful stories that tell the achievements accomplished and the experiences lived by participants.

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Sending Company

Name of the company

ARPA EU Affairs and Communications

Activity Sector

Legal, fiscal and other consultancy activities

Country

Belgium

Seconded person position

Owner

Host Company

Name of the company

Vision Communication

Activity Sector

Institutional Communication Agency

Country

Spain



Introduction

ARPA is the Sending Company (SC) and a Belgian based European Public Affairs and Communications consultancy firm, specialising in strategic solutions that help to successfully address their clients' legislative and positioning challenges to the European institutions. ARPA clients are large multinational companies and organisations leaders in sectors such as: Energy and Renewables, Agri-food, Environment, Health, Digital.

ARPA decided to participate in MobiliseSME because it was a great opportunity to join forces and learn about other key professional sectors which add value to their company.

Vision Communication (Host Company) is a Spanish Agency that offers services of communication, marketing, and content production with a special focus on the EU and International organisations. The operations started in late 2009, at first being more focused on audio-visual production and later growing into a global communications consultancy offering 360° services to their clients.

Ramon Vila (founder and owner of Vision Communication) decided to participate in MobiliseSME because it provides a great opportunity to facilitate an exchange with another company with whom they had already collaborated, and they wanted to enlarge their collaboration and mutual learning.

Activities

The seconded employee was the CEO, Ángel Rebollo. The Sending Company promoted and presented projects to institutions, increasing visibility and accessibility through comprehensive management of communication, reputation, and institutional positioning.

The Sending Company contributed with knowledge, techniques, and information in the fields of EU Affairs, Public Diplomacy, EU lobbies, public relations, and dialogue with EU institutions.

The seconded person' roles and responsibilities as EU Public Affairs consultant were to provide an EU political perspective and context of the Sending Company industry and the legislative challenges that the Host Company

could face in the short and medium term, so that they can anticipate and plan their business strategies and adapt their business models to the new context.

Thanks to the programme, **the Host Company** was able to think together and co-create new business development strategies with the Sending Company.

Both companies jointly searched on identification of European funds in the fields of integrated services between public affairs and communication.

Thanks to this collaboration, the Host Company enlarged its knowledge of the advocacy services in the fields of EU Affairs, Public Diplomacy, EU lobbies, public relations, and dialogue with EU institutions at large.

In addition, the collaboration resulted into a relevant enlargement of their knowledge and an increase of new clients in Spain.



I highly recommend participating in MobiliseSME to all companies or professionals looking to take a step forward in their careers. I would repeat this experience without any doubt.



MobiliseSME has allowed us to have a direct contact with new clients, to increase the portfolio of services and get to know the person behind the professional profile. I have met a friend and I would recommend to other companies to participate in this programme. If it was possible, we would like to repeat this business experience, which has been very beneficial for both.

Results



SKILLS GAINED FOR SC:

- Knowledge of the communications services and strategies in the fields of EU funding projects and EU institutions communication actions.

SKILLS GAINED FOR HC:

- Understanding of European legislative process.
- Enlargement of their knowledge of the advocacy services in the fields of EU Affairs, Public Diplomacy, EU lobbies, public relations, and dialogue with EU institutions.

EXPANDING MARKETS - NUMBER OF NEW COUNTRIES COVERED (SC):

- Spain, Belgium, and EU countries.

EXPANDING MARKETS - NUMBER OF NEW COUNTRIES COVERED (HC):

- Spain, Belgium, and EU countries. New clients in Spain.

NEW SERVICES CREATED/IMPROVED (SC):

- Increased the portfolio of services with better communication.

NEW SERVICES CREATED/IMPROVED (HC):

- Increased the portfolio of services, understanding better the EU legislative process.

NUMBER OF CONTRACTS SIGNED (SC/HC):

- Common preparation of call for European project WAREG.

Croatia



Sending Company

Name of the company

Društvo u Prirodi d.o.o.

Country

Croatia

Activity Sector

Restaurant, health, social economy/
responsible entrepreneurship/CSR

Seconded person position

Manager

Name of the company

VIRYATRADE, Martin Košec s.p

Country

Slovenia

Host Company

Activity Sector

Research and development
equipment and services



Introduction

Društvo u Prirodi d.o.o. (Sending Company, SC) promotes healthy lifestyle through educational seminars and workshops, where people can see and learn how to prepare healthy food and prevent certain health issues and how to easily treat some health problems. They do not only promote raw food, fresh vegetables, and fruits, but also vegetarian and vegan diet. The Sending Company learned about the Host Company through the MobiliseSME programme, and the matchmaking tools offered.

VIRYATRADE (Host Company) has been making healthy vegetarian food for students and other residents of the city of Ljubljana for years. They offer a wide range of pizzas, sandwiches, stews, coffee, tea, and drinks. They decided to participate in MobiliseSME because they were in dire need of fresh outlook on their company. So, the two people who stayed with them for 6 months helped them improve. They found out about the project through another company.

Activities

The seconded person was the Manager of the Sending Company, Lea. From the collaboration with the Host Company the Sending Company got new products and new ideas and widened their offer and menu. They learned how to promote their company through other social media platforms and found a better way for people to locate them.

The Sending Company also learned new skills in preparing their offer. This collaboration contributed to the development of the Manager, Lea, so the SC daily offer was simplified but more efficient in a way that the request for their products/new products was increased. Through this collaboration the seconded person gained insight into customer needs. Also, through positive feedback they gained insight into development in a desirable direction. She learned new languages and improved teamwork skills, serving, and presenting

products skills. She also learned new recipes, experimenting with selected ingredients from which they created new products.

The seconded persons' role was to strategically create a plan to improve the visibility of Hollyfood (HC) including new products that she created in collaboration with the team of the Host Company. She also worked on designing a new menu both companies. She worked on materials for the Instagram profile, collecting attractive photos of their products. Her role was also to sell food and serve customers, which taught her new ways of serving and dealing with clients along with new languages and work skills.

For the Host Company, the seconded employee brought recipes from their company and provided contacts of Croatian suppliers, educational programs on healthy food. The Host Company cooperated with the Sending Company on the project of Healthy Food Shop with their products. Both companies designed a visual identity, materials with which they improved their Instagram profile, as well as new food recipes both vegan and vegetarian it was created with the Host's assistance.



I think this program should be available to more people that have similar interests. I would recommend participating in MobilisSME and I would certainly repeat this worker's exchange experience.



Cooperation with the company Društvo u Prirodi is something that we want to boost. We are already working on having a store with the same packaged products from the field of healthy food. That is thanks to MobiliseSME.

Results



SKILLS GAINED FOR SC:

- Learned how to promote company presence in social media platforms and improving online location systems, to increase visibility both online and on-site.
- Simplified offers in their menus with new recipes, ingredients, and products.
- Teamwork skills, serving, and presenting products skills.

NEW SERVICES CREATED/IMPROVED (SC):

- New products and new ideas like widening their offer and menu.

NEW SERVICES CREATED/IMPROVED (HC):

- New contacts and providers from Croatia.
- New project, the Healthy Food Shop, jointly created with the Sending Company, with new both vegan and vegetarian options.
- New visual identity for the social networks.





Sending Company

Name of the company

TI 2 d.o.o.

Country

Croatia

Activity Sector

Architectural, construction, engineering and inspection services, Organic/Bio/Eco products and services

Seconded person position

Owner

Name of the company

RENTOR MARIO BENIĆ S.P.

Country

Slovenia

Host Company

Activity Sector

Transport and Logistics services, Hotel, restaurant, tourism, travel services and wellness, IT, office and communication equipment, services and supplies



Introduction

TI 2 s.r.l. (Sending Company, SC) is a company specialized in distribution and sales of the Urban furniture branded STREETPARK of the Czech company STREETPARK. They are a supplier and general representative in Croatia of timeless furniture with functional design and outstanding quality. STREETPARK street furniture offers park benches, litter bins, public transport shelters, bicycle stands and other products. The materials used are steel, stainless steel, aluminium alloy, cast iron, wood, glass and concrete.

RENTOR (Host Company, HC) offers Smart rental services, such as brokerage, representation, and consulting in all types of rentals, from personal vehicles and vans, modular houses and tents, motorhomes, and professional camping equipment, to Hi-tech rental and rental of catering equipment and appliances. They are experts who have been working with rental services for more than 15 years.

The main reason the Host Company participated in MobiliseSME programme was to collaborate with a new partner specialized in street furniture, to help them expand their existing offer, learn about clients and product maintenance.

Activities

Jasmine is the seconded person of the Sending Company in this collaboration. The collaboration helped the Host Company about street furniture, its quality, functionality, and durability with a positive impact on environment and community. The seconded person received first-hand advice from the Host Company on how to update his website content and optimize Google rankings. He was also able to learn about advertising and digital marketing tools and boost online sales.

The seconded person shared training and experience with people from more than 80 STREETPARK street furniture products, with a focus on park benches and litter bins. He also presented the STREETPARK Company, network of dealers, company's culture and values.

Jasmin (SE) shared training and experience about more than 40 STREETPARK street furniture products, with a focus on public transport shelters. Along with sharing knowledge of street furniture products he also

educated the Host Company about their characteristics and benefits.

Jasmin shared training and experience about street furniture products, with a focus on bicycle stands and other products. Along with sharing knowledge of street furniture products, he also passed knowledge on how to gain credibility and build and manage long-lasting relations with customers.

The Sending Company updated their website content & design and worked on improving their digital presence with the help of the Host. Jasmin learned and practiced copywriting, search engine optimization and website design, as well as direct sales and digital marketing techniques. He prepared new website content and selected a design. He also helped HC prepare his marketing plan for renting STREETPARK urban furniture in Slovenia. He executed digital marketing activities for his brand. He measured the success rate of SEO performance, tracked daily search rankings, conducted a backlink analysis, and analysed website traffic.

The Host Company obtained knowledge about the development and production of street furniture product line thanks to the collaboration with the Sending Company and the Seconded Employee. The Host Company was able to strengthen the collaboration with an exclusive street furniture dealer from Croatia who taught them how to grow their business related to renting the contemporary, sustainable urban furniture. The Host Company shared their knowledge and experience regarding sales, marketing, and website optimization. They helped the Sending Company to build a new website and organise website sales and marketing training. The furniture knowledge and techniques gathered were included in the modular houses, tents, and camping equipment that the Host Company is used to do.



From a business point of view, the collaboration with the Host Company contributed to my company in a very beneficial way. I was able to pass on my knowledge about STREETPARK furniture and I was able to learn more about digital marketing and to improve the online presence of my brand.



The collaboration with the SC has enabled me to gain knowledge about the development and production of street furniture product line. I was able to strengthen collaboration with an exclusive street furniture dealer from Croatia who taught me how grow my business related to renting the contemporary, sustainable urban furniture.

Results



SKILLS GAINED FOR SC:

- Marketing tools obtained, sales skills, web-development skills (how to update his website content and optimize Google rankings).
- Advertising and digital marketing tools and boost online sales.

SKILLS GAINED FOR HC:

- Development and production of street furniture in their sector.

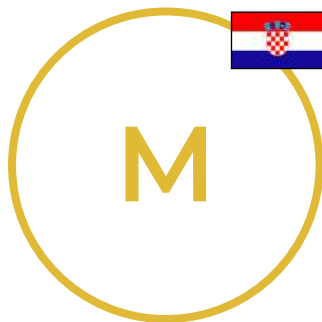
NEW SERVICES CREATED/IMPROVED (SC):

- New website.

NEW SERVICES CREATED/IMPROVED (HC):

- Selling street furniture as part of their products.
- Furniture knowledge and techniques gathered were included in the modular houses, tents, and camping equipment of the services of the HC.





Sending Company

Name of the company

Matchless

Country

Croatia

Activity Sector

Education, IT, Advertising, promotion, printing, media and related products and services

Name of the company

Bhaktivedanta College

Country

Belgium

Host Company

Activity Sector

Education and training services, Organic/Bio/Eco products and services, social economy/ responsible entrepreneurship/ CSR



Introduction

Matchless (Sending Company, SC) is a digital service company that produces high-quality solutions for online educators rising on the e-learning market. With expertise and experience, they are handling necessary technicalities and creating freedom for online educators to do what they do best – educate. The Sending Company provides future and ongoing online educators with an all-in-one approach giving them a complete package of digital services needed for the excellent educational experience of their customers. The seconded person (CEO of Matchless), Branko, wanted more time to develop his business and used the programme for that purpose.

Bhaktivedanta College (Host Company, HC) nurtures motivated, ethical, and independently thoughtful adults. The Host Company is an international non-governmental, non-profit organization that has been running since 2002. It aims to provide intercultural learning opportunities to help people develop the knowledge, skills, and understanding to act as responsible global citizens striving for peace and justice in a world full of diversity.

Activities

The seconded person, Branko (CEO), gained knowledge about business and market insights that were applied to his company's operations. The programme allowed the Sending Company to establish new contacts and potentially expand its business lines.

The Sending Company had the opportunity to work on joint projects with the Host Company and gain experience in project management. This includes skills such as planning, scheduling, budgeting, risk management, and team coordination.

Through the collaboration, the seconded person gained knowledge and skills related to strategic planning, competitive analysis, market research, and business model innovation to understand its market position better, identify growth opportunities, and develop long-term strategic plans.

The seconded person had the opportunity to observe and learn from leaders who prioritize conscious leadership and is inspired to apply these principles to their own leadership style at the Sending Company.

He also contributed his skills in graphic design and digital design to the Host Company projects, such as designing the brand book, marketing materials, apparel, and digital content. He also shared his knowledge and techniques with the Host Company team members, improving their skills in this area.

The seconded person contributed with his skills in the educational component of the Host Company business in producing educational materials and creating effective presentations. He shared his knowledge of best practices in these areas and helped improve the Host educational offerings.

He also contributed his skills in video editing and promotion since the Host Company also creates video content. He helped improve the quality and effectiveness of the Host Company's video content and provided insight into promotion strategies for video content.

The Host Company obtained valuable knowledge and expertise related to graphic design, digital design, educational material production, presentation, video editing, and promotion. This knowledge exchange helped to update their visual identity and presentation. The collaboration also allowed that their employees learned new skills and techniques from Branko, improved their abilities and contributed to their professional development.



During the collaboration, we discovered a lot of shared interests and values and developed a more personal relationship. I was inspired by Dario and developed a desire to learn more from him and therefore decided to enroll the Conscious Leadership MBA program that the HC offers and, in exchange, work with Dario to develop new marketing strategies for different purposes and target groups.



As a result of the collaboration, we were able to take on new projects that they previously did not have the expertise or resources to handle. This led to new business lines and revenue streams.

Results



SKILLS GAINED FOR SC:

- Business and market insights that were applied to his company's operations.
- Identifying new business lines or services in terms of creating and developing web pages for its target groups.
- Planning, scheduling, budgeting, risk management, and team coordination.
- Conscious leadership with stakeholders and clients.

SKILLS GAINED FOR HC:

- Valuable knowledge and expertise related to graphic design, digital design, educational material production, presentation, video editing, and promotion.

NEW SERVICES CREATED/IMPROVED (HC):

- Update their visual identity and presentations.
- Educational services (materials).





Sending Company

Name of the company

TILIA OM, obrt za fotografske usluge, vl. Gordana Popović

Country

Croatia

Activity Sector

Advertising, promotion, printing, media and related products and services, Music, theatre, events and related cultural and entertainment services

Seconded person position

Owner

Host Company

Name of the company

VIDEOPRODUKCIJA, ANDREJ CURK, S.P.

Country

Slovenia

Activity Sector

Advertising, promotion, printing, media and related products and services, Hotel, restaurant, tourism, travel services and wellness, social economy/responsible entrepreneurship/CSR



Introduction

The CEO of the Sending Company and the seconded person, Gordana, has spent the last ten years professionally engaged in work related to the adoption of abandoned animals. With her photographs she records the silent story that animals carry in their gaze, instinct, freedom, and spirit; a story that those closest to them know and want to remember forever and be close to. The Sending Company is a pet photography styled with distinction, capturing the essence of a person, their family along with their pets or with meaningful portraits. The seconded person specialises in photographing dogs and cats, creating striking portraits and producing elegant, timeless hand-bound books, keeping memories beautifully presented along with stunning wall art for homes and office to treasure.

VIDEOPRODUKCIJA (Host Company, HC) is specialized in wedding & hospitality videography, specialised in cinematic videos with a deep emotional impact. They create innovative, catchy, and authentic videos and have an abundant portfolio. Their cinematic video Undiscovered Croatia – a land of incredible stories was awarded by the National Geographic Croatia for the best sustainability initiatives in 2021.

Activities

The seconded person learned the art of visual storytelling by mastering basic videography skills, from dexterity for handling cameras and equipment, setting up and taking down equipment, maintaining, repairing, calibrating, and troubleshooting equipment. She got 40 hours of personal training and learned how to plan shots and storyboard, how to use 4 different types of cameras to shot size, composition, position, the lens, focus, light, colour, and movement. She also accomplished 15 hours training on how to professionally conduct safe drone flight operations with DJI Drone, how to capture stunning footage and how to edit it. She increased "Pet Almighty" brand awareness and got in touch with 15 new clients from Slovenia.

The seconded employee gained practical experience for certain portraits and when shooting small subjects.

She also learned about storyboards and basic videography including ISO, Aperture, Frame Rate, Shutter

Speeds, how gimbals and tripods work. She was shown how to use cameras from scratch, including Canon, GoPro, iPhone, and Android Device and how to fly a DJI Drone.

She also learned how to use programmes for professional video editing and explained different settings and manoeuvres for best aerial shots. Finally, she learned audio recording using different devices, from lavalieres, handheld recorders, shotgun microphones to studio microphones and practiced videography lighting using different types of lights and how to improve the sound, how to use sliders, jibs, and other video tools and how to edit videos.

For the Host Company, gained a deeper understanding of pet photography and discovered totally new perspectives. The Host Company learned pet photography tips and techniques to further develop wedding videography by incorporating pets into wedding festivities. The Host Company get newer and fresher ideas about wedding videography and recommended their services to several clients from Croatia and the Sending Company. The Host Company shared their professional knowledge on videography and drone piloting and involved the Sending Company into their business networks of videographers, cinematographers, motion designers and drone pilots in Slovenia. The Host Company received from the seconded person knowledge about dog behaviour and guided the Host Company how to plan a shot list, photograph from different perspectives, angles, and vantage points. The Host Company learned ways how to creatively include environment in outdoor images, control indoor lighting and how to ensure pet's eyes are captured for engaging portraits.



Andrej is a great host; he really took time and helped me to become more skilled in videography. We will continue our collaboration with projects within our sector. I would recommend participating in MobiliseSME and I would repeat this business experience.



During this collaboration, I have gained a deeper understanding of pet photography and discovered totally new perspectives. I have learned pet photography tips and techniques to further develop wedding videography by incorporating pets into the wedding festivities.

Results



SKILLS GAINED FOR SC:

- Photography tools obtained, editing skills, videography skills, Dron video shooting.

SKILLS GAINED FOR HC:

- New pet photography skills.

NEW SERVICES CREATED/IMPROVED (SC):

- Professional pet videography.

NEW SERVICES CREATED/IMPROVED (HC):

- Professional pet photography in wedding settings.



France



Sending Company

Name of the company

E TAG RFID FRANCE SARL

Activity Sector

Industry

Country

France

Seconded person position

Owner

Host Company

Name of the company

EGA SOLUTIONS S.L.

Activity Sector

Industry

Country

Spain



Introduction

E-TAG RFID (Sending Company) is dedicated to the development of smart storage solutions using RFID technology. Their solutions are particularly dedicated to the aerospace and maintenance industries in Europe, allowing users to track & trace their equipment easily thus gaining a lot of time and efficiency in their working day. Their key products are “smart tools trolleys” which they develop made-to-measure based on their clients’ precise requests and tools used.

Both companies met in August 2021 through an EEN webinar. Straight away both companies decided to engage in a discussion and further visio conferences to assess the potential of working together and understand each other’s objectives and strategy.

EGA Master (Host Company) is a Spanish company that specializes in the design, manufacture, and distribution of high-quality tools and safety equipment for professionals in the industrial, automotive, and aerospace sectors. The company offers a wide range of products, including hand tools, power tools, safety equipment, and tool storage solutions.

The Host Company decided to participate in the MobiliseSME programme to expand its business and gain new insights into international markets. The programme offers opportunities for small and medium-sized enterprises (SMEs) to exchange employees with other companies in Europe, allowing them to gain valuable experience and knowledge in different markets.

Activities

The Sending Company has been going through discussions, meetings, tests, and further exchanges with the HC for more than a year now. Their common vision was to mix their expertise and create a unique RFID smart trolley for the HC’s many clients across the world.

Even though the Sending Company needed time to adjust in terms of technology, training, and cultural understanding, they designed, using the Host Company's tools, a smart trolley, foam cut-outs to house the tools, and detection boxes dedicated to their own tools. Since the Host Company is specialized in industrial tools manufacturing and the Sending Company is a smart tools trolley maker, the synergies were obvious.

During the collaboration, the Sending Company had an opportunity to understand the Host's needs and expectations and to adjust solutions accordingly. They also learned how to manage projects, to transfer knowledge, to train and trouble-shoot when requested to build confidence in their range of products.

The exchange programme provided the HC with the opportunity to work with a company that had complementary skills and expertise, which allowed both companies to make significant progress on the project and the prototype they are building. The exchange also gave them a valuable perspective on business practices and cultural differences in another European country.



This collaboration was very fruitful in terms of the learning curve for our team regarding the potential demands of clients and partners. It also pushes us to create new products to detect not just metal but other components such as plastic or platinum.



We are very satisfied with the experience of collaborating with the Sending Company. While it took a great effort from both companies to complete the project, the outcome has been very rewarding and beneficial.

Results



SKILLS GAINED FOR SC:

- Technical skills with regards to the testing and setting up of a new RFID smart trolley device.

SKILLS GAINED FOR HC:

- New technologies and knowledge development of a RFID smart trolley.
- Software programming and compatibilities.

NEW SERVICES CREATED/IMPROVED (SC/HC):

- Design of a smart trolley to house the tools and detection boxes.
- Development of a software for the use of the smart trolley.



Sending Company

Name of the company

Belles Notes

Country

France

Activity Sector

Language learning

Seconded person position

Manager

Host Company

Name of the company

STSicily

Country

Italy

Activity Sector

Student mobility



Introduction

Belles Notes (Sending Company, SC) is a company that specializes in creating online stationery products to aid in language learning. Its primary focus was on the French language, and it had developed a special tool before the programme to help learners improve their proficiency.

One of their initial goals was to expand their business internationally, particularly in Europe. To achieve this goal, they decided to participate in the MobiliseSME programme. This programme provided them with the opportunity to work with another international business, allowing them to gain valuable insight into the nuances of different markets and cultures and more, to develop new hard skills, especially in sales.

The Host Company is features by carrying out a project called “Internship Camp”, which aims to help international students find internships while assisting companies in expanding their business globally. The main goals of this project and the company is human integration, sustainable development, and social tourism. Through their programme, students are placed in the same geographic location to do their internships, enabling them to interact, learn from one another, and gain valuable work experience. They provide a wide range of services in various sectors, including business consulting, marketing, and talent acquisition. Their professional path was focused on helping companies achieve their goals through innovative solutions and strategic partnerships.

The Host Company was particularly interested in the Sending Company profile because of its innovative approach to language learning.

Activities

During the collaboration, **the Sending Company** worked together with the Host Company in their communication strategy and contents such as prospecting documents, email templates, and social media presence.

During their collaborative sessions, they brainstormed ideas such as selling the Sending Company’s products to complement the current Host Companies’ existing services.

The Sending Company successfully contacted more than 200 institutions and conducted interviews with 31 students. It managed to reconnect with some lost clients. They developed together a writing camp, for which the Sending Companies generated meetings with three French partners and helped define the offer and create the necessary prospecting documents.

Moreover, the Sending Company implemented new teamwork methods, which enhanced the Host Company professionalism and productivity. These methods included organizing the Excel CRM, implementing the Ever sign tool for remote signatures, reorganizing emails and inbox 0, using Waalaxy for prospecting on LinkedIn, and integrating ChatGPT into the company's organizational structure.

The Host Company is good at marketing and sales, but it felt that it was a little bit weak in communication. On the other hand, the Sending Company (SC) is an expert in communication from France. When the Host Company found out that the Sending Company was interested in learning more about sales and marketing, it thought that it would be a great benefit to both of us.

The collaboration helped the Host Company in different ways. Firstly, the Host Company got valuable expertise in communication by getting new insights and strategies for improving its customers' care, which ultimately helped it to better engage with its partners. One of the main projects they worked on together (the "Internship Camp" programme) aimed to increase their relationship with schools in France and other countries.

This collaboration helped the Host Company to develop new services and projects that it would not have been able to undertake before. For example, the development of a Writing Camp.



I would consider collaborating with the Host Company fruitful. Although it's still in the early stages, this collaboration has the potential for future partnerships.



We would say that our overall experience as a Host Company has been extremely positive. During the partnership, we collaborated on various projects, and we were impressed by the Sending Company's professionalism and commitment to achieving the objectives. Overall, the process was very smooth, and we are grateful for the opportunity to participate in the MobiliseSME programme.

Results



SKILLS GAINED FOR SC:

- Sales skills.

SKILLS GAINED FOR HC:

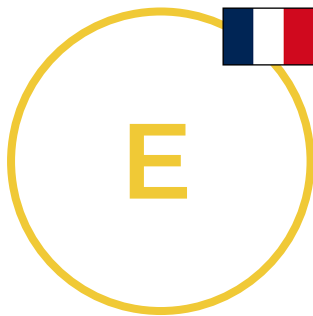
- New insights and strategies for improving customers' care and to better engage with partners.
- New teamwork methods (excel CRM, Eversign tool for remote signatures, Waalaxy on LinkedIn, ChatGPT into the company's organizational structure).

NEW SERVICES CREATED/IMPROVED (SC):

- Positioning and development of new offer services.
- Implementation of the Internship Camp program methodology.

NEW SERVICES CREATED/IMPROVED (HC):

- Further contacts and networking established with training institutions.
- Development of a writing camp.



Sending Company

Name of the company

EVVIVA

Country

France

Activity Sector

Cooking

Seconded person position

Owner

Host Company

Name of the company

VESTIHIO

Country

Spain

Activity Sector

Crafts sector



Introduction

EVVIVA (Sending Company, SC) is a catering self-employed company specialising in local and healthy food. The aim of the SC is to open up the senses and the conscience; to have fun with colours, tastes and textures; to share the concepts of permaculture, biodynamics and plants; to make links and create roots between producers and consumers; to discover the world of cooking and sensibility through photographic, artistic and cultural media. The Sending Company offers buffets for cultural events and does consulting to help develop restaurants as well as cooking courses.

Daphné Gilberti (owner) was the seconded person participating in the programme.

Vestihio (Host Company) is an Andalusian craft company. They create clothing (skirts, trousers, t-shirts) and accessories (handbags, silk scarves). The fabrics are dyed from the natural process, with plants and tree bark. Ecoprints are also made on the textile from leaves and flowers freshly harvested the day before. The Host Company works in collaboration with seamstresses to finalize the pieces. The patterns are chosen and made together. Everything is done by hand.

Participating in the MobiliseSME programme was an opportunity to obtain new experience and knowledge in communication and creativity. The MobiliseSME programme was a great opportunity to start common projects together and to support each other in the evolution of their businesses.

Activities

The Sending Company obtained several benefits from the collaboration. It allowed to learn more about the world of plants through the Host Company's connection with the sector. Their project is similar to cooking, except that it is put on textiles and not on plates.

After completing a large order of scarves for a craft shop, the Sending Company met the manager and together they did some cooking to train his team and create a restaurant menu. At the same time, she continued to make contacts through the craft market that they organised in December and February. She made ecological and plant-based food buffets. As a result of these services, many people asked her to set up cooking classes. Moreover, the Sending Company held a photographic exhibition in March about people and nature, where there was also a healthy food buffet.

The Sending Company was able to contribute its creative part to the new Host Company collection as well as its knowledge of communication and social networks. Together they gave a second life to their two professional projects, and they brought each other contacts to expand their client portfolio.

Regarding the Host Company, they were able to mix culinary art and textile art directly associated with the common universe of plants and to share their worlds and their sensitivity for nature.

The Host Company made a first order of 90 scarves for a shop in the Malaga area, they went to Morocco to show their clothes to a handicraft shop and then they went to Tangiers to look for new fabrics. For Christmas, they organised a craft market in the Atelier. They also started to design a new collection and they boosted the communication part of the business. They also set up an associative project, called Espacio Vivo, in the space of the Atelier to optimise the potential of the place and to put forward environmental, human, social, artistic, and cultural projects. The Host Company got help from the Sending Company to create the new collection, to revitalise the communication part and reorganise the workshop.

This collaboration gave to the Host Company new clientele and opened a larger client portfolio. Being able to accompany events with culinary buffets gave additional richness to their clientele. Moreover, thanks to the Sending Company, the Host Company learned more about handling social networks like Instagram.



This collaboration was very formative. I learned a lot about the entrepreneurial world, I saw my capacities and my limits. I also took into account my needs and desires. This partnership has also allowed me to discover other artistic worlds, not only that of cooking. I took the time to develop my knowledge of plants, human beings, the environment, event creation, photography, video, and writing.



It seemed to me to be a positive experience for both companies. We shared a lot of knowledge. I think the MobiliseSME programme is very interesting and recommendable for developing European trade. From a personal point of view, it is also an enrichment because it gives an opportunity to discover another way of thinking and living.

Results



SKILLS GAINED FOR SC:

- Language skills in Spanish, English, French and Italian.

SKILLS GAINED FOR HC:

- Communication, creation and management of events.

NEW SERVICES CREATED/IMPROVED (SC):

- Ecological and plant-based food buffets.
- Cooking classes created and improved.
- Chapters of a short documentary film about the pillars of human balance.
- Poetic and initiatory cookery book.
- New contacts established in Spain, Italy and Morocco.

NEW SERVICES CREATED/IMPROVED (HC):

- Setting up of an associate project (Espacio Vivo).
- New events and workshops related to HC's services.

Germany



Sending Company

Name of the company

Claudia Zimmermann (self-employed)

Country

Germany

Activity Sector

Education and training services, music theatre, events services

Seconded person position

Owner

Host Company

Name of the company

ADM vzw

Country

Belgium

Activity Sector

Culture



Introduction

Claudia Zimmermann (Sending Company, SC) is a self-employed working in the field of education in the cultural sector. For her it is of uttermost importance to create sustainable cooperations with institutions including the public sector with a view to enlarging her outreach. In addition, she also intended to internationalize her activities, develop cross-national cooperations and identify best practices abroad.

She found out about MobiliseSME through a friend. As a result, she contacted her Belgian partner company ADM which she had known before to discuss a possible secondment which was finally deemed potentially beneficiary by both partners.

ADM-VZW (Host Company, HC) is a non-profit association facilitating and supporting artistic creations.

Jesse Huygh, the CEO of the company, found out about MobiliseSME through Claudia. If he had known about it earlier he would have envisaged a longer participation up to 6 months. When reading into the description of the program he figured it might be a good way for him as well to question himself actively about how his company worked and how he could transmit both some of its values and some of its functioning ways.

Activities

Both companies collaborated developing a show presentation of 12 acts with students at ESAC, the École Supérieure des Arts du Cirque in Brussels. The Sending Company contributed by adding, pointing out and giving information on past cooperations in German speaking countries. She assisted the host company in its administrative sessions, participated in the analysis of the feedback received from the audience of the events and also edited a German version of ADM's work contracts which will be beneficial for them in the future.

They debriefed together after the various presentations about the reception of the presentations by the audience, the approaches towards the artistic process and the ways how the audience was guided between the different venues.



Let's take the example of ESAC, which was a three weeks process for the students. It's big to see not only what it takes behind the scenes to create, but also to see the points that are important to go through in terms of feedback and self reflection.



We reflected on how the event was built up. Out of all these reflection, we additionally figured there was still a bit of lack in terms of internationality.

Results



SKILLS GAINED FOR SC:

- Learnings concerning the identification of cooperation partners, improvement of communication skills.

SKILLS GAINED FOR HC:

- German versions of work contracts, management learnings in the structuring of IT processes.

EXPANDING MARKETS - NUMBER OF NEW COUNTRIES COVERED (SC):

- Belgium, Luxemburg.

EXPANDING MARKETS - NUMBER OF NEW COUNTRIES COVERED (HC):

- Germany, Austria.

Greece



Sending Company

Name of the company

E. STATHOPOULOU S.A./ Tour Hotel

Country

Greece

Activity Sector

Tourism

Secoded person position

Owner

Name of the company

Euregion Travel GmbH

Country

Austria

Host Company

Activity Sector

Tourism



Introduction

The company Tour Hotel consists of 2 hotels in the center of Athens. In their Group of Hotels, they own and manage 4 properties in total as well as a travel agency. Their company started in the 1960s.

Until now, they had partners in German speaking countries, including Austria. Through the MobiliseSMe programme they aimed at strengthening these partnerships.

Euregion Travel (Host Company) is a fully licensed travel agency founded in 2010 with a focus in outgoing tourism. They organize individual and group tours to various countries including Greece.

The sending company, a business partner, having drawn their attention to the availability of the program, they decided together to make use of it with a view to both mutually benefitting from the common work and intensifying their cooperation. In the past their business relationship had only constituted in the booking of rooms in hotels of the sending company for clients of the host company.

Activities

Some of the activities of **the Sending Company** are included here. Initially, a map of prospective business collaborators in the Vienna area was created to arrange meetings with them during travel shows. The target audience was also approached through one-on-one meetings to showcase the product range of both companies. Furthermore, both companies' combined their expertise to create enriched tourism packages and develop problem-solving tools. They also explored new joint business opportunities, such as promoting not only tourism from Austria to Greece but also from Greece to Austria.

The Host Company created a map of potential business partners of mutual interest in the Vienna region was created with a view to meeting them on various travel shows. These events having been cancelled due to the pandemic this target audience was addressed via one-on- one meetings to present them the two companies' product range.

In addition, new enriched tourism packages were designed and problem-solving tools developed as a synergy of both companies know how.

Finally, new common business activities were explored such as promoting incoming tourism from Greece to Austria.



Being in Austria and getting to know many contacts through the MobiliseSME collaboration enabled me to expose myself in the market, come up with new ideas and learn the logistics of how a travel agency creates its packages to cater to its clients' needs.



Working with a younger person that comes from Greece – a country where we send clients and want to expand more – allowed Euregion Travel to get a better updated insight about the destination.

Results



SKILLS GAINED FOR SC:

- German language skills.
- Deeper knowledge of the tourist Austrian market.

SKILLS GAINED FOR HC:

- Updated insight about the country and its touristic sector.
- Better understanding of services during covid from a local's first-hand experience.

EXPANDING MARKETS - NUMBER OF NEW COUNTRIES COVERED (SC):

- Austria.

EXPANDING MARKETS - NUMBER OF NEW COUNTRIES COVERED (HC):

- Greece, Eastern Austria.

NEW SERVICES CREATED/IMPROVED (SC):

- New ideas for travel packages and new prospects for already existing packages.

NEW SERVICES CREATED/IMPROVED (HC):

- Development of new travel packages and problem-solving tools for existing packages.

NUMBER OF CONTRACTS SIGNED (SC/HC):

- 40 – 50 one to one meetings.

Ireland



Sending Company

Name of the company

Vidalearn Limited

Country

Ireland

Activity Sector

Education and training services

Seconded person position

Employee

Name of the company

English Path & GBS Group

Country

Malta

Host Company

Activity Sector

Education and training services



Introduction

Vidalearn (Sending Company, SC) is a student exchange agency which helps Brazilian students to study abroad. Vidalearn has branches in Dublin - Ireland and Sao Paulo - Brazil, providing all the services necessary to plan an exchange program.

The main motivation to participate in MobiliseSME was the need to build relationships with partners in Malta and be able to offer local support in the destination, which was used as one of their main selling points during the seconded person language program.

English Path & GBS Group (Host Company, HC) is an English Language Teaching specialist company. With a range of courses and facilities including onsite libraries, cafes, and outdoor green spaces.

The Host Company is based in four of the main UK cities: London (Canary Wharf and Wembley), Manchester, Leeds, Birmingham and outside the UK in Malta and Dubai, offering General English, Professional English, Exam Preparation and Higher Education Programs courses. The Maltese arm of English Path is in St. Julian's in Malta.

Activities

Emmanuele (Sending Company) was the seconded person that participate in the stay, as employee. The work that both the Host and the Sending company focused was marketing. This was done by utilising the idea of the collaboration focusing the marketing on a more lifestyle experience that inspire our public to go through the same path.

A marketing plan was in place and local content was created during the duration of the seconded employee's stay, which was used to support the sales team of the Sending Company. The stay was aimed at creating also a "client journey" for the potential target group of the Sending Company. Beginning from leaving Ireland, the seconded employee recorded and documented her journey from Ireland to Malta including packing and tips in that sense, besides boarding, airport, immigration... as well as use social media as a direct channel of interaction with potential clients.

As part of the main exchange activities the seconded employee used different social media platforms to publish content, including lifestyle diaries which looked at different topics that would be relevant for clients of both companies.

With the instruction of the host company her language skills greatly improved going from a Pre-Intermediate Level to reaching Upper-Intermediate Level by the end of the exchange.

From the Host Company point of view, the activities of the exchange mostly focused on marketing and promotion of the lifestyle diaries of Emmanuelle. The Host Company ensured that the seconded employee was assisted with the creation of the content for the marketing while also re-posting it across their platforms.

Sales and clients from the Host Company increased during and after the exchange thanks to the “client journey” that both Sending and Host company worked on.

Another main activity of the host was to work with Emmanuelle on improving her English language skills. At the beginning of the exchange Emmanuelle took a language test and at the end of the exchange another to gauge the improvement.



We are getting more applications and students interested in our services due to the Emmanuelle stay in Malta, which was a great result!



This program gave us the chance to work closer to the SC to create a business plan to start bringing new clients.

Results



SKILLS GAINED FOR SC:

- Language skills for the SE improvement in her English abilities, from Pre-Intermediate Level reaching Upper-Intermediate.
- Visa processes for Brazilian's.

SKILLS GAINED FOR HC:

- Content creation in Portuguese for Latin American audiences.

EXPANDING MARKETS - NUMBER OF NEW COUNTRIES COVERED (SC):

- Malta, UK and UAE.

EXPANDING MARKETS - NUMBER OF NEW COUNTRIES COVERED (HC):

- Brazil, and Latin American countries.

NUMBER OF CONTRACTS SIGNED (SC/HC):

- Agreed upon a new commission rate from 20% - 35%, with a bonus for number of enrolments.

Italy



Sending Company

Name of the company

Rosendo Business Consulting

Activity Sector

Consultancy

Country

Italy

Seconded person position

Employee

Host Company

Name of the company

Let's Go World

Activity Sector

Research and development
equipment and services

Country

Portugal



Introduction

Rosendo Business Consulting (Sending Company, SC) supports clients seeking to redefine the boundaries of their growth potential. It is a hands-on advisory company focused on early-stage startups and individuals, with solid experience in entrepreneurship, venture capital, investments, acceleration, and business expansion, as well as financial structuring and operations.

They decided to participate on MobiliseSME to increase their international partnerships, opening space for future opportunities to work in different countries in Europe and the rest of the world.

Let's Go World (Host Company, HC) mission is to help companies and investors conquer international markets quickly and safely. With a new project called Invest Global, they offer the chance of exponential growth to innovative companies and provide fundraising consulting in Europe, Brazil and the United States.

The Host Company decided to join MobiliseSME to improve the market study with intelligence and caution, understanding the consumption and cultural habits of the client's desired country, creating a local business plan for the company, and offering full support in the structuring and implementation in the chosen country.

Activities

The **seconded person** was the employee, Bruna Freitas. As a result of this collaboration, new partnership opportunities emerged for the Sending Company in Portugal. The seconded employee gained a fresh perspective that opened new possibilities for their business strategies.

The seconded person was able to gain valuable international experience and exposure to different work cultures and practices. The collaboration led to the establishment of new contacts and networks in the country. These contacts could be leveraged for future business opportunities and collaborations.

It also enabled the seconded person to grow and gain invaluable experience in a range of areas, including investment analysis, innovation, internationalisation, leadership, among others.

The seconded person will remain the main support for the Host Company international expansion efforts, particularly in Italy.

The Host Company, with the contribution of the Sending Company, increased by 20% the portfolio of clients. In addition to that, they started a partnership to bring value to their pool of services in 5 new countries in Europe. Also, the Host Company increased its number of current customers by 17%, and consequently in profit.

Besides, the collaboration resulted in the successful completion of the strategic plan which strengthened the Host Company reputation as a reliable and competent partner. This led to new business opportunities and increased revenue in the long run.

Throughout the collaboration, they were able to develop several new business ideas that both companies were excited to pursue together, and they anticipate that their partnership will continue to flourish in this regard.

Lastly, the collaboration opened the possibility of exploring new business lines or expanding existing ones based on the knowledge and experience gained from the project. This helped both companies to stay competitive and relevant in a rapidly changing business landscape.

The Host Company also gained knowledge of teaching methodologies for successful entrepreneurship brought by the seconded person.



We are highly satisfied with the programme and would recommend it to other partner companies. We look forward to potentially repeating this experience in Portugal or other European countries, as it has enabled us to generate innovative ideas and services that make our business stronger.



So many ideas came up during these last months. This partnership will keep up strong. We will continue to evaluate the KPIs defined during this secondment. We will recommend to other partner companies to participate in the MobiliseSME programme.

Results



SKILLS GAINED FOR SC:

- Learned new languages and improved teamwork skills. New strategies to reach a wider audience interested in the topic of mindfulness practice, improving the EU project preparation skills, how to collaborate with public and private bodies, opportunity to establish new collaborations based on Erasmus+ projects, mindful photography, mindfulness methodology and European opportunities.

SKILLS GAINED FOR HC:

- Cooperation skills, Marketing skills, EU Project Management skills, Organisation of events.

EXPANDING MARKETS - NUMBER OF NEW COUNTRIES COVERED (SC):

- Croatia.

EXPANDING MARKETS - NUMBER OF NEW COUNTRIES COVERED (HC):

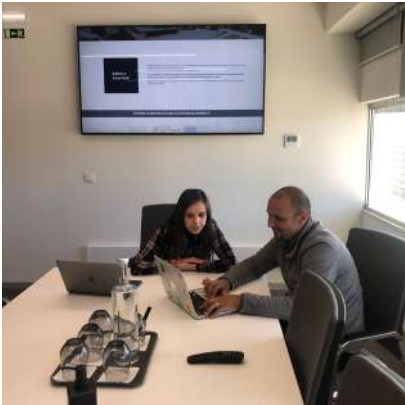
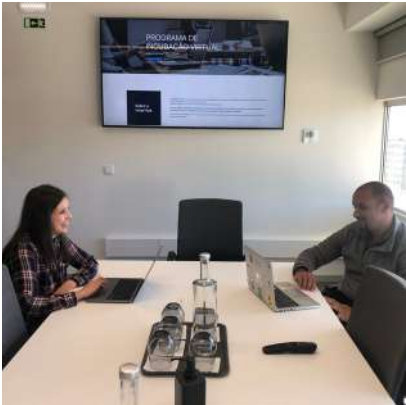
- Italy, Portugal, Spain.

NEW SERVICES CREATED/IMPROVED (SC):

- Erasmus+ KA2 Project.

NEW SERVICES CREATED/IMPROVED (HC):

- Erasmus+ KA2 Project; new events/initiatives.





Sending Company

Name of the company

Ondamind aps

Country

Italy

Activity Sector

Organisation of educational events |
 Training

Seconded person position

Owner

Host Company

Name of the company

Dugopolje Municipality
 Development Agency

Country

Croatia

Activity Sector

Local and territorial development
 and support to SMEs



Introduction

Ondamind aps (Sending Company, SC) is an organisation based in Italy that promotes initiatives and projects focused on raising awareness and building resilience, promoting the mindfulness approach, and its practices with mindfulness methodology to develop entrepreneurial and soft skills. They provide different services such as events, workshops, courses, and European projects. In the last years, they have set up many successful initiatives in different European countries and mindfulness practices with non-formal education are the main methodologies they have used to design their projects.

The COVID situation was a good scenario to fully use the potential of distance and online learning. Thus, they thought MobiliseSME could be a great opportunity to find a collaboration to implement it.

Odraz (Host Company, HC) is an entrepreneurial support institution (business) focused on the development of the green economy in the area of Dugopolje Municipality, which, in addition of a wide range of advisory services, intended for small and medium-sized enterprises of all industries, develops specific programmes and services aimed at encouraging the application of energy-sustainable solutions, optimization of business processes and restructuring local economy towards the so-called green economy and trade.

Activities

The seconded person is Erika Morano, the owner and CEO of the company.

The Sending and the Host Company used this opportunity to network with other relevant stakeholders in the county of the Host. This merged to the establishment of new networking groups under the scope of rural development, EU projects and entrepreneurship sectors. The main tangible goal of both organisations was to produce at least one EU project proposal in partnership on the topics of entrepreneurship, rural development, female entrepreneurship, skills development and similar, submitted to the appropriate funding call of the European Commission.

The Sending Company led and found partners with similar interests and identified suitable EU funds to apply for. The main result that both organisations achieved was the education and inspiration for the international initiatives development.

Two main events were organised targeting local entrepreneurs, women entrepreneurs, and the local community in general: one event regarding entrepreneurship in the rural municipality and one cultural event (Mediterranean

Photography Exhibit) connecting and allowing for cultural exchange between the countries of the participating companies.

The Sending Company created a database of potential stakeholders from the cultural sector and brought her experience of non-formal education and mindfulness strategies. Moreover, both SC and HC learned how to promote their organisation through other social media platforms and found a better way for people to locate them.

The main result for **the Host Company** was the application of the KA220 Erasmus + project Digitize rural entrepreneurship — cooperation for digital transformation of rural entrepreneurship based on sustainable philosophy, whose general aim was to digitally transform rural entrepreneurship stakeholders through education, training, and the development of digital transformation resources.

Thanks to participating in MobiliseSME, the Host Company also achieved cooperation with other partner organisations from Italy, Portugal, and Spain. Through this collaboration, the Host Company, got to strengthen the business relationship and create new opportunities for mutual development of the organisations.



MobiliseSME is a great opportunity to raise networking and improve the skills of different staff members through an intercultural process: it is an opportunity to generate win-win impacts.



We really hope that the cooperation established with the SC will continue in the future. By working together, we concluded that we operate and work in similar rural locations in our countries that have similar needs and potential opportunities for business and their teams.

Results



SKILLS GAINED FOR SC:

- Learned new languages and improved teamwork skills.
- Strategies to reach a wider audience interested in the topic of mindfulness practice, improving the EU project preparation skills, how to collaborate with public and private bodies.
- New collaborations based on Erasmus+ projects, mindful photography, mindfulness methodology and European opportunities.

SKILLS GAINED FOR HC:

- Cooperation skills, marketing skills, EU project management skills, organisation of events.

EXPANDING MARKETS - NUMBER OF NEW COUNTRIES COVERED (SC):

- Croatia.

EXPANDING MARKETS - NUMBER OF NEW COUNTRIES COVERED (HC):

- Italy, Portugal, Spain.

NEW SERVICES CREATED/IMPROVED (SC):

- Erasmus+ KA2 Project.

NEW SERVICES CREATED/IMPROVED (HC):

- Erasmus+ KA2 Project; new events/initiatives.

Latvia



Sending Company

Name of the company

Football Club Priekuli

Country

Latvia

Activity Sector

Sports, education and training services

Seconded person position

Employees

Name of the company

Helsingborgs IF

Country

Sweden

Host Company

Activity Sector

Sports, education and training services



Introduction

Football Club Priekuli (Sending Company, SC) is a Latvian football club developed in 2005 in the city of Priekuli. It started from a previous club called Lode, which played during 1995-2002 in Latvia's 1st division and had good achievements. The Sending Company works in the field of educational sport and health activities. Youth development is also one of the main missions of the club.

They decided to participate in MobiliseSME to make a wider point of view, to get new partners in sports and get experience from one of the best football clubs and football academies in Sweden.

Helsingborgs IF (Host Company, HC) is a well-known football club in contact with other clubs and sports professionals for many years. Their main target is to grow as a football club and stabilise their performance in the top division in Sweden. They also thought that it would be best to acquire knowledge about the Baltic countries so to learn from Latvia to develop their organisation.

Helsingborgs IF (Host Company) had no idea this kind of partnership was possible, and they thought it could be effective to expand the partnership with the Baltic countries.

Activities

During the collaboration, **the Sending Company** has seconded two of its employees to the Host Company: Janis Naglis (Sports Director) and Arnis Melbardis (Technical Director).

Football club Priekuli (Sending Company) visited several academy football games in different age groups and compared and analysed it with the situation in Latvia. They got good experience on how football grounds are managed in Sweden and how to improve the Sending Company infrastructure.

The Sending Company got to know what is necessary for an excellent stadium grass growing and everything related to having the best facilities to organise games and training in football fields.

The Sending Company analysed the infrastructure all around and inside the Olympia Stadium (Host Company), as well as the football grounds in Helsingborg city. They also attended football matches in the Allsvenskan league where Helsingborg IF senior team were participating. Also, excursions around the Helsingborg region and several meetings on football were carried out during their collaboration.

In addition, they got about 10 new contacts and new ideas about football ground maintenance, which they will put into practice in the future work of their football club.

Host Appointee, Hans Eklund, showed the football academy structure and how the football system is organised in his club. Helsingborg IF introduced its secondary school project in football and showed how the academy works with schools and how they select players for the football club. The Host Company shared its experience in the field of football in many ways, such as how to organise work in a football academy and how to work in a professional way and make things happen.



MobiliseSME programme affected our football club administrative staff in the best way to make and plan future collaborations with some new partners and, of course, to continue our collaboration with Helsingborgs IF (Host Company).



This is the first time we have made a collaboration like this with an external partner, providing guidelines to networking abroad and bringing people together. We had an open mind attitude and no experience with programme like this, and MobiliseSME was a very good support.

Results



SKILLS GAINED FOR SC:

- Knowledge in grass grooving, grass cutting, field airing.
- Language skills, football trainings and games knowledge management.

SKILLS GAINED FOR HC:

- Knowledge and practices of theory of football as well as training camp and game organisation.
- Technical knowledge about football stadiums and infrastructure.

EXPANDING MARKETS - NUMBER OF NEW COUNTRIES COVERED (SC):

- Nordic countries training camps and football tournaments.

EXPANDING MARKETS - NUMBER OF NEW COUNTRIES COVERED (HC):

- Baltic countries training camps and football tournaments.

NEW SERVICES CREATED/IMPROVED (SC):

- Training camps together and friendly games for youth in 2023.
- Activities and seminars for football coaches.

NEW SERVICES CREATED/IMPROVED (HC):

- Couch and administrative staff experience exchanges for their staff.

Montenegro



Sending Company

Name of the company

Kefalogiko

Country

Montenegro

Activity Sector

Education

Seconded person position

Employee

Name of the company

Vrtić Mala Akademija

Country

Serbia

Host Company

Activity Sector

Education



Introduction

KEFALOGIKO is an educational-developmental centre with programs dedicated to children aged 4 to 14 with the aim of stimulating healthy and balanced development. They believe that the healthy foundations in childhood lead to a healthier society.

They knew about MobiliseSME through the Local Contact Point Newsletter and they were interested in this programme, because it offered support and stimulus to look for partners with whom to exchange ideas and work on possible joint services.

They knew Mala Akademija before, but haven't had any collaboration in the past.

Mala Akademija is a small company offering a trust worthy and secure place with complete service for working parents and educational services for their children with distinctive, various and specialized programs, good organization and individual approach. With work in small groups, they offer optimal growth and development conditions for each child and since the preschool age is the period of life when a person is developing their capacities in an eager and enthusiastic way and that will influence its future possibilities and personal development.

Activities

Ana, the seconded person from the Sending Company, joined planning and executing different marketing strategies in reaching new clients through scheduling and forming new activities online, learning about marketing tools for promotion, organizing content and publishing it to different media.

She also gained better skills and knowledge in communication with clients by being involved in preparations for parents' meeting, where she learned how to make notes and prepare information, prepare a survey, implement it and use it for marketing purposes. Ana also joined schedule planning on all levels, directed activities and performed an activity as well.

The most important outcome of the idea exchange was that we started planning a new service to be offered to their clients.

From the Host Company side, they welcomed the seconded employee to join all their activities during the visit and welcomed her suggestions and comments. She was included in all the aspects of the working program and the planned activities.

The Host Company during the collaboration planned meetings and regular engagements with the staff, children and their parents, media presentation planning and getting in touch with possible clients. The new ideas, interesting and useful opinions, fresh view and independent remarks on the work were of most value and have made impact for the future plans of work of the Host Company.

The most important outcome of the idea exchange was that we started planning a brand-new service to be offered to their clients.



With this collaboration we have significantly improved our marketing skills and gained new important skills in assertive communication. We have started work on a new service that will be further developed.



MobiliseSME has offered an important opportunity to improve and enrich our services and also strengthen relationships with SC. We have gained new skills and started work on a new service.

Results



SKILLS GAINED FOR SC:

- Management tools obtained, management skills, marketing skills and teamwork skills.

SKILLS GAINED FOR HC:

- Marketing skills, communication skills and educational skills.

EXPANDING MARKETS - NUMBER OF NEW COUNTRIES COVERED (SC):

- Bosnia and Herzegovina, Croatia and Serbia.

EXPANDING MARKETS - NUMBER OF NEW COUNTRIES COVERED (HC):

- Bosnia and Herzegovina and Montenegro.

NEW SERVICES CREATED/IMPROVED (SC):

- New service programme in progress.

NEW SERVICES CREATED/IMPROVED (HC):

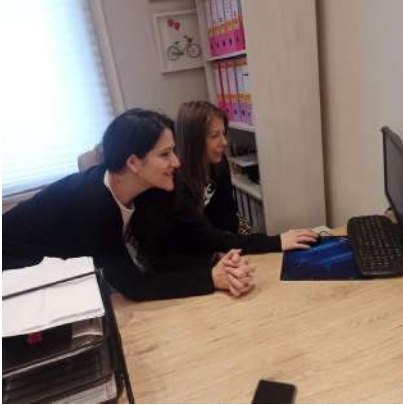
- Existing programs improved and enriched with activities that stimulate healthy brain development.

NUMBER OF CONTRACTS SIGNED (SC):

- 3

NUMBER OF CONTRACTS SIGNED (HC):

- 5



Norway



Sending Company

Name of the company

Storm Communications As

Country

Norway

Activity Sector

Advertising, promotion, printing, media and related products and services

Seconded person position

Employee

Host Company

Name of the company

Telemaco Srl

Country

Italy

Activity Sector

IT



Introduction

Storm Communications (Sending Company, SC) is a Norwegian communications and public relations agency specialised in corporate and crisis communications that was established in 2018. The goal of Storm Communication is to be the best communications agency in the market focusing on corporate and public affairs. In that regard, they decided to participate in the programme to strengthen their network in the EU, expand their knowledge on how other agencies operate and prepare them for future international expansion.

Telemaco (Host Company, HC) is an innovative SME specialized in web and software development and online and offline communication. They provide creative solutions to companies to expand their businesses, using the Host Company's technical, communication and consultancy skills.

The main goal for participating was to help the company building and international network of business partners. Both companies started working together a couple of months before their application to the SME programme, as they both are involved in an EU-funded project that promotes fruit and vegetables across European countries.

Activities

The seconded employee was Susanne (employee of the Sending Company). There were two main projects of collaboration: the campaign "I LOVE FRUIT AND VEG FROM EUROPE" and the communications strategy of a newly established company and its project related to luxury rental apartments.

Susanne collaborated with the campaign and was involved in the planning and execution of events, exhibitions, social media campaigns, press releases and project management.

She created several opportunities of network building for the future and gained new perspectives on agency best practices because of her participation in several lunches, meetings, and events during the three months.

In addition, the seconded employee acquired a better understanding of **how to incorporate digital tools and marketing** to help clients reach their communication objectives due to the broader service offering and the work in the technical sphere that the Host Company does.

The Host Company continued the development of the “I LOVE FRUIT AND VEG FROM EUROPE” campaign. The main activity that should be outlined was the completion of an **exclusive press event** with 80 industry professionals, ambassadors, CEOs, and influencers, focusing on food and sustainability.

The Host Company received Susanne’s skills and contributed with them in some of the departments of the Host Company such as project management, public relations, and communication expertise and industry knowledge, especially about the food industry.



*A program like this, does not only give us friends for life and teaches us about a different culture, it also broadens our understanding of how others work and think, which in my opinion makes us more tolerant and inclusive.
Also, the programme has helped strengthening our attractiveness as an employer, because this opportunity does not often exist for smaller organisations like ours.*



From our direct experience, we can only recommend participating in MobiliseSME and hopefully we will be able to repeat this experience with other companies around Europe as well.

Results



SKILLS GAINED FOR SC:

- Management skills in cross-border projects.
- Understanding how they can incorporate digital tools and marketing to help clients to reach communication objectives (Google ads campaigns and YouTube ads9).
- New perspectives on agency best-practices.

SKILLS GAINED FOR HC:

- Increased understanding of the food industry, the consumer preferences, trends, and communication efforts in this field in Italy.

EXPANDING MARKETS - NUMBER OF NEW COUNTRIES COVERED (SC):

- Italy.

NEW SERVICES CREATED/IMPROVED (SC):

- EU Communication campaigns.

NEW SERVICES CREATED/IMPROVED (HC):

- Exclusive press event with 80 industry professionals, ambassadors, CEOs and influences focused on food and sustainability.



Serbia



Sending Company

Name of the company

Energy pulse DOO Novi Sad

Country

Serbia

Seconded person position

Owner

Activity Sector

Research and Development Equipment and Services / Electrical machinery, apparatus, equipment and consumables, lighting / Energy, fuel, electricity and other sources of energy

Name of the company

DMD GmbH

Country

Germany

Host Company

Activity Sector

Industrial machinery production, installation, repair and maintenance / Research and development equipment and services / Industrial machinery production, installation, repair and maintenance



Introduction

EnergyPulse is both hardware and software solutions development organization that also satisfies the R&D as well as training and consultancy needs of their clients. Their aim is to focus services and support to differentiate their company from more price-oriented hardware-based solutions companies in the Serbia and EU. They are on the brink of penetrating a lucrative market in a rapidly growing industry.

The main reason we have decided to participate in MobiliseSME programme is the fact that it provides an excellent opportunity to work beyond national borders and stimulates creation of new strategic alliances for smart and sustainable business development.

DMD Ltd is an owner-managed, medium-sized group of companies. DMD Ltd is an experienced manufacturer in the metal-forming category, specialized in automotive and aerospace industries, with a focus on the production of machine parts and elements from one-piece prototypes to large-scale processing. With more than 25 employees, we manufacture components in small and large series on modern CNC lathes and milling machines.

The reason for our participation in MobiliseSME program lays in the strive to improve and understand our processes better by implementing new technological trends and solutions in the form of IoT and AI, to establish predictive maintenance system and converge to a smart factory concept.

Activities

The collaboration was focused on the **implementation-like technology showcase**.

The Sending Company provided a practical workshop regarding technology implementation to the Host Company. They also suggested manufacturing segments on which the technology should be integrated and adjust the technology for implementation.

Both companies conducted initial tests which included test environment for smart IoT applications, actuation conflict identification and management. Also, they automated deployment of smart IoT nodes/devices and establish dynamic adaptation in open contexts & actuation conflict handling and established monitoring system in terms of run-time quality assurance and root-cause analysis.

On the other hand, **the Host Company** provided the Sending Company with a tour of the manufacturing facility, machine tools, and processes, as well as work procedures.

Both companies, Sending and Host, conducted initial tests (Simulation, emulation, and test environment for smart IoT applications, actuation conflict identification, and management) and generated technical documentation to be distributed alongside the integration of customized devices. Also, they set automated deployment of smart IoT nodes/devices and established dynamic adaptation in open contexts & actuation conflict handling.

Results of this collaboration are: data set for further modeling was generated, established monitoring system in terms of run-time quality assurance and root-cause analysis, completed customized service implementation for risk-driven decision support, established an anomaly detection system with simultaneous real-time data correlation to AI models and customized the prediction service to establish and integrate AI-based predictive maintenance service into the HC business system.



We at EnergyPulse, are absolutely delighted with the experience we had gained during collaboration with DMD GmbH through the MobiliseSME programme since we have signed a contract on business and technical cooperation and seize the opportunity to work closely together.



We strongly believe that mutual partnership could help both companies to compete with larger brands by combining knowledge, consumer reach and technology. Through collaboration, we can achieve mutual growth, expand our networks, save time, fuel innovation, solve business problems, save money, and much more.

Results



SKILLS GAINED FOR SC:

- Improved business communication and negotiation.

SKILLS GAINED FOR HC:

- Improved technical knowledge in applying AI based predictive models.

NUMBER OF CONTRACTS SIGNED (SC):

- 1 with German company.

NUMBER OF CONTRACTS SIGNED (HC):

- 1 with Serbian company.

NUMBER OF CONTACTS MADE (SC):

- 1 with German company.

NUMBER OF CONTACTS MADE (HC):

- 1 with Serbian company.

OTHERS (PLEASE, SPECIFY):

- Contacts network expansion for both parties through HC and SC business channels.



Sending Company

Name of the company

Krafting

Country

Serbia

Secoded person position

Owner

Activity Sector

Clothing, footwear, leather and textile, luggage articles and accessories

Name of the company
Fondazione Arte della Seta Lisio

Country
Italy

Host Company

Activity Sector

Crafts, art materials and accessories / Education and training services



Introduction

KRAFTING is small Enterprise Company established in May 2022 in one of the most undeveloped Municipalities in Serbia- named MIONICA, as a start up from cluster "Re-Crafts" for revitalization of the old crafts in Serbia. The reason for participation was environment for this kind of production.

The Sending Company wanted to participate in Italy and found a company in Florence. The city is a world-famous city for hand -made crafts. MobiliseSME program allowed the company to work closely with a craft expert.

Originally from Abruzzo, Giuseppe Lisio moved to Florence in 1906, where he began working intensively with silk in order to bring back to life for the new generations the glorious age-old Art of weaving. The Art of Silk Lisio produced splendid silk textile masterpieces inspired by Renaissance Italian silk, reviving the climate of a typical Renaissance workshop of the fifteenth sixteenth century. His daughter founded the Lisio Silk Art Foundation. She wanted to preserve the production of the artistic silk fabric and to prevent its extinction. As a result, weaving has been handed down to the present day. In addition, she also created a qualified Art School, which since the mid-1980s has trained students from across the world.

The creation of new relations, the promotion of culture and the promotion of welfare in textile crafts, convinced them of being part of MobiliseSME programme.

Activities

The Sending Company presented their business to **the Host Company** and share information on specific issues of the development of artistic textiles in Serbia and the EU. Both companies did a list of potential clients and stakeholders who are interested in educational services. Together, they started preparation of project proposal for Creative Europe. The Sending Company supported the Host Company in preparation of the exhibition for the first fair is home textile (February 11-13th). The Sending Company prepared for the second fair - MIDA where the Host was a crucial support with their network of contacts.

Together, both companies created a concept for the course of the art of hand weaving, comparing the different regional techniques. The Sending Company introduced Serbian cultural heritage in hand weaving with video

presentation and two books from 2 museums (Pirotd and SIROGOJNO). Both companies researched patterns and implementation in potential new product of the partners.

Since the Host Company has a department for researching, together with the Sending Company, they worked in order to implement new methodology and knowledge.



I improved a lot my Italian language skills as well as my social competences. The MobiliseSME programme has been a great motivation for my career.



The overall experience has been positive, intense, rich. The relationship previously existing between the Lisio Foundation and Krafting contributed to the success of the project.

Results



SKILLS GAINED FOR SC:

- Italian language, social skills.

SKILLS GAINED FOR HC:

- Improved promotional knowledge.
- Improved quality of products.
- Networking improvement.
- Improved management of a European project in partnership with different countries companies.

EXPANDING MARKETS - NUMBER OF NEW COUNTRIES COVERED (SC):

- Italian market, Swiss market.

EXPANDING MARKETS - NUMBER OF NEW COUNTRIES COVERED (HC):

- Serbian market.

NEW SERVICES CREATED/IMPROVED (SC):

- Preparation for the fair.
- Summer school.
- Project proposal prepared.

NEW SERVICES CREATED/IMPROVED (HC):

- Project proposal was prepared to keep safe the connection with Serbia in promoting the culture of weaving and handicraft.

NUMBER OF CONTRACTS SIGNED (SC):

- Memorandum of cooperation signed with Lisio.

NUMBER OF CONTRACTS SIGNED (HC):

- 5.

Slovakia



Sending Company

Name of the company

Wine Wave s.r.o. – Beáta Vlnková

Activity Sector

Hospitality and Wine business

Country

Slovakia

Seconded person position

Owner or CEO

Host Company

Name of the company

Voerhoest Rudi (Comm.V)

Activity Sector

Wine sector

Country

Belgium



Introduction

Beáta Vlnková is the CEO of Wine Wave s.r.o., (Sending Company, SC) a company has been working in the field of sommelier and wine education and wine business. She operates as wine school and organizes wine and sommelier courses, wine presentations, wine trips, wine shop. In addition, she acts as freelance journalist and wine blogger.

The Slovakian company wanted to cooperate with the Belgian company Verhoest Rudi (Host Company) in the field of wine business – to sell Slovak and Austrian wines in Belgium, since are quite unknown there.

The company Verhoest Rudi (Mr. Verhoest Rudi, Host Company) worked for Argenta bank for 30 year and was active in the banking sector. Mr. Verhoest Rudi had finished this business last year and he wanted to diversify his business. After a long time working in the banking industry Mr. Verhoest Rudi had contact and worked directly with hundreds of contacts of wine lovers and he wanted to use these contacts to develop a new business in a completely new field – wine sector.

Activities

Both companies organized together 20 wine tasting events of Slovak wines for various groups of Belgian customers. The Sending Company was in charge of professional part of the wine-tasting. She introduced the Slovak wines – including history, general overview about Slovak wines, explained the most grown grape varieties, explained the technique how to taste wine.

They organized also trips to Champagne. Champagne is a very wide and well-known region, and still so underestimated. Both companies visited several Champagne producers to sell products, see ways of production and agree on common terms.



We have developed a system of appropriate presentation of wines and related services that will have a significant impact on our future business cooperation and that will contribute to improving the awareness of Belgian clients about the charm of wine.



From this experience, we have gained a huge number of new contacts and have formed a core group of future clients for buying Slovak wines. We found that it is always good to focus the tasting on a certain subject.

Results



SKILLS GAINED FOR SC:

- Improved the ability to do the wine lessons in English language, learned the basic conversation in Dutch language and improved the skill how to network with people.

SKILLS GAINED FOR HC:

- Regarding wine tastings, he learned to recognize different varieties of wine, learned how to best present individual wines and what to emphasize when selling wine and also how to organize wine tastings.

NEW SERVICES CREATED/IMPROVED (SC & HC):

- New contacts in Champagne, Slovakia and Belgium, including market research in the three regions.
- New joint project that combines Slovak wines combined with a lecture How to taste wine.
- New service for wine tasting: 4-day trip to Côte des Bar.





Sending Company

Name of the company

BEED Ltd.

Country

Slovakia

Activity Sector

Consulting in development projects' evaluations

Seconded person position

Owner/co-owner

Host Company

Name of the company

OIR Ltd.

Country

Austria

Activity Sector

Consulting in following areas:
City & Region; Traffic & Mobility;
Europe & International;
Environment & Energy



Introduction

Edita Bednarova (seconded person) is the founder, owner and CEO of BEED Ltd (Sending Company, SC), a consulting company that provides monitoring and evaluation services/consultations of development or humanitarian projects/programs. The company exists for last 8 years and it has worked with various clients from big civil society organization in the US, through donor agencies or foundations around Europe up to the smallest non-government organizations in Eastern part of Slovakia.

She took the initiative into her hands and approached several evaluation companies across the EU to enhance her learning and establish new fruitful connections.

OIR Ltd. (Host Company, HC) is a consultancy specialised in territorial development, cross-border cooperation, and spatial planning. Amongst others the Host Company is conducting studies and consultancy with European policy development, territorial impact assessment European rural and regional development. The Host Company works with the European Commission, the European Parliament, the European Investment Bank, the European Committee of Regions, and ESPON EGTC, relying on a large network of experts throughout Europe.

MobiliseSME was a chance for the Host Company to bring in new perspectives, approaches, and ideas to their daily work. Moreover, it enabled them to enlarge their network of contacts in the European Union.

Activities

Edita (Sending Company) was part of regular weekly meetings of the Host Company to witness its scope and variety of activities. She worked on two different projects executed by the international team of OIR (analysis of the Common Provision Regulation) within the EU funds and preparation of tender for the actual ESPON – European Spatial Observatory Network call. She was introduced to several useful software like Zotero and DeepL, which she will use in upcoming assignments with clients.

She also learned from other software that she had never used before such as R Studio, ArcGIS or WGIS to create visually appealing and accurate maps.

She also improved German language skills and strengthened her network of freelancing evaluators in Vienna by establishing contacts with the Austrian Red Cross, Leadership Associates and with UN representatives. She admitted that when it comes to the consultancy world, establishing new contacts is priceless.

On the other hand, **the international team of the Host Company** worked with the Sending Company on several tasks, e.g.:

1. 'CPR funds' for DG Regio – analysing the strategic coordination, synergies, collaborations, and financial complementarity of CPR funds with other EU instruments in the cases of the Slovak, Czech and Romanian programmes. The seconded person's language skills in Slovak helped the Host Company to smoothly implement it.
2. 'TERRES' tender support for EPSON (European Spatial Observatory Network). Based on the seconded persons' existing network in the field of evaluation the Host Company also enlarged its network of contacts, e.g. with the coordinator of the Vienna Evaluation Network (Anita Leutgeb) whereby the HC will have a chance to present its evaluation activities during one of the upcoming online events. The seconded person also helped the Host Company to coordinate calls and meetings. The Host Company also obtained new ideas for the TERRER project since the seconded person participated in the organisation of the consortium and brought in additional ideas to the tender.



I would recommend participating in MobiliseSME. Establishing new contacts in the consultancy sector is priceless and it was thanks to MobiliseSME that I could increase network.



The experience with the seconded person was inspiring for the whole team of the Host Company. Beside the concrete results (new contacts, new sight on some methodological approaches) MobiliseSME enabled this valuable general 'opening of perspectives.'

Results



SKILLS GAINED FOR SC:

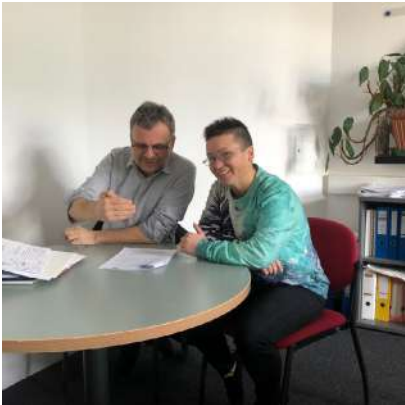
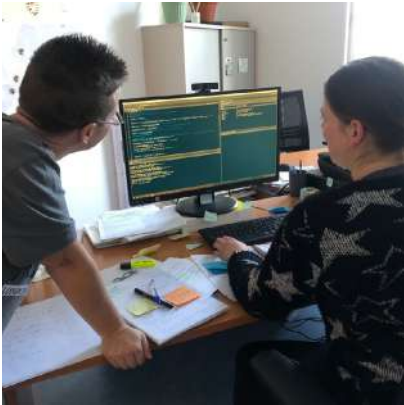
- Knowledge about EU structures, interconnectivity between EU funds, management and record keeping of multiple projects/programs.
- Skills acquired in new software and innovative solutions to make the consultancy work more effective and reflecting actual delivery/visualization trends.
- Improvement of German language skills.

NEW SERVICES CREATED/IMPROVED (SC):

- Member of the consortium ESPON TERRES by signing a Letter of Intent to cover Slovakia within the European consortia.

NEW SERVICES CREATED/IMPROVED (HC):

- Effectiveness in implementation of EU funding projects ('CPR funds').
- New contacts and networking established.





Sending Company

Name of the company

Dr. Diana Jasekova

Country

Slovakia

Activity Sector

Non-formal education, project management

Seconded person position

Owner/co-owner

Host Company

Name of the company

Youth Development and Enterprise Association – Mahmut Kiliç

Country

Turkey

Activity Sector

Non-formal education, project management



Introduction

Diana (seconded person) of the Sending Company (SC) is the owner of her company, working in the field of non-formal education and activities out of the school which serve for life-long learning. She has some experience with training some courses not only on local but also European level.

The MobiliseSME was a great chance for Diana to approach the non-EU market and learn the good practices from an experienced company. To start and continue social projects with good quality, it was important for her to learn more about adjusting activities and reflections for this target group. MobiliseSME provided her a great opportunity to collaborate with a company which has experience in all of these and can help her to develop her business.

Mahmut's association (Host Company, HC), works on social responsibility awareness and on producing projects in fields such as youth, women, children, disabled and disadvantaged people. The association carries out national studies in Sakarya province and several municipalities in Turkey. The organisation works on topics like project management trainings, financial literacy, time management, soft-skills, non-formal education methods, experiential education methods, social inclusion awareness trainings, disabilities and integration into society as well as child rights trainings.

The Mobilise SME programme helped him to spread his know-how in more countries, get new partnerships, and get recommendations towards practices. The Host Company was in need to get new and fresh ideas and different perspectives to their work.

Activities

The Sending Company elaborated innovative methods in non-formal learning and contributed to creating an updated training module. She also observed methods of the Host Company and collaborated in research of good practices. The Sending and the Host Company collaborated in developing new and innovating already existing non-formal learning methods for training courses of both parties.

She directly organised an international training course with professionals, young people, and disadvantaged groups where she gained practical knowledge but also learnt theory from useful training materials from the Host Company. She improved her emotional intelligence and empathy as well as language and writing skills.

Both prepared a training module for participants from different areas including the topics of social inclusion for disadvantaged target groups and target groups with special needs. They identified tips for facilitators, financial support for the trainings and activities, discovered potential sponsorships, investors or international grants and its accounting.

The Host Company updated his own methodologies and got fresh ideas for activities, strengthened European impact through a training module created for participants from different areas including the topics of social inclusion for disadvantaged target groups and target groups with special needs.

The Host Company received from the Sending Company new perspectives to the existing activities of the company. The Host Company could include ideas on how to improve or “modernize” the activities and courses that they have.

The Host Company also prepared an EU project which they will implement in the next six months. They are planning to apply for more EU projects in the field of integration, disadvantage groups, soft skills, and entrepreneurship.



We developed several new contacts for partnerships mutually in Slovakia and Turkey. Also some training services but we also connected our existing partnerships and extended our database.



The Mobilise SME programme helped me to spread my know-how in more countries, get new partnerships, and get recommendations towards my practices.

Results



SKILLS GAINED FOR SC:

- Language, writing, facilitating skills and presentation and management skills.

SKILLS GAINED FOR HC:

- Non-formal learning innovative methods, language skills, specific methods for working with disadvantaged target groups.

NEW SERVICES CREATED/IMPROVED (SC):

- A training module including the topics of social inclusion for disadvantaged target groups and target groups with special needs.

NEW SERVICES CREATED/IMPROVED (HC):

- A training module including the topics of social inclusion for disadvantaged target groups and target groups with special needs.
- Two EU project submitted.



Slovenia



Sending Company

Name of the company

GEN STUDIO, Damjana
 Pangerčič, s.p.

Country

Slovenia

Activity Sector

Education of the elderly

Seconded person position

Owner

Name of the company

BRAIN+ A/S

Country

Denmark

Host Company

Activity Sector

Research and development
 of Digital Therapeutics for
 dementia and Alzheimer's
 disease



Introduction

GEN STUDIO, Damjana Pangerčič, s.p. (Sending Company, SC) develops online courses on communication with the elderly and people with dementia to strengthen their cognition. They are also developing board games that help improve the cognitive health of the elderly and people with dementia.

BRAIN+ A/S (Host Company) creates new and innovative methods to create ground-breaking new treatments and provide these to patients in the shape of digital therapeutics (a term for digital treatments that deliver scientifically validated positive outcomes for a wide range of diseases). So far, initial trials indicate positive effects of these new methods for the treatment of dementia.

Activities

Damjana is the owner/CEO and the seconded person of the Sending Company. She had a chance to be present at testing in scientific study in real environments (testing of scientific method CST (Cognitive Stimulation Therapy) with the elderly) and gained in-depth knowledge in the CST method which brought an upgrade to her knowledge needed for the development of new services and products and can support further the collaboration with the Host Company.

She now has a deeper understanding of Digital Therapeutics (digital board games for the elderly and people with dementia) and how they can achieve scientifically validated positive outcomes for dementia. She also got access to the specific techniques of the CST, which led to a deeper understanding of the method and represents beginning of the planning of potential common projects with the Host Company in future.

She also learned innovative methods to create digital therapeutic treatments for patients with dementia and she developed new ideas for future new products.

She also gained knowledge about the Danish market and acquired plenty of new business contacts, which happened by communicating with employees of the Host Company.

Finally, the seconded employee prepared and improved her existing marketing strategy for internationalization of their services and products, as a result of the many priceless insights.

The Host gained insights into dementia treatments and business environment in this field in Slovenia. They offered deeper insight into the development of their Cognitive Stimulation Therapy (CST) to the Sending Company, which is one of Brain+'s most important activities currently – by receiving feedback and help with testing from the Sending Company, they now plan to upgrade the CST digital platform and possibly go into co-branding together. Brain+ also received fresh ideas for other products and opportunity to enter Slovenian market through the help of the Sending Company and its business contacts. The Host Company also gained knowledge and skills for the development of a big EU project where important research features will be included.



Thanks to the collaboration I got to know one of the most developed markets in the field of dementia and got the opportunity to co-design a big EU project, where important further research in our fields of interest will be done.



MobiliseSME has given us the tools to significantly upgrade one of our most important activities, the CST (Cognitive stimulation therapy) digital platform.

Results



SKILLS GAINED FOR SC:

Specific techniques of cognitive stimulation therapy (CST), learned innovative methods of creating digital therapeutics treatments, improved marketing strategy.

SKILLS GAINED FOR HC:

Dementia treatment know-how, fresh ideas for development of CST.

NEW SERVICES CREATED/IMPROVED (SC):

New board games designed for dementia patients.

NEW SERVICES CREATED/IMPROVED (HC):

Upgrade of the CST digital platform.



Sending Company

Name of the company

PRONTIS, Alenka Pangerčič s.p.

Country

Slovenia

Activity Sector

Marketing

Seconded person position

Owner

Host Company

Name of the company

Global Agency

Country

Turkey

Activity Sector

Show business / TV production



Introduction

PRONTIS (Sending Company, SC) is a company specialized in public relations, copywriting, digital advertising, and event management. The Sending Company partners with businesses and organizations to evolve, promote, and protect their brands and reputations. They deliver communications strategies giving their clients the confidence to lead and act with certainty, earning the trust of their stakeholders.

They wanted to participate in MobiliseSME to expand communication activities beyond traditional methods of reaching audiences. The Sending Company aimed at creating deeper connections to break through and engage new audiences. The seconded person wanted to learn more about storytelling and how can this technique help brands make deep and lasting connections.

Global Agency (Host Company), one of the world's leading TV content distributors, offers a broad portfolio of powerful dramas and innovative formats that continue to capture the imagination of audiences worldwide. The agency draws upon a rich pool of creativity and has diversified into formats such as lifestyle, talent, dating and game shows, achieving success with programs such as Shopping Monsters, Keep Your Light Shining, Perfect Bride and The Remix.

Activities

Alenka as the CEO and business owner of the Sending Company she learned how to understand and predict the market both globally and within an individual country. She is now able to understand the practical aspects of making a Turkish drama and was able to expand network of business contacts in Turkey by establishing new relationships with film distributors, producers, marketing managers and publicists.

She now better understands the needs of journalists in Turkish print, TV, radio and online. In addition to that, she learned how to write the promotional story of the Turkish drama, create press packs and devise release plans, as well as how to negotiate conditions and the rules and regulations behind licensing and copyrights. Lastly, the seconded person learned how to write a marketing plan for Turkish drama, identify the audience and create a campaign to bring it to their attention through newsletters, trailers, as well as social media.

She helped fielding press inquiries regarding the Turkish series, pitched the media about programs and disseminated information and news releases externally on behalf of the Global Agency (Host Company). While collaborating with them, she improved her knowledge about the TV industry in general. She also got to know the

whole process of creating primarily TV series – from scenario scripting, budgeting, scouting filming locations, making sponsorship agreements, casting, the selection of the selection of other supporting audio-visual professionals and post-production process.

The Host Company shared entrepreneurial experience about the process of TV content distribution and Miroslav (Host Appointee) and his team gained fresh insights into the competitors’ market of Latin American telenovelas. He got to know how to reach them and to better understand the telenovelas industry trends. Based on the experience and contact network of the seconded person that she successfully acquired throughout the years, she was able to pass the know-how to the Host and establish some connections which will result in fruitful collaborations in the future.

The Host Company got new ideas about preparing PR strategies and campaigns for powerful dramas and innovative formats. This program enabled them to expand international network of contacts and potential partners in Latin American market since the seconded person experience and knowledge are quite wide due to her long-term monitoring of this market and contacts, she was able to obtain throughout the years.



MobiliseSME was crucial in learning to understand and predict the TV drama market, both globally and locally. I was able to expand network of business contacts in Turkey, learned to negotiate and got into the depths of licensing know-how. There is no doubt that I would repeat this experience if I had a chance!



Collaboration within the MobiliseSME program was crucial for possibly bringing to life a TV format in 3 Balkan countries within the next 2 years.

Results



SKILLS GAINED FOR SC:

- Understanding the market, learning the practical aspects involved in making a Turkish drama.
- Learning how to write the promotional story of the Turkish drama, create press packs and devise release plans, understanding licencing and copyrights.

SKILLS GAINED FOR HC:

- Preparing PR strategies and campaigns, insights into the competitors’ market and in the Balkans.

EXPANDING MARKETS - NUMBER OF NEW COUNTRIES COVERED (SC):

- Turkey and Balkan, Latin America.

EXPANDING MARKETS - NUMBER OF NEW COUNTRIES COVERED (HC):

- Balkan and EU countries, Latin America.

NEW SERVICES CREATED/IMPROVED (SC):

- Creating marketing plans for Turkish dramas, negotiations, licensing.

NEW SERVICES CREATED/IMPROVED (HC):

- Expand international network of contacts and potential partners.



Sending Company

Name of the company

Moja čokolada d.o.o.

Country

Slovenia

Activity Sector

Food industry / Education / Sales

Seconded person position

Manager

Name of the company

VISKON d.o.o.

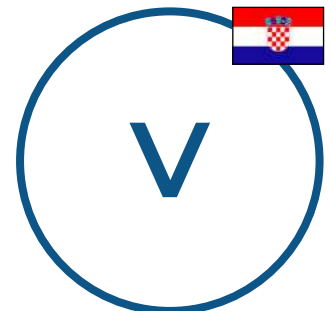
Country

Croatia

Host Company

Activity Sector

Food industry / Transport and
distribution



Introduction

Moja čokolada d.o.o (Sending Company, SC) is a company with a small, young, positive team dedicated to the industry of chocolate. In addition to buying on the website, one can also find their products at more than 50 sales points. Chocolate "Slovenia" is one of their bestsellers. It is a chocolate bar consisting of twelve parts, on three different bases (milk, white, dark), which represents the perfect relief of Slovenia.

The programme was introduced to the staff by their CEO. They agreed on participating to transfer the knowledge of their product portfolio and business model to other possible distributors in Croatia.

Viskon d.o.o. (Host Company, HC) is a company from Zagreb, founded in 2016. Their main activity is consulting exclusively in the food industry in all business segments, production, procurement, sales, marketing, NPD, and strategy. Among the companies, whose cooperation they like to point out, is the EBRD (European Bank for Reconstruction and Development), where the Host Company was confirmed as an official consultant.

Activities

The seconded person from the Sending Company in this collaboration is Patricija. The collaboration helped the Sending Company (SC) to create a detailed Croatian market entry strategy and export business plan. This collaboration helped them to create the first-mover advantage and establish a strong "BAM - Become A Master" brand presence in Croatia.

The Sending Company strengthened the collaboration with their distributor in Croatia and internationalized their sales. The seconded employee also gained a deeper understanding of Croatian market, including its demographic and psychographic characteristics. The company gained valuable knowledge about Croatian laws and regulations for pastry/baking/FMCG products.

As the seconded person, Patricija was responsible for presenting the company portfolio of products to the distributor. She was collaborating with the Host Company to establish an official distribution relationship between them for "BAM - Become A Master" products in Croatia, and the accompanying customs formalities and paperwork. Together, they were preparing a detailed distribution management plan for pastry/baking/

FMCG products in Croatia with all the facts, constraints, and goals around the international effort, including specific objectives, implementation schedules and milestones.

The Host Company learned about the Sending Company portfolio of 200+ products from several categories, from chocolate drops, spreads, toppings, dessert mixes, decorations, baking necessities, baking packages, bulk products, to chocolate fountains and gift vouchers.

The Host Company team and the seconded employee were able to develop a strong collaboration with the Sending Company and got an excellent positioning in Croatia. The Host Company also shared insights about Croatian laws and regulations for food industry as well as competition in the field of pastry/baking/FMCG products and created a detailed export business plan and distribution management plan. Thanks to the collaboration with the Sending Company, the Host Company could avoid logistics issues and minimize trade-related risks with the new products created.



MobiliseSME enabled me to stay in the country of interest that helped us gain valuable knowledge about Croatian laws and regulations, and a deeper understanding of their market, including its demographic and psychographic characteristics.



Due to this common project, we have started a further collaboration in a form of distribution of chocolate products in Croatia that will continue long after the program ends.

Results



SKILLS GAINED FOR SC:

- A deeper understanding of Croatian market, demographic and psychographic characteristics, knowledge of Croatian laws and regulations, developed an export business and distribution management plan.

SKILLS GAINED FOR HC:

- Attended a personalized training course for distributors, marketing strategy and customer relationship management.

EXPANDING MARKETS - NUMBER OF NEW COUNTRIES COVERED (SC):

- Croatia.

EXPANDING MARKETS - NUMBER OF NEW COUNTRIES COVERED (HC):

- Slovenia.

NEW SERVICES CREATED/IMPROVED (SC/HC):

- "BAM - Become A Master" brand in the Croatian/Slovenian market.



Sending Company

Name of the company

Arctur d.o.o.

Country

Slovenia

Activity Sector

IT research and development

Seconded person position

Employee

Activity Sector

Research and development of IT solutions across different sectors

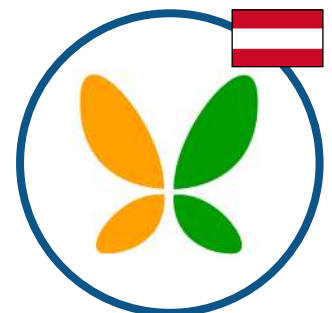
Host Company

Name of the company

Dr Urška Starc Peceny

Country

Austria



Introduction

Arctur (Sending Company, SC) is an innovation specialist company working to inspire and empower organizations to reinvent themselves and co-create innovative products and services, contributing to a more sustainable and equitable future for the tourism sector around Europe. They take key enabling technologies from Industry 4.0 (Internet of Things, Big Data, Blockchain, Artificial Intelligence, Virtual/Augmented Reality) and makes them accessible to local inhabitants, local authority, tourists, service providers and government to enable a co-creation approach to enriched tourism experience in both the analogue and digital world.

Their motivation in MobiliseSME was to open new doors, gain new knowledge, get to know new people and, overall, experience something new.

Dr Urška Starc Peceny (Host Company) based her company on her outtakes from her international education in Slovenia, Italy, and Austria. From Europe to Middle East, she has 20+ years of experience as an entrepreneur and researcher. She established her own company in 2012, working with numerous clients – e.g. Nasa Space Apps Challenge in Austria, European Commission, Universities (she is an assistant professor in smart-related topics focused on tourism), etc.

The Host Company saw the MobiliseSME program as an excellent opportunity to step out of her comfort zone, gain new perspectives and make a positive impact in her professional life.

Activities

Katarina is the employee that was **seconded from the Sending Company**.

The Sending Company gained access to tourism destinations around Europe, to the umbrella organizations (e.g., Necstour) and Austrian stakeholders (Burgenland, BIZ Graz, etc.). The Sending Company expanded their market, involved their HPC dept. into the smart tourism destinations projects and expanded their Tourism 4.0 partnership.

The Seconded Employee responsibilities was to get to know Smart Tourism Destinations, the current state of the matter, acquiring new skills, data mastering (understood as the ability to collect, analyse and re-use tourist data). She obtained the knowledge and can sell this everywhere – define data sources, identify data

accuracy, present the analysis, compare data with other sources and data sets (interoperability). She studied and discussed the importance of the data management and data-based decision making with smart tourism experts abroad.

The Seconded Employee also connected with Spanish organizations, also those from Austria, Czech Republic, and France. She is now very confident attending meetings with tourist destinations and can actively listen and find proper solutions to their challenges.

Her remote communication skills also improved significantly. She managed to share the needs of the customer to her colleagues in the Sending Company while being abroad and coordinate the preparation of the offers. She also learned how the SC can modify/adjust its products and can easily sell them to every tourism destination as managing tourism flows, using digital solutions is the key strategic objective of European destinations.

They expect that some of the set-up projects will be successfully realized and monetized in the next months.

The collaboration provided to **the Host Company** with a wide range of innovative tools and materials to offer to their customers, making the company more competitive in the market.

It also helped the Host Company to identify new business opportunities and expand her services. Additionally, she was able to co-develop new innovations with the Sending Company – especially in the field of managing tourist flows, which is an important objective of the Alpine Convention.

The Host Company does not own a supercomputer centre like the Sending Company does. As a company without high-tech resources, this joint activity helped her develop new services and projects that she would not have been able to do on her own.

The Host Company developed new skills and explored new business opportunities. Together they have applied for several EU projects with the Smart Tourism Destinations topics. In addition, the seconded employee joined the Host Company in NASA Space Apps Challenge and together they will organize an event in the beginning of October 2023.



We have gained access to a new market, has been invited to prestigious consortiums and has found potential customers for our products. We have also learned, as a team, how to coordinate with teleworking, offering solutions and services to partners all around the EU.



I see the MobiliseSME program as an excellent opportunity to step out of my comfort zone and gain new perspectives. After this experience, I have many plans and see countless opportunities to make a difference in my professional life.

Results



SKILLS GAINED FOR SC:

- New approaches to sharing knowledge about digitalisation.
- Improvement in marketing new products, knowledge of interconnecting various departments.

SKILLS GAINED FOR HC:

- Expanded knowledge of 4.0 Tourism innovations and trends.
- Expanded knowledge of high-tech resources.

NEW SERVICES CREATED/IMPROVED (SC):

- Access to the tourism destinations around Europe
- Applied for several EU projects with the Smart Tourism Destinations topics.
- NASA Space Apps Challenge participation.

NEW SERVICES CREATED/IMPROVED (HC):

- Co-developed new innovations in the field of managing tourist flows.

Spain



Sending Company

Name of the company

Fulgencio Pimentel SL

Activity Sector

Publishing house

Country

Spain

Seconded person position

Owner and employee

Host Company

Name of the company

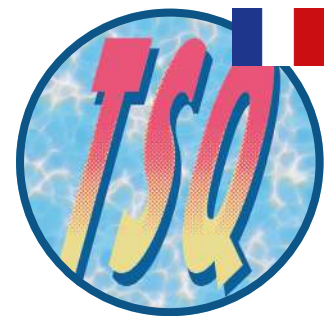
Tu sais qui

Activity Sector

Graphic design / arts

Country

France



Introduction

Fulgencio Pimentel (Sending Company, SC) is a Spanish publishing house focused on fiction, graphic novel, picture books and poetry that was founded in 2006. They have published more than 150 books, translating them from more than 15 different languages.

Over more than fifteen years, the Sending Company was recognized with several awards, including the Lazaro Galdiano Award for Editorial Excellence in the Art Book category ((awarded by the Government of Navarra, in 2018), two Second National Awards to best edited books in the children's category.

Tu sais qui (Host Company, HC) is a Paris-based art direction and graphic design studio founded in 2008. The studio is responsible for the creative direction of Please! Magazine, many designed patterns for Desigual, Lacoste and Jean-Paul Goude, countless collaborations with Nike as a graphic designer, typographer, and type researcher, among many other projects. One of the main reasons to participate was to make their work more visible in Spanish-speaking countries, to gain potential new clients through sharing experiences and contacts.

Activities

There were two seconded persons that moved to Paris with the Host Company, the employee Joana and the CEO, César. Both teams collaborated in the development of two joint products. One of them was the visual identity of Puchi Award, an international book prize where the visual identity design is key, as it seeks for bold and groundbreaking creative initiatives in book form.

The second project was related to the editorial design of a book series from the Sending Company named La Principal, which collects work of various authors such as Ingmar Bergman, William Carlos William, Philippe Djian or Sergei Dovlatov. The HC especially helped redefining and giving a more recognizable overall image to the book series.

The experience was also a great opportunity for both seconded persons to gain more skills and confidence with the French language, important to assess potential projects with competence, proficiency, and agility, especially in a market like France. Indeed, the seconded employee, attained a B2 level proficiency in speaking French, and was able to reach a C1 level in both reading and writing. The programme co-funded this training course.

The Sending Company had the opportunity to attend several cultural events in France, such as Offprint Book Fair and some exhibitions visit with French artists. They got in contact with new potential clients and with interesting new book projects. They had fruitful encounters with several French publishing houses such as Le Megot or Dargaud and with French artists such as Anne Lefevre and Catherine Peillon, with whom now they are discussing the publication of their editorial projects in Spain.

The seconded employee developed skills in editorial design and image: she acquired new skills with software Adobe Indesign and Photoshop, being now able to edit image and text with greater agility, shortening production times.

The Sending Company will start working with some partners in France, thanks to Mobilise. The seconded employee will move to France in 2024 to open an office. This was not considered in the initial and main objectives of the stay but after its success, they are currently developing further the international strategy in France.

The Host Company enriched their knowledge of potential clients in France and Spain and Spanish speaking countries. With the aid of SC, they got to know more now about other potential clients and they are ready to get in contact with them.

The Host Company also gained a wealth of knowledge and expertise to the organization with regards to the publishing sector industry. The Seconded Person possessed an extensive understanding of prospective clients within Spanish-speaking markets and effectively share this information with the Host Company. In return, the Host Company shared their knowledge of French publishing houses that could serve as potential clients for the Seconding Company.



I will recommend participating in MobiliseSME to any colleagues in the publishing sector, or any professionals in general, as the programme is open to any sectors.



All this (MobiliseSME) contributes to one of our main goals: to make our design work more visible in Spanish-speaking countries, to gain potential new clients.

Results



SKILLS GAINED FOR SC:

- B2 level proficiency in speaking French.
- Editing and translating skills in a foreign language.
- Assessment of potential projects with competence, proficiency, and agility in French language thanks to a C1 level in both reading and writing in French.
- Editorial design and image and new skills with software Adobe InDesign and Photoshop.

SKILLS GAINED FOR HC:

- B2 level of Spain.

EXPANDING MARKETS - NUMBER OF NEW COUNTRIES COVERED (SC):

- France (one new established office in 2024).

EXPANDING MARKETS - NUMBER OF NEW COUNTRIES COVERED (HC):

- Spanish-speaking countries (Spain and Latin America).

NEW SERVICES CREATED/IMPROVED (SC):

- Two design projects (Puchi Award).
- Cover design for a series of books (La Principal).
- Contracts with French publishing houses such as Le Megot or Dargaud and with French artists such as Anne Lefevre and Catherine Peillon.

NEW SERVICES CREATED/IMPROVED (HC):

- Two design projects (Puchi Award) and the cover design for a series of books (La Principal).





Sending Company

Name of the company

Yepso Solutions SL

Country

Spain

Activity Sector

Advertising, promotion, printing, media and related products and services

Seconded person position

Owner/co-owner

Host Company

Name of the company

Mariana Figueira da Silva,
Sociedade Unipessoal LDA

Country

Portugal

Activity Sector

IT



Introduction

Carlos Gil is the CEO of **Yepso! (Sending Company, SC)**, and the seconded person, a training company that aims to help people pass the EU competitions and get a job in the EU institutions. They use technology and educational tools of their training programme to help the candidates boost their performance.

From a couple of years, they wanted to explore distance learning, but they could not advance in this field due to various circumstances. The COVID situation was the perfect scenario to fully use the potential of distance and online learning. They thought MobiliseSME could be a great opportunity to find collaboration to implement it.

Mondeguitta Produções (Host Company, HC) is a company that provides audio-visual communication services to companies at a global level. They focus on helping companies building strong relations with potential clients through videos, humanising the essential tools to achieve effective communication.

The Host Company found out about MobiliseSME through the Sending Company. They thought the programme could be a great experience to obtain holistic vision of the European market, to favour their introduction in other countries such as Spain and Belgium and enter to a market niche they were interested: audio-visual communication linked to e-learning training.

Activities

Both companies collaborated developing a successful online course that will help the Sending Company implementing a distance learning platform. First, the seconded CEO adapted the script following the recommendations of the Host Company team and, after they did some translations – all the contents were recorded in English –, they finally proceeded with the video recordings.

The Sending Company contributed to the training course with the technical knowledge and the training materials.

The Host Company team collaborated with the Sending Company developing a successful online course that helped Yepso! implementing a distance learning platform. The Host Company contributed with the video

recordings. In this process, they implemented some new innovative techniques and got familiar with very specific audio-visual components related to the area of training.



We have developed high-impact audiovisual content for Yepso! that will have a significant impact on our business model and that will contribute to improving the training for our clients all around the EU.



From this experience, we obtained an audio-visual pilot with a company of great importance in the training market on a European scale and many options to work with more companies at that level.

Results



SKILLS GAINED FOR SC:

- Management tools obtained, recording skills, teamwork skills and language skills (B1 Portuguese).

SKILLS GAINED FOR HC:

- Video-recording innovative techniques and audio-visual components specific in training.

EXPANDING MARKETS - NUMBER OF NEW COUNTRIES COVERED (SC):

- Spain, Portugal and EU countries.

EXPANDING MARKETS - NUMBER OF NEW COUNTRIES COVERED (HC):

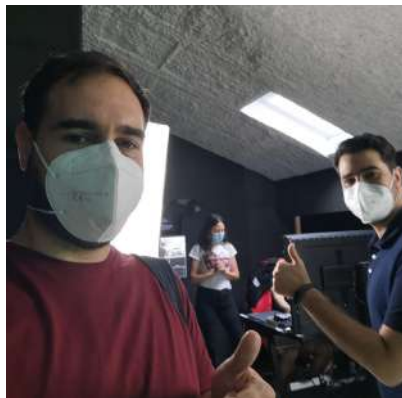
- Spain, Portugal and EU countries.

NEW SERVICES CREATED/IMPROVED (SC):

- Training online course and services – distance learning course in English.

NEW SERVICES CREATED/IMPROVED (HC):

- Audio-visual pilot of a training programme.





Sending Company

Name of the company

Galgo Medical SL

Country

Spain

Activity Sector

Medicine / IT

Seconded person position

Employee

Host Company

Name of the company

Acandis GmbH

Country

Germany

Activity Sector

Medicine



Introduction

Galgo Medical SL (Sending Company, SC) is a 10-year-old company funded and based in Barcelona, with experience in developing software products to be used in the medical field. Each software is focused on a specific medical discipline: electrophysiology, osteoporosis, neurovascular and stereotactic neurosurgery. The software from Galgo Medical is based on medical image and support the clinicians and professionals from the clinical field to make clinical decisions. The employee that participated in the MobiliseSME programme, Laura, is a member of the team that works for the neurovascular software, called Ankyras. She is the product specialist and is responsible for the client support.

Acandis (Host Company, HC) is a medical device company specialised in the development, manufacturing, and marketing of products for the neurovascular intervention, particularly for the treatment of intracranial aneurysms and ischemic stroke. Acandis had been cooperating with the Sending Company for some years in the development and clinical application of an online predictive software platform called ANKYRAS. The programme allowed the employees of the SC to practically experience and test the devices of the Host Company and to better understand the requirements for the software.

Activities

During this collaborative period, **the seconded employee and the Sending Company**, as the Ankyras product specialist facilitated the transition from the previous Ankyras version to the newest Ankyras version.

The seconded employee contributed to the product presentation and training to the new users. As a result, different members created new Ankyras user accounts and are starting to use the software in the Host Company.

The seconded employee also had the opportunity to do some experiments in the lab to validate the calculations she did about the simulation of the device under certain conditions. Now, one of the HC's goals is to involve a higher number of employees in the process of planning an intervention with Ankyras.

Laura also contributed to the first testing phase of a new product from the HC. More specifically, she carried out the first computational validation of the new device. The results were satisfactory and allowed the HC to move towards the next step - to validate the product in their lab.

The exchange gave to **the Host Company** the chance to address functional requirements and optimization needs directly from the Sending Company.

The collaboration helped to understand each other's technology better, to identify development potentials, and to initiate future projects such as the use for peripheral interventions.

A new licencing contract was established for the commercial use of the software. The Host Company aim is to work together in market surveillance and market research to proof the clinical benefits of combining their products and to identify future market requirements.

Both companies are still cooperating in advanced therapy workflows, which include a stronger involvement of software tools and a more patient specific treatment.



Having the opportunity to collaborate with Acandis through MobiliseSME made me feel more motivated with my work as representing and defending our product Ankyras.



The participation in MobiliseSME gave us the chance to deepen the relationship with Galgo Medical and to increase the amount and quality of exchanged information.

Results



SKILLS GAINED FOR SC:

- Gain a better insight on how ANKYRAS is used by the HC and improve its capabilities to better match the Host Company and other companies' requirements.
- Learn about the needs in terms of communication protocols between different players and translate it to the online tool, for a better improvement of the software.

SKILLS GAINED FOR HC:

- Better understanding of the ANKYRAS platform.
- Improve the simulation capabilities of the software.
- Training of its clinical experts, commercial workforce, and distributors on the use of the software.

EXPANDING MARKETS - NUMBER OF NEW COUNTRIES COVERED (SC):

- Spain, Germany.

EXPANDING MARKETS - NUMBER OF NEW COUNTRIES COVERED (HC):

- Spain, Germany.

NEW SERVICES CREATED/IMPROVED (SC):

- Enhance ANKYRAS communication tools among final users.
- Prototype a tool to facilitate the participation of neuroradiologists in the specification and selection of the stent to be used in their interventions.
- Test beforehand the device manufactured and its behaviour on the ANKYRAS simulation tool.
- Validate the tool ANKYRAS compared with real deployments.

NEW SERVICES CREATED/IMPROVED (HC):

- Improve stent manufacturing capabilities.
- Be able to reduce time-to-market with new designs and product offerings.
- Improve the simulation capabilities on offer to its customer base (clinicians).





Sending Company

Name of the company

Metfilter S.L

Country

Spain

Activity Sector

Water distribution, Sewage, refuse, cleaning and environmental services

Seconded person position

Employee

Host Company

Name of the company

IEG Technologie GmbH

Country

Germany

Activity Sector

Water distribution, Sewage, refuse, cleaning and environmental services



Introduction

Eduardo Noriega (seconded employee) is an employee of **Metfilter (Sending Company, SC)**. Metfilter (SC) is a Spin-off that originated from the research efforts of CENTA (Centre of new water technologies of Andalucía) and IMDEA Agua (Madrid Institute of advanced studies of water). Its technology is based on bioelectrochemistry. Their main field of operation is wastewater treatment. By participating in MobiliseSME, they aimed at reinforcing pre-existing collaborations with previous scientific partners focused on treating real polluted groundwater (chlorinated hydrocarbons).

They knew about the programme through the local contact point in Spain, Fundación Equipo Humano and joint dissemination activities with the Spanish Government and ICEX (Spanish Foreign Office of Trade).

IEG Technologie GmbH (Host Company, HC) is a company specialized in providing high-quality turn-key solutions for soil and groundwater remediation using primarily innovative in-situ technologies. For over 25 years, they have successfully remediated over 300 sites worldwide. IEG's technology specializes in low energy, low noise, and minimum visual impact. They save water, treat contamination in-situ, and minimize waste generation, with a small footprint and low-impact installations

Activities

The Sending Company and Eduardo (seconded employee) did a language course (financed by the MobiliseSME project) helped him to increase the knowledge of a new language, German, which is currently having a positive impact on his career.

The seconded employee was also able to directly see the installations of the Host Company and how the lab scale reactor of the Host technology could treat real groundwater from different polluted sites and different concentration levels with different performances.

The seconded employee also acquired knowledge about groundwater pollution, remediation, and the best technologies available in the EU market. He also gained knowledge about aquifers composition, hydrodynamics and geochemical characteristics, conventional technologies, and groundwater circulation wells.

The Sending Company valued very well the fact that he worked alongside different culture and working in an international context, with also some international clients, which provided the experience of interacting with people of different business cultures.

The seconded employee was an enrichment for the Host Company and their workplace. His insights helped to understand the underlying principles of some of the technologies for the Host Company but also improved some aspects of it.

The Host Company, alongside the employee, started the draft of a potential project in Sicily in its early stages. Pilot tests, as well as laboratory tests, evaluated the potential of combination of the Sending Company technology with chlorinated compounds on a higher scale.

The Host company also prepared a document with possible ideas for private or public-funded project proposals, with the aim of providing solutions to the environment arising problems in front of fighting freshwater problems, together with the Sending Company.

Both companies shared ideas (brainstorming) for collaborations on other related topics: through private projects or public-funded projects (Horizon EU) which translated into a draft of a project to be submitted proximately.



We encourage anybody considering a collaboration with another European SME to take this opportunity, it provides stronger relationships, allows you to reach other markets, spread the word about your products or services and generate new ideas.



MobiliseSME is a great opportunity to facilitate the mobility of workers with the aim of sharing ideas and approaches to each other problems.

Results



SKILLS GAINED FOR SC:

- German language (B2).
- Acquired knowledge about groundwater pollution and problems, remediation, and the best technologies available in the EU market related to aquifers composition, hydrodynamics and geochemical characteristics, conventional technologies, and groundwater circulation wells.

SKILLS GAINED FOR HC:

- Bioremediation capacity, further understand the underlying principles of the technologies of the Sending Company.
- The HC started the draft of a potential project in Sicily in its early stages with the SC.
- Evaluated the potential of combination of Metfilter technology with chlorinated compounds on a higher scale.
- Roadmap for public funded proposals for fighting freshwater problems.





Sending Company

Name of the company

Weco Windows

Country

Spain

Activity Sector

Architecture

Seconded person position

Employee

Host Company

Name of the company

Fama Costruzioni

Country

Italy

Activity Sector

Construction



Introduction

Weco Windows (Sending Company) is a Spanish company that is formed by architects coming from different backgrounds. The company uses high-performance designs in a sustainable and innovative way in the traditional wood window. This includes natural materials with an approach of sustainable design and high energetic efficiency. The seconded employee of the Sending Company, Carmela Pintado, contacted the Italian company Fama Costruzioni to collaborate in mutual projects.

Fama Costruzioni (Host Company) is a construction company created in 1990, which took care of restructuring of buildings and selling of material construction. In 2001 they became Impresa Fama Costruzioni Generali S.r.l adding construction as a contracting company to their renovation and maintenance activities. They also incorporated new ways of design, embracing concepts of Light, Domotics and Green. They were interested in MobiliseSME due to the high-end window design, the natural materials and the approach to sustainable design and high energetic efficiency that the Sending Company had.

Activities

The seconded employee (Carmela Pintado) was able to see the way the Host Company worked, how they choose their clients, their providers, and their method of construction, diversifying her skills. It also gave them a chance to become "greener" by exchanging and applying sustainable measured and practices in their products.

She also investigated further possibilities of window application and to prove how their product helped to upgrade the environmental awareness of new constructions in Italy and in Spain. She also learned new approaches toward clients and suppliers with a new perspective. It gave her the opportunity to apply the similar methods to speed up the process also of their production.

In the end, the Sending Company became one of the Window suppliers of the Host Company, increasing partnerships and clients.

The Host Company was given the opportunity to have another professional opinion in the projects that they participated. For instance, the Host Company obtained calculations of the window facades that were essential for the decision of the material usage and allowed to obtain valid plans for the mandatory documentation that it was required by public bids. Also, the Host Company gained suitable technical solutions for efficiency energy of buildings. Also, the Host Company incorporated the idea of using an internal venetian blind as a form of blinders into their own window design.

The Host Company, with the help of the seconded employee, achieved reducing the actual construction costs for the Host Company by inserting usage of blinders into the carcass of the window between two layers of Glass and reducing the usage of External blinds in the building.



Being part of this programme has given me a new vision of possibility and optimism. Before participating in MobiliseSME, I thought it was harder to develop projects outside the Spanish boundaries. Now I see that the limits are reduced and that everything is possible with your own will and the help of a professional team.



The Sending Company has already offer to Host one of our staff, so we are considering the opportunity for an architectural study in Spain soon.

Results



SKILLS GAINED FOR SC:

- New approach to clients, providers, and new techniques of construction.
- Greener skills and exchange of measures in products and practices.

SKILLS GAINED FOR HC:

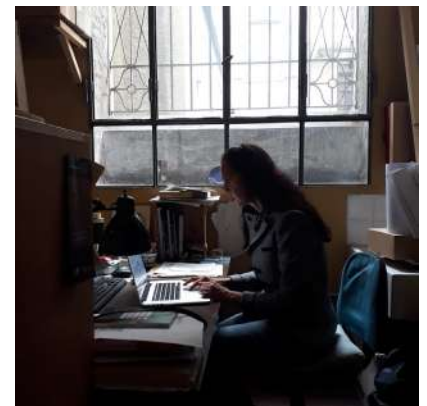
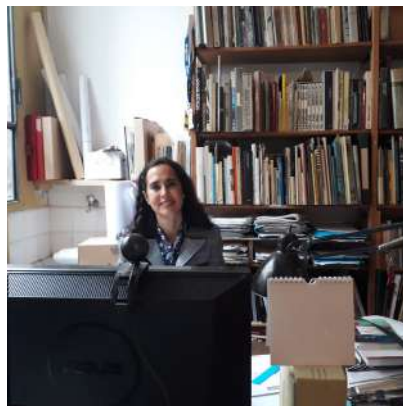
- New ways of calculation of the windows facades in public bids.
- Greener technical solutions for efficiency energy of building.

NEW SERVICES CREATED/IMPROVED (SC):

- The Sending Company became one of the Window suppliers of the Host Company.
- New possibilities of window application.

NEW SERVICES CREATED/IMPROVED (HC):

- New internal venetian blinds into their own architecture designs.





Sending Company

Name of the company

Brands & Roses

Country

Spain

Activity Sector

Marketing / Advertisement

Seconded person position

Employee

Host Company

Name of the company

Erased Tapes

Country

United Kingdom

Activity Sector

Music



Introduction

Brands & Roses (Sending Company, SC) is a content agency focused on creating custom strategies during the whole value chain, from production to distribution. One of their main platforms is Yorokobu: a creative magazine. Irene Naranjo (seconded employee, SE) is the Digital Strategist Manager developing different creative strategies for branded content. She decided to participate in MobiliseSME because she looked for new ways of developing creativity.

Erased Tapes (Host Company, HC) is an independent record label based in London. The company also has a music publishing division. The company is composed of a small team of three people. Anton Magnusson is the marketing and communication manager at Erased Tapes, also the Host Appointee. When they reached out to them, it sounded like a great idea to participate due to the seconded employee's expertise in the digital field.

Activities

The **seconded employee** analysed different social media platforms of the Host Company to get improvements. The result was a list of best practices that the Host Company (HC) implemented. She also worked in a new interview section for the HC's website with creative and innovative questions and titles.

The seconded employee came up with ideas to structure their newsletter and improve the design from their old newsletter platform. She improved her video editing and graphic design skills by helping with clips and visuals as part of a social media strategy with record label's artists. She was also involved in recording labels videoclip and production, assisting in the photo and video shooting and getting in touch with photographers, art directors, videographers, and actors.

She performed creative research transferred to the music industry, with the learning of deep dive review of some musicians from the competence. She also learnt about their alternative ways of financing gaining knowledge about the introduction of their artists scores at films, TV shows and commercials.

The experience gave her confidence in the use of English in a professional field and knowledge of the music industry jargon. The co-working environment gave her a full understanding of the British business culture.

On the Host Company's side, they could improve their digital profile on their company website, social media platforms and content series on socials and HC's website thanks to the seconded employee.

Both companies explored new websites to send the Host Company's newsletter and press releases. They made the move from Madmimi to Disco.Ac – and with the seconded employee technical skills they developed it with a new software.

The Host Company introduced the seconded employee into their organisation explaining the process of the creation of a music album, from the very first step of artist selection criteria to the music production creative process: artist representation, vinyl pressing and records distribution.



Being part of this programme has given me a new vision of possibility and optimism. Before participating in MobiliseSME, I thought it was harder to develop projects outside the Spanish boundaries. Now I see that the limits are reduced and that everything is possible with your own will and the help of a professional team.



I would rate the experience ten out of ten. I think everyone benefits from collaborations, and there should be more of them especially across borders and different industries.

Results



SKILLS GAINED FOR SC:

- How to run a record label.
- Organization of live music events.
- Improvement of the technical English and communication within the industry.

SKILLS GAINED FOR HC:

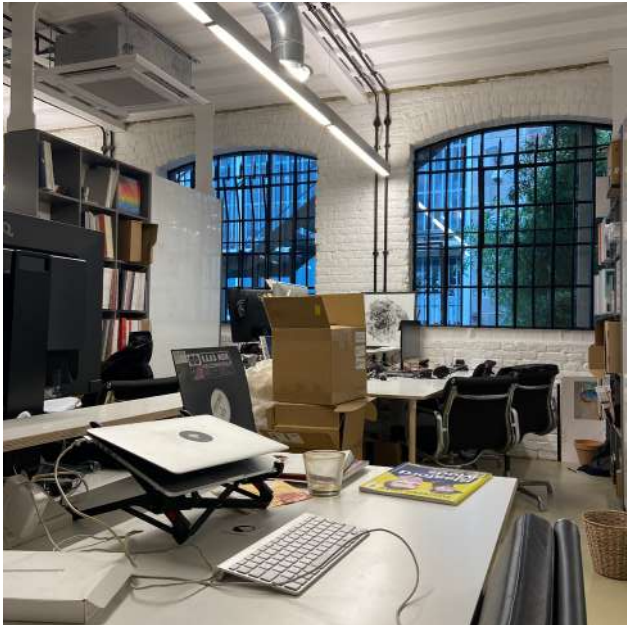
- New ways of thinking and creative methodologies.
- Content creation and digital marketing.

NEW SERVICES CREATED/IMPROVED (SC):

- Mapping of relevant musicians in the UK and associated markets.
- A list of companies, artists, and brands potential clients of the Sending Company.
- A new planning methodology to be used in the production of concerts and live music events.

NEW SERVICES CREATED/IMPROVED (HC):

- New interview series.
- Improvement of the communication channels.



MobiliseSME

Mobility Exchange programme for SME staff

MobiliseSME programme

MobiliseSME programme

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Agreement number: VS/2020/0249

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