

## Newsletter #1

The SNOwMan newsletter will be sent out twice a year to give an overview of the activities and progress of the project



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## SNOwMan Facts

- The aim: strengthen and improve counselling methods for owner-managers
- Main output: a counselling process for business intermediaries targeted owner-managed SMEs
- Target group: owner-managed manufacturing SMEs with 5 to 50 employees

- 148 owner-managed SMEs will be involved in developing and testing the counselling process
- 68 SMEs will cooperate with higher education institutions in creating the counselling process
- The partnership: 13 partners in 5 countries across the Baltic Sea Region



## All partners met for the SNOwMan Kick-off in November 2017

The project kick-off for SNOwMan was held over 2 days at VIA University College in Aarhus in November 2017. The kick-off was attended by all 13 partners and was the first time the SNOwMan partnership all met in person. During the kick-off keynote speaker, business journalist **Carsten Steno** gave an interesting presentation on owner-managed SME's and the challenges they face. Additionally, the responsibilities, activities and budget of the project was discussed as well as the importance of the communication strategy and activities. Lastly, all participants joined in a fruitful discussion about the next steps such as first actions, meetings and reporting in the project.

The two days in Aarhus did not only provide the partnership with essential information, but also ensured common understanding and valuable networking across borders.

Do you want to know more? Watch the short video below.



<https://www.youtube.com/watch?v=JlvXd0n1Ov4>

Time	Activity	Speaker
08:00	Program	
08:10-09:10	Arrival and registration	
09:10-09:45	Welcome	Julita Wasilczuk, WP2 leader, GUT
09:45-10:15	Activity and financial report	Agneszka Lipska, insurance project officer & Marcin Kaczmarski, insurance financial officer (Gdansk)
10:15-10:45	Communication and course on short video production	Julie May Wolff-Nielsen, communication manager, vta
10:45-11:40	Coffee Break	
11:40-12:00	Status of SNOwMan, activities, re-courses and time schedule	Susan Dalum, project w
12:00-13:00	Online survey	Magdalena Popowicz, Niki Michyrowska, Jelena Stankeviciene
13:00-16:00	"Methodology", presentation of draft	
13:00-16:00	Lunch	
16:00-16:15	Work session	
	1. Methodology - approx. 60 min	
	2. WP 2, survey and interviews	
	3. From WP 2 to WP 3, workshop in Septem	
	Conclusions from the meeting and w	
	All participants	
	Goodbye from Gdansk	Julita Wasilczuk

## Project Management Team meeting in Gdansk

On April 17, 2018, the Project Management Team met for the first time in Gdansk to review the overall progress of the project, communication, activities, resources and time schedules. The meeting was especially focused on the first coming activities such as the online survey, interviews and co-creative workshop. During the meeting, the participants got a taste of video making with smartphones and editing to encourage partners to document activities through videos.

The meeting finished with a work session where the methodology was discussed with focus on quality assurance and risk management. During the session, the participants debated the survey for business intermediaries and interviews with owner-managers, especially in regard to the premises and considerations to take when interviewing owner-managers. Lastly, the co-creative workshop that will take place in September 2018 was discussed.

The Project Management Team will meet again in the fall of 2018.



## **SNOWman conducts online surveys and individual interviews**

To get a real perspective on the challenges related to the current counselling practice the SNOWman project is gathering responses directly from both owner-managers and business intermediaries. Both surveys will ask for critical observations and recommendations from the respondents.

Approximately 100 business intermediaries from each country (a 50% response rate is expected) will participate in the online survey about their experiences with counselling owner-managed SMEs. The survey seeks to gather experiences, best practices and potentials for intermediaries to coach their owner-managed SME members. The online survey aims to establish the relationship between member companies, their understanding of innovations along with their qualification to provide support for non-technological innovations. Furthermore, it will also focus on the ability to act as a

mediator between member companies and R&D institutions and which methods they already apply.

20 owner-managers from each partner country are being interviewed about the challenges they are facing and which kind of counselling process they find optimal. The aim of the individual interviews is to collect information and personal experiences by letting the owner-managers tell their own stories. It is the hope to get insight into the SMEs knowledge about non-technological innovation, their willingness to use non-technological innovation and when coming to it, the needs for it. Moreover, to learn about their existing cooperation and what kind of support they expect from business intermediaries.

The survey and interviews should all be finished and collected by the end of June. They will help identify the highest prioritized challenges for both intermediaries and owner-managers and as a result they will be used in the development of the prototype counselling toolbox.



## **SNOWMan hosts co-creative workshop in September 2018**

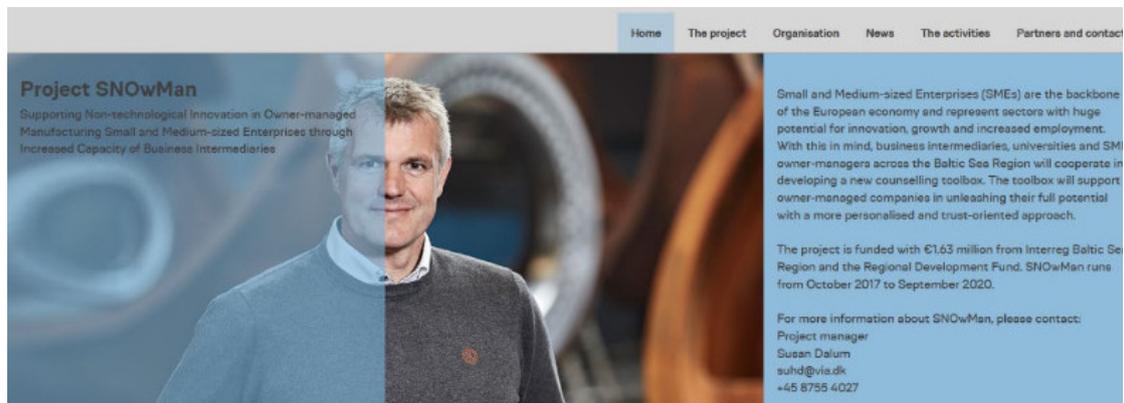
The SNOWMan project invites selected owner-managers of manufacturing SMEs to a two-day co-creative production workshop with networking and cooperation. The workshop will take place in Denmark at VIA University College in Herning on September 11 and 12, 2018.

During the workshop owner-managers, business intermediaries and educational institutions will work together to identify the challenges SMEs faces today. The

participants will be part of a cooperative innovation process and learn more about how to use this method to create growth for the owner-managers' businesses.

The owner-managers will have the opportunity to network with other owner-managers and business intermediaries targeted the situation their business is in and get new inspiration for their own innovation.

If you would like to know more about the workshop, please, contact Anders Mølbæk, [akm@via.dk](mailto:akm@via.dk).



## Website

The SNOwMan website is now up and running. You can find it on [snowman-ibsr.eu](http://snowman-ibsr.eu). You will find facts and information about SNOwMan on the website. It will continuously be updated with the newest information about activities and progress of the project.

If you have any comments or input to the website don't hesitate to contact Julie May Wulff Nielsen at [jmwn@via.dk](mailto:jmwn@via.dk).

