

Newsletter #3

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

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- 20 SME's have tested a prototype of the SNOwMan counselling process
- SNOwMan project mark the midterm point in Finland
- The second test of the counselling process is well under way
- The development of the online platform for the digital version of the counselling process have started
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20 SME's have tested a prototype of the SNOwMan counselling process



Throughout January and February, business intermediaries involved in the project have been testing a prototype of the counselling process with 20 SME's participating. At each test, an observer was present to note the interaction between the owner manager and the intermediary during the counselling process.

Read more [here](#)

SNOWMan project mark the midterm point in Finland

On March 13 2019, the SNOwMan partnership and associated organisations met in beautiful Hämeenlinna, Finland to mark the midterm point of the SNOwMan project. Learnings from the tests of the 6-step counselling process were discussed during the conference.



Read more about the learnings [here](#).

The second test of the counselling process is well under way



The counselling process have been refined based on the feedback from the first test round and are now being tested again on 40 owner managers spread across Lithuania, Poland, Finland and Denmark. During the summer the feedback from all countries will be combined in an evaluation report that summarizes the results from the tests.

The development of the online platform for the digital version of the counselling process have started

As a part of the Midterm Conference the participants brainstormed on the content for the online platform. The ideas coming from the brainstorming session have formed the basis of the development of the platform. As of now, a catalogue of specification have been made and the task force will continue its work during the second half of 2019.




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Project SNOWMan

Supporting Non-technological Innovation in Owner-managed Manufacturing Small and Medium-sized Enterprises through Increased Capacity of Business Intermediaries



Small and Medium-sized Enterprises (SMEs) are the backbone of the European economy and represent sectors with huge potential for innovation, growth and increased employment. With this in mind, business intermediaries, universities and SME owner-managers across the Baltic Sea Region will cooperate in developing a new counselling toolbox. The toolbox will support owner-managed companies in unleashing their full potential with a more personalised and trust-oriented approach.

The project is funded with €1.63 million from Interreg Baltic Sea Region and the Regional Development Fund. SNOWMan runs from October 2017 to September 2020.

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Website

Find the SNOWMan website on 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 please contact Julie May Wulff Nielsen at atjmwn@via.dk.

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

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- 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



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