

Newsletter #4

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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Happy holidays from the SNOWMan Project

The SNOWMan project has passed the midterm mark, which also reflects the progress of the project. We wish to thank everyone who has participated in the project this past year and look forward to continue the cooperation in the new year.



The SNOWMan project sends you best wishes for a wonderful holiday and a very happy new year.

The counselling toolbox has been through second round of tests



After some adjustments from the first round of tests, the SNOwMan project have been testing the counselling process once more during the summer 2019. The adjustments have increased the overall satisfaction, and have been well received by both owner managers and intermediaries.

Read more [here](#)

Project management team meeting in Lithuania

On September 19-20, 2019, the SNOwMan project partners met in Vilnius, Lithuania to review the overall progress. The meeting's main focus was on the measurement issues of the counselling process and the results of the second round tests. During the meeting the partnership also discussed design, testing and refinement of the online version of the counselling toolbox.



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

The online platform is taking form



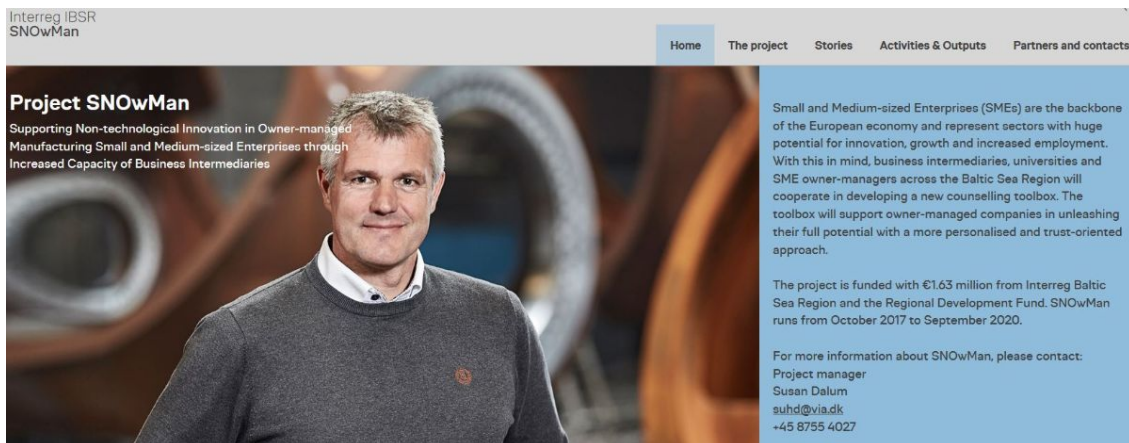
The work on the online platform was set off in April 2019 with the forming of an international team with members from four partner institutions. The team agreed on a list of functionalities and facilities of the toolbox portal, which main focus is to make sure that it is simple and user-friendly for the intermediaries, who will be the main users of the toolbox portal. In January, the online platform will be tested on two owner managers from each country.

Read more [here](#)

Upcoming: Final conference

The SNOwMan final conference will be held in Aarhus, Denmark on May 14-15, 2020. The final results of the SNOwMan project will be presented at the conference.

More information will follow.



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 jmwn@via.dk.

SNOwMan Facts

- The aim: strengthen and improve counselling methods for owner-managers
- output: a counselling process for business intermediaries targeted owner-managed SMEs
- Target group: owner-managed manufacturing SMEs with 5 to 50 employees
- owner-managed SMEs will be involved in developing and testing the counselling process
- The partnership: 13 partners in 5 countries across the Baltic Sea Region