

Newsletter #5

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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The platform is almost ready to launch: 6 steps for innovation

6 Steps for Innovation is the name of the platform, where business intermediaries can benefit from the toolbox developed in the SNOWMan project. After a year of development, testing and preparations the platform has almost reached the launching date.

Keep updated on the website: <http://snowman->



Save the date: The Final Open Conference September 10th and 11th



The Final Open Conference in Denmark was supposed to be held in mid May, but because of the COVID 19 pandemic the conference has been postponed until **September 10th and 11th**.

Due to COVID 19 restrictions across the partner countries the SNOwMan project Partners will report the final circumstances no later than August 1st.

For more information please contact communication manager Ditte Karla Lott Lauritsen at DIKA@VIA.dk or [the conference page](#).

The SNOwMan project in a final paper version

The SNOwMan project is finally ready to present our book this autumn - the final presentation of the counselling toolbox and the evaluation report of the last tests.

The SNOwMan book takes you through each element of the 6-step counselling toolbox with a in to depth focus on the specific elements. The reader will gain knowledge on the process, the outcome in the form of a Spider Web Tool and how to be successful in counselling non-technological innovation.

If you are interested in more information, please contact Jelena Stankeviciene at



Train-the-Trainer courses are running



The toolbox created through the SNOwMan project supports owner-managed companies in unleashing their full potential with a more personalized and trust-oriented approach. As a part of the SNOwMan project there was developed a Train-the-Trainer (T-t-T) course, in order to give business intermediaries, the best possible prerequisites to use the toolbox.

Train-the-Trainer courses are currently running in all partner countries.

For more information please contact Assistant Professor at VIA Klaus Greve True at

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Strategic plans for institutionalization

Strategic plans for institutionalization are being developed in transnational teams to make sure the platform will create value in the future.

More information will follow.





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.

For more information about SNOwMan, please contact:
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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 Ditte Karla Lott Lauritsen at DIKA@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
- 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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