

## Newsletter #6

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



## Thank you all for a successfull Final Open Conference

On Thursday November 12, the transnational project SNOWMan was concluded with a big online conference. The purpose of the project has been to develop 6 Steps for Innovation - a tool targeted counselling of owner-managed production SMEs in the participating countries. With almost 60 participants the presentation of the platform has reached a broad target group and we are looking forward to putting the platform into play.



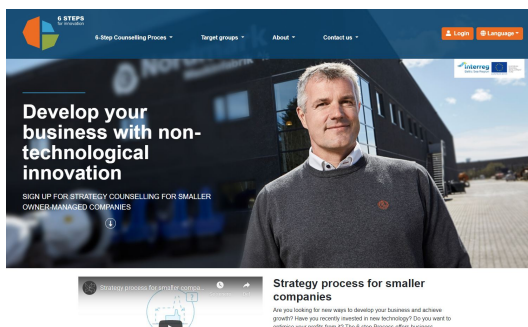
See the presentations from the Final Open Conference [here](#)

Read the full press release from the Final Open Conference [here](#)

Visit the landing page from the conference with a lot of inspiration [here](#)



## The 6 Steps for Innovation platform is up and running



The *6 Steps for Innovation* platform is a counselling tool for intermediaries who work with smaller owner-managed companies and for owner-managers of smaller companies.

Business intermediaries, owner-managers and universities from five different European countries have worked together to develop the platform. The tool and the process focuses on achieving company growth by working with non-technological innovation.

Visit the platform [here](#)

## Free inspirational catalogue and inspiring succes storie videos for all



Our inspirational catalogue unfolds the content of the counselling toolbox and the supporting toolbox.

The catalogue also presents success stories and experiences from the perspective of owner managers and intermediaries. And last you will find recommendations, learnings and good advice from the perspective of the SNOwMan project partners.



See the four videos showing success stories from using the [6 Steps for Innovation platform](#). The four films was produced by the Transnational Communication Team in the SNOwMan project.

The videos will help intermediaries and owner managers to see the benefits of using the *6-step process* in their coucelling practice. Hopefully they will get answers to questions like "Why should we use the 6-step proces? and wh

Meet the danish company [International Furniture A/S](#)

Meet the polish company [TYTAX](#)

Meet the finnish comanies [Herkkumaa and Puutyöliike Pekka Väre K y](#)

Meet the lithuanian company ["Sportine Aviacija ir ko"](#)

A special thanks to International Furniture A/S, TYTAX, Lennol and UAB "Sportine aviacija ir ko".



## Hanne and Karsten on road trip

Karsten Leth from Business Hub Central Denmark and Hanne Bundgaard from VIA are touring Denmark.

There is a constructive and good dialogue with the Business Councils in Central Denmark about the counselling of and co-operation with the owner managers. The initiatives are followed up, and they create real value for the companies.

For more information please contact Susan Dalum, [suhd@via.dk](mailto:suhd@via.dk) and John Foged, [jfo@erhvervshusmidtjylland.dk](mailto:jfo@erhvervshusmidtjylland.dk)



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## Read the strategic plan for final institutionalization



To ensure the use of the developed tools and methods, it is critical and most important to institutionalize the *6 Steps for Innovation*-platform as a new regular way of supporting smaller owner-managed companies in the area of non-technological innovation. The overall aim of this strategic plan for the final institutionalization is to ensure that the processes will continue to be offered in a qualified, consistent way ensuring long-term results.

Read the full report on the strategic plan for final institutionalization [here](#)

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## The Ambassador Corps

After project closure will the use of the platform be followed by an Ambassador Corps. This corps is composed of representatives from all SNOwMan partners and will meet twice a year. Their two main tasks is to continue the institutionalization in their regions and to follow-up on the usage of the two toolboxes.

For more information please contact Susan Dalum, [suhd@via.dk](mailto:suhd@via.dk)



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On behalf of SNOwMan, project manager Susan Dalum wishes you happy holidays



"A last regards from me wishing you all a Merry Christmas and a Happy New year. Hope you all will enjoy the holiday and make the best of it despite the situation. Take care of yourself and your loved ones.

As this also is the last greeting from the SNOwMan project, I would like to thank you all for good cooperation, new perspectives and valuable learning during the last three years.

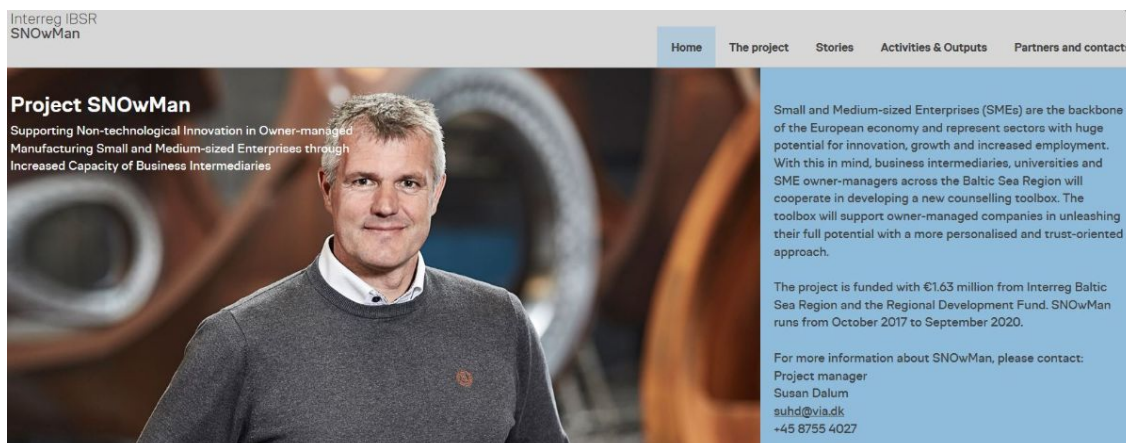
May our gathered efforts create new value to many owner managers across our countries and be a useful tool to intermediaries.

I look forward hopefully to meet you again in a new context in the future."

Best regards

Susan Dalum, project manager SNOwMan

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## Website

Find the SNOwMan website 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 please contact Ditte Karla Lott Lauritsen at [DIKA@VIA.dk](mailto: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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