

ADRION REGIONAL POLICIES FOR FOSTERING OF DIGITAL TRANSFORMATION OF SMEs – DIGITRANS

Boosting Digital Transformation for SMEs Across the Adriatic-Ionian Region

ABOUT the Project

DIGITRANS is an ambitious interregional project designed to accelerate the digital transformation of small and medium-sized enterprises (SMEs) across the Adriatic-Ionian region, particularly focusing on the weaknesses in digitalization, unbalanced innovation capacities among various regions, and the need for enhanced transregional cooperation.

This initiative brings together partners from nine countries to address critical challenges in digitalization and foster innovation through enhanced cooperation and policy improvements.

DIGITRANS focuses on overcoming regional disparities in digitalization and innovation by enhancing strategic frameworks and fostering effective collaborations. By mapping innovation ecosystems and sharing best practices, the project aims to strengthen SMEs' digital capabilities while creating a transregional platform for knowledge exchange.



Key Goals:

- Assess local and regional strategic instruments to identify good practices that improve local strategic frameworks and policy instruments for innovative solutions.
- Develop and implement joint action plans tailored to regional needs.
- Foster transregional cooperation and knowledge sharing to close the innovation gap.

Key figures:

1.473.890,36 EUR

Project budget

1.252.806,80 EUR

INTERREG funding

01. 09. 2024 - 2027

Project duration



Progress so far

During the first semester, we:

Held a successful kick-off meeting in Slovenia in November 2024, where partners shared insights and laid the groundwork for collaboration.

- Developed a **uniform methodology for stakeholder mapping**, resulting in comprehensive regional innovation maps.
- Formed **regional stakeholder groups** using the quadruple helix model, bringing together academia, industry, government, and civil society to drive SME digitalization.



What's next?

- **Year 1:** Focus on innovation mapping and stakeholder engagement.
- **Year 2:** Finalize and disseminate reports with actionable recommendations for policy improvements.
- **Year 3:** Implement pilot activities, evaluate outcomes, and prepare guidelines for long-term impact.

Why DIGITRANS Matters?

DIGITRANS is your opportunity to:

- **Shape Policy:** Contribute to recommendations that directly impact SME digitalization.
- **Gain Insights:** Access cutting-edge strategies and tools for digital transformation.
- **Collaborate:** Join a network of stakeholders working to advance innovation across the region.

Join the Conversation

We invite you to stay connected and actively participate in the DIGITRANS journey. Your insights and expertise are of great value as we work to create a more innovative and digitally empowered business ecosystem.

Follow us:

Stay updated on project progress, events, and opportunities by visiting our [project webpage](#) and following us on social media.



Project Partnership

- University of Ljubljana, Faculty of Electrical Engineering, Slovenia (Lead Partner)
- OFICINA, Albania
- BIT Center, Bosnia & Herzegovina
- Zagreb Innovation Center, Croatia
- Computer Technology Institute and Press “Diophantus”, Greece
- Business Confederation of North Macedonia, North Macedonia
- Regional Business Center Berane, Montenegro
- T2i – Technology Transfer and Innovation, Italy
- Vojvodina ICT Cluster, Serbia
- Regional Development Agency Podravje-Maribor

Associated Partners

- Ministry of Digital Transformation, Slovenia
- Chamber of Commerce and Industry Stajerska, Slovenia
- City of Tuzla, Bosnia and Herzegovina
- Croatian Agency for SMEs, Innovations and Investments, Croatia
- The Industrial Systems Institute, Greece
- Association of Small and Medium Enterprises, North Macedonia
- Pomurje Technology Park, Slovenia
- Center for Digital Transformation, Serbia

Contact us

- Jure Verhovnik, Project Coordinator, University of Ljubljana: [**jure.verhovnik@fe.uni-lj.si**](mailto:jure.verhovnik@fe.uni-lj.si)
- Marco Galanti, Project Coordinator, T2i – Technology Transfer and Innovation, Italy: [**marco.galanti@t2i.it**](mailto:marco.galanti@t2i.it)
- Bojan Todorovski, Project Coordinator, Business Confederation of North Macedonia, North Macedonia: [**bt@bcm.mk**](mailto:bt@bcm.mk)
- Marko Kac, Project Coordinator, Regional Development Agency Podravje-Maribor: [**marko.kac@rra-podravje.si**](mailto:marko.kac@rra-podravje.si)
- Milan Solaja, Project Coordinator, Vojvodina ICT Cluster, Serbia: [**milan.solaja@vojvodinaictcluster.org**](mailto:milan.solaja@vojvodinaictcluster.org)
- Nebojsa Babovic, Project Coordinator, Regional Business Center Berane, Montenegro: [**info@rbcbberane.me**](mailto:info@rbcbberane.me)
- Mia Despotovic, Project Coordinator, Zagreb Innovation Center, Croatia: [**mia.despotovic@zicer.hr**](mailto:mia.despotovic@zicer.hr)
- Vedrana Ajanovic, Project Coordinator, BIT Center, Bosnia & Herzegovina: [**vedrana@bit.ba**](mailto:vedrana@bit.ba)
- Chrysostomos Stylios, Project Coordinator, Computer Technology Institute and Press “Diophantus”, Greece: [**stylios@cti.gr**](mailto:stylios@cti.gr)
- Aulona Hazbiu, Project Coordinator, OFICINA, Albania: [**aulona@oficina.al**](mailto:aulona@oficina.al)

Join us in empowering SMEs through digital transformation and shaping a more innovative future!

