



**Workshop - Which topics are particularly important in the future?**

**How can project results be used by members as a successful business model?**



# AGENDA

**09:00 - 09:30 FEEDBACK WORKSHOP ON 19 MAY 2022 IN VIENNA**

**09:30 - 11:00 HOW CAN PROJECT RESULTS BE USED BY MEMBERS AS A SUCCESSFUL BUSINESS MODEL?**

15` INTRODUCTION

45` GROUP WORK: DEVELOPMENT OF MODELS AND APPROACHES

30` EVALUATION

**11:00 - 11:30 COFFEE BREAK**

**11:30 - 13:00 WHICH TOPICS ARE PARTICULARLY IMPORTANT IN THE FUTURE?**

45' GROUP WORK: DEVELOPMENT OF TOPICS FOR FUTURE PROJECTS

30` EVALUATION

15' CONCLUSION & AGREEMENTS ON FURTHER ACTION



# FEEDBACK WORKSHOP VIENNA

## 17 TOPICS FOR NEW PROJECTS

- 7 TOPICS: GREEN ECONOMY, CIRCULAR ECONOMY, CLIMATE, WASTE MANAGEMENT, ETC.
- 4 TOPICS: INDUSTRY 4.0, DIGITALIZATION
- 4 THEMES: WINNING TARGET GROUPS, E.G. YOUNGER PEOPLE, WOMEN, REFUGEES
- 1 TOPIC: CRISIS MANAGEMENT
- 1 TOPIC: PROJECTS WITH UKRAINE

**WHAT HAS THE HANSEATIC PARLIAMENT DONE ON THESE ISSUES IN THE PAST 12 MONTHS?**



# FEEDBACK WORKSHOP VIENNA

- ✓ START OF A NEW PROJECT "**DIG-CON**" ON DIGITALISATION IN THE CONSTRUCTION INDUSTRY WITH 8 PARTNERS FROM 5 COUNTRIES
- ✓ LAUNCH OF A NEW PROJECT "**BA&VET**" FOR THE RECRUITMENT OF SKILLED WORKERS AND YOUNG ENTREPRENEURS WITH 6 PARTNERS FROM 4 COUNTRIES
- ✓ AS A PARTNER, LAUNCH OF A NEW PROJECT "**POVE**" ON SUSTAINABLE WATER MANAGEMENT
- ✓ AS A PARTNER, APPLICATION FOR A NEW PROJECT "**HAPPY GREEN JOBS** - DESIGNING AND TRAINING FOR NEEDS-SATISFYING GREEN JOBS: ENGAGING GENERATION Z AND ENTREPRENEURS IN THE GREEN TRANSITION".
- ✓ AS PARTNER, PARTICIPATION IN THE PROJECT "**AIRINVET**" - APPLIED RESEARCH IN VOCATIONAL EDUCATION AND TRAINING





# FEEDBACK WORKSHOP VIENNA

- START OF A PROJECT ON THE INTEGRATION OF REFUGEES WITHIN THE INTERREG BSR FRAMEWORK – **PROSPER BSR**
- APPLICATION FOR NEW INTERREG BSR PROJECT **EASYENERGY**
- APPLICATION FOR NEW PROJECT WITH, AMONG OTHERS, THE OFFENSIVE MITTELSTAND **AI4SMES**
- APPLICATION FOR NEW PROJECT "REGIONAL AND INTERNATIONAL EDUCATION PARTNERSHIPS FOR WORKPLACE INNOVATION IN SMES (**WIN4SMES**)" WITH 20 PARTNERS FROM 7 COUNTRIES AND A BUDGET OF 4.9 MILLION €.
- PARTNER IN VARIOUS SMALLER COOPERATION PARTNERSHIP PROJECTS

# FEEDBACK WORKSHOP VIENNA

**IN ADDITION, THE FOLLOWING SUGGESTIONS WERE DEVELOPED AT THE WORKSHOP IN VIENNA**

SUGGESTIONS: WHAT MAKES PROJECT WORK SUCCESSFUL?

**= ARE CONSTANTLY IMPLEMENTED IN THE ONGOING PROJECT WORK**

✓ SUGGESTIONS FOR IMPROVING TRANSFERS AND USE OF PROJECT DELIVERABLES

1. HP SHOULD CREATE AN EASY-TO-USE PLATFORM WITH ALL PROJECT DELIVERABLES  
- SEPARATELY FOR HP MEMBERS AND SMES.

**= IS IN PREPARATION, START 2024**

2. HP SHOULD CREATE A CHECKLIST FOR THE CONTINUED USE OF PROJECT RESULTS  
AND MAKE IT AVAILABLE TO ALL MEMBERS

**= IN PREPARATION, START 2024**





# FEEDBACK WORKSHOP VIENNA

## IN ADDITION, THE FOLLOWING SUGGESTIONS WERE DEVELOPED AT THE WORKSHOP IN VIENNA

✓ PROPOSALS FOR IMPROVING THE TRANSFER AND USE OF PROJECT RESULTS.

### 3. IN GENERAL MEETINGS OR IN AN ASSOCIATED WORKSHOP

- a) DETAILED PRESENTATION OF THE PRINCIPLE: PROJECT WORK AS BUSINESS FOR CHAMBERS, SMES, UNIVERSITIES, ETC. THE RESULTS OBTAINED IN A PROJECT ARE "SOLD" BY THE PARTNERS TO THEIR CUSTOMERS/MEMBERS (PERMANENT IMPLEMENTATION FOR A FEE, WHEREBY MEMBERS OF CHAMBERS RECEIVE A DISCOUNT)
- b) DETAILED REPORT ON PROJECTS AND GOOD EXAMPLES, WHERE PARTNERS PERMANENTLY USE PROJECT RESULTS AND THUS MAKE A BUSINESS
- c) REPORTS FROM MEMBERS WITH GOOD EXAMPLES OF THE PERMANENT USE OF RESULTS

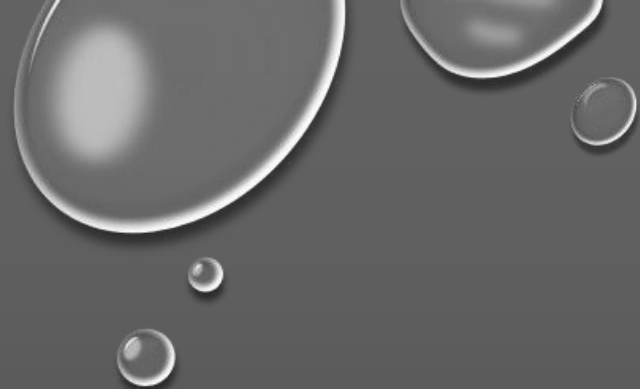
**= TODAY CONTINUATION AND START OF IMPLEMENTATION, TO BE INTENSIFIED IN THE FUTURE**





## QUESTIONS / FEEDBACK WORKSHOP VIENNA





**USE OF  
PROJECT  
RESULTS**

**CASE STUDY :**

**PARTNER A**

**AND**

**PARTNER B**

# CASE STUDY

In a three-year project, the following were developed, tested and evaluated for the realisation of modern human resources management and for the recruitment of Generation Z

-Tools for personnel management

- A comprehensive training for SME owners and managers

# PARTNER A

Tested the tools with 10 SMEs

Tested the training with 17 SME employees

92 person-days accounted for this

After the end of the project, all documents were put into the archive, the project was immediately forgotten and a new project was started.

**Success for Partner A :**

Good, free service for 10 SMEs and 17 SME employees

19,688 € Revenue for 92 person days employed

# PARTNER B

Tested the tools with 12 SMEs

The training was tested with 19 SME employees.

87 person-days accounted for this

- At the end of the project, the project officer
  - Transferred all documents, tools and training to the guidance and education department
  - Instructed the teachers & counsellors working there in a one-day workshop.

In the first two years after the end of the project, the tool was

- Implemented the tool in 64 SMEs and provided advice to them
- Conducted the training five times with a total of 72 participants
- Charged fees for consultations and training



# PARTNER B

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## Success for Partner B

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### 1. During the project term

---

Good, free service for 12 SMEs and 19 SME employees

---

18,618 € Revenue for 87 person-days employed

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### 2. In two years after the end of the project

---

Good service for another 64 SMEs & 72 SME employees

---

52,640 € Revenue generated from consultancy and training fees

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## **Success for Partner A :**

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Good, free service for 10  
SMEs and 17 SME employees

---

19,688 € Revenue for 92  
person days employed

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## **Partner C :**

Was not project partner,  
but uses results; generates  
32.460 EUR in revenues

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## **Success for Partner B:**

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### **1. During the project term**

---

Good, free service for 12 SMEs and 19 SME employees

---

18,618 € Revenue for 87 person-days employed

---

### **2. In two years after the end of the project**

---

Good service for another 64 SMEs & 72 SME employees

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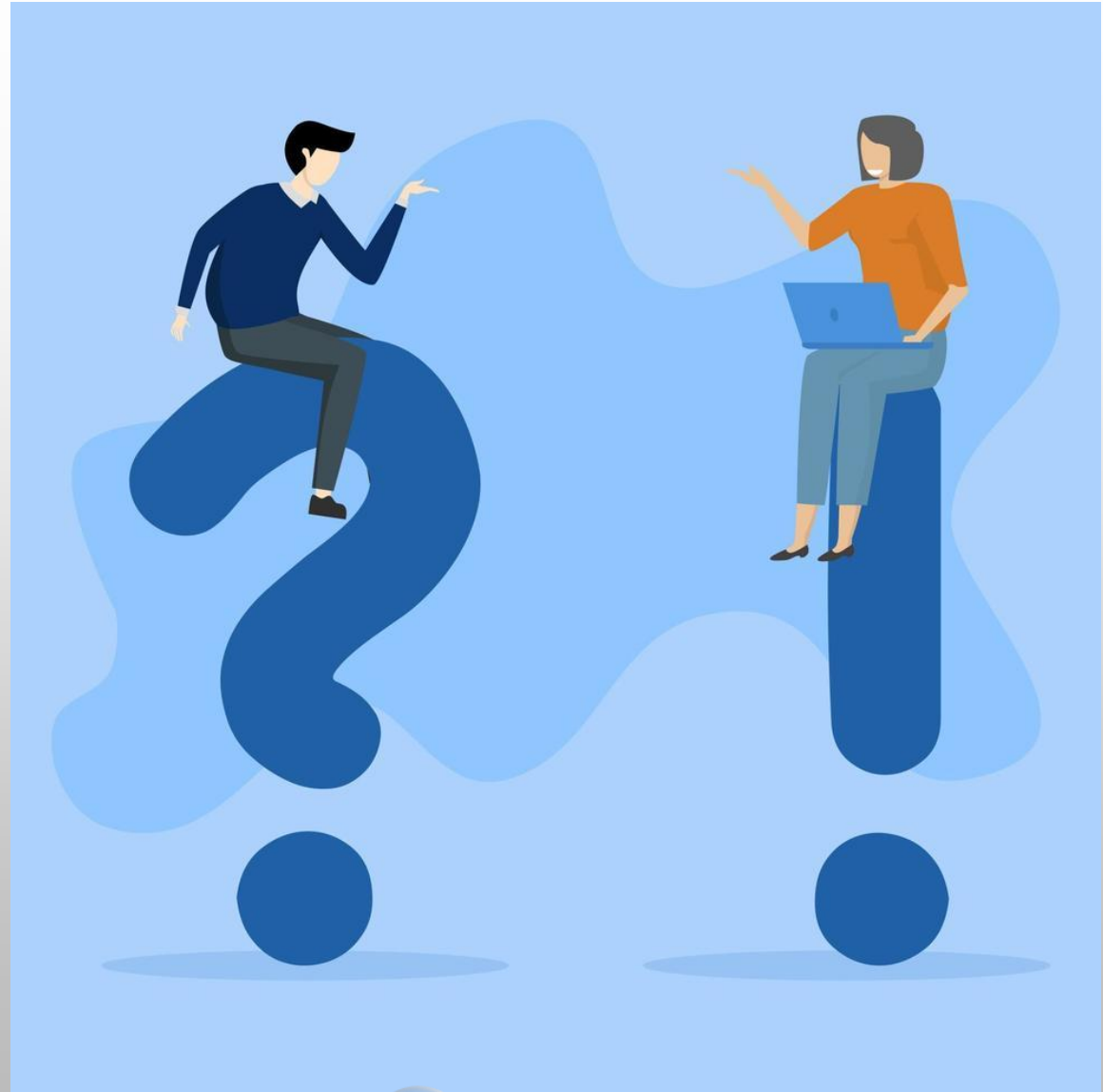
52,640 € Revenue generated from consultancy and  
training fees

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# USE OF PROJECT RESULTS

- **HOW DO YOU RATE THE DIFFERENT APPROACHES OF PARTNER A AND B?**
- **WHAT EXPERIENCES HAVE YOU HAD? DO YOU BEHAVE MORE LIKE PARTNER A OR PARTNER B?**



## **PARTNER B'S APPROACH IS UNFORTUNATELY TOO RARE!**

- WHY DO NOT MORE PARTNER ACT LIKE B?
- HOW CAN IT BE ACHIEVED THAT ALL/MANY PARTNERS PROCEED LIKE PARTNER B?
- WHAT ADDITIONAL SUPPORT DO THE PROJECT PARTNERS NEED?

- ✓ PLEASE DEVELOP ANSWERS TO THESE QUESTIONS IN 3-4 WORKING GROUPS
- ✓ TIME FOR THE WORKING GROUPS 45 MINUTES
- ✓ RECORD THE RESULTS ON CARDS & 1 PERSON REPORTS IN PLENARY

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[HTTPS://PADLET.COM/HANSEPARLAMENT/BUDAPEST2A](https://padlet.com/hanseparlament/budapest2a)

[HTTPS://PADLET.COM/HANSEPARLAMENT/BUDAPEST3A](https://padlet.com/hanseparlament/budapest3a)





# USE OF PROJECT RESULTS

## REPORTS IN PLENARY

- ONE SPEAKER FROM EACH WORKING GROUP REPORTS ON THE RESULTS DEVELOPED IN THE PLENARY AND STAPLES THE RESULTS TO THE WALL.
- AFTERWARDS, THE OTHER GROUP MEMBERS CAN SUPPLEMENT IF NECESSARY AND ALL PARTICIPANTS CAN ASK QUESTIONS.

# USE OF PROJECT RESULTS

- **CONCLUDING DISCUSSION AND AGREEMENTS ON THE FURTHER PROCEDURE**



# 30 MIN COFFEE BREAK







HANSEATIC INSTITUTE FOR SUPPORT OF SMALL AND MEDIUM ENTERPRISES





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# The Importance of Responsible Management for SMEs

Dr ing. Monika Zajkowska



Photo source: [What is Responsible Business? | California State University Monterey Bay \(csumb.edu\)](https://www.csUMB.edu/what-is-responsible-business/)



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## Purpose of the presentation

To highlight the significance of responsible management for SMEs



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## Definition of Responsible Management

Integrating ethical, social and environmental considerations into business strategies and decision-making processes.

It involves taking responsibility for the impact of business activities on various stakeholders, including employees, customers, communities and the environment.



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# Why responsible management is important for SMEs?

## Close ties to local communities and stakeholders







# 1. Cost Savings and Efficiency

- Responsible management often leads to cost savings through resource efficiency, waste reduction and energy conservation
- SMEs with limited resources can benefit from these practices to improve their bottom line.

# 2. Access to Funding and Investments

- Responsible management practices are increasingly considered by investors and lenders when evaluating SMEs.
- Access to funding, grants and investment opportunities may be more favorable for SMEs that prioritize responsible business practices.



### 3. Collaboration and Partnership

- Responsible management fosters collaboration with other businesses, NGOs and government agencies.
- Collaborative efforts can lead to shared resources, knowledge exchange and increased market opportunities for SMEs.

### 4. Competitive Advantage

- Implementing responsible management practices differentiates SMEs from competitors.
- Customer increasingly prefer businesses that demonstrate social and environmental responsibility, giving responsible SMEs a competitive edge.



## 5. Building Reputation and Trust

- Responsible management practices help build a positive reputation and establish trust with customers, suppliers and other stakeholders.
- SMEs rely heavily on word-of-mouth referrals and customer loyalty, making reputation crucial for long-term success.

## 6. Risk Mitigation

- Responsible management helps SMEs identify and mitigate risks associated with legal, environmental and social issues.
- Proactively addressing potential risks reduces the likelihood of reputational damage and legal consequences.



## Standardization ISO 26000

ISO 26000 defines social responsibility as the responsibility of an organization for the impacts of its decisions and activities on society and the environment, through ethical behavior and respect for the interests of stakeholders.

- Management
  - Employees
- Suppliers/partners
  - Environment
- Local community



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Proposal for project

How to become a responsible organization?





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# THE END



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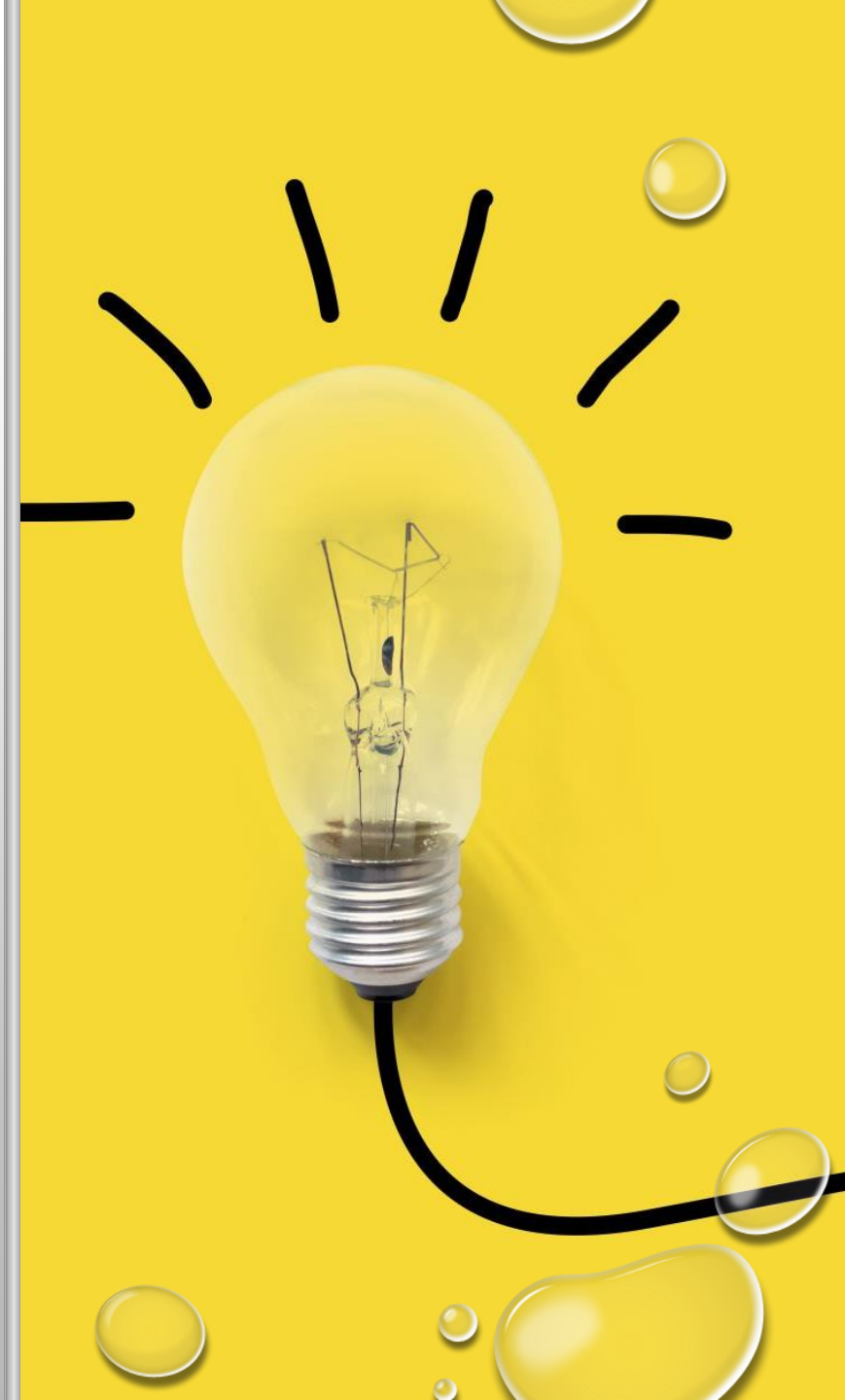
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# FUTURE PROJECT WORK

**WHICH TOPICS ARE PARTICULARLY IMPORTANT IN THE FUTURE?**

**45 MINUTES OF WORK IN 4 GROUPS. RECORD THE RESULTS ON CARDS & 1 PERSON REPORTS IN PLENARY**

- WHAT ISSUES, CHALLENGES AND TASKS ARE BURNING ON THE MINDS OF SMES AND THEIR EMPLOYEES?
- WHICH TOPICS SHOULD THE HANSEATIC PARLIAMENT TAKE UP IN NEW PROJECTS?
- HOW SHOULD THESE ISSUES BE ADDRESSED? WITH WHICH PARTNERS FROM WHICH COUNTRIES





# FUTURE PROJECT WORK

## REPORTS IN PLENARY

- ONE SPEAKER FROM EACH WORKING GROUP REPORTS ON THE RESULTS DEVELOPED IN THE PLENARY AND STAPLES THE RESULTS TO THE WALL.
- AFTERWARDS, THE OTHER GROUP MEMBERS CAN SUPPLEMENT IF NECESSARY AND ALL PARTICIPANTS CAN ASK QUESTIONS

The background features a light gray architectural blueprint with various lines, dimensions, and symbols. Overlaid on this are several realistic water droplets of varying sizes, some with highlights and shadows, scattered across the page. The overall aesthetic is clean and professional.

# **FUTURE PROJECT WORK**

**CONCLUDING DISCUSSION AND  
AGREEMENTS ON THE FURTHER PROCEDURE**



13:00 Lunch - Hotel Benczur  
14:00 General Assembly - Benczur House  
17:00 Guided walking tour - Benczur House  
**Tomorrow at 09:00 Conference "Promotion of innovation in SMEs" - Benczur Hotel**

Questions  
or  
comments?  
Other topics

Thank you  
for your  
dedicated  
work!



13:00 – 14:00

Lunch

Benczur Hotel,  
1068 Budapest,  
Benczúr utca 35

14:00 – 17:00

**General  
Assembly  
Hanse-  
Parlament**

Benczur House,  
1068 Budapest,  
Benczúr utca  
27.

