

# 1st Knowledge Management Event



Easy eServices to Shape  
and Empower SME Networks  
in Central Europe



# Purpose of the Knowledge Management



Knowledge management comprises a range of strategies and practices used in an organisation to identify, create, represent, distribute, and enable adoption of insights and experiences.

The purpose of the Knowledge Management process is to share perspectives, ideas, experience and information.



# Overview Presentations



In case of project ESSENCE we get an overview about 6 projects with individual recommendations, conclusions, observations who could be used within our project structure.

KASSETS: ILIM, ITL

CLOUD: CNA Emilia Romagna

CO-EFFICIENT: SATA, ITL

LOGICAL: UNIVERSITY OF LEIPZIG

Living Labs: SYNERGIJA

MER: Province Bologna





Transport, logistics and related ICT services play a fundamental role for SMEs as they represent the strategic leverages on the Central Europe markets. Therefore the project KASSETTS has been initiated.





**CLOUD**

CLUSTERS ORIENTATION TOWARDS UP-TO-DATE TECHNOLOGIES  
AND MODELS FOR COMMON DEVELOPMENT



The project aims to establish a transnational platform for the exchange of operational activities for managing clusters in the participating countries, by encouraging the development of innovation and activation potential among SMEs southeastern Europe.





# CO-EFFICIENT

Realisation of transnational eService Living lab to promote energy efficiency by means of transport optimisation, business document dematerialisation and evaluation of the logistic impact of planning in enterprise networks.





## LOGICAL

The integration of cloud computing into the daily routines of operators and infrastructure providers in logistics is the main result of LOGICAL. It impacts an increased competitiveness as business interoperability is facilitated and has environmental benefits since the bundling of cargo is eased and sustainable modes of transport become more attractive options.





# CentraLab

Central European Living Lab  
for Territorial Innovation



Easy eServices to Shape  
and Empower SME Networks  
in Central Europe

One of the main activities within the CentraLab (Living Lab) project is a coordinated set of transnational pilot projects that build partnerships, specify ICT platforms and services, and co-design innovative approaches for issues like: Eco-tourism, Energy, Micro-SME Networks, Media & Creativity, Mobility, Environment & Education, Climate Change, Waste Management, Rural Development and eHealth.







Mer is aimed at ensuring cross fertilization and exchange of know-how with other European projects for improving business competitiveness and economic attractiveness of innovative industrial areas. The guide principle is that green marketing is a key tool for the promotion of innovative and highly qualified industrial areas.



# 1st Knowledge Management Event



- Discussion
- Remarks
- Conclusions

