

## Newsletter #2

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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## Happy holidays from the SNOWMan project

The first year of the SNOWMan project has passed and the first results are starting to show. We wish to thank everyone who has participated in the project this past year and look forward to continue the cooperation in the new year. The SNOWMan project sends you best wishes for a wonderful holiday and a very happy new year.



## What are owner-managed SMEs barriers for innovation? Business intermediaries share insights



The SNOWMan project has conducted a survey among 159 intermediaries from 10 European countries. The results identify shortcomings, best practices, and the potentials of cooperation between intermediaries and owner-managed SMEs.

Read more [here](#)

## Owner-managers seek counselling that is trustworthy, understandable and competent

As part of the SNOWMan project, higher educational institutions in Finland, Poland, Lithuania and Denmark have conducted interviews with approximately 80 owner-managers of SMEs to map their biggest challenges and get their perspective on what makes good counselling.

Read more [here](#)

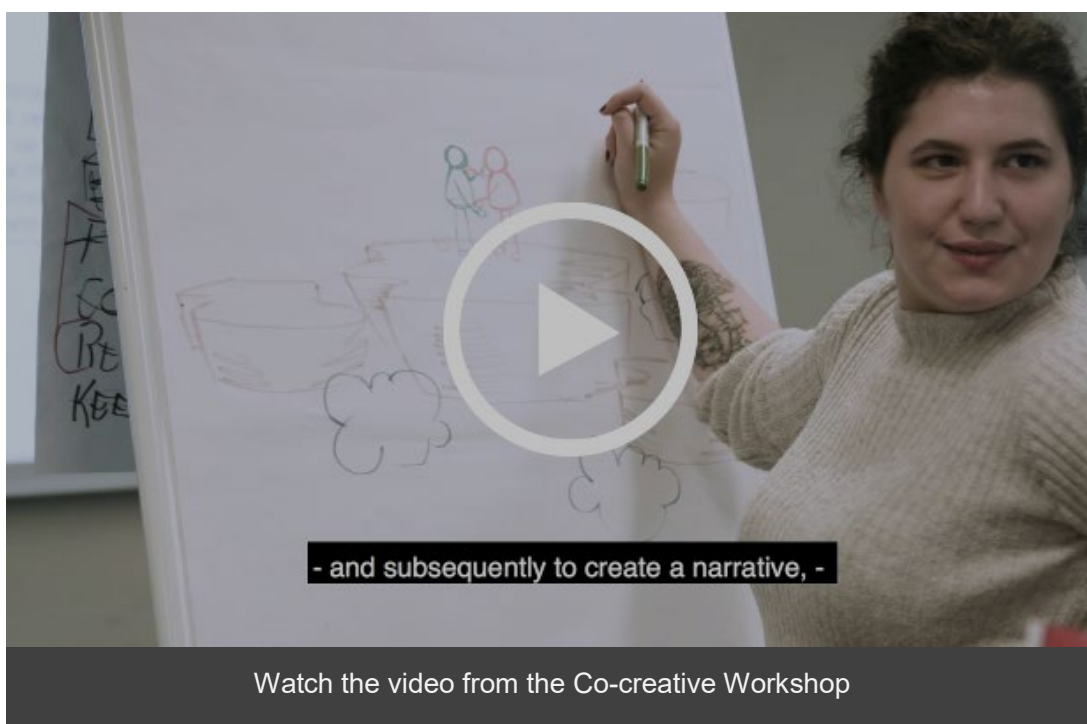


## Owner-managers and business intermediaries cooperate on specifications and characteristics of new counselling process



On September 11th and 12th, 2018, The SNOwMan project hosted a co-creative workshop with participants from Poland, Lithuania, Finland and Denmark. The purpose of the workshop was to develop the specifications and required characteristics of the counselling process.

Read more [here](#)



Watch the video from the Co-creative Workshop

## The development of a prototype of the counselling process and spider web tool have begun

Based on the data from the surveys and the co-creative workshop, the project is currently developing a prototype of the counselling process. The process will be tested in two test rounds. One as a simulated counselling session and the other in a semi-authentic set-up with an improved counselling process, refined after the first test round. The first test round will be held during the next couple of months and evaluated at the midterm conference.



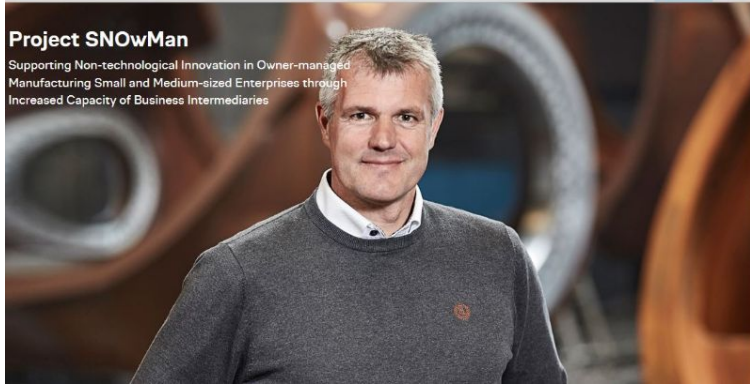
## Upcoming: Midterm conference



On March 13, 2019 the SNOwMan project will hold a midterm conference, presenting the preliminary results from the first test round and co-creative groups will work on selected topics. Representatives from partner institutions and associated partners will participate in the conference. It will take place at Häme University of Applied Sciences in Hämeenlinna, Finland.

## 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.

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### Website

The SNOWMan website is now up and running. You can find it 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 Julie May Wulff Nielsen at [jmwn@via.dk](mailto:jmwn@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