

Digi-B-Well

**PRESS RELEASE**

Digi-B-Well Kick-Off Meeting

On June 4th 2024, Deputy County President Mr. Petar Mamula and Head of Department for Regional Development, Infrastructure and Project Management prof. Ljudevit Krpan, officially opened the „Digi-B-Well“ project kick-off meeting, hosted by its lead partner Primorje-Gorski Kotar County.

This event marks the start of „Digi-B-Well“ project or „Enhancement of capacities of SMEs, public authorities and academia for digitalisation, digital era-fit management and achievement of digital wellbeing“, which is approved for co-financing from European Regional Development Fund (ERDF) within INTERREG CENTRAL EUROPE Programme 2021-2027.

Digi-B-Well project aims to increase competences of Central European manufacturing SMEs, public authorities and academia for their digital-era-fit management and operation, digital transformation by upskilling leaders with soft and hard skills, their employees with digital skills for their higher engagement, prevention of digital stress or even burnout and achievement of digital well-being.

In addition to the lead partner Primorje-Gorski County (Croatia), the project brings together 9 partners from 7 countries in total: Alma Mater Studiorum - University of Bologna (Italy), Technical University Ilmenau (Germany), bwcon (Germany), Chamber of Commerce and Industry of Slovenia (Slovenia), Pannon Business Network Association (Hungary), University of Economics in Bratislava (Slovakia), Regional Development Agency in Bielsko-Biała (Poland) and City Lucenec (Slovakia).

Planned duration of the project is 36 months (until May 31, 2027), while the total project budget for all partners amounts to 2.192.656,83 EUR, of which 1.754.125,46 EUR (80%) represents ERDF co-financing.