

INTERNAL GUIDELINES – ACTIVITY 4

Training Courses: Supporting SMEs in the Twin Transition (Green & Digital)

Project: TWIN – *Sustainable digitalization: Enabling European SMEs' twin transition to a green and digital economy*

Leading Organisation for Activity 4: Fundación Santa María la Real (FSMLR)

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PURPOSE OF THIS DOCUMENT

This internal guideline is designed to support partners in the effective planning, delivery, and documentation of the training courses under Activity 4 of the Erasmus+ TWIN Project. It serves as a reference for practical implementation, ensuring coherence across countries and alignment with project objectives and expected results.

KEY INFORMATION AT A GLANCE

This activity entails the development and execution of 4 training courses designed to enhance the knowledge and skills of the target audience, including SME representatives and stakeholders.

Element	Details
Training title	<i>Digital and Green Transformation for SMEs</i>
Target audience	• SME representatives (owners, managers, employees) • SME-related stakeholders (e.g. government officials, industry associations, and chambers of commerce.) • Local communities • Project partners
Format	Hybrid: • 2 webinars (online) • 2 seminars (in-person) per-country
Learning hours	8 hours • 6h live sessions • 2h self-study materials
Participants	Minimum 15 per-country / 60 total
Delivery period	July 2025 (exact dates defined by partners)

SIMPLIFIED TIMELINE

Period	Main Activity	Responsible
11 to 30 June	Finalisation of training materials	FSMR
25 to 4 July	Finalisation of evaluation materials	FSMR
25 to 10 July	Recruitment & promotion	All partners
1 to 31 July	Delivery of Webinars and Seminars	All partners
1 to 15 August	Collection of materials & submission to FSMR	All partners
15 August to 15 September	Consolidated reporting	FSMR

LEARNING OBJECTIVES

Participants will:

- Enhance their understanding of Industry 4.0 technologies.
- Learn about digital security principles for SMEs.
- Explore strategies to improve competitiveness through digital tools.
- Understand sustainable procurement and environmental impact assessment in supply chains.

TRAINING STRUCTURE

We propose two formats, the first according to the proposal, with two webinars and two seminars (5 hours in total), and an alternative online format to facilitate the participation of people from anywhere in the country (4 hours in total).

Webinars and Seminars (5h total)

Session	Duration
Webinar 1: Industry 4.0 and/or Digital Security	60 min
Webinar 2: Competitiveness and/or Green Transition	60 min
In-Person Seminar 1: Industry 4.0 and/or Digital Security + Participatory dynamics	90 min
In-Person Seminar 2: Competitiveness and/or Green Transition + Participatory dynamics	90 min

Alternative version: Online Webinars (4h total)

Session	Duration
Webinar 1: Industry 4.0	60 min
Webinar 2: Digital Security	60 min
Webinar 3: Theory on Competitiveness	60 min
Webinar 4: Green Transition Theory	60 min

MATERIALS AND TOOLS

Type	Format
Presentation (PowerPoint or similar)	1 per module Available in EN (each partner translate into local language)
Reading materials	PDF handouts, links, videos
Interactive tools	Miro, Kahoot or similar for online engagement and co-creation
Handouts (seminars)	Printed and online versions of materials and exercises

FSMR will provide a template package to all partners.

RECRUITMENT AND REGISTRATION

Each partner is responsible for promoting the course and managing registrations in their country.

Channel	Actions
Press release	Translated and shared in local/regional/national outlets
Social media	Posts via partner accounts
Partner newsletters	Include a section on the course
Registration form	Shared via email, social media, websites
Registration deadline	One day before the first session

EVALUATION TOOLS

Tool	When	Purpose
Completion Questionnaire	End of each session	Measures learning outcomes (R4.3, R4.4)
Satisfaction Questionnaire	End of last session	Feedback on satisfaction, trainer effectiveness, suggestions

- Templates provided by FSMLR
- Forms should be translated into national languages

ATTENDANCE AND REPORTING REQUIREMENTS

Document	Required For	Who Collects
Webinar attendance list	Zoom/Teams export	Partner running the session
Seminar sign-in sheets	Printed and signed	Partner hosting the event
Evaluation form results	Online collection	Partner hosting the event
Photos/screenshots	For reporting	At least 2 per session
Training programme copy	Save one version per country	All partners
Certificate copies ¹	Issued to participants	Partner hosting the event
Communication materials	Screenshots, links	All partners

- Sign-in sheets, evaluation form results and certificate copies provided by FSMLR
- Forms should be in national languages

¹ Template: Provided by Coordinator; Format: Digital PDF; Contents: Participant name, modules attended, date, Erasmus+ and partner logos.

RESULTS

Tangible results:

- R4.1. Quality Training Modules: The development of high-quality training modules by experts ensures the delivery of valuable content.
- R4.2. Certificate: Participants will receive certifications of their course completion, validating their newly acquired expertise.

Non-tangible results:

- R4.3. Enhanced Knowledge and Skills: Participants will acquire advanced knowledge and skills in digital transformation, digital security, sustainability practices, and competitiveness.
- R4.4. Increased Awareness: SME representatives and stakeholders will gain a deeper understanding of the importance of digital readiness and sustainability in business operations.