



Interreg
AUSTRIA-HUNGARY



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Trendig Plus

AN INTEGRATED BORDER REGION



Newsletter

We conducted a digital reflection – we finalized the questionnaires.
The initial phase of the Trendig Plus project has been finalized: the questionnaire survey, aimed at assessing the digital landscape of businesses and youth in the region, has been successfully conducted. The subsequent step involves analyzing the results and formulating tailored developments.

We charted the digital landscape.

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● JANUARY 10, 2025

TRENDIG PLUS NEWSLETTER NO. 2

Dear Reader,

Thank you for dedicating your time to complete the Trendig Plus project questionnaire!

A total of 360 responses were collected from the Austro-Hungarian border region, comprising 101 businesses and 259 students who shared their digital experiences, expectations, and opportunities with us.

This data not only offered valuable insights into the current state but also indicated the direction for subsequent steps.

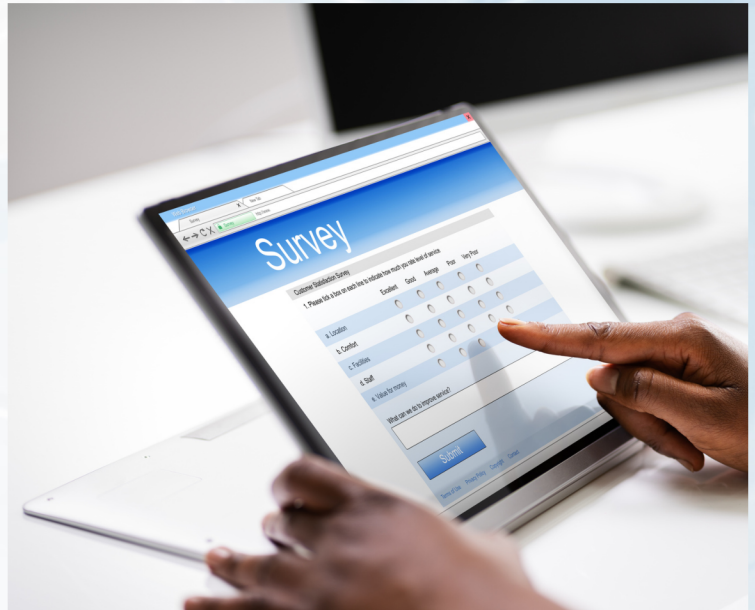
In this edition, we encapsulate the insights gained from the questionnaire phase.

In the upcoming edition, we will unveil the Trend Radar, which will visually represent future digital and specialization opportunities within the region.



If you are an entrepreneur or a student of entrepreneurship in the region, it is not too late to connect with us on the project's social media platforms and website!

www.trendig.info



The questionnaire survey has been finalized.

Query outcomes

The purpose of the questionnaire was to obtain a precise understanding of the digital landscape for SMEs and students in the Austrian-Hungarian border region, including their awareness of the S3 priorities, as well as the digital challenges, opportunities, attitudes, and expectations encountered by the members of the target group.

Who provided a response?

The responses originated from two distinct target groups: SMEs, as the drivers of digitalization, as well as students who represent the entrepreneurs of the future.

The diversity of respondents provided us with the opportunity to obtain an accurate understanding of the region's digital challenges and developmental potential, viewed through the lenses of two distinct yet interdependent target groups.

We charted the digital landscape.

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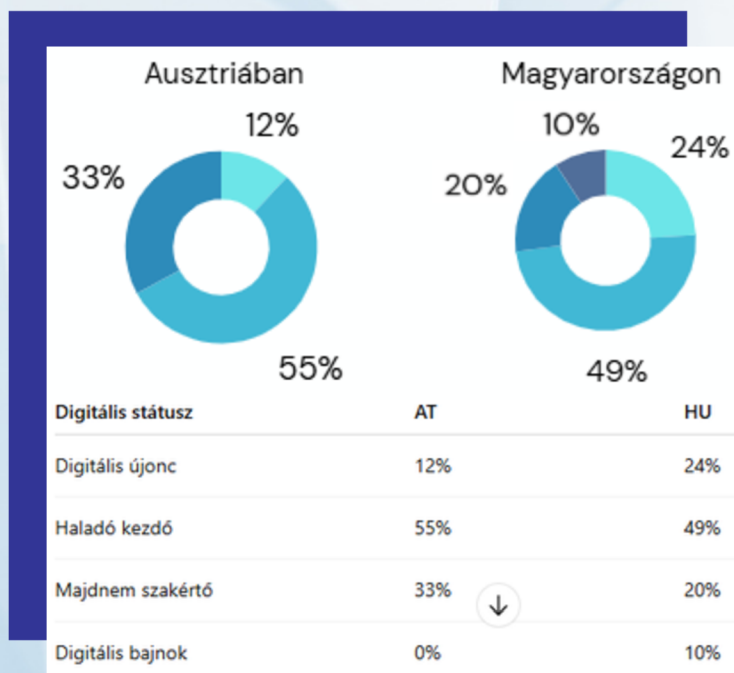
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Digital maturity: Who is present?

The digitalization self-assessment presented a revealing overview, enabling businesses to categorize themselves across four distinct levels: In Austria, the majority identify as "advanced beginners" or "near experts."

The landscape is more varied among Hungarian companies: while 24% identify as "newbies," 10% regard themselves as "digital champions."

It was also revealed that over 80% of respondents are micro-enterprises employing between 1 and 10 individuals.



S3 Priorities – Insights and Focus Areas

Among the domains of intelligent specialization:

In the case of respondents from Hungary: services (82%), creative sector, digitalization and effective resource management were the most favored.

However, for respondents from Austria: green technology (67%), mobility, and mechanical engineering dominated.

In the case of students, we observed a high level of openness coupled with a lower degree of practical knowledge, thereby underscoring the necessity for the project's multiplier training sessions.

What are the next steps in the project?

- 👁️ Trend Radar – the innovative digital compass 🧭
- Digital toolkit for small and medium-sized enterprises and students 🎓
- Multiplier training sessions - emphasizing practical application 🛠️
- Events – let us convene in person 🗣️

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The survey represented numerically

-  360 respondents
-  101 businesses,
-  259 students
-  96% of the designated area
-  41% from organizations with 2–5 employees
-  49% are classified as digital "advanced beginners."
-  Leading areas (HU):
 - services, creative sectors, effective resource management
-  Leading areas (AT):
 - sustainable technology, transportation, mechanical engineering

What you deemed significant:

Digitalization represents an opportunity rather than a burden.

Small companies also aspire to grow; they simply require targeted support.

Students are receptive but anticipate a greater emphasis on practical knowledge.

Personalized guidance and the provision of exemplary instances are essential.

Digitalization necessitates not only technology but also trust and a sense of community.



Anticipating the future

The upcoming edition of our newsletter will concentrate on the Trend Radar: a visual and textual instrument that illustrates the trajectory of digitalization and smart specialization within the border region. Do not overlook this opportunity!

With TrendigPlus, you can not only monitor digital trends but also engage as an active participant.

Let us collaboratively shape the future: fostering smarter, more digital, and more competitive enterprises in the border region!



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