



Interreg
AUSTRIA-HUNGARY



Co-funded by
the European Union

Trendig Plus

AN INTEGRATED BORDER REGION



Newsletter

The Trendig Plus project has achieved another significant milestone: the strategic professional materials that direct the digital advancement of businesses in the region have been finalized. The collaboratively developed outcomes will also establish the groundwork for innovation and collaboration opportunities in the years ahead.

A collective vision for digital advancement

The project is carried out under the Interreg VI-A Austria-Hungary Cooperation Programme, which is co-financed by the European Regional Development Fund.

A collective vision for digital advancement

● SEPTEMBER 30, 2025

TRENDIG PLUS NEWSLETTER NO. 6

Dear Reader!

As a consequence of the collaborative efforts over the past few months, the Trendig Plus project has achieved a significant milestone.

Drawing from research, surveys, and expert consultations, strategic documents have been developed to guide the long-term digital advancement of the border region.

The Trend Radar and the collaborative Action Plan not only evaluate the current landscape but also pinpoint developmental pathways that can aid in the successful adaptation of small and medium-sized enterprises, startups, and aspiring entrepreneurs in the swiftly evolving digital landscape.

In the subsequent phase of the project, practical guides and digital tools will be created based on these findings, which will also assist in the daily operations of businesses.

In the sixth edition of our newsletter, we highlight the key strategic outcomes of the project and introduce a new section that recommends digital tools which can be seamlessly incorporated into the daily operations of businesses. Our objective continues to be the creation of value for businesses in the region, not just as a project, but also as a practical knowledge hub for digital advancement.

We hope you enjoy your reading!

The Trendig Plus project group



The duration of strategic planning

The Trendig Plus project has progressed into a new phase. Drawing from the insights and requirements identified during the research, the partners are now not only assessing the current situation but are also collaboratively developing strategic documents and practical tools aimed at fostering the long-term digital advancement of businesses.

The key professional outcomes of the project – comprising the Trend Radar, the collaborative Action Plan, and the Trendig Tool-Kit – are interconnected and assist businesses in more deliberately preparing for the challenges of digital transition while facilitating the identification of suitable development directions.

A collective vision for digital advancement

● SEPTEMBER 30, 2025

TRENDIG PLUS NEWSLETTER NO. 6

Trend Radar 2025 – The guide to digital advancement

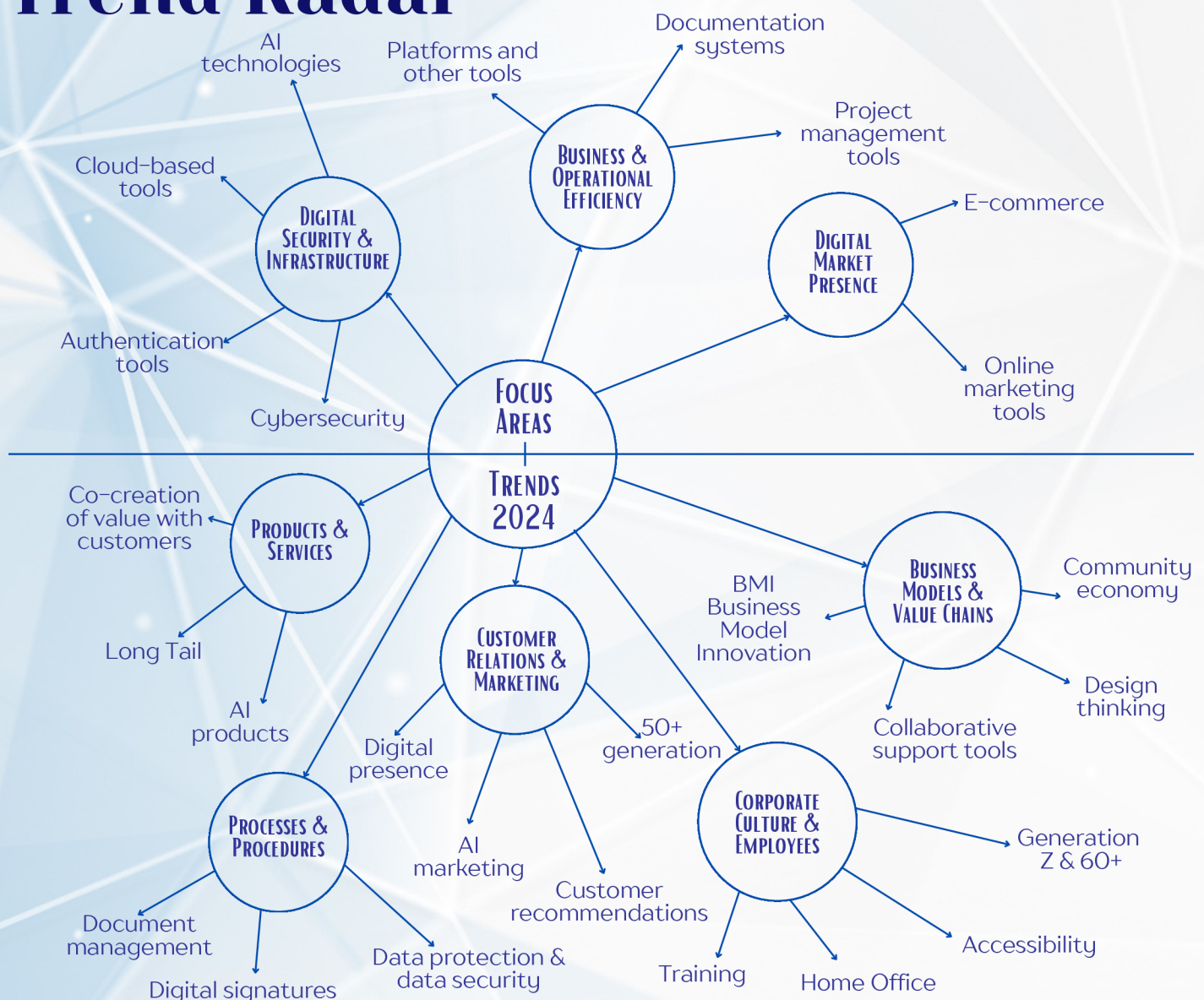
The Trend Radar, created as a component of the Trendig Plus project, encapsulates the key developmental directions that could influence the operations and competitiveness of small and medium-sized enterprises in the years ahead.

The radar does not provide pre-packaged solutions; instead, it highlights key topic areas and trends that businesses should focus on today.

Highlighted areas encompass, among others, solutions pertaining to artificial intelligence, digital marketing, data security, the transformation of business models, and the trends shaping the future of corporate culture and work organization.

The Trend Radar serves as a crucial foundation for the project's subsequent professional outcomes, which encompass the collaborative Action Plan and the Trendig Tool-Kit.

Trend Radar



A collective vision for digital advancement

● SEPTEMBER 30, 2025

TRENDIG PLUS NEWSLETTER NO. 6

From a collective vision to collective action

The subsequent significant professional outcome of the Trendig Plus project is the collaboratively created Action Plan, which outlines specific development proposals derived from the development directions recognized in the Trend Radar.

The Action Plan is designed to offer practical guidance for small and medium-sized enterprises, startups, professional organizations, and decision-makers. This document highlights areas for intervention and opportunities for collaboration that can enhance the digital competitiveness of the border region.

The strategic proposals emphasize the genuine needs of businesses: enhancing digital competencies, promoting the responsible use of artificial intelligence, bolstering cybersecurity, encouraging innovation, and fostering collaboration between businesses and educational institutions.

The Action Plan is not a finalized document; rather, it serves as a shared framework for thought that directs the forthcoming professional advancements of the project and fosters the long-term growth of the region's digital ecosystem.

The finalized Trend Radar and Action Plan are not independent documents; instead, they are professional outputs that complement one another. The Trend Radar highlights the key developmental trajectories, whereas the Action Plan outlines specific recommendations for their practical execution.



First, establish the objective, then select a tool!

Before implementing a new digital solution, clearly define the specific problem you aim to address: are you looking to save time, streamline administration, enhance customer relationships, or boost sales?

When the objective is well-defined, it becomes simpler to select the appropriate tool, assess outcomes, and prevent wasting time and resources on technology that ultimately does not align with your business.



CRUCIAL INFORMATION!

Explore additional resources in the Tool-Kit!

The Trendig Tool-Kit offers valuable assistance for the digital advancement of businesses. The online knowledge repository gathers tools, guides, and best practices that facilitate the planning and execution of digital transformation.

The objective is to ensure that contemporary digital solutions are readily available and user-friendly.

The Tool-Kit is continually growing, making it beneficial to revisit the interface frequently and explore new content.



CRUCIAL INFORMATION!

AI Prompt Collection

Enhance your efficiency through the use of artificial intelligence.

As artificial intelligence increasingly integrates into the daily operations of numerous businesses, the AI Prompt Library gathers sample prompts designed to assist users in utilizing various AI-based applications more swiftly and efficiently.

The tool offers assistance for content creation, idea generation, marketing activities, and administrative tasks, among other functions.



Are you known?

The effectiveness of AI responses is significantly affected by how the question is phrased. A clearly formulated prompt will produce more precise and practical outcomes.



Are you known?

Most cyberattacks do not take advantage of technological vulnerabilities; instead, they depend on human oversight. Implementing a few fundamental security measures can greatly diminish the risks.



Cybersecurity Guidelines

Simplifying digital security

Cybersecurity has become a critical concern for all businesses. The Cybersecurity Checklist enables organizations to swiftly assess if they have implemented the essential security measures.

The checklist is particularly beneficial for smaller businesses, which frequently lack a dedicated IT specialist.



A collective vision for digital advancement

● SEPTEMBER 30, 2025

TRENDIG PLUS NEWSLETTER NO. 6

A greater variety of digital tools consolidated in a single location.

The Tool-Kit is continually growing with useful resources that offer assistance in different aspects of digital development. Below are some extra tools from the collection.

Digital Preparedness Evaluation

Evaluate your business's digital preparedness and pinpoint areas that require enhancement.



Sustainability Resource Kit

Eco-friendly digital solutions for enterprises.



The complete Tool-Kit can be accessed here:

www.trendig.info

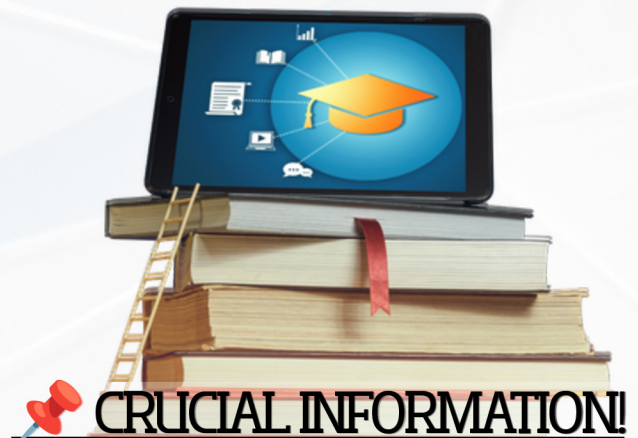
② Guide to Digital Marketing

Effective strategies for enhancing online communication and engaging with customers.



④ Educational Materials

Curated guides, suggestions, and best practices.



All tools in the Tool-Kit are crafted to be user-friendly for businesses of various sizes and degrees of digital maturity.

A collective vision for digital advancement

● SEPTEMBER 30, 2025

TRENDIG PLUS NEWSLETTER NO. 6

What are the upcoming developments in the Trendig Plus project?

In the upcoming phase of the Trendig Plus project, emphasis will be placed on the practical implementation of the strategic outcomes. The partners will continue to enhance the Tool-Kit, evaluate the developed tools, and arrange training sessions and workshops that facilitate the digital advancement of businesses.

The objective is to guarantee that the knowledge produced throughout the project is disseminated to a wide array of businesses and aspiring entrepreneurs.



Upcoming milestones

- ✓ Continued advancement of Tool-Kit
- ✓ evaluating digital devices
- ✓ gathering feedback from entrepreneurs
- ✓ multiplier training sessions
- ✓ Digital Marathon events
- ✓ Sustaining global professional partnerships



The Trendig Plus initiative not only creates new digital tools but also establishes an international knowledge-sharing network that fosters the long-term growth of Hungarian and Austrian enterprises.