

Interreg AUSTRIA-HUNGARY

Co-funded by the European Union

Trendig Plus
AN INTEGRATED BORDER REGION

Newsletter

Trendig Plus is increasingly translating its results into practice. The Action Plan supporting digital transformation and smart specialization has been completed, and the first multiplier training session was held in Austria. Meanwhile, the range of practical digital tools continues to expand, and preparations for the next steps are already underway.

From Knowledge to Knowledge Sharing

The project is implemented under the Interreg VI-A Austria-Hungary Cooperation Programme and co-financed by the European Regional Development Fund.

From Knowledge to Knowledge Sharing

Dear Reader,

The Trendig Plus project has reached another important milestone: the professional results achieved during the recent period are increasingly supporting practical application and knowledge sharing.

The project's Action Plan for digital transformation and smart specialization has been completed. It outlines common directions and development proposals to support the region's digital development. However, the document is not final; it will be updated before the project concludes, taking into account further experience and feedback.

Meanwhile, knowledge transfer has begun: the first multiplier training session was held in Austria, and preparations are already underway for the next event in Hungary.

In this issue of our newsletter, we will introduce two more user-friendly digital tools, while our regular columns continue.

Stay with us—knowledge becomes truly valuable when it is applied and shared!

The Trendig Plus Project Team



Common directions for digital development

The Trendig Plus project's Action Plan for supporting digital transformation and smart specialization has been completed, drawing on the project's previous research findings, the Trend Radar, and the collaborative efforts of Hungarian and Austrian experts.

The document presents development directions and proposals that can advance the region's digital business development, strengthen innovation and knowledge transfer, and foster cross-border cooperation.

However, the Action Plan should not be regarded as a final document. It will be updated before the project concludes, drawing on experiences from the remaining project period, the outcomes of the training and professional activities conducted, and feedback from partners and target groups.

From Knowledge to Knowledge Sharing

DECEMBER 17, 2025. TRENDIG PLUS NEWSLETTER NO.7

Knowledge transfer has commenced.

On September 30, 2025, the Austrian multiplier training session for the Trendig Plus project took place in Graz.

The program's goal was not only to present the project's results to date but also to prepare professionals to share digital transformation knowledge with businesses and other target groups through their own networks.





Participants were the first to gain insight into the Trendig toolkit currently under development and collaboratively discuss its structure, content, and potential practical applications. The professional program also focused on two timely topics: the practical use of artificial intelligence, and cybersecurity, including the detection of phishing attacks.

The joint reflection also examined the challenges that smaller businesses, in particular, encounter during digitalization, including the cost of new technologies, limited time and expertise, data protection and legal concerns, and the integration of solutions into everyday operations. Participants also exchanged experiences with specific digital tools, AI solutions, and prompting techniques.

DID YOU KNOW?



Multipliers do not merely acquire new knowledge; they also disseminate it within their professional environments, thereby amplifying the impact of the project's results.

From Knowledge to Knowledge Sharing

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Explore innovative digital tools!

Digital development does not always require complex systems. A well-chosen application can save time in daily work, improve task transparency, or streamline communication. This time, we present two easy-to-use tools.

Simple tools that streamline everyday work.

🎨 Canva

Effortless creation of spectacular content

Using the online design platform Canva, you can create presentations, social media posts, posters, invitations, and other visual content without specialized graphic design experience.

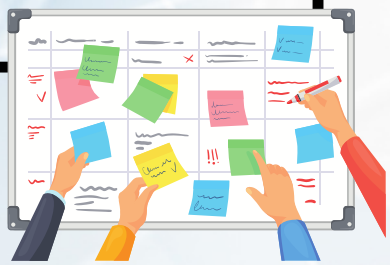
Editable templates and user-friendly graphic elements make it particularly valuable for small businesses seeking to produce consistent, high-quality communication materials efficiently.

🔎 Did you know?

You don't need to create every graphic from scratch. By adapting a well-chosen template, you can quickly produce content that reflects your brand.

Did you know?

Trello is useful for more than just project management. You can also use it to create a weekly to-do list, content calendar, event plan, or collection of ideas.



📋 Trello

Stay on top of your tasks

Trello is a visual task and project management application that uses boards, lists, and cards to provide a transparent overview of tasks.

A simple board makes it easy to track what needs to be done, what is in progress, and what has been completed. Tasks can be assigned deadlines, responsibilities, and additional details, making the board suitable for individual work and collaboration within small teams.

From Knowledge to Knowledge Sharing

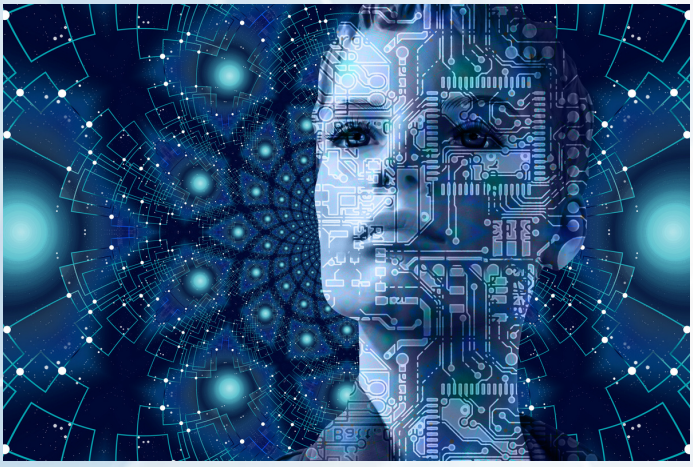
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Digital knowledge holds true value only when it is shared.

Digitalization is not merely about adopting new tools. It is equally important to ensure that the knowledge and experience gained can be shared within the company and across other professional communities.

Introducing a new digital solution can only be truly effective when more than one employee knows how to use it. Sharing experiences, involving colleagues, and learning from one another help ensure that new solutions are integrated into daily operations over the long term.

In the Trendig Plus project, in addition to developing digital competencies, particular emphasis is placed on knowledge transfer and the role of multipliers. The aim is to make the knowledge acquired through the project as widely useful as possible.





Don't just use it–share your knowledge!

Digital progress can accelerate when we share our experiences with others. If you discover an effective tool or method, demonstrate it to your colleagues and discuss where it could be applied.

A good practice becomes genuinely valuable when others can apply it.

📌 IMPORTANT INFORMATION!

In 2026, multiplier training will continue in Hungary, enabling participants to share the project's knowledge within their professional environments.

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What comes next?
Knowledge is reinforced through practice!

In the next phase of Trendig Plus, the practical application and dissemination of the project's results will remain the primary focus. The Toolkit will be expanded with new content, while professional development and knowledge-sharing programs will continue.

In the coming months, opportunities will become increasingly important for businesses, experts, and other target groups to engage directly with the digital knowledge and practical solutions developed during the project.

🧰 **TOOL-KIT**

New tools and practical content

🎓 **KNOWLEDGE TRANSFER**

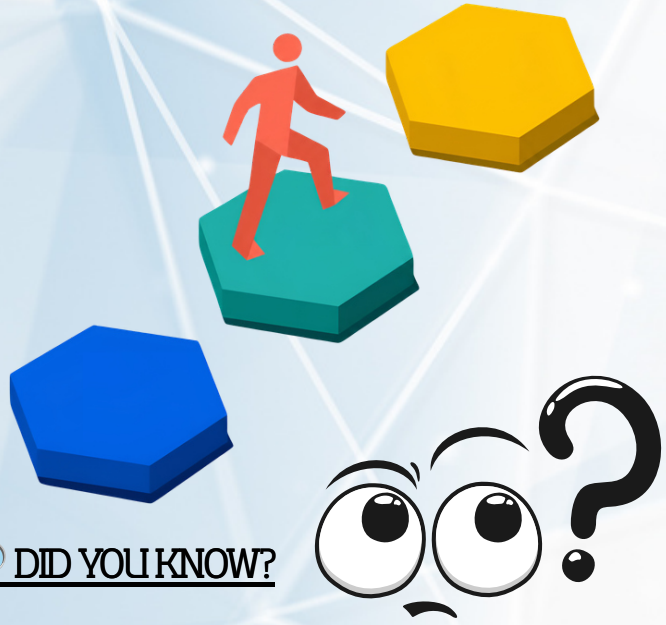
Preparation for Hungarian Multiplier Training

🤝 **COLLABORATION**

Connecting businesses, experts, and educational stakeholders

💡 **PRACTICAL APPLICATION**

Testing and sharing the project results



🔎 DID YOU KNOW?

The Trendig Toolkit is not a closed collection of tools; its content continually evolves in response to project experience and user feedback.

👉 Discover: www.trendig.info

In the upcoming issue

Digital knowledge is being applied in practice!

We will introduce new, practical digital tools, present Trendig Plus's upcoming professional programs, and examine how the project's results can support businesses in their daily operations.

