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ANNEX

***TOOLS & RESOURCES**



TWIN

SUSTAINABLE DIGITALIZATION



Intro

This annex includes a series of practical tools developed to support SMEs in implementing the G.R.O.W.T.H. framework of the TWIN Project. The materials are provided in a structured format and can be used directly or adapted manually to reflect the specific needs and contexts of each SME. These templates are intended as flexible guides to be interpreted and adjusted as necessary during the transformation journey.

1. Self-Assessment Form

A short questionnaire to assess the current level of digital and sustainability readiness.

2. SWOT Template

A structured table for identifying strengths, weaknesses, opportunities, and threats regarding digitalisation and green transition.

3. Cybersecurity Checklist

A checklist of some essential practices to improve digital security awareness and preparedness.

4. KPI Dashboard


A table to define, track, and evaluate the progress using key indicators.

5. Green Digital Tools for SMEs

A list of recommended digital tools that support productivity and eco-friendly practices.

6. Funding Resources

Some of the relevant EU programmes supporting SME efforts in digitalisation and sustainability.



Content

Self-Assessment

1. Our business uses digital tools for daily operations.

1 2 3 4 5

2. We sell products or services through digital channels.

1 2 3 4 5

3. Our staff have basic digital literacy and receive regular IT training.

1 2 3 4 5

4. We collect and analyse customer data to inform decision-making.

1 2 3 4 5

5. We use automation or AI-based tools to streamline work.

1 2 3 4 5

6. We have a documented data protection and privacy policy.

1 2 3 4 5

7. We have contingency plans for cyber threats or digital downtime.

1 2 3 4 5

8. We regularly assess our digital needs and capabilities.

1 2 3 4 5

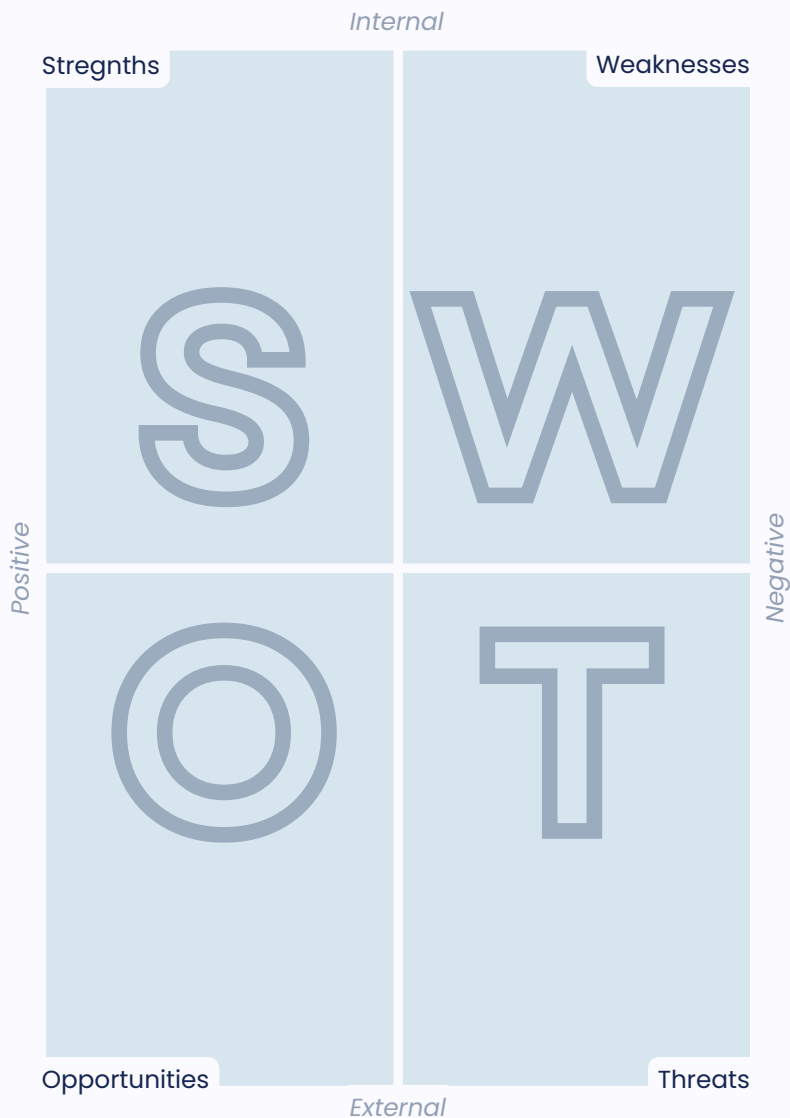
9. We track our carbon footprint and environmental impact.

1 2 3 4 5

10. We have a strategy for integrating digital tools with sustainability goals.

1 2 3 4 5

SWOT Analysis

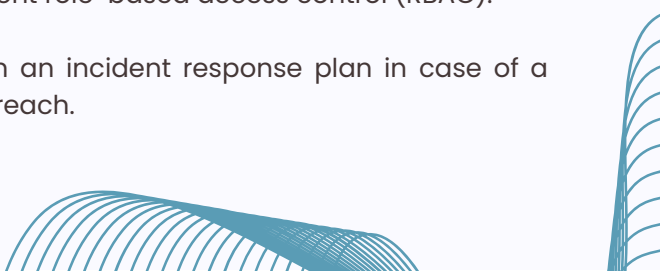


Fill in the table by identifying your enterprise's internal and external factors in the context of digitalisation and sustainability.



















Cybersecurity checklist

Please review the checklist below and ensure each item is implemented or planned for action to strengthen your organization's cybersecurity.

- ☐ Use strong, unique passwords for all accounts and change them regularly.
 - ☐ Enable multi-factor authentication (MFA) where possible.
 - ☐ Regularly back up critical data and store it securely.
 - ☐ Install and update antivirus and firewall protection.
 - ☐ Restrict access to sensitive data to only authorised personnel.
 - ☐ Educate employees on recognising phishing and scam attempts.
 - ☐ Ensure all software and systems are updated with the latest patches.
 - ☐ Use secure Wi-Fi networks and restrict access to internal networks.
 - ☐ Implement role-based access control (RBAC).
 - ☐ Maintain an incident response plan in case of a cyber breach.
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KPI Dashboard

Module	KPI Description	My Implementation (What I did)	Status (Planned / In Progress / Completed)	Evidence (File / Screenshot / Link)	Comments or Challenges	Last Reviewed Date
Industry 4.0	Implemented at least one automation or digital tool		★ ★ ★	 		__/__/__
	Started using a data reporting/analytics tool		★ ★ ★	 		__/__/__
Digital Security	Completed the cybersecurity checklist provided in the training		★ ★ ★	 		__/__/__
	Defined a regular data backup schedule		★ ★ ★	 		__/__/__
Competitiveness	Updated website or social media channels to improve online presence		★ ★ ★	 		__/__/__
	Measured new customer acquisition or online sales		★ ★ ★	 		__/__/__
Green Transition	Implemented at least one eco-practice		★ ★ ★	 		__/__/__
	Reduced carbon footprint or resource consumption		★ ★ ★	 		__/__/__

Digital Solutions

Explore affordable tools and platforms that support sustainable digital operations in SMEs.



Trello – <https://trello.com>
Paperless project management.



DocuSign – <https://www.docusign.com>
Digital signatures to reduce printing.



Monday.com – <https://monday.com>
Work operating system for project planning and collaboration.



Notion – <https://www.notion.so>
All-in-one workspace for notes, knowledge base, and project tracking.



Canva – <https://www.canva.com>
Graphic design tool reducing the need for outsourced printed materials.



Asana – <https://asana.com>
Workflow and task management platform to streamline digital communication.



Green Web Foundation – <https://www.thegreenwebfoundation.org>
Tool to verify if websites are hosted on green servers.



JouleBug – <https://joulebug.com>
App to promote sustainable habits in the workplace.

Funding Opportunities

Explore EU and national funding programmes that provide funding for SME digitalisation and sustainability initiatives.

Erasmus for Young
Entrepreneurs



Erasmus+ for SMEs

Support for mobility, networking and training.

European
Innovation
Council



Horizon Europe – EIC

Funding for high-potential innovations.



Digital Europe

Support for digital skills, cybersecurity, and tech uptake.



LIFE

Environment and climate action grants.



Single Market Programme

SME competitiveness and innovation support.