DIGITAL TRANSITION ROADMAP FOR SMEs
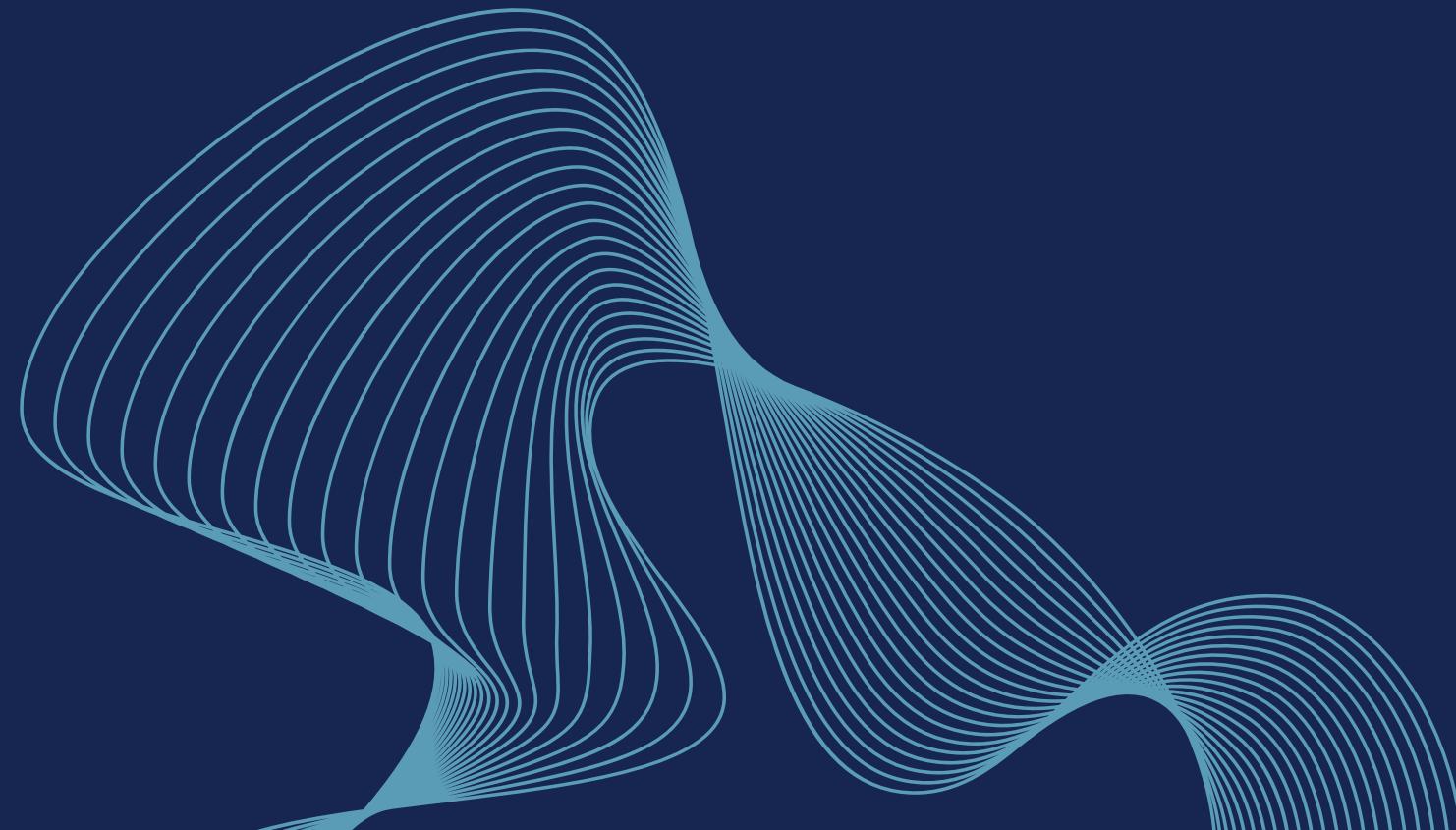
TWIN

SUSTAINABLE DIGITALIZATION

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Overview

Small and medium-sized enterprises (SMEs) are increasingly aware that digital transformation is no longer optional—it is essential for staying competitive, improving operational efficiency, and adapting to emerging market trends. Simultaneously, the green transition has become a strategic priority, with eco-friendly policies and processes often tying directly to cost savings, innovation, and customer goodwill. The TWIN Project integrates these twin transitions—digital and green—into a single strategy.

This roadmap is designed to be practical, data-driven, and modular, guiding SMEs through six key phases, each supported by specialised training modules and real-world tools.

Step 1: Get Ready

Awareness & Readiness

Before starting any transformation process, it is essential for SMEs to assess where they stand. This step helps clarify digital capabilities, sustainability awareness, and key areas for improvement—forming a practical basis for future planning.

The purpose is to assess the SME's current position in terms of digital maturity, internal skills, and environmental priorities.

Why It Matters?
- Many SMEs, particularly in Greece and Cyprus, report limited resources and hesitation toward digital adoption.
- While over 60% believe in data-driven solutions, most lack a clear starting point.

Key Actions
1. Needs Analysis
2. Digital Maturity Self-Assessment
3. SWOT Analysis
4. Green Perspective Check

Relevant Training Modules
- Industry 4.0 – Digital Transition
- Green Transition for Sustainability

Step 2: Reframe Strategy

Strategy & Planning

This step focuses on setting measurable goals, aligning digital ambitions with sustainable values, and creating a structured action plan that is both ambitious and attainable.

The purpose is to define clear digital objectives, align them with green goals, and create a roadmap timeline with measurable KPIs.

Why It Matters?
- SMEs in Spain, Cyprus, and Türkiye view online platforms as pivotal but often lack structured plans.

Key Actions
1. Set SMART Objectives
2. Identify KPIs
3. Allocate Resources & Budget
4. Stakeholder Mapping
5. Align with EU regional funding instruments

Relevant Training Modules
- Competitiveness
- Green Transition for Sustainability

Step 3: Operate Digitally

Implementation & Tools

This phase marks the transition from planning to implementation. It involves selecting and integrating appropriate digital tools, conducting pilot activities, and ensuring staff are equipped and engaged. Practical application allows businesses to validate ideas and refine their approach.

The purpose is to deploy practical digital solutions while ensuring cost-effectiveness and team engagement.

Why It Matters?
- 60–70% of SMEs value automation; 52–70% are interested in data analytics.

Key Actions
1. Select the Right Tools
2. Pilot Projects
3. Staff Training
4. Feedback & Iteration

Relevant Training Modules
- Industry 4.0 – Digital Transition
- Competitiveness

Step 4: Work Securely & Green

Security & Sustainability

As digital systems are adopted, it is essential to ensure that these systems are secure, compliant, and environmentally sustainable. This phase addresses data protection, privacy regulations, and the integration of green practices across operations.

The purpose is to build a secure, sustainable digital environment.

Why It Matters?
- Cybersecurity is a top concern (up to 87%). Data sovereignty is critical in Türkiye and Spain.
- Eco-tech adoption ranges from 44% to 58% across regions

Key Actions
1. Cybersecurity Baseline
2. GDPR & Data Sovereignty
3. Eco-Friendly Upgrades
4. Green Policy Integration

Relevant Training Modules
- Digital Security
- Green Transition for Sustainability

Step 5: Track & Improve

Evaluation & Adaptation

Monitoring and evaluation is essential for continuous improvement. This step supports SMEs to evaluate results against established KPIs, collect feedback from stakeholders, and make data-driven adjustments to optimize impact

The purpose is to measure progress, gather feedback, and refine processes.

Why It Matters?
- SMEs seek a measurable impact from digital and green investments.

Key Actions
1. Determination of the KPIs
2. KPI Monitoring
3. Stakeholder Feedback
4. Improvement & Scale-Up
5. Document Success Stories

Relevant Training Modules
- Industry 4.0 – Digital Transition
- Competitiveness

Step 6: Highlight Success

Sharing Best Practices

Promoting and sharing successful experiences enables knowledge transfer and encourages mutual learning. By sharing effective practices, SMEs contribute to a culture of collaboration and innovation across the ecosystem.

The purpose is to showcase effective transformation stories to inspire others.
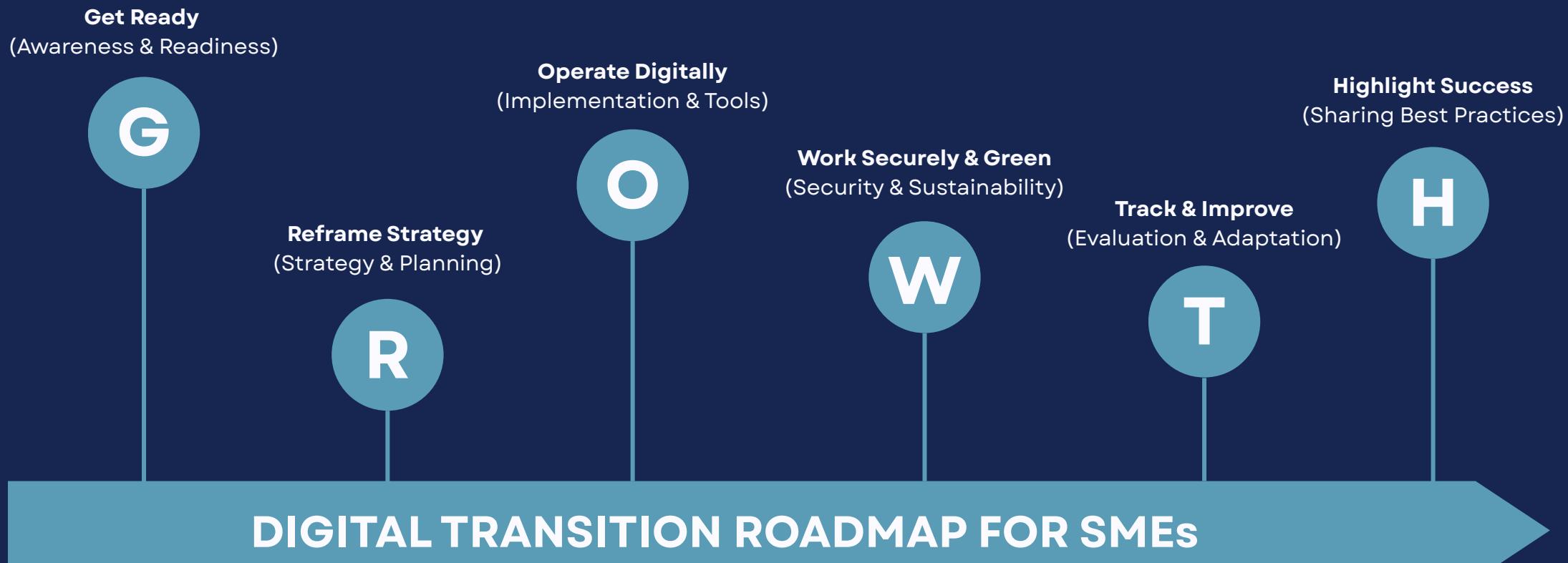
Why It Matters?
- Sharing success stories helps other SMEs learn practical, proven strategies.
- Visibility and recognition motivate continued innovation and engagement.

Key Actions
1. Develop Case Studies
2. Present at Local Events or Platforms
3. Engage in Peer Learning Communities

Outcome
- Raises the voices of SMEs, strengthens the ecosystem, and increases recognition

Get Ready
(Awareness & Readiness)

Operate Digitally
(Implementation & Tools)

Highlight Success
(Sharing Best Practices)

Reframe Strategy
(Strategy & Planning)

Work Securely & Green
(Security & Sustainability)

Track & Improve
(Evaluation & Adaptation)

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DIGITAL TRANSITION ROADMAP FOR SMEs

Conclusion

The TWIN Project emphasises that digitalisation and sustainability are not competing priorities—they are twin pillars of SME growth. Through the G.R.O.W.T.H. model, this roadmap empowers SMEs to:

- Build competitive digital strategies
- Adopt smart technologies and automation
- Secure data and promote environmental impact
- Learn from their journey and others'

This roadmap is supported by four training modules developed to strengthen SME knowledge and operational capacity in line with the twin transition goals.

To assist SMEs in applying what they learn, a practical Tools & Resources Kit which includes templates, checklists, and dashboards tailored to each step of the roadmap and aligned with the training content has been prepared.

All supporting materials can be accessed digitally by scanning the QR codes below.

Training Modules:

Tools & Resources: