# COEUS:

## Corporate Digital Responsibility skills in Central European Smart Specialisation

COEUS

CDR
IN PRACTICE

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# COEUS

## Corporate Digital Responsibility in practice

May 2024 – October 2026

30 months of turning CDR into practical support for SMEs

# COEUS in numbers

**7**
project partners

**6**
Central European countries

**18**
Deliverables

**5**
Project outputs

**48**
Trained CDR trainers

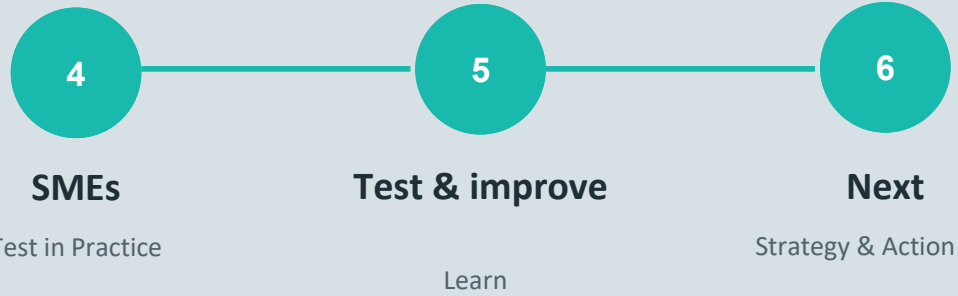
**50**
SMEs in the pilot

## 30 months of COEUS

# What did we actually do?




## From understanding CDR to putting it into practice



# From trainers to SMEs

**48**

**CDR trainers**

trained to support SMEs

**50**

**SMEs**

across 5 pilot countries

**REAL**

**Business environments**

different sectors • maturity • needs

**8 transnational seminars**

**National activities**

**One-to-one mentoring**

The individual approach was particularly valuable because SMEs started from very different levels of digital maturity.

# What did we learn from SMEs?

| | |
|---|---|
| **Make it practical** | Less theory. More examples, tools and checklists. |
| **Make it personal** | Different SMEs need different levels of support. |
| **Make it flexible** | Time is limited. Digital maturity varies. |
| **Make it relevant** | Cybersecurity, data protection and responsible AI resonate. |
| **Stay involved** | CDR is a process, not a one-off training. |

# So… did it actually work?

**YES.** **And we learned what to improve.**

## WHAT WORKED

- One-to-one mentoring
- Practical examples
- Company-specific support
- Flexible delivery
- Real business challenges

## WHAT WE WOULD DO BETTER

- Less theory
- Simpler materials
- More ready-to-use tools
- Stronger trainer guidance
- More structured follow-up

# What will remain after COEUS?

01 **Tested CDR training programme**

02 Trained CDR trainers

03 Experience from 50 SMEs

04 Practical tools & lessons learned

05 **COEUS Strategy**

06 5 Local Action Plans

07 Transnational network

**Not just project results — resources we can continue to use.**

**OUR TAKE FROM COEUS**

Companies may not call it CDR…

# …but they are already making CDR decisions every day.

**Cybersecurity • Data • AI • Employees • Customers • Sustainability**

Our role is to help make those decisions more conscious and responsible.

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