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Empowering Micro-Biz Through Digital Evolution and Heritage Micro-Enterprises

ISSUE #2

Newsletter

July 2025

DIGIHERIT PROJECT

KICK -OFF MEETING

14-15 MAY PORTUGAL

The Digiherit Project launched successfully during a dynamic two-day kick-off meeting in **Portugal** on **14–15 May 2025**, where partners from across Europe gathered to align on the project's vision and goals.

The event marked the beginning of a shared journey to empower heritage-based micro-enterprises through digital transformation, while staying rooted in cultural identity.

Alongside strategy discussions and planning sessions, participants engaged in a local heritage tour, highlighting the importance of connecting tradition with innovation.

The atmosphere was one of collaboration, creativity, and a strong commitment to supporting micro-businesses in adapting to the digital era.



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DIGIHERIT
DIGITAL TRANSFORMATION AND LOCAL HERITAGE

KICK-OFF MEETING

During the meeting, particular attention was given to **Work Package 3** (WP3):

- Development of Digital Readiness and Resilience in Micro-Businesses. Partners discussed in detail the key tasks involved, including **Task A1**, which focuses on small-scale data review and analysis.
- This involves desk research, reviewing both academic and grey literature, and identifying challenges and opportunities for micro-businesses linked to local heritage.
- **Task A2** was also addressed, centering on the identification of needs through questionnaires and focus groups conducted in each partner country.
- These tasks were designed to gather comprehensive feedback from entrepreneurs and ensure the development of meaningful, evidence-based support tools.



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Now, as the project moves forward, WP3 is approaching its completion, having laid a strong foundation through research and community engagement.



The **next exciting phase** will be the **Design and Development of the Training Program**, which will provide tailored, inclusive digital tools and training for micro-entrepreneurs. This program aims to strengthen digital readiness, resilience, and sustainability across Europe's heritage-based micro-business landscape, equipping them to thrive in a rapidly evolving digital economy.

Thank you for reading!

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