

# NEWSLETTER

# OF



## RepUtAction

## STRENGTHENING THE DIGITAL REPUTATION OF EUROPEAN SMES

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## ABOUT THE PROJECT

RepUtAction is an EU-funded initiative designed to help small and medium-sized enterprises (SMEs) and start-ups enhance, manage, and stabilise their corporate reputation. In an increasingly digital business environment, a strong and trustworthy reputation is a critical asset for companies of all sizes.

The project responds to the growing demand for reputation management by offering a comprehensive framework that integrates training, assessment, and certification tools. It targets SMEs, adult educators, and business support organisations across Europe, aiming to embed reputation strategies into everyday business operations.

### Objectives and Approach

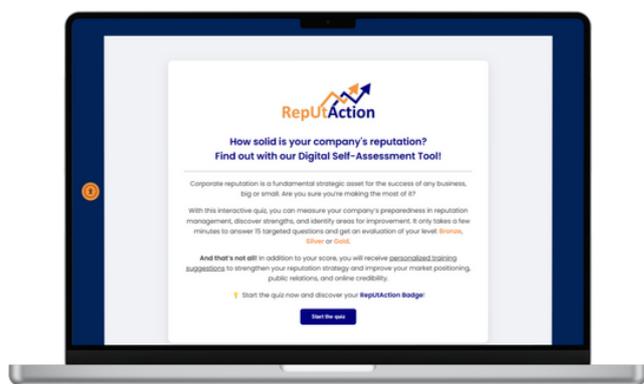
RepUtAction is structured around the following key goals:

- Equipping adult training providers with a Manual, a Training Curriculum, and an e-learning platform to support SMEs in managing corporate reputation.
- Piloting the curriculum through Media Training sessions and real-world testing in Italy.
- Offering SMEs a digital self-assessment tool and a Reputation Badge, helping them evaluate their readiness and monitor their progress in reputation-building over time.

## PROJECT PROGRESS

### 1. Transnational Report

The consortium has published a report analyzing the current state of reputation management in SMEs, start-ups, and business associations across Italy, Greece, and Portugal. It identifies critical skill gaps and provides an evidence-based foundation for the training materials developed in the project. The report is available on the project's website.



### 2. Digital Self-Assessment Tool

A user-friendly online tool has been launched, enabling SMEs to evaluate their current reputation strategies and identify areas for improvement. The tool offers immediate feedback and helps companies understand their positioning in terms of digital credibility.

### 3. Training Curriculum

A practical, modular training programme has been developed, providing SMEs with actionable strategies to monitor, enhance, and protect their digital reputation. The curriculum is available for download through the project's official website.

## NEXT STEPS

The project consortium is now focusing on the development of the RepUtAction Learning Hub, a digital training platform that will host all RepUtAction learning resources. The Hub will be open-access, ensuring that SMEs and trainers can continue to benefit from the content beyond the project's completion.

The Learning Hub will ensure that the RepUtAction approach remains sustainable, scalable, and accessible to businesses seeking to build long-term trust and credibility in the digital age.

For more information and access to the available materials, please visit the official project website: [www.reputaction-project.eu](http://www.reputaction-project.eu)

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