



CampAlign

Project title: Strengthening the competitiveness of the main industries in the SIAT border region through a strategic campaign to promote the advanced use of AI in the industrial innovation process

Project acronym: CampAlign

Program: (Interreg VI-A) Slovenia-Austria

Project Objectives:

The main objective of the CampAlign project is to increase the competitiveness and innovative capacity of the regional economy through better utilisation of AI tools in the innovation process.

The project aims to achieve an increased use of AI tools in the innovation process in the target sectors—**material processing** and **goods production**—thereby increasing innovation capacity and competitiveness. This will be achieved by developing a tailor-made cross-border training programme for the advanced application of AI in the innovation process, targeting key players in industry and research institutions.

Approach:

The CampAlign project is divided into three phases:

- **Phase 1:** Collection of all the information (technical, ethical, strategic) required for the use of AI tools in the innovation process.
- **Phase 2:** Development of case studies with content that is particularly valuable for the two target industries (materials processing, goods production).
- **Phase 3:** Development, implementation, and testing of the trainings.

Main Outputs:

- **Customised Training Course:** A training course for the target industries on the use of AI tools in the innovation process.
- **Online Learning Platform:** A freely accessible online platform containing all training materials and practical examples, ensuring sustainable access to knowledge on using AI tools in the innovation process.
- **Case Studies:** Case studies that showcase the full potential of AI in the context of industrial innovation.

Project Partners:

- Carinthia University of Applied Sciences (CUAS), Austria (AT)
- Faculty of Polymer Technology (FTPO), Slovenia (SI)
- University of Ljubljana (ULFE), Slovenia (SI)
- Materials Center Leoben (MCL), Austria (AT)

Strategic Partners:

- GZS (Koroška, SI), SSGZ (Savinjsko-Šaleška, SI)
- SFG (Styria, AT), DIH-Süd (Carinthia, Styria, AT)

Project Details:

- **Lead Partner:** Carinthia University of Applied Sciences (CUAS), Austria (AT)
- **Duration:** 01. 11. 2025 – 31. 10. 2028 (36 months)
- **Total Budget:** € 797.457,52
- **ERDF Funding:** € 637.966,01
- **LinkedIn profile:** www.linkedin.com/company/campaign-si-at-interreg



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