



# I<sup>3</sup>SME Project

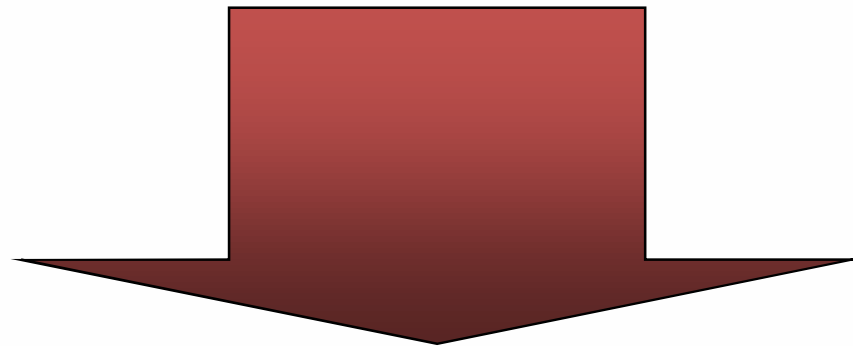
## INTRODUCING INNOVATION INSIDE SMEs

Research Cocktail  
Fürstenfeld  
3 July 2009

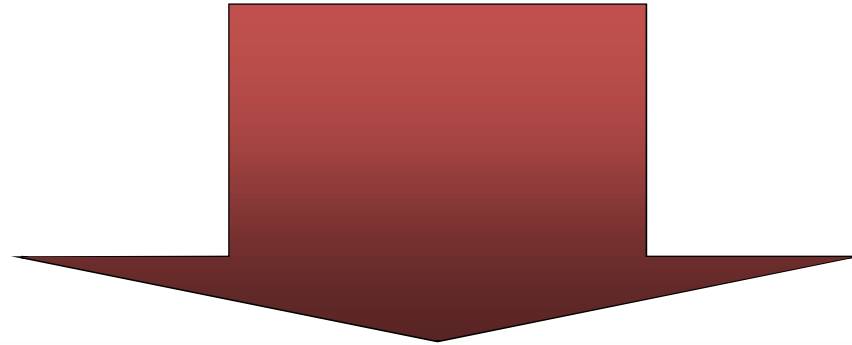


# Innovation: State of the art

- Central European regions are characterised by an high concentration of micro and SMEs.
- Investment in the innovation field is becoming the key element of competitiveness.
- Investment in innovation as traditionally conceived in the large enterprises are not strategically and economically sustainable in small enterprises.

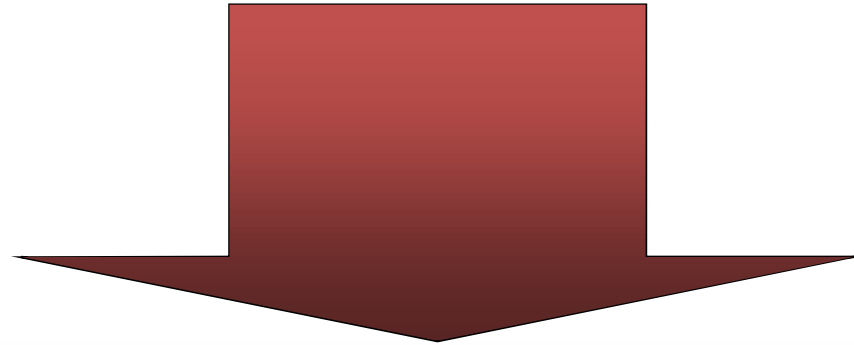


# Innovation: steps forwards



- Change in the micro and SMEs culture and approach
- Exchange of best practices at international level
- Involvement of SMEs associations, local development agencies, public authorities and innovation centres
- New ICT systems and approaches

# Innovation: steps forwards



- Improve investment in RTD and innovation inside SMEs
- Support the participation to international projects
- Lisbon strategy application and Gothenburg principles

# Project objectives

I<sup>3</sup>SME main objective is to create a prolific environment for innovation in the economic systems of the involved regions which are mainly characterised by micro, small and medium-sized enterprises. The project aims at contributing to the micro and SMEs performances enhancement in the research and innovation fields, offering effective services in order to enable them to face the main difficulties in acceding to knowledge and innovation.

# Basics about the project

- Approved in the 1st call of CENTRAL EUROPE Programme
- Consortium:
  - 9 partners from 6 countries (IT, AT, DE, HU, SI, PL)
  - AT: Gründer- und Servicezentrum Fürstenfeld
- Duration: 30 months (Oct 2008 - Mar 2011)
- Total budget: € 2.75 M (ERDF: € 2.16 M)

# Specific objectives

- 1 - analyse the different approaches and services already utilised in the involved areas individuating good practices and excellence
- 2 - defining common methodologies to be applied introducing the benchmarking approach and ICT platform as tools for assessing and improving the micro and SMEs performances
- 3 - conceiving specific action plans/guidelines to be adopted by SMEs in the involved areas with the participation of the relevant stakeholders
- 4 - training and supporting community of facilitators
- 5 - implementing pilot projects in order to test the new services and assess their effectiveness

# Project activities

## Horizontal activities



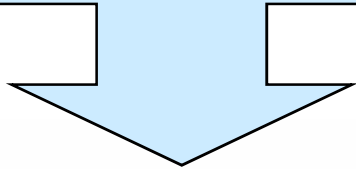
Project  
coordination



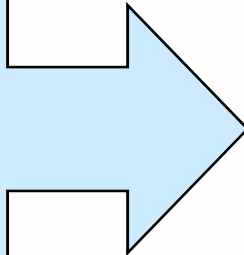
Communication  
and dissemination

# Technical activities

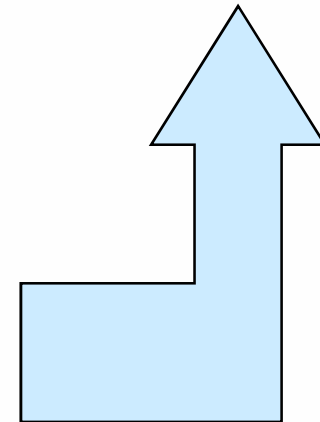
Benchmarking analysis and  
hidden champions  
identification



ICT Platform  
Multilingual catalogue  
and  
Manual on  
benchmarking



**FACILITATORS**  
identification  
training  
network  
study visit



**INTRODUCING  
INNOVATION INSIDE  
SMEs**

# Strength points

PPs linked to the territory and to the SMEs

Strategic Consultative Committee

Benchmarking analysis on 800 SMEs

International ICT platform

Communication activities

Guidelines on the benchmarking system

International catalogue of hidden champions

Training for facilitators

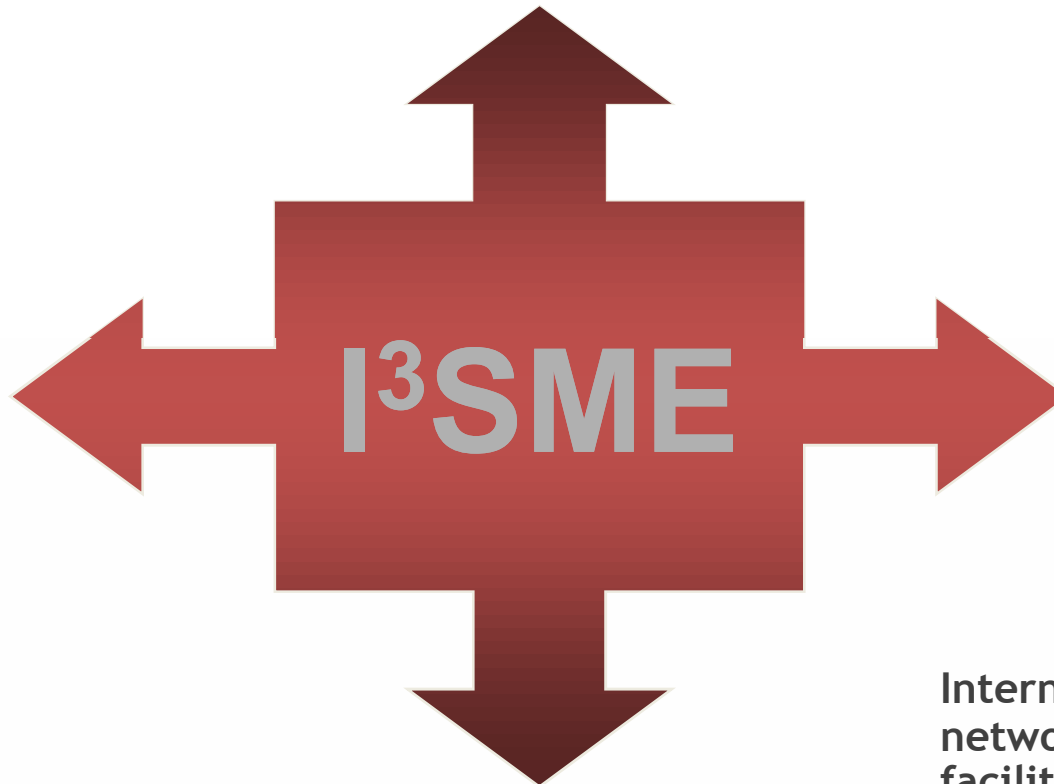
Best practices for innovation improvement in SMEs

8 pilot actions with 80 SMEs

Research cocktails and international meetings

Study visit and international on site training

International network of facilitators



# Thank you for your attention!

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