



IN-BUSINESS GROWTH

Innovative Sustainable
Business Growth
at Global Level

In FOCUS:

In-Business Growth Project, funded by the European Union under the Horizon 2020 - Enhancing SME Innovation Capacity by Providing Better Innovation Support, with specific objective of stimulating sustainable economic growth by increasing the levels of innovation in SMEs, creating new innovative methodologies to address the growing needs of innovative SMEs, to its further growth and internationalization ■

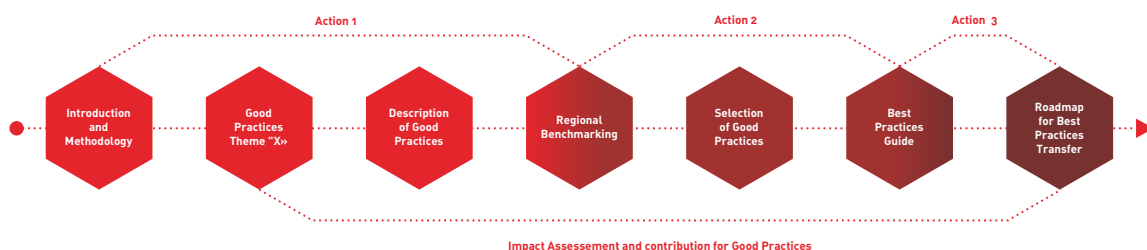
newsletter

In-Business Growth Project Newsletter
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Objectives

Within the "Twinning advanced" methodology, four innovation agencies are cooperating to review each other's practices and benchmark their own, related to the design and delivery of innovation support programs for SMEs and will also compare them to those of third parties, collaborating in the present initiative. These entities will join forces in the **IN-BUSINESS GROWTH PROJECT** to explore 'an innovation support challenge' focusing on the redesign of the existing services, the creation of new instruments to deliver more efficient tools and to create synergies between European, national, regional and local support and the solutions for common problems linked to implementation, monitoring, impact assessment with the **aim to deliver better innovation support to SMEs**. On a strategic level, the project will focus on designing and updating clear, demand-driven methodologies to improve/create processes to be efficient in the delivery mechanisms to the SMEs. The operational objectives are based on:

- **Exchange of experiences & common analysis of the State of Art** (experiences, projects, trainings, programs, methods, procedures) in the participating regions to identify the best practices and the lacks detected in term of entrepreneurial growth, using the Twinning process, and in reference to nine (9) innovation services categories.
- Sharing of the results obtained and identification of the most efficient solutions for the **design of the guide of best practices and the establishment of an innovative methodology**.
- **Transfer of good practices to SMEs and third parties.**

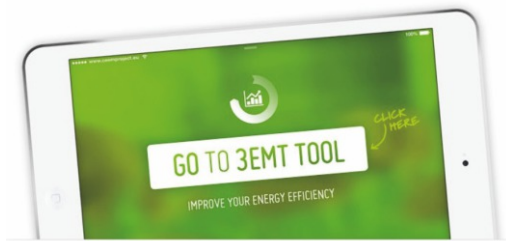


What's happening

At the moment the partnership is working on the discussion, improvement and organization of the good practices detected in each participating regions. About 17 good practices were collected, and at this stage the partnership is working on the optimization of its structure to be more

effective as an innovative methodology. The next step will be the benchmarking of best practices collected, for future implementation and dissemination, with more emphasis on the regions of the partnership ■

Synergies between European Initiatives



Following the objective to share areas of challenge in SME support among several agencies with experience in addressing similar challenges ("Twinning advanced" methodology), the North Hungarian Regional Innovation Agency is participating in three projects called CEEM, EISS and In-Business-Growth (as associated partner) which have one thing in common: they all target to provide better (eco)innovation support services to SMEs.

CEEM – Central Environmental and Energy Management as a Kit for Survival (Central Europe programme), has laid a solid foundation for further exploitation possibilities by developing an easy online tool, called 3EMT (Eco Energy Efficiency Management Tool) for companies to self-check and benchmark their performance, as

well as by establishing a transnational network of National Eco-Points (NEPs) that mainly provide information and – if necessary – offer the help of experts on how to use the tool.

Thanks to the fruitful outcome, two of the initial partners, Friuli Innovazione and NORRIA have identified further cooperation possibilities, such as "EISS – Eco Innovation Support Services", a peer-learning project funded by H2020-Innosup-2014-2015. EISS – involving a third innovation agency, KEPA from Greece – aims to collaboratively address to improve eco-innovation support services in smaller manufacturing companies from traditional sectors in the peripheral regions, where innovation services offer is often weak. A National Eco (now EISS) Point is also planned in Greece and the tool offered to and tested on at least 30 SMEs. The most important outcome is a joint Design Option Paper, which will serve as a "guide" or a "handbook" to other agencies and business support centers to provide similar, more focused services on eco-energy efficiency.

These initiatives have indeed been introduced to the In-Business Growth partners in order to further capitalize the CEEM project results and spread these simple, yet effective business innovation support tools across Europe ■



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