



IN-BUSINESS GROWTH

Innovative Sustainable
Business Growth
at Global Level

In FOCUS:

In-Business Growth presents the Handbook of Best Practices of Innovation Support Programs for SMEs. It includes 17 good practices of supporting measures and tools for entrepreneurship and business development that have been collected from a dozen of European countries.

Newsletter nb. 3 is focused on the second theme of the handbook and the associated good practices ■

03 newsletter

In-Business Growth Project Newsletter
Issue 03 - February 2017

THEME 2: Demand-led approaches (e.g. KET applications to SMEs)

Which aspects of the demand – led approach should innovation agencies focus on addressing through the services they provide, and what are the associated good practices?

About 10 years ago, the European Union decided on a demand-led growth model as a way to strongly promote innovation. “Demand-side (=end-use consumption) innovation policies support and increase the uptake of innovations in society and may involve legislation that enhances consumer confidence in innovative products, safety regulations, standards, or public procurement. These demand-side tools complement supply-side policy tools such as public funding schemes. Creating effective linkages between demand-side and supply-side tools can improve the efficiency of the innovative system.

We have looked at specific examples that show how such support is made available to SMEs and what is the role of the innovation agencies in this process. Obviously, a good practice can lead to overlapping results. For example, a KET application can help address a societal challenge issue, etc.

Some of the selected practices include this aspect in their strategy such as the Growth and Internationalization

Program - Growth for Kainuu (Finland), which encourage and help micro and medium sized businesses in the Region of Kainuu to grow (growth and internationalization, business transfers & generation shift, education and training of the companies), the project of Financial Education Edufinet (Spain), which promote financial education for businessmen and entrepreneurs, as well as students and citizens, the large research infrastructure services for SMEs (Finland), which focuses on knowledge management to create products more competitive, secure and sustainable and the Eco-Point Service (Italy, Slovenia, Austria, Hungary, Czech Republic and soon in Greece), which promotes the use of environmentally friendly technologies for business growth, by showing the economic advantages of greener production and consumption patterns

Based on the analysis undertaken, the type of good practice's contribution within this theme consists on:

- **Specific market demand as basis for development actions**
- **Global industry-based demand**

What's happening now:

Promotion activities are running in the framework of the transfer of good practices to SMEs and third parties.

Spain: 15 Agents involved in business creation, including entities such as the Business Public Entity ICEX Spain Export and Investments, the European Business and Innovation Centre of Málaga, the University of Malaga, the Support Centre for Entrepreneurship Development, the financial entity Unicaja and other institutions have met together last 15th November 2016, in the Technology Park of Andalusia to know the results of the project In-Business Growth and to propose methods to transfer these practices to other European countries ■



Spain: The 30th November 2016, the Technology Park of Andalusia and Spanish Company of Financing Development, COFIDES S.A., S.M.E., held, in PTA the event "International Drive: Participative Financial Instruments to support internationalization". The Conference brought together 15 participants interested in financing international projects. Also, a special attention has been given to new products aimed at facilitating the internationalization of SMEs and large companies, as well as having an impact on the specific needs of the companies concerned ■



Portugal: On 12th December 2016, in the University of Algarve, Faro, Portugal, a collaboration protocol for implementing a Financial Education Program was signed. The protocol aims to bring together the bank Foundation Unicaja, from Spain, and the University of Algarve, from Portugal, in order to deliver contents and tools in an on-line platform, handbooks and also training sessions about financial education, all for free, target to students, entrepreneurs and citizens, in general. According to this protocol, in the forthcoming months, training sessions will happen in the University of Algarve. The Edufinet program is one of the good practices selected by the In-Business Growth and is described in the handbook ■



Bulgaria: The In-Business Growth (IBG) project was presented on the International science-practical conference "Challenges for the financial management and monitoring of the European Union funds", which took place in Sofia University on 11 November 2016. The attendants of the conference included representatives of the governing and monitoring bodies of the operational programs, funded by the European Union in Bulgaria, representatives of the academic society, the business and the non-governmental sector ■



Parque Tecnológico
de Andalucía
Marie Curie, 35
29590 Campanillas, Málaga,
ESPAÑA

Sonia Palomo
00349 51 231 310
spalomo@pta.es
www.pta.es



**CRIA – Divisão de
Empreendedorismo e
Transferência de Tecnologia**
Universidade do Algarve,
Campus de Gambelas, Pavilhão
B1 8005-139
Faro, PORTUGAL

Hugo Barros
00351 289 800 098
hfbarros@ualg.pt
www.cria.pt



Kainuun Etu Oy
Intelli-rakennus, Seminaarinkatu 2
FIN-87100 KAJAANI, Finland (Head
Office)

Ninetta Chaniotou
00358 44 551 45 59
ninetta.chaniotou@kainuunetu.fi
www.kainuunetu.fi



**Bulgarian Development
Agency (BDA)**
14A Nikolay Liliev str.
floor 1, office N° 1,
BG-1421 Lozenetz Sofia,
Bulgaria

Denitza Toptchiyska
00359 88 917 35 00
denitza@bg-da.eu
www.bg-da.eu



Innovative Sustainable
Business Growth
at Global Level



Co-funded by
the Horizon 2020
Framework Programme
of the European Union