

2inno

Do innovation now

NEWSLETTER Issue #1 August 2014

Welcome to 2inno

Innovation is a long established hot topic for governments and business leaders across the European Union. As far back as 2000, the Lisbon strategy pointed to the fact that the EU was losing ground to the United States and Japan in the field of innovation and R&D and that, as a consequence, European businesses needed to be encouraged to develop new skills and competencies linked to the process of innovation, thereby contributing to greater competitiveness, entrepreneurship and new employment possibilities.

In 2007 the European Commission published its ideas on 'Competitive European Regions through Research and Innovation' and called on Member States and regions to make more effective use of the available funding instruments.

Furthermore, In June 2010, the EU Heads of State and government endorsed the Europe 2020 strategy designed to revive the European Economy.

The European Commission provides innovation support to SMEs, notably start-ups, by facilitating transnational cooperation with a view to creating a European Innovation Space. Examples of their initiatives include Europe INNOVA and the Enterprise Europe Network (EEN),

Due to its widespread impact, innovation features as an important subject in the study of economics, business, entrepreneurship, design, technology, sociology, and engineering. In our society, the successful execution of innovation contributes greatly to the comfort, convenience, and efficiency of everyday life.

There is a large and ever-growing volume of learning material and tools on the topic of Innovation Management that can be easily accessed by small business owners. Why therefore do so many small businesses find it a challenge to put innovation into practice? Our project believes there is a large gap between the process of acquiring the knowledge you need and the actions that must be undertaken in order to implement or 'Do' Innovation successfully.

The principal aim of the 2Inno.eu project is to enable the owners of SMEs to bridge this gap by helping them to find their own "culture of innovation". We are recommending the adoption of the DUI-mode i.e. learning by "Doing, Using and interacting" mode. Many scholars claim that there is a great bias towards the "science and technology mode" (S&T-mode) to the exclusion of the DUI-mode, the great benefits of which are too frequently overlooked.

Methodology: The 2inno.eu project partners will work with the owners of SMEs/MEs in Information & Communication Technology (ICT), Mechatronics, Life Sciences, Renewable Energy & Tourism sectors on the creation of a tailored innovation strategy/culture. The process follows three steps:-

1. **Learning by doing:** while implementing the innovation strategy the owners learn more about theoretical background, tools and methods.
2. **Using innovation management:** owners will get concrete recommendations on how to use the

innovation strategy in their daily work from their Innovation Coach.

3. **Interacting:** owners of SMEs/MEs learn how to interact with partners, how to build up future co-operation and how to share knowledge and ideas within a network.

2INNO.EU Team

Web: www.2inno.eu

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Facebook: 2innoEU

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2inno.EU Invitation – We can help your Business to Innovate!



Getting Involved in the 2inno project is straightforward.

If you run a Microenterprise or SME, your business is active in one or more of five sectors (Information & Communication Technology (ICT), Mechatronics, Life Sciences, Renewable Energy & Tourism) and you would like to receive coaching on how best to introduce a structured approach to practicing innovation in your business, you are eligible to apply. **In Autumn 2014, Hafelekar will be accepting expression of interest from small business owners.**

How does the 2inno innovation coaching process work?

Once a business owner has been accepted on the programme, a preliminary 1 to 2 hour face-to-face meeting with one of our qualified 2inno coaches will be arranged. The purpose of this meeting is to enable the coach to assess your business' existing strengths and weaknesses with regard to innovation. The business owner will be encouraged to bring along one or two of their colleagues to this meeting to form an innovation project team. On the completion of this innovation assessment, our 2inno coach will arrange for the delivery of structured training to you and/or your business' innovation project team.

Project Activities to date

1st Project Meeting (Innsbruck, Austria - October 2013)



A very successful first meeting of the 2inno project partners took place in Innsbruck, Austria on 17th-18th October 2013.

The 6 partner organisations held a very successful project kick-off meeting in the Tyrol capital. The lead organisation for the 2inno project, Hafelekar, hosted the five other partners from Hungary, Ireland, Italy, Slovenia and Spain. At this meeting, the partners agreed on a development schedule for 2inno.eu, the project platform and shared presentations on project work plans.

2nd Project Meeting (Budapest, Hungary - June 2014)

The second transnational meeting of the 2inno project partners took place in Budapest, Hungary on 4th-5th June 2014.

Prompt, the Hungarian partner, hosted a productive 2-day meeting in the Hungarian capital at which all partners shared the significant progress each has made to date on their work packages, including work on the 2inno website 2inno.eu and social media accounts and the development of training modules on innovation topics that will be delivered by 2inno coaches to small business owners.



News – AUSTRIA

Apply for an Innovation Voucher worth either €5,000 or €10,000

If you own or manage a small or medium-sized company in Austria and you would like to start ongoing research and innovation activities in cooperation with research institutes, you can apply for an Innovation Voucher, which enables enterprises to enlist the services of research institutions and to pay for these services to a maximum value of either € 5,000 or € 10,000. It should make it easier for SMEs to overcome inhibition thresholds regarding cooperations with research institutions. The funding programme is administered by The Austrian Research Promotion Agency (Österreichische Forschungsförderungsgesellschaft – FFG)

<https://www.ffg.at/innovationsscheck-projekteinstieg>

Innovation Events – Austria & EU

Austrian Innovation Forum | 16 October 2014, Vienna

„Innovating Smart“: This is the motto of the fourth Austrian Innovation Forum taking place in Vienna this October. AIF 2014 offers seven international keynotes, the exchange of know-how and interactive forums.

www.austrian-innovation-forum.at

Design Thinking Experience Workshop – Successful Innovation through Customer Integration | 8-9 October 2014, Innsbruck

An interactive innovation workshop aimed at owners, managers and staff from various departments. The participants get the opportunity to learn more about the advantages, fundamentals and the innovation process connected with the *Design Thinking* method.

A practical and theoretical approach.

<http://www.pdagroup.net/de/services/innovation/design-thinking-experience-workshop/>

World Innovation Convention Cannes | 4-6 November 2014, Cannes

The World Innovation Convention is the most popular and pioneering platform for global innovators who particularly join to collaborate with their industry peers, and proven experts for 3 action packed days. They assemble with a direct mission to learn, share and discover how to make innovation happen faster and better within their organizations.

www.winovc.com

6th European Innovation Summit | 17-20 November 2014, Brussels

Knowledge4Innovation is an open, independent, nonprofit platform with a wide variety of stakeholders including small and large companies, universities and research centers, regions and cities, trade organisations and think tanks. The 6th European Innovation Summit program will feature conference sessions on important "horizontal" aspects of innovation, such as:

- Framework conditions for innovation: mechanisms for balancing risk and benefits of science and technology
- TTIP: How does it affect innovation in Europe
- Horizon 2020: First impressions and experience
- Regions - powerhouses of innovation
- From research and innovation to economic value
- The younger generations innovation summit
- New EP Committee Chairs: a mandate for innovation

www.knowledge4innovation.eu/6th-european-innovation-summit-17-november-20-november-2014

Project basics

Acronym:	2inno.eu
Title:	2INNO.EU – DO INNOVATION NOW
Duration:	1 October 2013 – 30 September 2015
Action type:	Transfer of Innovation
Programme:	Leonardo da Vinci – LLL Subprogramme
Participating countries:	AT, ES, HU, IE, IT, SI
Website:	www.2inno.eu

Partners

- P0 Hafelekar – AT
- P1 IFES – ES
- P2 Prompt – HU
- P3 DLR CEB – IE
- P4 Camporlecchio – IT
- P5 Korono - SI

Co-ordinator

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Target groups

Owner/managers of SME and ME businesses that are active in the Information & Communication Technology (ICT), Mechatronics, Life Sciences, Renewable Energy & Tourism sectors. This grouping also encompasses management teams and/or staff who may benefit from engagement with a 2inno coach and/or exposure to innovation-themed learning materials.

Project Objectives

The principal aim of the 2inno project is to provide the owners of Small and Medium Enterprises (SMEs) and Microenterprises (MEs) with a short modular training programme that will enable them to respond to the commercial opportunities that innovative thinking and practices present. At the end of the training, these owners will be able to implement a tailored innovation strategy/innovation culture for their business and to "DO" innovation.

The project seeks to address the perception held by many small business owners that they do not have sufficient scale, expertise, resources of confidence to introduce an innovation strategy. Their resulting inaction can erode the competitiveness of their organisation and, in some cases, put the very future of the business and its employees at risk.

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