

2inno

Do innovation now

NEWSLETTER Issue #3 July 2015

**Get your Innovation Project
Ready in 6-8 Weeks!**
– visit www.2inno.eu

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HAFELEKAR

Welcome to the 3rd newsletter from Hafelekar, the Austrian partner in the 2inno.eu Project Consortium! 2inno is the EU-funded project which helps the owners of small businesses to think and act innovatively.

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 advice, information and support on how best to introduce a structured approach to practicing innovation to your business, visit www.2inno.eu or call our office.

In this newsletter we are profiling the Austrian businesses that to date have received expert one-to-one coaching from members of our 2inno coaching panel. We are also previewing our final project partner meeting in Madrid this September. You'll find latest project news and development on our Facebook & LinkedIn pages.



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This issue was published by: HAFELEKAR
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Profiles of Austrian Businesses Supported by the 2inno Project

In early 2015, Hafelekar Consultancy Schober GmbH, the Austrian partner in the 2inno project, started promoting free one-to-one coaching in innovation strategy to the owners/managers of small and microenterprises in Austria, mainly in the area of Innsbruck and other locations in Tyrol. The initiative has been a great success and we are proud to have supported five local businesses so far, trading in the Information & Communication Technology (ICT), Mechatronics and Tourism sectors. Here are brief profiles of the supported businesses. **Further details are available on <http://2inno.eu/de/supported-businesses/austria>**

Aktivhotel Wöscherhof



Aktivhotel Wöscherhof is a Premium 4-Stars Hotel in Uderns, Zillertal Valley, Austria, established in 2012.

www.woescherhof.com

2inno Coach: Karin Lackner

Lederer's Living



Also known as „The Smart Hotel”, Lederer's Living is a small, family-run business situated in Kaprun, Austria. The 4 Stars Lifestyle Hotel was founded in 2014.

www.thesmarthotel.at

2inno Coach: Karin Lackner

Web-crossing GmbH



Founded in 1999, the small enterprise web-crossing GmbH specialises in innovative Information Technology (IT) projects with customers and partners in Austria, Italy and Germany.

[www. www.web-crossing.com](http://www.web-crossing.com)

2inno Coach: Paul Schober

Profiles of Austrian Businesses Supported by the 2inno Project



ATI GmbH

ATI GmbH was founded 2009 as a small enterprise in the mechatronics sector. Their fields of expertise include the supply of agricultural machines and the creation of technology that contributes to sustainable agriculture.

www.advanced-tech.eu

Zinno Coach: Paul Schober



PhysTech Coating Technology GmbH

This microenterprise, established in 2013, is an R&D company in the mechatronics sector, specialised in the vacuum and thin-film technology.

www.phystech-coating.com

Zinno Coach: Paul Schober

Upcoming Project Activities: AUSTRIA & Project Partners

2inno Innovation Workshops – July 2015 – Autumn 2015



In July 2015, Hafelekar Consultancy Schober GmbH has started with the delivery of innovation workshops for aspiring entrepreneurs and established small business owners. The first workshop has been successfully completed and there are more innovation workshops to be held within Autumn. Detailed information about the upcoming (and completed) workshops will soon be published and available via our respective websites.

Contact **HAFELEKAR** on **+43 / (0)512 / 58 88 33** or email **office@hafelekar.at** for further information.

4th & Final Project Meeting (Madrid, Spain – 10th & 11th September 2015)

The fourth and final transnational meeting of the 2inno project partners takes place in Madrid, Spain on 10th-11th September 2015.

Instituto de Formación y Estudios Sociales (IFES), the project's Spanish partner, will host a 2-day meeting at which LEO DLR will join its project partners from Austria, Hungary, Italy, Slovenia and Spain to discuss the latest development in the 2inno project and to share the success stories.

The agenda will feature discussion on the success of the pilot training programme for business owners and the lessons learned from both a coaching and SME/microenterprises perspective.

INSTITUTO DE FORMACIÓN
Y ESTUDIOS SOCIALES



IFES

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Innovation Events - 2015 – AUSTRIA & EU

Austrian Innovation Forum | 15 October 2015, Tech Gate Vienna, Austria

	<p>Austrian Innovation Forum 2015: 200 innovation experts and 100 trendspotters are expected to meet the audience in Vienna this October. „Creating new value” is the main theme of this event, which will feature international, inspiring speakers, presentations of best practice and case studies from many industries and interactive workshops. The full program is available at the official website (URL below).</p>
<p>Location: Tech Gate Vienna, AT.</p>	<p>www.austrian-innovation-forum.at</p>

Web Summit | 3-5 November 2015, RDS Main Arena, Dublin 4

	<p>Web Summit 2015 is a technology conference which has grown from attractign a couple of hundred people when it was first held in 2010 to attratcing over 22,000 attendees from 109 countries in 2014.</p> <p>The innovative programme of events features a stellar line of guest speakers as well as networking opportunities for business start-ups and investors.</p>
<p>Location: RDS Main Arena, Dublin 4.</p>	<p>www.websummit.net / @websummitHQ</p>

5th Global Innovation Forum | 18-19 November 2015, London, UK

	<p>The 5th Global innovation Forum focuses on innovation, design, creativity, R&D, new product development and future trends. An excellent platform for knowledge sharing and establishing valuable new contacts. You can expect a varied agenda, experienced speakers, key messages, global players and facilitated networking.</p>
<p>Location: Dexter House, London EC3N 4QN</p>	<p>www.innovation2015.com / @GIFLondon</p>

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 LEO DLR – IE
P4 Camporlecchio – IT
P5 Korono - SI

Co-ordinator

Hafelekar Consultancy Schober Ltd.
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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.