



**Instrument:** SP4-Capacities - CSA - Support Action

**Call:** FP7-SME-2009-1

**Grant agreement Number:** 245459

**Start date of project:** 1<sup>st</sup> December 2009

**Duration:** 24 months

**Project acronym:** GPrix

**Project full name:** Good Practices in Innovation Support Measures for SMEs: facilitating transition from the traditional to the knowledge economy

**Consortium:**



## Del. 1.6 - List of selected measures for good practice case studies.

**Date of deliverable:** 30<sup>th</sup> November 2010

**Organisation name of lead beneficiary for this deliverable:** INOVA+

**Author (s):** The GPrix consortium

Project co-funded by the European Commission within the Seventh Framework Programme (2007- 20013)		
Dissemination level		
PU	Public	<input checked="" type="checkbox"/>
PP	Restricted to other programme participants (including the Commission Services)	<input type="checkbox"/>
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## **1 EXECUTIVE SUMMARY**

The GPrix project will assess regional innovation support measures in a representative set of European regions characterized by a large number of SMEs, in particular SMEs of the traditional sectors. Resulting from several reports done in each region and from the survey currently available online, the consortium selected a set of regional innovation support measures to be analysed in more detail through the development of case studies detailing the impact of those measures in the innovation activity of SMEs of the traditional sectors. This report lists the selected measures by region.

## 2 List of Selected Innovation Support Measures

### 2.1 WEST MIDLANDS – UK

#### 1. Innovation Vouchers Scheme

- ❖ **Keywords:** Innovation; Knowledge transfer; Cooperation between SMEs and HEIs
- ❖ **Small description:** Formerly known as the INDEX Voucher scheme, Innovation Vouchers is a demand-led voucher scheme that invites SMEs to apply for a £3,000 voucher to purchase academic support from one of the 13 universities in the West Midlands. Innovation is defined as not just about technology but also about information more broadly and the management of the information process. It is about “doing things” differently to improve effectiveness and/or efficiency.

#### 2. Designing Demand

- ❖ **Keywords:** Design; product innovation; organisational innovation; marketing innovation.
- ❖ **Small description:** An intensive support service which helps companies grow by using design as a business development tool. It gives companies the chance to work with leading designers to investigate how using design can tackle core strategic issues and make a lasting impact on performance.

#### 3. Innovation Networks

- ❖ **Keywords:** commercialisation; innovation;
- ❖ **Small description:** The overall aim of the project is to: 1. To pool skills between small companies and 2. To help overcome financial barriers for business to business activity. At least three SMEs collaborate to produce a new innovative product, process or service. Revenue and capital grants are available at £10,000. Revenue grants cover product development costs including prototyping, consultancy and patenting. Capital grants cover the purchase of tooling and machinery. Total project costs should be a minimum of twice that of that grant chosen (i.e. for a £10,000 grant the project budget should be a minimum of £20,000). All applicants are referred to Business Link (a business support agency). Successful applicants can apply for an additional £3,000 of grant funding for consultancy assistance to bring the product, services or process to market. As an alternative a grant of £1,000 is available to cover exhibition costs.

#### 4. Knowledge Transfer Partnerships (KTP)

- ❖ **Keywords:** Knowledge transfer; Innovation; productivity; competitiveness; Firm growth and employment, stimulating business research;
- ❖ **Small description:** The Knowledge Transfer Partnerships (KTP) is a major and long-established public support programme: more than 5,000 have been completed since the late 1970s. KTP is helping businesses to improve their competitiveness, productivity and performance through the better use of knowledge, technology and skills. A KTP involves the formation of a Partnership between a business, an academic institution (or knowledge base) and a recently qualified person, known as the Associate, to facilitate the transfer of knowledge and embedding of new

capability within the business organisation. The Partnerships can provide skills and expertise to help businesses that want to develop innovative solutions to help them grow ... The proportional balance of business function across the different areas remained very similar to the previous year, with the main categories being product development and design (32%), research and development (24%) and information and communications technology (ICT) (9%).

## 2.2 NORTH BRABANT – NETHERLANDS

### ***Operational Programme South Netherlands (OP-South) – Priority 1: Knowledge Economy, Entrepreneurship and Innovation***

Priority 1 is aimed at strengthening the innovative power of the southern Dutch economy and further enhances and expands the position of the southern Netherlands as a top technology region. Within this priority a lot of attention is on Research and Development (R & D), creativity and entrepreneurship because it is the breeding ground for innovation (the creation of new products and services with economic value).

Within Priority 1 four specific SME funding schemes are developed for (SME) business community. These grants are intended to make it easier for businesses to apply for grants in the OP-South program. It concerns the following subsidies:

- Innovation Officer
- Innovation Projects
- Innovation Advice
- Social Innovation Advice

#### 1. **Innovation Officer**

❖ **Keywords:** SMEs, R&D, Innovation

❖ **Small description:** The Innovation Officer scheme aims at:

- Filling knowledge gaps in SMEs, particularly in the area of innovation;
- Launching of innovation processes in SMEs
- Research and Development and innovation and brings knowledge of innovation processes and change processes

Objective of this scheme is that SME entrepreneurs use knowledge. Innovation as a driver of innovation Employee should operate within the SME. The main focus is on detecting opportunities for innovation and effective implementation of innovation. The employee must submit Innovation knowledge of change and knowledge of innovation processes bring.

#### 2. **Innovation Projects**

❖ **Keywords:** SMEs, clusters, innovation, markets

❖ **Small description:** The Innovation Projects scheme aims at strengthening the economic structure in southern Netherlands by enabling companies to develop innovative and risky projects that lead to a better competitive position, that strengthen the innovative potential and a structural increase in business activity. There is limited funding available for businesses located in the province of Zeeland. Such projects should lead to new, widely-marketed products / services / processes, which also result in (manufacturing) employment in the region. Therefore they are primarily focused on experimental development. In the scheme there is a focus on both for individual support and support to clusters. With ever shorter product

lifecycles and increasing complexity of product development, manufacturing and markets it is necessary that more companies and research institutions work together for business development. It aims to link knowledge and business, both at individual company level and at cluster level.. The employee must submit Innovation knowledge of change and knowledge of innovation processes bring.

3. **Innovation Advice**

- ❖ **Keywords:** SMEs, Coaching, Innovation, markets
- ❖ **Small description:** The Innovation Advice scheme focuses on stimulating innovation in SMEs regarding products, processes, markets or services. The innovation should focus on strengthening its position in existing markets, or the entrance into new combinations of product / market / technology. The activities must be part of a broader innovation project.

4. **Social Innovation Advice**

- ❖ **Keywords:** SMEs, HR, social innovation, management
- ❖ **Small description:** The Social Innovation Advice scheme allows SME entrepreneurs to a simple and accessible way to hire external expertise for innovations in the field of human resources or management consulting. One condition is that there is a renewal of the specific business of the applicant. Grants can be given for innovations in the areas of:
  - Organization of work and flexibility
  - Talent Expansion and employability and career
  - Participatory management (self-managing teams, dynamic management)SME entrepreneurs from West-Brabant, Zeeland and Limburg are eligible for subsidy.

## 2.3 SAXONY-ANHALT – GERMANY

1. **Research, development and innovation promotion**

- ❖ **Keywords:** SMEs, Innovation, R&D, industry
- ❖ **Small description:** The support programme has the goal of economic empowerment of Saxony-Anhalt and the creation of new and existing jobs. Objective of promoting is also the improvement of cooperation of small and medium-sized companies and research institutions for industrial research and experimental development projects. This helps particular small and medium-sized enterprises in entering into research and development and in the realization of tomorrow's innovative solutions.

2. **Research Voucher**

- ❖ **Keywords:** SMEs, Innovation, R&D, competitiveness
- ❖ **Small description:** The goal of the support measure is to introduce R&D issues and their implementation in the company to SMEs the first time. By initiating innovative projects SMEs are ought to improve their economic strength and position on the market.

3. **Promote the employment of innovation assistants and staff exchange**

- ❖ **Keywords:** SMEs, RH, staff exchange
- ❖ **Small description:** Objective of promoting innovation assistants is to increase the innovation capacity of small and medium-sized companies through the acquisition of highly qualified personnel from college or university.

#### 4. Patent promotion

- ❖ **Keywords:** SMEs, patent, ideas
- ❖ **Small description:** The funding objective is to strengthen the competitiveness of small enterprises and start-ups of inventors by the targeted improvement of the legal protection of patentable ideas and research results.

#### 5. Saxony-Anhalt Idea –IB- Innovation-fund

- ❖ **Keywords:** Market, products, financing
- ❖ **Small description:** Small and medium-sized-research-based companies have general difficulty in access to external financing. But it is even more difficult to receive adequate funding for the transfer of new knowledge and product ideas from the stage of experimental development in the phase of testing up to series production. This is an obstacle to innovation. By offering low interest financing and equity-like forms the IB Bank tries to address these needs.

#### 6. Transfer of knowledge and technology

- ❖ **Keywords:** knowledge transfer
- ❖ **Small description:** Improve transfer of technology from innovation mediators to user of technology (mainly SMEs) and to minimize the economic and technological risks.

## 2.4 EMILIA-ROMANA – ITALY

### 1. ICT

- ❖ **Keywords:** ICT, e-business, knowledge economy
- ❖ **Small description:** A programme to support the growth of enterprises through the introduction of ICT; It supports the strengthening and growth of enterprises by introducing innovative methods in organizational, financial management and entrepreneurial innovation development.

### 2. Industrial Research

- ❖ **Keywords:** Industrial research, innovation, experimental development, partnership research industry.
- ❖ **Small description:** The programme supports "collaborative research" projects presented by SMEs together with research and innovation centers with the following aims:
  - Stimulate research and precompetitive development activities
  - Encourage the creation of new jobs
  - Strengthen the relationships between SMEs and industrial research and technology transfer laboratories of the Regional High Technology Network

### 3. Regional Operation program

- ❖ **Keywords:** SMEs networking, management of innovation, transfer of knowledge.
- ❖ **Small description:** The programme supports projects and services for the creation of enterprise networks, for the technological and organizational innovation in SMEs. with the following aims:
  - Management of industrial network

- Processes of technological and organizational change

#### 4. PRRIITT

- ❖ **Keywords:** Industrial research, innovation, experimental development, partnership research industry.
- ❖ **Small description:** The “Regional program for industrial research, innovation and technology transfer” (PRRIITT) supports projects to strengthen the connection between SMEs and research centers to enhance the competitiveness of the regional industrial fabric.

#### 5. START-UP

- ❖ **Keywords:** Start-up, spin off, technology transfer.
- ❖ **Small description:** The Start-up programme encourages the emergence of new enterprises with high knowledge content, enhancing the collaboration with universities and research institutions and gives financial support to the start-up of entrepreneurial initiatives.

## 2.5 LIMOUSIN – FRANCE

### 1. Technological Service Network (PTR)

- ❖ **Keywords:** SME; innovation; technology transfer.
- ❖ **Small description:** The Technological Service Network (PTR) is a financial incentive available to the RTD Technological Development Network. The Technology Development Network aims to facilitate the access of small businesses to the skills best suited to achieving their innovation projects. This programme enables small and medium businesses to benefit from the intervention of technology providers to facilitate the achievement of their projects. PTR helps companies to address to a member of the Regional Network for a consultation, namely competence centres to facilitate the realization of the project and provide financial support for various services.

### 2. Technological Service Network (PTR)

- ❖ **Keywords:** SME; innovation; technology transfer.
- ❖ **Small description:** This programme supports SMEs to participate in European projects. The objective is to remove difficulties: language proficiency, access to information, partnerships, project engineering, all these help you respond to calls for proposals under the 7th FP, CIP and other community programmes. The main goal is to provide an European dimension to the SME research by creating transnational partnerships with laboratories and companies from other Member States of the European Union.

### 3. Aid for Innovation Development

- ❖ **Keywords:** SME; industrial innovation; technology transfer; market.
- ❖ **Small description:** This programme support SMEs to develop products, processes or services with technologically innovative and concrete prospects for commercialization. Helps businesses, industry or services, who carry out projects in industrial research phase and / or experimental development; I also finances their



participation in national or European technology partnerships in the context of innovation projects.

#### 4. Strategic Industrial Innovation – *Programme ISI*

- ❖ **Keywords:** SME; industrial innovation; technology transfer.
- ❖ **Small description:** The ISI program targets SMEs and supports strategic collaborative projects involving at least two companies and a laboratory. The ISI program concerns strategic collaborative projects involving 3 structures, where at least two of them are companies, including the project leader (the one who takes the initiative). These structuring collaborative projects may unite all useful skills of companies and laboratories around the R & D works to market products, processes or services with high added value, growth generators.

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## 2.6 COMUNIDAD VALENCIANA – SPAIN

### 1. Competitiveness Plan of the Valencian Company

- ❖ **Keywords:** SME innovation; Advisory services; Cluster transfer.
- ❖ **Small description:** This initiative tries to enable the design and implementation of measures to foster innovation and competitiveness at sectoral level, in those sectors already formed or others with prospects for development from leading emerging companies and research centres. The Plan of Competitiveness includes four lines of action to contribute to the improvement of organisational capital and innovation. For GPrix, the main interest will be in Action 3.
  - Action 1 - Clusters' dynamisation. Supports Clusters creation and dynamisation activities.
  - Action 2 - Preparation and project submission to national and international R&D programmes.
  - Action 3 - Advice in innovation. Provision of advisory services to innovation through performances of management consulting, technology assistance, technology transfer services, consultancy for acquisition, protection and trade in intellectual property rights, consultation on use of standards, and training activities aimed at SMEs .
  - Action 4 - Development of markets. Market promotion activities.

### 2. Innovation Support Program for SME - *Innoenterprise*

- ❖ **Keywords:** Innovation; consultancy; SME collaboration; design.

- ❖ **Small description:** The program is the main tool to support innovation in SMEs, *InnoEmpresa*, is structured into three initiatives:
  - a. Organizational innovation and advanced management: Support for projects involving new innovative business models to improve different areas of the company.
  - b. Technological innovation: Technological improvement plans for the implementation of specific solutions in collaboration with technology or research centres and specialized consultants. The projects may also be submitted by intermediary agencies that provide services in the areas described.
  - c. Innovation in collaboration: Support for integrated management and development of common technical and organizational solutions shared by a group of companies. The projects may also be submitted by intermediary agencies that provide services in the areas described.

### 3. Technological Innovation Voucher

- ❖ **Keywords:** Innovation; technology transfer; institutional bonds; technological services.
- ❖ **Small description:** To promote innovation in SMEs through strategic projects that enhance its competitiveness, boost innovation and increase the knowledge and dissemination of new techniques and competitive factors, important keys in a global economy. That is why this program supports knowledge acquisition and promotes bounding between SMEs and local research centres or technological service providers. In 2010 a pilot experience is developed to include institutions located in certain European regions (European Innovation Voucher).

### 4. Technological R&D Program for SME

- ❖ **Keywords:** Industrial Research; Experimental Development; R&D; SME.
- ❖ **Small description:** The main program objective is to improve the technological capabilities of enterprises, supporting the generation of scientific and technical knowledge that allow production of products, processes or services of higher technological value and adjust its offer to growing market demands. The program offers two lines:
  - a. *Industrial Research:* Critical research aimed at the acquisition of new knowledge and techniques that can be useful to create new products, processes or services, or significantly improve existing ones. Includes components to create complex systems needed for industrial research and generic technology validation, except for prototypes.
  - b. *Experimental Development:* The acquisition, combination, configuration and use of existing knowledge and techniques, scientific, technological, business or otherwise, aimed to developing plans and arrangements or designs for products, processes or services, modified or improved. May include planning and documentation of new products, processes and services; also the development of prototypes and other steps of the product development and commercialisation. It does not include routine or periodic changes made to products, production lines, manufacturing processes, existing services and other operations in progress, even if such changes may represent improvements themselves.).

## 2.7 NORTH AND CENTRAL REGIONS – PORTUGAL

## 1. Incentive Scheme for Research and Technological Development in Enterprises - *SI I&DT*

- ❖ **Keywords:** Innovation; R&D; industry; knowledge networks; technology transfer; competitiveness.
- ❖ **Small description:** The aim of this programme is to intensify the regional efforts in RTD, create new knowledge in order to increase the competitiveness of enterprises, to promote integration of firms in international networks of knowledge, stimulating creation and assimilation of new knowledge inducing new economic opportunities, to promote Cooperation and Development Projects and R&D between companies and entities of the National System of Science and Technology (the network of R&D&I institutions in Portugal, hereafter SCT) and encourage the demonstration, technological experimentation, dissemination and technology transfer to industry. The following project typologies will be analysed:
  - a. *Projects Co-Promotion* - Projects carried out in partnership between companies or between these entities and the SCT, which, due to the complementarity of skills or interests common use of results of R&D, combine to enhance synergies and share risks and costs, this partnership is formalized through a contract with the consortium and coordinated by a company; These type of projects are very important for SMEs of the traditional sectors with more than 130 projects approved among the targeted sectors of this study until March 2011.
  - b. *RTD Voucher* - Innovation Voucher Programme provides funds to SMEs to purchase R&D services to research centres and universities. These research organisations must be prior qualified to do so and SMEs can decide which of these organisations are better prepared to work in a specific area.
  - c. *RTD Units* – this programme supports the creation of RTD units inside SMEs. It aims to develop the business skills of a sustained internal RTD unit and innovation management, through the creation of structured units with characteristics of permanence and dedicated exclusively to RTD. This is an important measure for the SMEs of the traditional sector by helping them to setup the first autonomous RTD unit inside their companies. There were only 25 projects approved under this measure from which 12 come from the traditional sectors, showing a good rate of participation of SMEs of these sectors.
  - d. *Demonstration Projects* – these are projects promoted by companies that take their successfully RTD and want to demonstrate and disseminate new technologies in the form of new products, processes or innovative services in order to show, before a specialized audience and situation, the economic and technical advantages of the new solution.

## 2. Incentive System to Innovation – *SI Inovação(QREN)*

- ❖ **Keywords:** Productive Innovation; Industry; competitiveness; qualification.
- ❖ **Small description:** Support for investment projects of productive innovation promoted by companies, individually or in cooperation. The aim is to promote innovation in the business, through the production of new goods, services and processes that support their progression in the value chain; to improve the targeting of companies to

international markets; and encourage entrepreneurship qualification and structural investment in new areas with growth potential.

### 3. SME Qualification – *SI Qualificação (QREN)*

- ❖ **Keywords:** SME; Industry; competitiveness; qualification.
- ❖ **Small description:** Incentive Scheme for the Qualification and Internationalization of SMEs that supports investment projects promoted by companies, individually or collectively, as well as public entities, associations or entities of the Scientific and Technological Development (SCT) targeted for intervention in SMEs, with a view to innovation, modernization and internationalization through the use of dynamic factors of competitiveness. The aim is the promotion of business competitiveness through increased productivity, flexibility and responsiveness and active presence of SMEs in the global market. Very important for SMEs in terms of qualification of their staff and internationalization.