

TRANSNATIONAL PARTNERS

Bulgaria

- Distance Education Centre at the Technical University of Varna

Germany

- LiNK MV
- Institute for Project Support and Competencies Development

Greece

- Thessaloniki Technology Park

Hungary

- TREBAG Property- and Project-management Ltd

Ireland

- Business & Innovation Centre for the Border, Midland and Western region of Ireland (WESTBIC)

Latvia

- Latvian Technological Center

Spain

- IKERTIA Foundation

CONTACT

Coordinator:



LiNK MV
Martin Hagemann
Friedrich-Barnewitz-Str. 3
18119 Rostock-Warnemünde
tel.: +49 381 5196105
info@mvlink.de ♦ www.mvlink.de

For further information or if you are interested in the project results, please contact:



WESTBIC
Josephine McCafferty
Business Development Centre
LYIT
Port Road
Letterkenny
Co. Donegal
Ireland
Tel: +353 74 91 86774

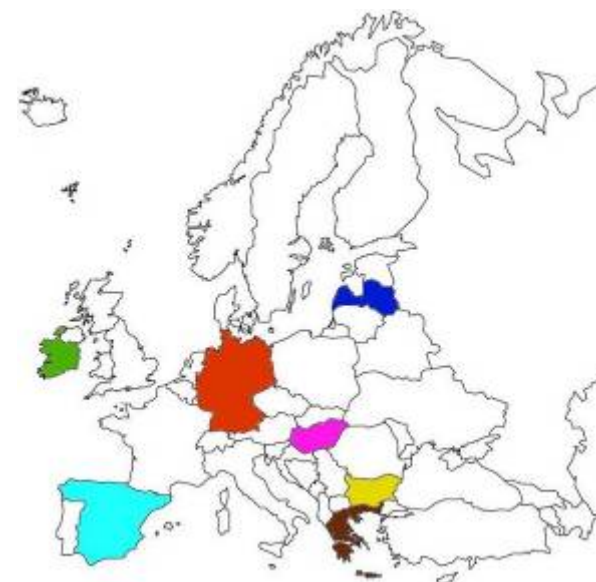
jmccafferty@westbic.ie ♦ www.westbic.ie



Education and Culture DG

Lifelong Learning Programme

innoSuTra



**InnoSupportTransfer –
Supporting Innovations in SME**

Leonardo da Vinci Innovation Transfer Project

with partners from Bulgaria, Germany,
Greece, Hungary, Ireland, Latvia, and Spain

October 2007 – October 2009

www.innosutra.net

CONTENTS

Base line

Business development is driven by innovations. Innovative products, processes and services are key to success in the market. Innovative approaches and structures can improve motivation and results.

We need to be innovative in order to compete on the market.

But do we know how to be innovative and how to bring innovative products and services to the market?

Preparatory work

In 2005 a practical Guide to Support Innovations in SME was developed by the European project InnoSupport (2003-2005). Its content covers subjects which are part of the innovation process and the acceptance of the guide has proved its usefulness: More than 1000 registered users from over 50 countries around the world have accessed the online guide. More than 10.000 web pages refer to www.innosupport.net.

PRODUCTS

Portal on Innovation Management

InnoSuTra continues with the predecessor project by updating and extending the content of the guide. The chapters of the guide are structured in a quick and easy to use format and services goal-oriented information needs in the working process.

The guide will be improved using more media elements that support and motivate learning. The chapters include examples, checklists and instructions.

A platform for an online community enables the exchange of knowledge and experiences among the users by offering:

- ▶ 'Innovation Rooms' for exchanging ideas to solve problems within a closed user group
- ▶ Space for user generated content (knowledge, experiences, hints, additional resources) using web 2.0 technologies like wikis, blogs etc



Content will be available in English, German, Spanish, Greek, Bulgarian, Hungarian and Latvian.

BENEFITS

Target group

The project addresses specialists and executive staff, human resource managers, staff responsible for product and process development and construction design in small and medium enterprises who need to know the basics of a successful innovation practice.

The guide is also geared at addressing the needs of students, marketing and service personnel, management consultants – everybody who is interested in innovation management issues.

Impact

- ▶ Complex requirements of innovations can be better identified, considered and applied, e.g. creativity techniques to find innovative ideas, patent-protected issues, and intercultural competencies for international marketing.
- ▶ Guide and platform offer orientation, learning and exchange with colleagues according to individual needs.
- ▶ The competitiveness will be increased by knowing about innovation influencing factors.