

## 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

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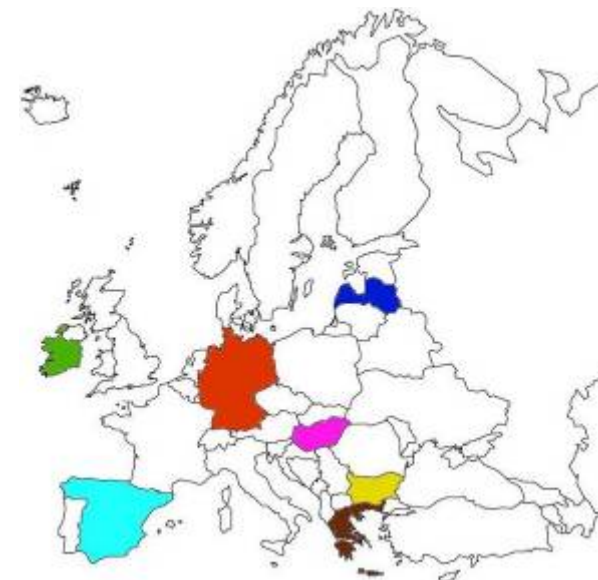
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Education and Culture DG

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](http://www.innosutra.net)

## CONTENTS

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### 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](http://www.innosupport.net).

## PRODUCTS

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### 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

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### 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.