

enterprise europe

Best Practice Awards 2013



Collaboration with local authorities to increase the Network's impact



Business Support on Your Doorstep

Empowering regional clusters and networks

The Swiss consortium SwissEU.net is an interface between regional, national and European support. This means it is well placed to coordinate between regional and national innovation support organisations and SMEs.

Good practice outline

- 1) Recapping EU innovation opportunities via the Network and other programmes;
- 2) Asking the clusters/networks/associations what they need from Euresearch/the Network to better help 'their' client companies innovate and internationalise;
- 3) Developing related new services targeted to their needs, i.e. empowering the multipliers to indirectly serve the SMEs;
- 4) Initiating a win-win-win cooperation for triple added value for the benefit of SMEs, the regional and national players and Euresearch. This collaboration will be formalised in a

co-operation and partnership agreement.

Results and benefits

It was possible to better position Euresearch in Switzerland and the Network's innovation services have been recognised as valuable by cluster/networks/associations as well as by the national ministries. The Swiss partner was also able to decrease its SME acquisition efforts for Network services. It receives more pertinent support requests from SMEs via the other players.

According to EACI figures for 2011-2012 Switzerland is the best performing Network country according to the ratio PA/FTE for technology profiles (4.18) and is among the best for research profiles (3.09).

Key success factors

- Develop personal contacts with relevant

stakeholders within the authorities as well as within the cluster /networks/associations;

- Offer concrete services bringing added value, firstly to SMEs but also to stakeholders;
- Raise awareness about this collaboration among funding authorities and replicate it with other stakeholders;
- When concrete examples have shown the added value of cooperation, ask stakeholders what they need from the Network, try to offer related services and formalise a win-win-win cooperation.
- Never give up, it takes time but it has an effect!

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