



## **Enterprise Europe Network services for internationalisation and technology transfer**

**Lara Dipace, Area Science Park  
Enterprise Europe Network Helpdesk**



The Enterprise Europe Network (EEN) helps businesses innovate and grow on an international scale.

It is the world's largest support network for small and medium-sized enterprises (SMEs) with international ambitions.

The Network is active worldwide.

It brings together experts from member organisations, working on a local base, that are renowned for their excellence in business support.

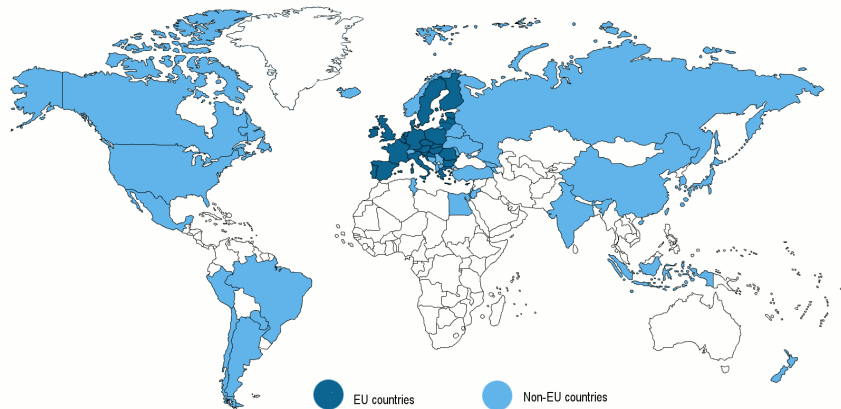


✓ **+60 Countries**

28 UE

+ 7 EU: Norway, Iceland, Switzerland, Bosnia, Montenegro, former Yugoslavia, Macedonia, Serbia

+ 30 Extra EU: Albania, Argentina, Armenia, Bielorussia, Brasil, Canada, Chile, Cina, Egypt, Georgia, Japan, Giordania, India, Indonesia, Israel, Mexico, Moldavia, New Zeland, Paraguay, Peru, Russia, Singapore, South Korea, Taiwan, Tunisia, Turkey, Ucraina, USA, Camerun



✓ **600 organisations**

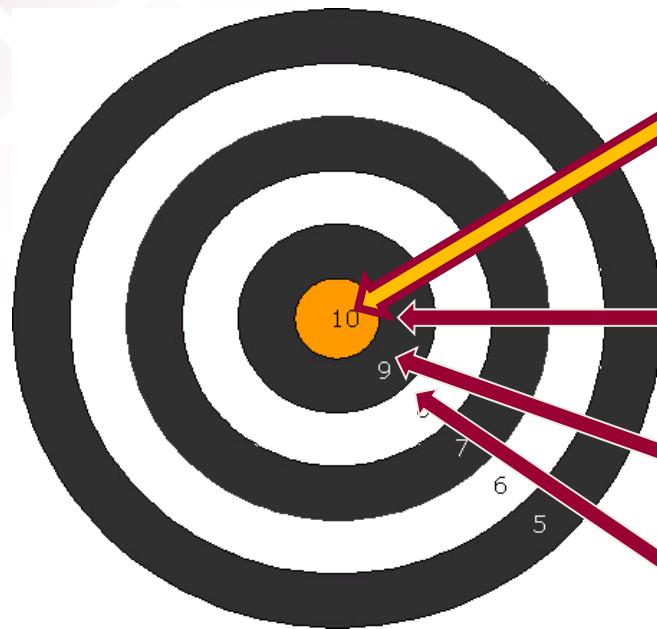
✓ **3.000 experts**

# Enterprise Europe Network mission



Support clients in **developing their innovation capacity and entrepreneurial potential in the international scenario**

# The target clients



- ✓ Companies, SMEs in particular
- ✓ Start-up
- ✓ Spin-off

- ✓ Universities
- ✓ Research institutions

- ✓ SMEs associations
- ✓ Clusters

- ✓ Private & Public Institutions

# Partnering Services

## Objective: promote international partnership

- ✓ **TECNOLOGIES PROFILES:** technology co-operation agreement, joint ventures, production agreements , licencing
- ✓ **RESEARCH OPPORTUNITIES:** participation in EU RTD framework programmes
- ✓ **MARKET OPPORTUNITIES:** selling contracts, franchising, outsourcing, transport, logistics, subcontracting



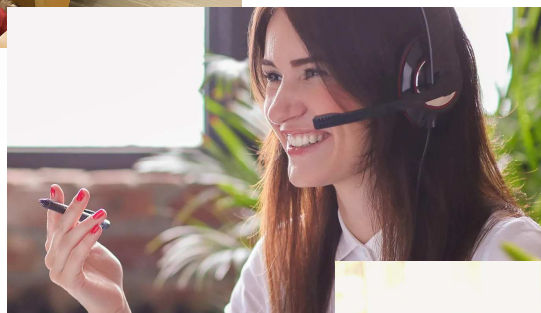
THANKS TO Partnership Opportunity Database (POD), Company Missions & Brokerage Events

# Advisory services

## Objective: enhance competitiveness



- ✓ **LOCAL EVENTS:** capacity building events on issues related to innovation, IPR, digitalisation, sustainability, business development, EU funding opportunities... and more!



- ✓ **1° LEVEL ADVISORY SERVICES:** information on EU RTD and innovation related programmes, IPR management, etc.



- ✓ **ADVANCED ADVISORY SERVICES:** personalised information on EU calls, review of project proposals drafts, IPR management, Market Scenario Landscapes, ecc.

(in collaboration with APRE and Patlib Helpdesk)



# Results

**Partnership Agreement:** thanks to partnering services our clients have started a technology cooperation with an international partner or succeeded in submitting a European project proposal and get it funded (EIC – Horizon Europe – cascade funding)

**Advisory Achievement:** thanks to 1° level advisory services (i.e. participation in capacity building event) or to advanced advisory services (i.e. Market Scenario Landscape), the companies have reached a positive impact on their turnover, market share, etc.



# Innovation management according to CEN

## CEN/TS 16555:

### Innovation Management

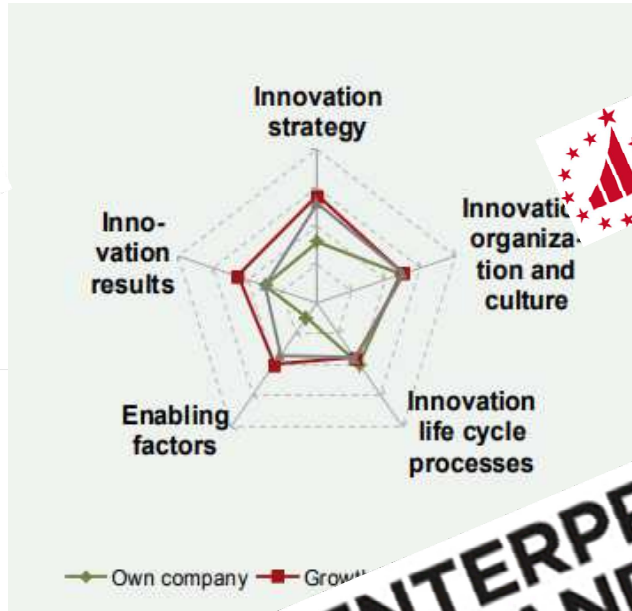
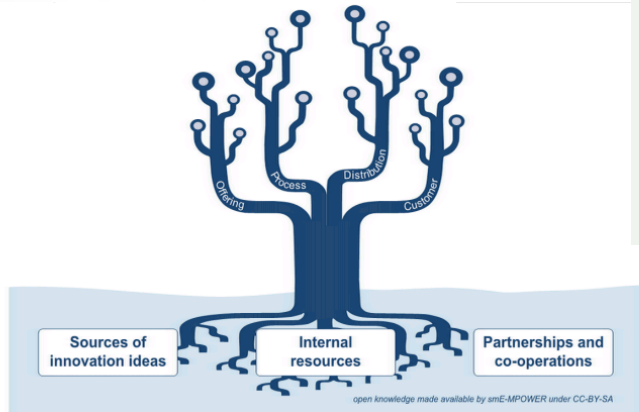
Scope: Standardization of tools that allow companies and organizations to improve their innovation management, including all kinds of innovation and all the related aspects, as well as the relations with R&D activities.

- **CEN/TS 16555-1:2013 Innovation Management - Part 1: Innovation Management System**
- CEN/TS 16555-2:2014 Innovation management - Part 2: Strategic intelligence management
- CEN/TS 16555-3:2014 Innovation management - Part 3: Innovation thinking
- CEN/TS 16555-4:2014 Innovation management - Part 4: Intellectual property manage
- CEN/TS 16555-5:2014 Innovation management - Part 5: Collaboration management
- CEN/TS 16555-6:2014 Innovation management - Part 6: Creativity management
- CEN/TS 16555-7:2015 Innovation management - Part 7: Innovation Management Assessment

Structured "top-down« approach



# Some tools for the assessment of innovation management capacity



# Innovation Health Check

52 questions, 6 sections

- 1. Innovation culture
- 2. Understanding the Business
- 3. Strategy

Innovative Business

- 4. Organisation and Structure
- 5. Competence and Resources
- 6. Methodology

Innovative Environment



In conformity with "CEN/TS 16555-1: Innovation Management System Technical Specification"





# IHC report

- Benchmark
- Overall results and outcomes per section
- Strengths
- weaknesses

➔ Investors

**ENTERPRISE IRELAND**  
where innovation means business

**Innovation Health Check**

Benchmarking of the Innovation Process

Regione sociale:  
Data dell'analisi:  
Produzione/Servizio:  
Facilitatore:   
Paese:  
Codice NACE:  
Descrizione NACE:  
Rif. Benchmark:

© Enterprise Ireland IHC Version:

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## Contenuti:

Executive Summary

Introduzione

Posizione Complessiva dell'Impresa

Pratica Vs Performance Innovativa

Segmenti da 1 a 6

1. Cultura dell'Innovazione

2. Comprensione del business

3. Strategia

4. Struttura

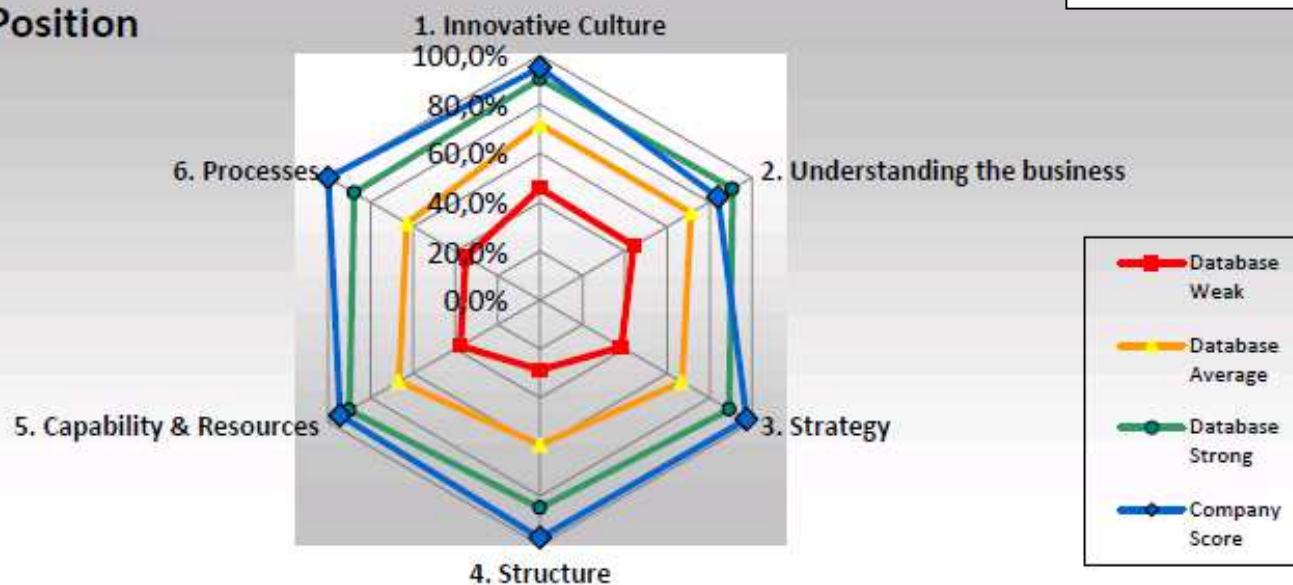
5. Capacità & Risorse

6. Processi

Punti di forza individuati

Focus sul Miglioramento

## Overall Position



# Feedback: critical aspects

- Lack of formal systems to select, evaluate and manage **ideas**
- Scarce inter departments **cooperation**
- Scarce IPR management and valorisation
- No **incentives**
- Lack of formal procedures to collect clients **feed-back** to improve products and services



# The Action plan

- short /medium term actions



- medium /long term actions



+ Follow-up

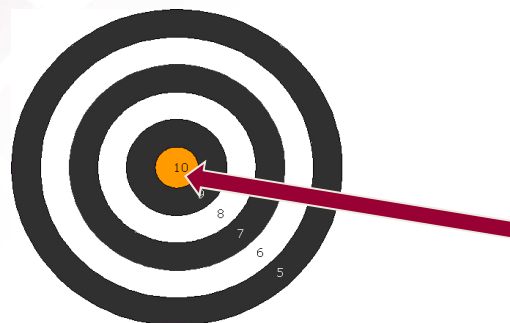


# Positive Impacts

- Optimisation of decisions making and better innovation strategy
- Improved personnel committment, change management, innovation culture
- Improved IPR and company assets management
- Improved customer care related activity
- Improved access to finance capacity



# Scale - up



**Beneficiaries:** start-up with strong innovation focus and great potential to access international markets

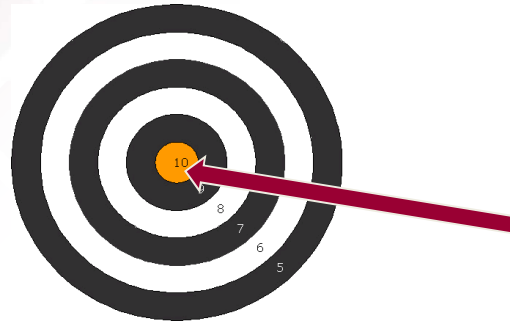
**Objective:** improve dimensional and turn over growth

**The services includes:**

- Training events
- Meeting and company needs assessment
- Personalised coaching



# Digitalisation



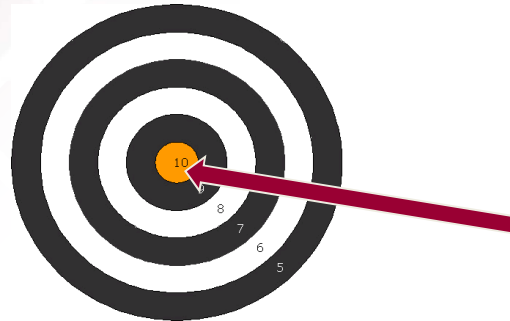
**Beneficiaries:** companies interested in a digitalisation process

**Objective:** improve company competitiveness through a better management of internal processes thanks to digitalisation / better products and /or digital services

**The service includes:**

- Training events
- Company meeting and digitalisation assessment as well as analysis of company needs
- Set up of collaboration with IP4FVG and EDIH to start a digitalisation project

# Sustainability



**Beneficiaries:** companies willing to start a transition towards sustainability

**Objective:** improve company competitiveness based on more sustainable company vision implementation (from environmental, social, economic point of view)

**The service includes:**

- Training events
- Company meeting and maturity level assessment and first analysis of possible improvements

# CONTACTS



**[Enterprise Europe Network: https://een.ec.europa.eu](https://een.ec.europa.eu)**

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**Thank you for your attention!**