



NEWSLETTER Issue #1 August 2014

Welcome to 2inno

Innovation is a long established hot topic for governments and business leaders across the European Union. As far back as 2000, the Lisbon strategy pointed to the fact that the EU was losing ground to the United States and Japan in the field of innovation and R&D and that, as a consequence, European businesses needed to be encouraged to develop new skills and competencies linked to the process of innovation, thereby contributing to greater competitiveness, entrepreneurship and new employment possibilities.

In 2007 the European Commission published its ideas on 'Competitive European Regions through Research and Innovation' and called on Member States and regions to make more effective use of the available funding instruments.

Furthermore, In June 2010, the EU Heads of State and government endorsed the Europe 2020 strategy designed to revive the European Economy.

The European Commission provides innovation support to SMEs, notably start-ups, by facilitating transnational cooperation with a view to creating a European Innovation Space. Examples of their initiatives include Europe INNOVA and the Enterprise Europe Network (EEN),

Due to its widespread impact, innovation features as an important subject in the study of economics, business, entrepreneurship, design, technology, sociology, and engineering. In our society, the successful execution of innovation contributes greatly to the comfort, convenience, and efficiency of everyday life.

There is a large and ever-growing volume of learning material and tools on the topic of Innovation Management that can be easily accessed by small business owners. Why therefore do so many small businesses find it a challenge to put innovation into practice? Our project believes there is a large gap between the process of acquiring the knowledge you need and the actions that must be undertaken in order to implement or 'Do' Innovation successfully.

The principal aim of the 2Inno.eu project is to enable the owners of SMEs to bridge this gap by helping them to find their own "culture of innovation". We are recommending the adoption of the DUI-mode i.e. learning by "Doing, Using and interacting" mode. Many scholars claim that there is a great bias towards the "science and technology mode" (S&T-mode) to the exclusion of the DUI-mode, the great benefits of which are too frequently overlooked.

Methodology: The 2inno.eu project partners will work with the owners of SMEs/MEs in Information & Communication Technology (ICT), Mechatronics, Life Sciences, Renewable Energy & Tourism sectors on the creation of a tailored innovation strategy/culture. The process follows three steps:-

1. **Learning by doing:** while implementing the innovation strategy the owners learn more about theoretical background, tools and methods.
2. **Using innovation management:** owners will get concrete recommendations on how to use the innovation strategy in their daily work from their Innovation Coach.

3. **Interacting:** owners of SMEs/MEs learn how to interact with partners, how to build up future co-operation and how to share knowledge and ideas within a network.

2INNO.EU Team

Web: www.2inno.eu

Twitter: @2innoEU

Facebook: 2innoEU

Table of Contents

Welcome	1-2
2inno.eu Invitation	2
Project Activities to Date	3
Innovation Events	4
Project basics	5

This issue was published by:

LEO DLR, IRELAND and KORONA PLUS
Copyright © 2INNO.EU Consortium

2inno.EU Invitation – We can help your Business to Innovate!



Getting Involved in the 2inno project is straightforward.

If you run a Microenterprise or SME, your business is active in one or more of five sectors (Information & Communication Technology (ICT), Mechatronics, Life Sciences, Renewable Energy & Tourism) and you would like to receive coaching on how best to introduce a structured approach to practicing innovation in your business, you are eligible to apply. **In Autumn 2014, The Institute for Innovation and Technology - Korona plus will be accepting expression of interest from small business owners.**

How does the 2inno innovation coaching process work?

Once a business owner has been accepted on the programme, a preliminary 1 to 2 hour face-to-face meeting with one of our qualified 2inno coaches will be arranged. The purpose of this meeting is to enable the coach to assess your business' existing strengths and weaknesses with regard to innovation. The business owner will be encouraged to bring along one or two of their colleagues to this meeting to form an innovation project team. On the completion of this innovation assessment, our 2inno coach will arrange for the delivery of structured training to you and/or your business' innovation project team.

Project Activities to date

1st Project Meeting (Innsbruck, Austria - October 2013)



A very successful first meeting of the 2inno project partners took place in Innsbruck, Austria on 17th-18th October 2013.

The 6 partner organisations held a very successful project kick-off meeting in the Tyrol capital. The lead organisation for the 2inno project, Hafelekar, hosted the five other partners from Hungary, Ireland, Italy, Slovenia and Spain. At this meeting, the partners agreed on a development schedule for 2inno.eu, the project platform and shared presentations on project work plans.

2nd Project Meeting (Budapest, Hungary – June 2014)

The second transnational meeting of the 2inno project partners took place in Budapest, Hungary on 5th-6th June 2014.

Prompt, the Hungarian partner, hosted a productive 2-day meeting in the Hungarian capital at which all partners shared the significant progress each has made to date on their work packages, including work on the 2inno website 2inno.eu and social media accounts and the development of training modules on innovation topics that will be delivered by 2inno coaches to small business owners.



Innovation News and Events – SLOVENIA & EU

SPIRIT Slovenia invites you to submit your innovations under the 9th Slovenian Innovation Forum (9. Slovenski forum inovacij)

SPIRIT Slovenia, began with the collection of applications of innovation for the presentation at the 9th Slovenian Innovation Forum, which will take place on 12th and 13th November 2014, in Ljubljana. Applications: [Online applications](#) will be accepted until receipt of the first 200 applications and no later than 18th September 2014 at 24.00 hours. Additional Information: Send an e-mail to: sfi@spiritslovenia.si.



Entrepreneurial incentives for the creation, growth and business development | 15th September 2014, International Trade and Business Fair - MOS, Celje

SPIRIT Slovenia invites you to the event intended for micro, small and medium-sized enterprises **Entrepreneurial incentives for the creation, growth and business development** (Podjetniške spodbude za nastajanje, rast in razvoj podjetij) which will take place at the International Trade and Business Fair – MOS on September 15th 2014 at 9am . For more information about the event please visit: <http://www.spiritslovenia.si/dogodki/2014-09-04-SPIRIT-vabi-na-dogodek-v-okviru-sejma-MOS---Podjetniske-spodbude-za-nastajanje-rast-in-razvoj-podjetij>

Apply for Seed capital - equity entry for the growth of innovative companies in the amount of € 200,000

The public tender can be found at the website of The Public Fund of Republic of Slovenia for Entrepreneurship. For more information please visit: <http://www.podjetniskisklad.si/91/2014/sk200-2014-%E2%80%93-semenski-kapital---lastniski-vstop-za-rast-inovativnih-podjetij-v-visini-200000-eur--1-2.html>

Currently opened calls and tenders for Slovenian entrepreneurs and individuals

This site contains information about the currently opened Slovene and international calls and tenders intended for Slovenian entrepreneurs and individuals: <http://www.imamidejo.si/aktualno/javni-razpisi>

Project basics

Acronym:	2inno.eu
Title:	2INNO.EU – DO INNOVATION NOW
Duration:	1 st October 2013 – 30 September 2015
Action type:	Transfer of Innovation
Programme:	Leonardo da Vinci – LLL Subprogramme
Participating countries:	AT, ES, HU, IE, IT, SI
Website:	www.2inno.eu

Partners

- P0 Hafelekar – AT
- P1 IFES – ES
- P2 Prompt – HU
- P3 DLR CEB – IE
- P4 Camporlecchio – IT
- P5 Korona plus - SI

Co-ordinator

Hafelekar Consultancy Schober Ltd.
Contact: Karin Lackner, e-mail: karin.lackner@hafelekar.at

Target groups

Owner/managers of SME and ME businesses that are active in the Information & Communication Technology (ICT), Mechatronics, Life Sciences, Renewable Energy & Tourism sectors. This grouping also encompasses management teams and/or staff who may benefit from engagement with a 2inno coach and/or exposure to innovation-themed learning materials.

Project Objectives

The principal aim of the 2inno project is to provide the owners of Small and Medium Enterprises (SMEs) and Microenterprises (MEs) with a short modular training programme that will enable them to respond to the commercial opportunities that innovative thinking and practices present. At the end of the training, these owners will be able to implement a tailored innovation strategy/innovation culture for their business and to "DO" innovation.

The project seeks to address the perception held by many small business owners that they do not have sufficient scale, expertise, resources of confidence to introduce an innovation strategy. Their resulting inaction can erode the competitiveness of their organisation and, in some cases, put the very future of the business and its employees at risk.