



Euro-Friend

Euro-Friend Change Management Consultancy Ltd

Address: 6726 Szeged, Lövölde u. 36 Hungary

Telephone: +36 62 434492

Fax: +36 62 434493

Mobil: +36 20 4262497

Web: www.eurofriend.hu

Dissemination Report

Euro-Friend Ltd. Hungary

Introduction

The most important objective of the dissemination activity of the Euro-Friend Change Management Ltd in EPIC project was to call the attention of those SMEs (not only in the region) which export goods and services to foreign countries. At the same time (since these SMEs have no real financial resources to order an LCA audit) we wanted to bring into the project those organizations and associations which could provide new resources to improve companies' business communication with foreign clients. The government organizations and individual foundations (including chambers) were also targeted since they have wide range of services to promote SMEs, to improve companies' market competitiveness and to help them to increase export. At the same time establishing direct relationship with exporting companies was also our main objective.

We targeted the following organizations:

- Chamber of Commerce and Industry Csongrad County: The Chamber has more than 3000 members and the organization provides support to companies and entrepreneurs. The organization has a huge database about exporting companies and provides space and media for other national and international chambers (especially towards Serbia and Romania). The close relationship with other Hungarian chambers (19) is also evident.
- Progress Foundation: The foundation organizes training programs and provides different services (including consultancy services) to SMEs. One of the objective of the Foundation is to increase market competitiveness of companies locally and internationally.
- SZTE (University of Szeged): The University is recently trying to bring companies into its educational services and wants to be more business oriented. One of its objective is to develop direct consultancy services to companies to improve efficiency and market capability by bringing science and innovation together.
- Local Government of Szeged: Recently local governments want to play much bigger role in local economic development. These governments will receive huge support from the state to help SMEs and other companies to succeed in business and employ more people. This is why local governments had to write a Local Economic Development Strategy determining the steps and project they want to implement for this objective.

All the above mentioned organizations were informed and involved into our dissemination strategy. The Chamber of Commerce and Industry Csongrad County wants to offer LCA services to companies. As a future option, the Local Development Strategy of Szeged contains a project which intends to improve business communication of local SMEs to increase export and production. The University of Szeged decided to examine the LCA consultancy process in order to decide whether the service can be built in into its training and education modules.

Short Term Dissemination and Outcome

In order to reach the target audience we used different communication channels. Recently the easiest way to inform SMEs is using social media and sending direct e-mails to companies. This is why our company used its website and Facebook profile to get in touch with the interested visitors and companies. Articles and news were published after the main events of the project. Those companies which showed interest in the project received sample reports (we used during the training programs as case studies), brochures, information letters and after receiving the reports made by participants, we sent some good examples (best practices) to our interested customers.

In order to gain support from organizations (Chambers, Foundations, Local Council) we organized events where we presented the course and the main results of the EPIC project. During these presentations we used handouts and disseminated some project reports, brochures and good practices. Those companies which participated in these events received some new reports and additional brochures about the results and the LCA service. We worked together with the Local Government to build into the Local Economic Development Strategy the LCA service. As a result, the LCA service is mentioned as a potential project ignited by the Local Government to improve business competitiveness of local SMEs.

We also used direct information channels. The company organized a local TV interview in a program which deals with business opportunities for SMEs. The project and the objectives were introduced and the advantages of the LCA audit emphasized. We also published an article in local newspaper about the LCA service with introduction of the project partners. Some results of the project were also mentioned.

Long Term Dissemination and Expected Outcome

Dissemination of the results to the Chambers, the Local Government and the University of Szeged also served as to fulfil long term objectives. Through the Chamber and the University of Szeged lobby cooperation turned to be possible. The Chamber of Commerce and industry Csongrad county works closely together with other national and international chambers. Recently based on the Triple Helix model, three partners, the Chamber, the Local Government and the University decided to work together on local economic development. They formed an Economic Development Body which is responsible to create a common project plan to improve local economy. We expect this body to promote the LCA audit system in order to improve international competitiveness of the companies.

During our dissemination activities we reached and targeted 20 Chambers of Commerce and Industry, 2 Local Governments (Szeged and Hódmezővásárhely), a university and approximately 4000 SMEs in the region. It is hard to estimate the number of those companies which were reached through the article and the TV interview.

Dissemination activities

Locally

Most of those companies which showed up on our presentations represented local companies from Szeged and the surrounding villages. Most of them were also informed in e-mails and through our website about the results of the project.

Regionally

The local TV and the newspaper where the article was published reached companies acting regionally. We have to mention that Szeged lies closely to Serbia and Romania so companies exporting there must have received information about the service, too. The dissemination to local governments also means regional dissemination.

Nationally

Informing chambers and involving the Chamber of Commerce and Industry Csongrad County means national (and international) dissemination. All the Hungarian Chambers received information about the LCA service.

Summary

The Epic project ended successfully. All our partners received information about the project results, companies got some new ideas how to communicate with foreign partners. The dissemination activities were an investment to realize long term objectives. Bringing the Local Government, the Chamber and the University into the project it became possible to lobby for the service on national level and to separate national resources to provide LCA services to exporting companies in the country.