



Collaborate to compete (C2C)

UK/08/LLPLdV/TOI163_103

<http://www.adam-europe.eu/adam/project/view.htm?prj=4539>

Project Information

Title: Collaborate to compete (C2C)

Project Number: UK/08/LLPLdV/TOI163_103

Year: 2008

Project Type: Transfer of Innovation

Status: completed

Country: UK-United Kingdom

Marketing Text: The aim of C2C was clear and simple: to transfer existing information on business collaborations into accessible and attractive elearning materials aimed directly at SME owners, managers and staff.

Summary: Innovation is one of the principal means by which businesses can contribute to reaching the goals established by the Lisbon Council in 2000. Recent studies revealed that innovation is generated by exchanges of knowledge between businesses. Indeed, business collaboration is widely supported by academics, large companies and multilateral organisations and is at the heart of EU enterprise policy.

Yet, from an SME viewpoint, collaboration was directly opposed to competitiveness and existing works on collaboration were highly academic and/or focused on large industry groups. Hence, there was a need to "unlock" existing knowledge and transfer it to those who could most benefit from it – SMEs.

Description: After carrying out a transnational survey to gain a deep understanding of current SME attitudes and obstacles to collaboration, existing materials will be modified and new "bitesized" learning materials developed for use on a dedicated C2C website. Notably, the project also contemplated a strong marketing strategy exploiting traditional publicity, European networks and web optimization strategies in order to maximise the project impact.

The project partners embodied a wide range of experience in both VET and specialist SME innovation support and have a direct interest in using the project outputs with their client base. Comprising a high profile marketing communications company, a specialized cluster development firm, a European network of business innovation centres, a national body for SME development and a consultancy specialising in multimedia training, the expertise was varied and all of the partners have collaborated previously with one or more partners, ensuring a foundation of sound working relationships on which to build the project.

In the short term, the project produced new elearning multimedia content based on existing written materials, of direct relevance to European SMEs and high uptake will be ensured by the charismatic marketing campaign and website visibility. The business advisory and support industry were a secondary beneficiary, having access to better tools with which to train SME clients. It will also reveal to traditional VET providers the need to actively prepare and market training opportunities if knowledge is to be converted into action and into positive impact.

SMEs had the tools and knowledge required to engage in productive business collaborations and thus the means to increase their innovation via interactive learning. The project thus contributed directly to the Copenhagen mandate of making learning more accessible and engaging SMEs in lifelong learning as a means of achieving competitiveness and a knowledge-based economy

Themes: *** Enterprise, SME

Sectors:

Product Types: CD-ROM
modules
website

Product information: an online accessible e-learning tool including:

At least 15 summaries of key documents on business collaboration

At least 12 modules on practical aspects of SME collaboration. Possible modules

Project Information

include:

- a. assessment of market conditions
- b. protecting intellectual property
- c. identification of potential partners

At least 20 case studies, half of them multimedia

At least 300 initiatives in the collaboration database

All materials available in English, Romanian and French.

Projecthomepage: www.euc2c.com

Project Contractor

Name: Coventry University Enterprises limited
City: coventry
Country/Region: West Midlands
Country: UK-United Kingdom
Organization Type: university/Fachhochschule/academy
Homepage: <http://www.coventry.ac.uk>

Contact Person

Name: Soizic Nelo
Address: coventry university technology park, puma way
City: coventry
Country: UK-United Kingdom
Telephone: 0044 2476 23 6001
Fax:
E-mail: snelo@cad.coventry.ac.uk
Homepage:

Coordinator

Name: Coventry University Enterprises limited
City: coventry
Country/Region: West Midlands
Country: UK-United Kingdom
Organization Type: university/Fachhochschule/academy
Homepage: <http://www.coventry.ac.uk>

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Name: Soizic Nelo
Address: coventry university technology park, puma way
City: coventry
Country: UK-United Kingdom
Telephone: 0044 2476 23 6001
Fax:
E-mail: snelo@cad.coventry.ac.uk
Homepage:

Partner

Partner 1

Name: National Institute for Small and Medium Sized Enterprises (INIMM)
City: Bucharest
Country/Region: Bucuresti
Country: RO-Romania
Organization Type: National Agency
Homepage: <http://www.inimm.ro>

Partner 2

Name: The Cluster Competitiveness Group SARL
City: Barcelona
Country/Region: Cataluna
Country: ES-Spain
Organization Type: SME - small and medium-sized enterprise (up to 250 employees)
Homepage: <http://www.cmpetitiveness.com>

Partner 3

Name: Canice Consulting
City: Lisburn
Country/Region: Northern Ireland
Country: UK-United Kingdom
Organization Type: SME - small and medium-sized enterprise (up to 250 employees)
Homepage: <http://www.caniceconsulting.com>

Partner 4

Name: Momentum Marketing Services Ltd
City: Leitrim
Country/Region: Border, Midland and Western
Country: IE-Ireland
Organization Type: SME - small and medium-sized enterprise (up to 250 employees)
Homepage: <http://www.momentummarketing.ie>

Partner

Partner 5

Name: European Business and Innovation Centre Network (EBN)
City: brussels
Country/Region: Bruxelles Cap, Brussel Hof
Country: BE-Belgium
Organization Type: association/non-governmental organisation
Homepage: <http://www.ebn.be>

Project Files

C2CDisseminationEvaluationReport.doc

<http://www.adam-europe.eu/prj/4539/prj/C2CDisseminationEvaluationReport.doc>

C2C Dissemination Strategy.pdf

<http://www.adam-europe.eu/prj/4539/prj/C2C%20Dissemination%20Strategy.pdf>

C2CEventsReport.doc

<http://www.adam-europe.eu/prj/4539/prj/C2CEventsReport.doc>

Questionnaires results.doc

<http://www.adam-europe.eu/prj/4539/prj/Questionnaires%20results.doc>

WP2 report final.pdf

<http://www.adam-europe.eu/prj/4539/prj/WP2%20report%20final.pdf>

Products

- 1 C2C - Collaborate to Compete

Product 'C2C - Collaborate to Compete'

Title: C2C - Collaborate to Compete

Product Type: website

Marketing Text: Why is C2C Important?

Innovation is central to the long term sustainability and competitive position of small and medium enterprises. The EU C2C project reflects European Union innovation policy, that to cultivate business innovation, we must create the conditions and tools for the transfer and exchange of knowledge between businesses. The EU C2C Collaborate to Compete project will address a primary concern, namely, that the available data on business collaboration is often highly academic and/or focused on large industry groups. As a consequence smaller companies often struggle to know where to start.

Description: The EU C2C Project Partnership brings together a dynamic European project team who are working to

1. Assess current issues and barriers to collaboration, as perceived by SMEs, undertaken through the development and execution of a transnational research project encompassing both primary and secondary research
2. Adapt academic papers on business collaboration. Editing and rewriting them, to unearth meaningful themes that can serve as practical learning templates for SME owners and managers
3. Build an interactive and dynamic website which serves as a on-line elearning information platform for all aspects of business collaboration
4. Develop a set of e-learning multimedia training materials to include modules, case studies and a comprehensive listing of SMEs interested in collaboration
5. Pilot and test market the elearning platform
6. Implement an effective transnational dissemination strategy that will communicate the various aspects of the project
7. Monitor all aspects of the EU C2C project by benchmarking predefined objectives against project output and performance, thereby ensuring maximum value to all target markets and stakeholders

Target group: SMEs across multiple industry sectors

Result: The results of the project included implementation of a transnational survey across a wide range of multi sector SMEs in 5 European countries to include UK, Ireland, Belgium, Romania and France. A total of 111 questionnaires were completed. These allowed the C2C team to benchmark SMEs attitudes and perceptions of collaboration - the barriers, the benefits, identification of suitable areas for collaboration etc. The final result of the project was the creation of 14 bite size e learning modules that can empower SMEs to realise the full benefits of collaboration

Area of application: Areas where collaboration is possible including training, collaborative marketing new product development, R&D, business development as well as learning practical skills such as developing effective negotiation skills, safeguarding intellectual property rights and understanding the benefits of collaboration with the SME sector

Homepage: www.euc2c.com

Product Languages: English