Projects and Products Portal for Leonardo da Vinci

Experience Based Business Development in Conventional SMEs

503336-LLP-1-2009-DK-LEONARDO-LMP

http://www.adam-europe.eu/adam/project/view.htm?prj=5454

Information sur le projet

Titre: Experience Based Business Development in Conventional SMEs

Code Projet: 503336-LLP-1-2009-DK-LEONARDO-LMP

Année: 2009

Type de Projet: Développement d'innovation

Statut: Accordé

Pays: EU-Projets centralisés

Accroche marketing: ExBased (développement stratégique dans les PME classiques, basé sur l'économie de l'éxperiences) est un projet de 2 ans visant aux developpeurs économique au niveau local et régional. Structuré comme un projet de « formation de formateurs », ExBased a développé, testé et diffusé un module de formation et une boîte à outils qui permet aux developpeurs economique, ansi qu'aux PME et aux micro entreprises, de travailler stratégiquement avec les principes de l'économie de l'éxperiences comme un outil pour développer l'entreprise en general et ses produits en particulier.

Résumé: ExBased (Experience-based business development in Conventional SMEs) is a 2-year project aimed at local and regional public sector business consultants. Structured as a train-the-trainer project, ExBased will develop, test and disseminate a training module and a tool box that enables consultants and local-regional small and micro companies to work strategically with experience-based business development as a tool for company and product development.

Project objectives:
• Provide local and regional public sector business consultants with knowledge of and insight into creative business approaches and the dynamics of experience-based business development
• Enable business consultants to support and inspire local companies to bringing creative approaches into the company, its marketing and product development processes.

Project outcomes:
• Competence development for local and regional public sector business consultants
• A set of tools designed to help unleash companies' potential for experience-based business and product development
• A training module tested on business consultants in the ExBased partner regions

Following the training sessions, the participating business consultants will be encouraged to try out and test their newly acquired competencies as well as the tools on local companies. Following the trial out phase, the ExBased training module and tool box will be evaluated and fine tuned before European wide dissemination.

The ExBased project will develop tools that explore and suggest how to structure a business development process which tunes into the creation of new business opportunities approached creatively and with a view to adding value and experiences to products and services. Experience-based business development as such is not a new approach to business development. It is already seen as a firmly integrated part of the business plan, product development and marketing strategies of larger (conventional) companies. However, the innovative aspect of the ExBased project lies in its attempt to develop and adjust tools and methods which will be operational in small and micro companies; and to provide local and regional business consultants with competencies and tools that
will enable them to transfer creative innovation and the experience-based business development approach into such companies.

Description: Innovation and creativity as a source of growth is high on the agenda across Europe, which has given rise to increased attention to the so-called experience economy. The experience economy has come to be synonymous with more than the creative and cultural industries and to an increasing extent, experiences are being used as a

Information sur le projet

strategic tool to differentiate products and services in all business sectors. ‘Experiences’ refers to aspects such as a consumer’s particular experience of a product or service; emotions or stories associated to the product. Experiences can be either functional (such as design) or emotional giving the consumer an individual or personal relationship to the product. Likewise, experiences can be used in experiential marketing and communication of both product and
company; thus addressing and appealing to the consumer’s heart and emotions rather than brain and rationality. Following from this, the experience economy offers new potential for collaboration and synergies across business sectors: by means of creative competence, conventional companies can develop new
products and services or re-develop existing ones. In turn, creative competence comes to constitute a source of innovation and increased competitiveness for companies and for the local-regional economies.

Experience-based business development as such is not a new approach to business development. It is already seen as a firmly integrated part of the business plan, product development and marketing strategies of larger (conventional) companies. Especially small and micro conventional companies are, however, unlikely to take up the creative business approach by themselves due to a shortage of both
day-to-day resources and knowledge of the process and potentials.

The specific objective of the ExBased project is to provide local and regional public sector business consultants with knowledge of and insight into creative business approaches and the dynamics of experience-based business development, thereby enabling them to support and inspire local companies to bringing the approach into the company, its marketing and product development processes. Competence development for business consultants will be a direct outcome of the project.

The ExBased project is structured as a train-the-trainer project and alongside the tool box, a training module will be developed and tested on business consultants in the ExBased partner regions. Following these training sessions, the participating business consultants will be encouraged to try out and test their newly acquired competencies as well as the tools on local companies. Following the trial out phase, the ExBased training module and tool box will be evaluated and fine tuned before European wide dissemination.

The overall aim of the project is to contribute to sustaining European local-regional economies by sustaining the competitiveness of SMEs; thus safeguarding businesses and work places within the local economies. With SMEs being the backbone of the European economy, this project provides an innovative contribution to the objective of the Lisbon strategy of “making Europe the most competitive and dynamic knowledge-based economy in the world by 2010”.

Thèmes:	*** Formation tout au long de la vie *** Orientation professionnelle *** Formation continue ** Marché du travail ** Entreprise, TPE, PME
Sectors:	*** Enseignement *** Arts, Spectacles et Activités Récréatives
Types de Produit:	Film Matériel d'apprentissage Site Internet Modules Programme/curriculum
Information sur le produit:	• A set of tools designed to help unleash companies’ potential for experience-based business and product development • A training module tested on business consultants in the ExBased partner regions
Page Web du projet:	www.exbased.eu

Contractant du projet

Nom:	Business Academy South West
Ville:	Esbjerg
Pays/Région:	Ribe Amt
Pays:	DK-Danemark
Type d'organisation:	Université/école supérieure spécialisée/academie
Site Internet:	http://www.easv.dk

Personne de contact

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E-mail:	ms@easv.dk
Site internet:	http://www.easv.dk

Coordinateur

Nom:	South Denmark European Office
Ville:	Brussels
Pays/Région:	Ribe Amt
Pays:	DK-Danemark
Type d'organisation:	Institution publique
Site Internet:	http://www.southdenmark.be

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Pays:	BE-Belgique
Téléphone:	+32 2 285 40 95
Fax:	
E-mail:	msl@southdenmark.be
Site internet:	http://www.southdenmark.be

Partenaire

Partner 1

Nom:	Ideone Ltd - Creative Tampere
Ville:	Tampere
Pays/Région:	Pohjois-Suomi
Pays:	FI-Finlande
Type d'organisation:	Autres
Site Internet:	http://www.creativetampere.fi

Partner 2

Nom:	CIDA - Creative Industries Development Agency
Ville:	Huddersfield
Pays/Région:	Shropshire, Staffordshire
Pays:	UK-Royaume-Uni
Type d'organisation:	Autres
Site Internet:	http://www.cida.org

Partner 3

Nom:	Erhvervenes Hus Aabenraa
Ville:	Aabenraa
Pays/Région:	Sonderjyllands Amt
Pays:	DK-Danemark
Type d'organisation:	Chambre
Site Internet:	http://www.ehaa.dk

Partner 4

Nom:	Business Academy South West
Ville:	Esbjerg
Pays/Région:	Ribe Amt
Pays:	DK-Danemark
Type d'organisation:	Université/école supérieure spécialisée/academie
Site Internet:	http://www.easv.dk

Partenaire

Partner 5

Nom:	Flanders District of Creativity
Ville:	Leuven
Pays/Région:	Limburg
Pays:	BE-Belgique
Type d'organisation:	Institution publique
Site Internet:	http://www.flandersdc.be

Partner 6

Nom:	North Staffordshire Chamber of Commerce
Ville:	Stoken on Trent
Pays/Région:	Shropshire, Staffordshire
Pays:	UK-Royaume-Uni
Type d'organisation:	Chambre
Site Internet:	http://www.nscci.co.uk

Partner 7

Nom:	South Denmark European Office
Ville:	Brussels
Pays/Région:	Bruxelles Cap, Brussel Hof
Pays:	BE-Belgique
Type d'organisation:	Institution publique
Site Internet:	http://www.southdenmark.be

Produits

1 Website

2 Final Conference

3 Training Material and Toolkit

4 Training Needs Analysis

5 Exploitation Plan

6 Fact Sheet

7 Evaluation and Quality Assurance

8 Progress and Final Reports (Public)

9 Dissemination Plan

10 Video Testimonials

11 Information Flyers

12 Articles and Press Releases

Produit 'Website'

Titre:	Website
Type de Produit:	Site Internet
Texte marketing:	The website will be the overall visual product of the project.
Description:	Along the project the website will be adapted in relation to the deliverables and in the end of the project, the final version of the website will be presented and will at that moment contain all material that the project has produced. The main language will be english, but the training material will exist in all languages of the partnership.The site is under development and the material produced will be uploaded during the development of the project. However, the site will exist 2 years after project ending.
Cible:	European business consultants, SMEs, and conventional SMEs.
Résultat:	Business consultants and SMEs can get inspired to by the tools developed, as well as these can be downloaded from the website.
Domaine d'application:	Creating awareness about the projects training module and tool box for the benefit of business consultants and conventional SMEs.
Adresse du site Internet:	www.exbased.eu
Langues de produit:	anglais

Produit 'Final Conference'

Titre:	Final Conference
Type de Produit:	Autres
Texte marketing:	Final conference about the outcome of the project.
Description:	The project will end with a final conference which will be held in the premises of SDEO in Brussels. All partners will participate, and the target group for the conference will be the EC, professional organisations placed in Brussels and the regional representations who will serve as dissemination channels to important actors in regions all over Europe.
Cible:	Business dvelopemnt agencies, business consultants, conventional industries.
Résultat:	Awareness raising and show casing of tests of the training module
Domaine d'application:	Creating awareness about the projects training module and tool box for the benefit of business consultants and conventional SMEs.
Adresse du site Internet:	
Langues de produit:	anglais

product files

Program for the Final Conference.pdf

http://www.adam-europe.eu/prj/5454/prd/3/1/Program%20for%20the%20Final%20Conference.pdf
This is the agenda of the ExBased Final Conference.

Produit 'Training Material and Toolkit'

Titre:	Training Material and Toolkit
Type de Produit:	Matériel d'apprentissage
Texte marketing:	Training material to be used by consultants when they work with SMEs.
Description:	The training material will consist of material which provides a theoretical and practical understanding of how experiences from the creative industry can be introduced in conventional SMEs. It will consist of light academic articles, casestudies and case exercises.
Cible:	Business consultants
Résultat:	Train the trainers
Domaine d'application:	Capacity building
Adresse du site Internet:	
Langues de produit:	anglais

product files

10_ExBased_training guide.pdf

http://www.adam-europe.eu/prj/5454/prd/4/1/10_ExBased_training%20guide.pdf
This is the flexible guide that outlines the recommended content for a "train-the-trainer" session.

11_ExBased_handbook.pdf

http://www.adam-europe.eu/prj/5454/prd/4/1/11_ExBased_handbook.pdf
The handbook is almost like a "guide" to the ExBased project. It aims to link theory and practice in the field of Experience Economy through the eyes of ExBased.

12_ExBased_tool 1_costumer experience.pdf

http://www.adam-europe.eu/prj/5454/prd/4/1/12_ExBased_tool%201_costumer%20experience.pdf
A tool to get things going focusing on good and bad experiences.

13_ExBased_tool 2_five senses.pdf

http://www.adam-europe.eu/prj/5454/prd/4/1/13_ExBased_tool%202_five%20senses.pdf
A tool to frame your creativity and help you generate ideas in the realm of experience economy.

14_Exbased_tool 3_prioritizing.pdf

http://www.adam-europe.eu/prj/5454/prd/4/1/14_Exbased_tool%203_prioritizing.pdf
A tool to help the businesses prioritize their ideas and move forward.

15_ExBased_excersice_personal recollection.pdf

http://www.adam-europe.eu/prj/5454/prd/4/1/15_ExBased_excersice_personal%20recollection.pdf
A good excersise that focuses on personal experiences.

16_ExBased_summary of case studies.pdf

http://www.adam-europe.eu/prj/5454/prd/4/1/16_ExBased_summary%20of%20case%20studies.pdf
This document presents a short summary of each of the ExBased c ase studies and suggests how they can be used in consulting.

17_ExBased_case collection.zip

http://www.adam-europe.eu/prj/5454/prd/4/1/17_ExBased_case%20collection.zip
This is a folder containing the full versions of all ExBased case studies.

20_ExBased_introduction to the toolkit.pdf

http://www.adam-europe.eu/prj/5454/prd/4/1/20_ExBased_introduction%20to%20the%20toolkit.pdf
This gives a short introduction to the content of the ExBased toolkit.

product files

21_Exbased_about experience economy.pdf

http://www.adam-europe.eu/prj/5454/prd/4/1/21_Exbased_about%20experience%20economy.pdf
This gives a short introduction to the area of experience economy.

Produit 'Training Needs Analysis'

Titre:	Training Needs Analysis
Type de Produit:	Autres
Texte marketing:	The training needs analysis identifies characteristics and driving forces within the creative sector and explores potential synergies between creative industries and conventional businesses. It provides an overview of the competencies needed in conventional companies and the competencies that local-regional business consultants need in order to support companies in incorporating creative competencies and experiences as tools for business and product development.
Description:	In order for the project partners to develop the best possible training module and supporting tools it was necessary to first map the needs of the business consultants in the field. This analysis paves the way for our work in the project and represents the "scientific" backbone.
Cible:	Business consultants and conventional SMEs
Résultat:	
Domaine d'application:	The needs analysis is used as basis for the development of the training module.
Adresse du site Internet:	
Langues de produit:	anglais

product files

09_ExBased_tna.pdf

http://www.adam-europe.eu/prj/5454/prd/5/1/09_ExBased_tna.pdf
In order for the project partners to develop the best possible training module and supporting tools it was necessary to first map the needs of the business consultants in the field. This analysis paves the way for our work in the project and represents the "scientific" backbone.

Produit 'Exploitation Plan'

Titre:	Exploitation Plan
Type de Produit:	Autres
Texte marketing:	A plan of how to secure that the project results remain available for the public business development actors and private industries, and that the best practices from the training modules will serve as examples after project ending
Description:	The plan describes how each national partner will need to select a national case story that will be used for inspiration, as well as how the partners should try to liaise with other similar projects or cases in order to spread the knowledge gained in the project.
Cible:	Business consultants, and for conventional SMEs as inspiration.
Résultat:	Creating awareness
Domaine d'application:	Creating awareness about the projects training module and tool box for the benefit of business consultants and conventional SMEs.
Adresse du site Internet:	
Langues de produit:	

product files

28_ExBased_exploitation plan.pdf

http://www.adam-europe.eu/prj/5454/prd/6/1/28_ExBased_exploitation%20plan.pdf
The plan describes how each national partner will need to select a national case story that will be used for inspiration, as well as how the partners should try to liaise with other similar projects or cases in order to spread the knowledge gained in the project.

Produit 'Fact Sheet'

Titre:	Fact Sheet
Type de Produit:	Méthodes de distribution
Texte marketing:	Get a short introduction on how to benefit from the ExBASED project and get inspired to use experience based economy in conventional SMEs.
Description:	Short fact sheet about the project objective, partners, and results
Cible:	Business consultants, Business development agancies, and conventional SMEs
Résultat:	Awareness raising
Domaine d'application:	Awareness raising
Adresse du site Internet:	http://www.exbased.eu/media/475/Exbased_infosheet.pdf
Langues de produit:	

product files

18_ExBased_introduction to the programme.pdf

http://www.adam-europe.eu/prj/5454/prd/7/1/18_ExBased_introduction%20to%20the%20programme.pdf
A short general presentation of the Exbased programme.

19_Exbased_infosheet.pdf

http://www.adam-europe.eu/prj/5454/prd/7/1/19_Exbased_infosheet.pdf
A short info sheet that outlines what the ExBased project is all about.

Produit 'Evaluation and Quality Assurance'

Titre:	Evaluation and Quality Assurance
Type de Produit:	Méthodes d'évaluation
Texte marketing:	A plan to secure sound project management regarding the processes and product quality produced in the project.
Description:	The plan is a continued part of the project management, and will be used to secure process and product quality after each work package.
Cible:	Project partnership
Résultat:	Sound management
Domaine d'application:	Project management
Adresse du site Internet:	
Langues de produit:	

product files

01_ExBased_evaluation plan.pdf

http://www.adam-europe.eu/prj/5454/prd/8/1/01_ExBased_evaluation%20plan.pdf
The overall evaluation plan for the ExBased project.

02_Exbased_evaluation project management.pdf

http://www.adam-europe.eu/prj/5454/prd/8/1/02_Exbased_evaluation%20project%20management.pdf
Evaluation and reflection regarding ExBased from the project management perspective.

03_ExBased_evaluation report may 2010.pdf

http://www.adam-europe.eu/prj/5454/prd/8/1/03_ExBased_evaluation%20report%20may%202010.pdf
First interim evaluation report.

04_ExBased_evaluation report november 2010.pdf

http://www.adam-europe.eu/prj/5454/prd/8/1/04_ExBased_evaluation%20report%20november%202010.pdf
Second interim evauation report.

05_ExBased_evaluation report june 2011.pdf

http://www.adam-europe.eu/prj/5454/prd/8/1/05_ExBased_evaluation%20report%20june%202011.pdf
Third interim evaluation report.

06_ExBased_product evaluations.pdf

http://www.adam-europe.eu/prj/5454/prd/8/1/06_ExBased_product%20evaluations.pdf
Evaluation of the ExBased products and tools.

07_ExBased_impact based on tna.pdf

http://www.adam-europe.eu/prj/5454/prd/8/1/07_ExBased_impact%20based%20on%20tna.pdf
This evaluation report specifically focuses on the link between the TNA (WP5) and the following WPs. Also, to what extend the TNA had an impact.

08_ExBased_meta evaluation report.pdf

http://www.adam-europe.eu/prj/5454/prd/8/1/08_ExBased_meta%20evaluation%20report.pdf
This is a meta evaluation of how evaluation and quality assurance was handled in the ExBased project.

Produit 'Progress and Final Reports (Public)'

Titre:	Progress and Final Reports (Public)
Type de Produit:	Méthodes de distribution
Texte marketing:	
Description:	These reports give an overview of the ExBased project at two different stages.
Cible:	
Résultat:	
Domaine d'application:	
Adresse du site Internet:	
Langues de produit:	anglais

product files

2009_2183_PR_ExBased_pub.pdf

http://www.adam-europe.eu/prj/5454/prd/9/1/2009_2183_PR_ExBased_pub.pdf
The progress report was a status of the project after approximately one year.

ExBased_2009-2183 FR public.pdf

http://www.adam-europe.eu/prj/5454/prd/9/1/ExBased_2009-2183%20FR%20public.pdf
The final report was made after the conclusion of project activities and summarizes the key findings/products.

Produit 'Dissemination Plan'

Titre:	Dissemination Plan
Type de Produit:	Autres
Texte marketing:	
Description:	This document outlines the way ExBased communicates as the project unfolds. The primary platform is the ExBased web site and secondary is a number of articles/press releases from the project partners.
Cible:	
Résultat:	
Domaine d'application:	
Adresse du site Internet:	www.exbased.eu
Langues de produit:	anglais

product files

27_ExBased_dissemination plan.pdf

http://www.adam-europe.eu/prj/5454/prd/10/1/27_ExBased_dissemination%20plan.pdf
This document outlines the way ExBased communicates as the project unfolds. The primary platform is the ExBased web site and secondary is a number of articles/press releases from the project partners.

Produit 'Video Testimonials'

Titre:	Video Testimonials
Type de Produit:	Film
Texte marketing:	
Description:	Two short testimonial videos visualizing how ExBased methods and tools can make an impact - one about an ExBased trained businees consultant and one about a company immersed in the experience economy.
Cible:	Business consultants and SME's
Résultat:	
Domaine d'application:	Disseminatio and exploitation.
Adresse du site Internet:	
Langues de produit:	anglais

product files

Ex-Based 1.avi

http://www.adam-europe.eu/prj/5454/prd/11/1/Ex-Based%201.avi
Testimonial from Finnish business consultant, who participated in the ExBased training and trial-out phase.

Ex Based 2.avi

http://www.adam-europe.eu/prj/5454/prd/11/1/Ex%20Based%202.avi
Testimonial from Finnish business woman inspired by the ExBased project and dealiong with the experience economy

Produit 'Information Flyers'

Titre:	Information Flyers
Type de Produit:	Méthodes de distribution
Texte marketing:	
Description:	Information flyers.
Cible:	Business consultants and SME's
Résultat:	
Domaine d'application:	Marketing, training, dissemination
Adresse du site Internet:	
Langues de produit:	anglais

product files

What is in it for me_flyer_companies.pdf

http://www.adam-europe.eu/prj/5454/prd/12/1/What%20is%20in%20it%20for%20me_flyer_companies.pdf
Flyer describing what a company could gain from experince economy and ExBased.

What is in it for me_flyer_consultants.pdf

http://www.adam-europe.eu/prj/5454/prd/12/1/What%20is%20in%20it%20for%20me_flyer_consultants.pdf
Flyer describing what a business consultant could gain from experince economy and ExBased.

Produit 'Articles and Press Releases'

Titre:	Articles and Press Releases
Type de Produit:	Autres
Texte marketing:	
Description:	This gives an overview of the press related material that was produced in the partner countries during the time of the project.
Cible:	
Résultat:	
Domaine d'application:	
Adresse du site Internet:	
Langues de produit:	anglais

product files

Overview of Articles and Press Releases.pdf

http://www.adam-europe.eu/prj/5454/prd/13/1/Overview%20of%20Articles%20and%20Press%20Releases.pdf
This gives an overview of the press related material that was produced in the partner countries during the time of the project.