



## What is Innovative Trainer

The Innovative Trainer Programme (ITP) which has been funded with support from the European Commission will increase the capacity of Business Trainers and Mentors (BTMs) to support SMEs throughout Europe by developing a “Train the Trainer” blended learning training resource on non-technological innovation. By updating their skills, BTMs will be better placed

to provide guidance on how to innovate to small businesses, better adapting their services to changing business beneficiary groups & sectors and ultimately improving the innovation performance and growth of the enterprises they serve. The justification for the project is clear: SMEs are crucial to Europe’s future prosperity and are essential in attaining the goal of “a sustainable economy based on knowledge and innovation”. Alongside improving the institutional framework for business, BTMs are Europe’s key players in developing innovation and growth within SMEs, and do so via range of public and private bodies

## Why is this important?

The Global Innovation Index 2013 has just been published by Cornell University and the INSEAD Business School (see Cornell University, INSEAD and WIPO 2013: *The Global Innovation Index 2013: The local dynamics of innovation*, Geneva, Ithaca and Fontainebleau [www.globalinnovationindex.org](http://www.globalinnovationindex.org) ).

Top Ten 2013 ranking			
1	Switzerland (Number 1 in 2012)	6	Finland (4)
2	Sweden (2)	7	Hong Kong (China) (8)
3	United Kingdom (5)	8	Singapore (3)
4	Netherlands (6)	9	Denmark (7)
5	United States of America (10)	10	Ireland (9)

While the overall rankings are important (see table above), for the purposes of the Innovative Trainer project there are two very important findings, as follows:

- 1 This year’s report casts additional light on the local dynamics of innovation. For national-level policy makers seeking to support innovation, realizing the full potential of innovation in their own backyards is often a more promising approach than trying to emulate successful innovation models elsewhere.



- 2 The report introduces the concept of 'Enterprise Champions'. These champions, through training and consulting can enhance the capabilities – such as manufacturing quality and efficiency - of the local supply base to fully exploit and commercialise innovations.

The Innovative Trainer project will facilitate the roll-out of a cadre of BTMs who will work locally to develop the innovative capability of small businesses – as expressly identified by the recent Global innovation report. The project will deliver local 'Enterprise Champions'



## Innovative Trainer @ EuroSME2013

MindShare Consulting's José Pietri was a delegate to this year's EuroSME2013, which was hosted in Dublin, on June 11 and 12. The conference focused on SME aspects (primarily Innovation, Growth and Jobs) relevant to the final stages of the Horizon 2020 design and legislative process and will be positioned

primarily as an implementation focused activity in the context of Europe 2020 and the Cohesion Policy 2014-2020.

Besides taking advantage of the excellent presentations, such as Anne Lise Kjaer's "TIME TO THINK SME: PROJECTING 2030+" (<http://bit.ly/19iexLh>) on key trends affecting SMEs, which give further insights as to how to improve the impact of the Innovative Trainer Programme (ITP) there is the further intention to share these valuable materials among the entire ITP team and also to disseminate via our networks as added value to the project. Furthermore, during the duration of the conference, Mr. Pietri was able to share, in some detail, aspects of ITP with other delegates and speakers. In the photo, delegates at "table 18", Mr. Pietri's assigned group, are now up-to-date on the ITP project, its benefits and, especially, deliverables, such as the workshop, that they can benefit from in their own countries - among the countries contacted, just within this group are: Austria, the Czech Republic, Romania, Spain, Ireland and, even, China.



## Innovative Trainer –Out and about

Our UK partner, National Enterprise Network, have been busy spreading the word, attending meetings in the Midlands, East, Yorkshire & Humber, North East, North West and South West regions of England. It is an ideal opportunity to raise awareness of the ITP project, updating members on progress. They have all been given the heads up that the training material pilot will be coming their way soon!



Mike Stanley has been out and about , he attended an innovation session at a 'Buy Yorkshire Road show' at the end of the session participants were asked to complete a single page questionnaire designed to capture the opinions of individuals that had consciously elected to attend the conference session entitled "Why is innovation dead in Yorkshire", the findings were interesting, the majority of respondents did not have a formal written down front end innovation process which contrasts with the substantial evidence that demonstrates the presence of an optimized front end innovation process is the most important differentiator between winners and losers.

Mike also attended a conference on 'The future of British Innovation' <http://www.yourbetterbusiness.co.uk/the-future-of-british-innovation/> a panel debate with an intimate audience of delegates from companies large and small. Panel speakers include Wayne Hemingway, MBE, co-founder of Red or Dead; Charlie Mullins, founder of Pimlico Plumbers; Jo Fairley, co-founder of Green & Black's chocolate, and Luke Lang, co-founder of Crowdcube. The event was hosted by Dan Matthews, business owner and journalist.

The event produced some very interesting and lively debate which can be seen on this twitter feed <https://twitter.com/search?q=%23YBBinnovation&src=hash>



## Project partners are:

Newry and Mourne Enterprise Agency, Northern Ireland  
Louth County Enterprise Board Ireland  
Universitatea POLITEHNICA din Bucuresti, Romania  
Canice Consulting, Northern Ireland  
Mindshare Consulting, France  
Universidad Politecnica de Valencia, Spain  
European Business and Innovation Network, Belgium  
National Enterprise Network, United Kingdom

## How do I get more information?

The development phase of the project will last two years, with a final project review in October 2014. During the two years of the project the partners will be releasing materials and studies and soliciting feedback from the business and training communities.

The project website [www.innovativetrainer.eu/en/](http://www.innovativetrainer.eu/en/) is the primary source for information about the project, or you can email the project team directly at [info@innovativetrainer.eu](mailto:info@innovativetrainer.eu)

## What is Innovative Trainer going to deliver?

Firstly, the project will raise the quality of training available to business trainers and mentors, by carrying out a Baseline Audit then developing an innovative training resource which blends classroom based real life learning & interaction, with online course content. The training goal is not only to teach the knowledge they require to provide expert, personalized assistance, but to improve their performance as mentors & teachers. This in turn will have a significant impact of the survival & growth rates of the start-up and early stage businesses they work. The non-technological innovation "train the trainer" course will be piloted tested with 36 BTMs & also with 60 individuals facing difficulties accessing the labour market- who are the ultimate beneficiaries of the course. The piloted materials will then be made available to business trainers across Europe.



