

VOIS - VIRTUAL OPEN INNOVATION ENVIRONMENT FOR SMES

Project number: 2021-1-DE02-KA202-VET_000034201

**Area 3 – Open Innovation
repository**



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Area 3

Open Innovation repository (UniZag)



Good Practice #1

Name of Organisation/Practice/Project	GLIGORA DAIRY
Website (if available/applicable)	https://gligora.com/dairy-croatia/
Country	Croatia
Description/Background/Activities	<p>Gligora Dairy is a family-owned Croatian company that specializes in artisanal cheese production. They are renowned for their high-quality cheese made from locally sourced sheep and cow milk. Pag cheese is their best-known and most awarded cheese. It represents the pinnacle of their production and is synonymous with the world-award-winning quality of Gligor. The cheese is produced from 100% milk of Pag sheep from the island of Pag and is currently the only Croatian cheese that carries the Protected Designation of Origin - PDO. Here's an example of how Gligora Dairy implements open innovation practices:</p> <p>Gligora Dairy actively collaborates with local cheesemakers and industry experts to exchange knowledge and expertise. They engage in workshops, training programs, and joint projects to enhance their cheese production techniques, develop new flavors, and improve their products.</p> <p>Gligora Dairy utilizes crowdsourcing to gather innovative cheese recipes from cheese enthusiasts and consumers. They may organize competitions or online campaigns inviting people to submit their unique recipes or flavor combinations, giving consumers a chance to contribute to their product development process.</p> <p>Gligora Dairy forms close partnerships with local farmers who supply them with high-quality milk. Through these partnerships, they gain insights into farming practices, animal welfare, and milk quality, ensuring a sustainable and traceable supply chain.</p> <p>Gligora Dairy collaborates with research institutions and universities to stay at the forefront of cheese-making techniques and quality control. They may participate in research projects or work closely with scientists to explore innovative approaches to cheese production and product diversification.</p> <p>Gligora Dairy actively engages with customers and cheese enthusiasts through tasting events, workshops, and online platforms. They seek feedback, suggestions, and ideas from their customer base, creating a two-way dialogue that helps shape their product offerings and improve customer satisfaction.</p>
Usefulness for SME's	<p>The open innovation practices adopted by Gligora Dairy have several potential benefits and usefulness for the company:</p> <p>Quality Improvement: Cooperation with local cheesemakers, experts and research institutions gives Gligora Dairy access to rich knowledge and expertise. This can lead to improvements in cheese production techniques, product quality and flavor profile.</p> <p>Sustainability and Traceability: Creating partnerships with local farmers and engaging in agricultural practices can ensure a sustainable and traceable supply chain. This may appeal to consumers who value transparency and environmentally friendly practices.</p>



	<p>Innovation and Competitive Advantage: Cooperation with research institutions and universities keeps Gligora Dairy a leader in cheese production techniques and quality control. This constant innovation can give a company a competitive edge in the market by offering unique and high-quality products.</p>
Impact	<ul style="list-style-type: none"> • Promoting Croatian cheese-making traditions and preserving cultural heritage. • Supporting local farmers and contributing to the local economy. • Showcasing the unique flavors and characteristics of locally sourced sheep and cow milk. • Enhancing Croatia's reputation as a producer of high-quality artisanal cheese. • Creating sustainable and traceable supply chains through partnerships with local farmers. • Providing employment opportunities in rural areas. • Promoting sustainable farming practices and animal welfare.

Tool-Supporting measure #2

Name of Organisation/Practice/Project	OpenInnovation – Research Translation and Applied Knowledge Exchange in Practice through University-Industry-Cooperation (OpenInnoTrain)
Website (if available/applicable)	https://www.openinnotrain.eu
Country	EU (Croatia, Italy, Germany, Netherlands, Spain, Norway, Denmark, Portugal, Finland, Austria, Finland, Scotland) and Australia
Description/Background/Activities	<p>The OpenInnoTrain project aims to establish a global network focused on open innovation, university-industry collaboration and research translation in critical sectors such as FinTech, Industry 4.0, CleanTech and FoodTech. This project uses the Research and Innovation Staff Exchange Scheme, facilitating the mobility of staff to improve skills, challenge conventional thinking by immersing themselves in new environments and broaden career horizons. This mobility not only helps academic staff adapt to a rapidly evolving global environment, but also encourages cross-sector and cross-border knowledge sharing, unlocking market opportunities for non-academic participants.</p> <p>Networking and Collaboration: To encourage collaboration and exchange of ideas, OpenInnoTrain facilitates networking opportunities. Meetings, workshops, conferences bring together stakeholders from academia, industry and politics to discuss trends, challenges and solutions in the field of open innovation.</p> <p>Research, Best Practices and Knowledge exchange: By studying and disseminating best practices, the project serves as a knowledge hub for open innovation. Partners work together on research and publications.</p> <p>Training Programs: OpenInnoTrain offers extensive training and workshop programs. By equipping individuals with tools to identify external partners, collaborate with them and learn from them, the project contributes to a culture of open innovation.</p>
Usefulness for SME's	For SMEs that are included in the OpenInnoTrain project (for example Salcheto Winery from Italy), there are several potential benefits and usefulness:



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	<p>Access to Research Expertise: SMEs often have limited resources for research and development. Involvement in the project enables them to access the expertise of academic partners and to gain insights from the most modern research. For example, a researcher from the University of Zagreb conducted an interview about the practice of open innovation in a winery.</p> <p>Talent Development: Through the mobility and secondment made possible by the project, the staff of SMEs can develop new skills and perspectives. This can lead to a more skilled and adaptable workforce, which is crucial for SMEs to remain competitive in fast-moving industries.</p> <p>Network Expansion: Participating in the international and cross-sectoral network established by OpenInnoTrain provides valuable networking opportunities for SMEs. These links can lead to new collaborations, partnerships, and business opportunities.</p> <p>Innovation and Product Development: SMEs can participate in joint efforts, get new ideas and potentially co-create innovative products or services, helping them to stand out in their markets.</p>
<p style="text-align: center;">Impact</p>	<ul style="list-style-type: none"> • Cooperation between universities and industry • Access to research and technology • Extended networks • Improved competitiveness • Business growth • Good practice cases of each work package posted on the web

Tool-Supporting measure #3

<p style="text-align: center;">Name of Organisation/Practice/Project</p>	<p style="text-align: center;">BIOVEGA</p>
<p style="text-align: center;">Website (if available/applicable)</p>	<p style="text-align: center;">https://biovegagrupa.hr</p>
<p style="text-align: center;">Country</p>	<p style="text-align: center;">Croatia</p>
<p style="text-align: center;">Description/Background/Activities</p>	<p>Biovega is Croatian medium sized food company that specializes in organic and plant-based food products. They prioritize sustainable practices, ethical sourcing, and innovation in their product offerings.</p> <ul style="list-style-type: none"> • Biovega actively engages in collaborative product development with external partners, such as research institutions, food scientists, and nutrition experts. They seek expertise and insights from these partners to create innovative organic and plant-based food products that meet consumer preferences and dietary needs. • Biovega utilizes crowdsourcing platforms or online communities to gather ideas and feedback from consumers, health enthusiasts, and food enthusiasts. They may seek input on new product concepts, flavors, or packaging design, allowing a diverse range of stakeholders to contribute to the company's innovation process.



	<ul style="list-style-type: none"> • The company forms partnerships with local farmers and suppliers who share their commitment to organic and sustainable practices. This collaboration enables Biovega to source high-quality ingredients and develop unique product offerings that are locally sourced and environmentally friendly. • Biovega occasionally opens calls for innovative ideas or product concepts related to their organic and plant-based food focus. They invite entrepreneurs, startups, and individuals with innovative food ideas to submit their proposals, fostering collaboration and external contributions to their product pipeline. • Biovega actively participates in industry events, conferences, and competitions related to food innovation and sustainability. By engaging with industry experts and networking with other stakeholders, they stay updated on the latest trends, discover potential collaborations, and showcase their own innovative products.
<p style="text-align: center;">Usefulness for SME's</p>	<p>Sustainability: Biovega's objectives revolve around promoting sustainable and ethical food practices, offering healthy and nutritious options, supporting local communities, driving innovation in the food industry, and educating consumers. They aim to prioritize organic farming, minimize their ecological footprint, and promote environmentally friendly practices. By providing high-quality organic and plant-based products, they seek to encourage healthier dietary choices and contribute to consumer well-being.</p> <p>Support and economic growth: Biovega aims to support local farmers and suppliers, foster economic growth in agricultural communities, and create mutually beneficial relationships. Through open innovation and collaboration, they strive to bring innovative products to the market and educate consumers about the benefits of conscious food consumption.</p>
<p style="text-align: center;">Impact</p>	<p>Biovega promotes organic and plant-based food, supports local farmers, and influences consumer behavior towards healthier and sustainable choices. They prioritize ethical sourcing, reduce synthetic chemical use, and drive industry-wide innovation through open innovation. Biovega contributes to a sustainable food industry with high-quality, nutritious options and supports local communities.</p>



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Area 3

Open Innovation repository

(LUT University)



Tool-Supporting Measure #1

Name of Organisation/Practice/Project	INSPIRE - Integrated Support of Open Innovation Professionalization Initiative
Website (if available/applicable)	https://www.inspire-smes.info/index.php
Country	EU (Developed in collaboration with partners from (UK, Spain, Finland, Sweden, Lithuania, Luxembourg and Belgium)
Description/Background/Activities	<p>There has been a lack of emphasis on the ability of SMEs to develop and implement OI strategies - the lessons learned from large firms are not readily transferable to their context. INSPIRE aimed to thoroughly investigate how OI is managed and organized in SMEs in order to leverage and expand the existing scattered initiatives and professionalize their services. The project sought to understand in depth good practices of OI in SMEs across Europe, including the barriers they experience, the critical success factors and the open innovation 'pathways' they follow. The understanding of good practices allowed the design, development and validation of an Integrated Toolbox for OI in SMEs to enable the professional management of OI by SMEs in various kinds of open innovation initiatives (e.g. facilitated by large corporations, and private-public partnerships). The Toolbox includes good practices, indicators and management modules to support the internal innovation activities of an SME and their interaction with OI partners. The Integrated Toolbox was developed as a web platform and it was validated through a series of pilots in real-life OI projects carried out by SMEs across Europe.</p>
Usefulness for SME's	<p>The INSPIRE Integrated Toolbox is designed to support SMEs in managing Open Innovation that is the use of external knowledge and strategic collaborations in order to innovate. The Integrated Toolbox combines capacity-building modules, real-life cases, guidelines and indicators.</p> <p>In particular, it consists of:</p> <ul style="list-style-type: none"> • Indicators to support decision making and action planning in SMEs • Open Innovation training modules addressing both the internal innovation activities within the SME and the external innovation ones i.e. interaction with the Open innovation partner • Trust building tools to strengthen relationships with Open Innovation partners • Good practices and success stories to learn from peers' Open Innovation 'pathways' for achieving success • "Handbook for Open Innovation in SMEs" with hints and practical recommendations
Impact	<ul style="list-style-type: none"> • Material uploaded in the web-based portal (good practice cases, support modules and Open Innovation Indicators) listed and used



	<p>by SMEs, their support agencies and Open Innovation Intermediaries</p> <ul style="list-style-type: none"> • SMEs develop a comprehensive understanding of strategies, activities and partnerships involved in Open Innovation • Enable SMEs to grow Open Innovation strategies that are relevant to their context, their strategic challenges and their business opportunities • Increase SMEs capability to develop and implement Open Innovation on a regular and systematic way • SMEs will identify new business opportunities through new ways of capturing value and new business models • Mobilise Open Innovation players (e.g. partners, intermediaries, support agencies, policy-makers) to kick-start and Open Innovation System for SMEs
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Tool-Supporting Measure #2

Name of Organisation/Practice/Project	OI-Net-The European Academic Network for Open Innovation
Website (if available/applicable)	https://oi-net.eu/
Country	EU (Developed in collaboration with partners from (UK, Spain, Finland, Sweden, Lithuania, Luxembourg and Belgium)
Description/Background/Activities	The European Academic Network for Open Innovation (OI-Net) is designed to promote cooperation on open innovation topics in European Higher Education Curricula and Institutes within the knowledge triangle for the benefit of EU competitiveness. The objective of the project is to facilitate European cooperation by outlining and exchanging up to date concepts, and good practices in open innovation education. It will identify the needs, challenges, and obstacles of public and private sector in the exploitation of open innovation.
Usefulness for SME's	Overall, by promoting open innovation education and collaboration, this project could enable SMEs to become more innovative, gain access to new ideas and capabilities, and ultimately enhance their competitiveness. The knowledge transfer and network would be valuable benefits.
Impact	The common view established by the OI-Net core course curriculum of Open Innovation will support mobility while offering a multi-level structure of the curricula framework to enable adapted implementation of OI knowledge, skills and competencies as a full OI curricula, as self-standing units on OI to be incorporated in other curricula, as modules with sub-unit credits to be



	added in other training, or as a-la-carte components to be included or recognised in terms.
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Tool-Supporting Measure #3

Name of Organisation/Practice/Project	PoliUniBus- Cloud Based Platform for Policy Makers, Businesses and Academia Collaboration
Website (if available/applicable)	https://www.poliunibus.org/
Country	EU (Developed in collaboration with partners from UK, Portugal, Finland and Turkey)
Description/Background/Activities	<p>The PoliUniBus project builds upon the expertise already established in the UniBus project. PoliUniBus proposes the conception of a collaborative cloud-based platform that implements a new challenge-led methodology to support higher education institutions to link with businesses across Europe. The PoliUniBus platform will support use ‘challenges’ led by policy makers to set conditions for AGILE innovation. Engagement across Universities and Industry will allow companies to manage and implement complex innovation processes by taking advantage of Universities’ research and technological knowledge and expertise in a systematic way, by enabling an open multi-agent focused innovation (i.e., University/Business focused innovation). PoliUniBus seeks to develop additional value to engage Universities & Businesses with emergent and active agendas in policy, for example Grand Challenges/Catapults. The current (fragmented scenario), means that a Turkish technology developer cannot easily identify and access Finnish Research Expertise to address a UK societal need. This can be segmented into four key areas:</p> <ul style="list-style-type: none"> • Accelerate Markets • Stimulate Innovation • Increase Understanding • Improve accessibility <p>There is an imperative to identify knowledge, skills, research& development gaps in support of current and emerging agendas across the EU. This is a programme to identify and to set the conditions under which identified agendas can be stimulated across key areas of activity. As university research spins out SMEs it remains difficult for those SMEs to develop and access research & develop collaborations at other institutions. Further distance remains between national challenges and SMEs. In this regard, PoliUniBus seeks to develop a cloud-based platform to enable SMEs to initiate wider research collaboration in support of challenge-led initiatives.</p>



Usefulness for SME's	Building on the capability of UniBus to address the University-Business identified need, PoliUniBus develops a cloud-based platform to enable SMEs to initiate wider research collaboration in support of challenge-led initiatives across Europe. PoliUniBus seeks to build a coherent platform with a mobile application that is accessible to Europe-wide Universities, and Industry to align with challenges to support Europe-wide innovation.
Impact	<p>Business collaboration provided universities & HEI's fertile grounds for developing and testing theories, honed their skills, and training and placing their students. Links with business firms generated the funds needed to pursue important R&D projects and improved the quality of a university's research and teaching. On the top, these institutions improved their credibility by working with industry. The benefits have long been obvious to these institutions: substantial streams of external funding, enhanced opportunities for professors and graduates to work on ground-breaking research, vital inputs to keep teaching and learning on the cutting edge of a discipline, and the impact of delivering solutions for pressing global challenges.</p> <p>The primary focus of most industry-university collaborations is joint research, but this can have an impact on teaching and learning that develops naturally out of the partnership. PoliUniBus project has addressed this through development of capacities to initiate AGILE innovation between Industry (particularly SMEs') and HEIs'</p>



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Area 3

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(Hanse-Parlament)



Tool-Supporting measure #1

Name of Organisation/Practice/Project	Omind Platform
Website (if available/applicable)	https://omindplatform.com/
Country	Germany
Description/Background/Activities	<p>OMIND platform is the first scalable transformation tool that enables companies to evaluate and develop their people's innovation mindset.</p> <p>Research shows that you can not change your behavior through one-time-off training or workshops, hence it provides a digital platform for people to use continuously during their daily work life. Moreover, with their digital platform, they can measure success through KPIs and therefore make finally intangibles tangible.</p> <p>OMIND provide a systematic and measurable process to create a shared (open) innovation mindset among employees. This enables efficient knowledge exchange and cross-collaboration within and across organizations. According to the motto “only what gets measured gets improved”, they offer an employee-centered platform that incorporates:</p> <ul style="list-style-type: none"> • evaluation of employees’ innovation mindset • identification and reflection of individual strengths and growth areas • customized and gamified development tips • tracking of mindset change and knowledge exchange performance. <p>As a result, OMIND platform playfully incentives, rewards, and motivates employees for efficient collaboration and (open) innovation. The holistic OMindset approach is their response to the increasing competitive pressure, innovation pressure, and talent shortage. They enable companies to create value for recruiting (getting the right people on board), development (developing a shared open mindset), and innovation (creating a conducive environment).</p> <p>Their USP is: Our business idea is based on scientific research showing that it is the mindset that mediates the direct impact of strategic human resource practices on innovation performance.</p> <p>This means basically: If a company does not invest in the innovation mindset of the people, all the investment in workshops, training, etc. is for nothing!</p>



	<p>Their product has been tested by the University of Cambridge, Marantec Group, Europa-Universität Flensburg, a German Fashion house and many more.</p>
<p>Usefulness for SME's</p>	<p>The OMIND platform offers SMEs a cost-effective solution for continuous innovation training, eliminating the need for frequent external workshops. Its KPI-based measurements equip SMEs with actionable insights, promoting data-driven decision-making in talent management. By cultivating a shared innovation mindset, cross-functional collaboration is enhanced, vital for resource-limited SMEs. This platform also acts as a talent magnet, showcasing commitment to personal growth and enhancing employee retention. As SMEs face rapid market changes, an innovation mindset nurtures adaptability and resilience. The platform's scalability ensures consistent innovation training, regardless of company growth. Personalized development paths, based on individual strengths and growth areas, facilitate efficient upskilling. For SMEs aiming for external partnerships, the platform fosters an essential open innovation mindset. Furthermore, its validation by reputable entities adds credibility to an SME's innovation endeavors. Overall, OMIND empowers SMEs with tools to remain competitive and drive sustainable growth.</p>
<p>Impact</p>	<p>The OMIND platform revolutionizes the way companies approach innovation by emphasizing the continuous development of an innovation mindset. Rather than relying on sporadic training sessions, it embeds innovation into the daily work culture, ensuring consistent growth. Through measurable KPIs, companies can now tangibly assess intangible factors like mindset shifts. This data-driven approach allows for a more targeted investment in human capital, yielding better ROI. Employees benefit from personalized development, fostering a more engaged and motivated workforce. The platform's gamified elements further enhance this engagement, making learning and growth enjoyable. By championing a shared innovation mindset, it paves the way for seamless cross-collaboration within and across organizations. Companies equipped with the OMIND platform find themselves better poised to tackle competitive and innovation pressures. Furthermore, with an emphasis on open innovation, organizations can more efficiently forge external collaborations. Overall, the OMIND platform stands as a catalyst for change, turning companies into adaptable, forward-thinking entities ready for the future.</p>



Tool-Supporting measure #2

Name of Organisation/Practice/Project	REGROW – Recruiting the young Generation Workforce
Website (if available/applicable)	https://re-grow.eu/
Country	Germany, Poland, Denmark, Estonia
Description/Background/Activities	<p>In many EU countries there is a severe shortage of young skilled workers, especially in SMEs. This has a negative impact on the growth prospects and competitiveness of SMEs. Even countries such as Germany, with its dual vocational training system, which has traditional strengths in attracting young talent, are having increasing difficulties in meeting the shortage of young skilled workers. At the same time, many SMEs also have problems integrating the new recruits they have acquired into the company properly and building a relationship based on mutual satisfaction. The fact that this is increasingly not achieved on both sides is shown by both surveys on employee satisfaction and employer surveys. The high prevalence of mental illness, such as burnout and depression among young people, which is the reason for 50% of all dismissals in Millennials and 75% in Generation Z, is also worrying.</p> <p>REGROW improves the situation described above, taking into account both the employer and the employee side. Instruments, best practices and digital models for human resource management as well as various training programmes with different measures for SME managers lead to the implementation of a modern human resource management in SMEs. The toolbox to identify competencies, skills and life aspirations will help to ensure that employees' concerns are recognised and adequately addressed. It will also make it possible to compare personal ideas with company goals. A train the trainer programme, which is continuously carried out by colleges and universities, ensures that the digital models and the toolbox are used properly and that SMEs receive high-quality training and advice. With a further training programme, SME managers acquire all the necessary skills. While learning on the job, modern human resources management in SMEs is simultaneously realised by using all models and the toolbox.</p> <p>The mentoring programme is particularly intended to work towards better understanding between employees of different age groups. With the project contents compiled in this way, the aim is to achieve a holistic, forward-looking human resources management and to offer SMEs all the instruments, qualifications, advice and support they need to implement the programme from a single source.</p>



<p>Usefulness for SME's</p>	<p>Upskilling the HR-processes, the overall workforce and recruiting the right talent is key for SMEs in order to implement Open Innovation measures in their companies. The freely available resources offer a recruiting toolbox, which can be adapted to the needs of each individual company. The HR-concept can provide SMEs with input regarding the restructuring of HR processes and gives ideas about new measures to implement. The training courses can be conducted by experienced HR experts in SMES for their departments, in case of larger SMEs or by VET institutions. Mentoring is also a part of this resource, which can be used to spread also Open Innovation across employees' minds.</p>
<p>Impact</p>	<p>The tools provided in this resource can help SMEs to rethink their HR measures and personal development paths of their employees. This can lay a foundation for the further implementation of Open Innovation processes, in case the workforce is not ready for its implementation yet.</p>

Tool-Supporting measure #3

<p>Name of Organisation/Practice/Project</p>	<p>KA4HR – Knowledge Alliance “Human Resources and Organizational Development”</p>
<p>Website (if available/applicable)</p>	<p>https://ka4hr.eu/</p>
<p>Country</p>	<p>Germany, Finland, Poland, Latvia</p>
<p>Description/Background/Activities</p>	<p>For SMEs in the Baltic Sea Region to remain competitive in the long term, it is necessary to increase their innovation capacity and reduce the gap between qualification requirements and demands. For this reason, the Knowledge Alliance “Human Resources and Organizational Development”, consisting of eleven partners from four countries, relies on increased cooperation between universities and companies in order to realize education and innovation promotion. To reach as many SMEs as possible, chambers strengthen the partnership between universities and companies.</p> <p>Human capital is the most important resource for strengthening innovation and productivity. Hence, the project focuses on the comprehensive promotion of Workplace Innovations. While there is great need for further development in this area in the countries south of the Baltic Sea, Workplace Innovations are already more advanced in the Scandinavian countries. Therefore, the project involves countries from both regions.</p> <p>The project provides several resources to SMEs: Knowledge Alliance and Center of Competence “HR for SME” concept, Management Tools & New Practices, Workplace Innovations further training programmes, University</p>



	education and R&D, Quality assurance and evaluation of educational measures and innovative project implementation.
Usefulness for SME's	<p>The alliance, which consists of 68 partners from 13 countries focuses on cooperation in two areas. First, the development, testing, and implementation of SME-specific methods, instruments, and projects through R&D work at universities, that create workplace innovations in areas such as employee recruitment, motivation and digitization, a more innovative working environment and more efficient use of human capital. Second, the strengthening of awareness and competences in this new area of innovation promotion for small and medium-sized enterprises in the Baltic Sea Region through qualifications.</p> <p>The tools, concepts and trainings developed by the alliance are open to the public. Every SME can access them via the website and implement measures themselves. Moreover, SMEs can contact alliance partners in their region to seek implementation advice and to participate in trainings.</p>
Impact	<p>Various trainings e.g. Business-Start-Up, Corporate Social Responsibility, Cost Management for SMEs, Cradle to Cradle SMEs, Digital Competences, Doing Business International, Energy Efficiency and Renewable Energies, Entrepreneurship Training, Management Strategies for SMEs, Master Craftsman Training and tools like: Business Valuation Tool, Controlling, Learning Log (Internship Diary), Models for Business Transfers, SME Financing Models can help SMEs to strengthen their operational capabilities and to upskill their workforce. Innovative study courses, based on a dual approach (learning in the university and the company) can be accessed by SMEs to train their future workforce according to their needs. This lays the foundation for more open innovation.</p>



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Tool-Supporting measure #1

Name of Organisation/Practice/Project	CUB@Work – Cultural Unconscious Bias in the Workplace
Website (if available/applicable)	https://cubatwork.erasmus.site/
Country	Germany, in collaboration with Denmark, Ireland, Italy, Poland, Spain.
Description/Background/Activities	<p>Unconscious cultural preconceptions and stereotyping in general towards skilled and suitable potential candidates with a migrant background can make recruitment of suitable candidates and integration into daily work processes of the migrant workforce very difficult, with adverse consequences for companies, the workforce as well as for the broader society as a whole.</p> <p>With well-trained management and recruitment staff who are aware about unconscious bias and able to deal with it, a SME are able to participate more successfully in the War for Talents and to recruit suitable personnel.</p> <p>The CUB@Work Platform offers two useful content areas:</p> <ol style="list-style-type: none"> 1. The Unconscious Bias Sensitisation Toolbox – An online resource to make HR management and recruitment staff of SMEs aware of the phenomena of cultural unconscious bias. The toolbox includes: <ul style="list-style-type: none"> - a self-profiling test, - real life video case studies, - a quiz to analyse the own cultural unconscious bias, - glossary, - dos and don'ts and - recommendations for SMEs. 2. CUB@work online training course – The Open Educational Resource, includes four training modules aiming at enhancing key competences of entrepreneurs and recruitment staff in SMEs: <ul style="list-style-type: none"> - Module 1 Understanding Unconscious Bias - Module 2 Unconscious Bias in the Workplace - Module 3 Unconscious Bias in Recruiting - Module 4 Managing Unconscious Bias <p>All materials are available in the following languages: Danish, English, German, Italian, Polish, Spanish.</p>
Usefulness for SME's	<p>Open Innovation Processes may lead to adapting new practices which require the involvement of new personnel. In current times especially SMEs often struggle to find skilled workers if they keep recruiting personnel among labour groups as before. Consequently, Open Innovation may enhance the need to open up to new worker profiles creating thus more heterogeneous staffs in SMEs. Culturally diverse personnel can be a benefit</p>



	for the company when mixed teams work well. CUB@Work helps understanding cultural differences, stereotypes and blind spots when recruiting new personnel as well as when working in culturally heterogeneous teams.
Impact	<ul style="list-style-type: none"> • More efficient recruiting when new personnel is needed due to Open Innovation processes • Higher personnel retention because of better understanding of culturally diverse staff members • More successful working modes in mixed teams due to better understanding of culturally diverse working practices • Increased staff satisfaction due to better understanding of new colleagues

Tool-Supporting measure #2

Name of Organisation/Practice/Project	Social Innovation: The Innovator's Quest
Website (if available/applicable)	https://open.vhb.org/blocks/ildmetaselect/detailpage.php?id=231
Country	Germany
Description/Background/Activities	<p>Today there are many challenges to overcome in many different fields, like democracy, social security, health and nutrition.</p> <p>The online course "Social Innovation: The Innovator's Quest" targets people who want to bring forward their own ideas, business concepts and targets. The course deals with the innovation process and the role society plays in it. The course presents innovation tools as well as it deepens the topic by useful exercises. The main course subjects are:</p> <ul style="list-style-type: none"> • History of Innovation: learn about the evolution of innovations through history • Concepts and terms of Innovation: acquire well-founded knowledge on concepts and different types and objectives of innovation • Social Innovation approaches: find out the specific character of social innovations and their relation to technological innovations <p>The course is divided into the following chapters:</p> <ol style="list-style-type: none"> 1. Preparing for Innovation 2. Framing your Journey 3. Creating your Vision 4. Sparking Creativity 5. Developing your Innovation 6. Navigating through Society



	<p>7. Creating a Market 8. Reflecting your Journey</p> <p>The online training course presents an innovative format for personal development in the field of innovation processes.</p> <p>The online training course “Social Innovation: The Innovator’s Quest” is hosted on the platform of the Virtuelle Hochschule Bayern (VHB) and is free of charge. To do the training the platform requires a registration.</p> <p>All materials are available in English.</p>
Usefulness for SME’s	<p>Implementing Open Innovation Processes requires a right mindset and attitude by all parties involved. The course helps to open up to this new approach showing how to gain confidence and how to tackle potential challenges.</p>
Impact	<ul style="list-style-type: none"> • Self-training to enhance the right attitude towards Open Innovation • Experiencing impact measurement of Open Innovation • Enhancing awareness for the innovative force of new approaches and ideas.

Tool-Supporting measure #3

Name of Organisation/Practice/Project	Conceptboard
Website (if available/applicable)	https://conceptboard.com/online-whiteboard/
Country	Online
Description/Background/Activities	<p>Online whiteboard for remote collaboration available as free version. The tool helps to brainstorm ideas, collaborate in real time on projects and store centralised documentation.</p> <p>The description of the tool is available in English and German.</p>
Usefulness for SME’s	<p>Implementing Open Innovation Processes requires a change also in working mode. It can happen that SMEs now need to collaborate with teams far away or who are used to remote work. Using tools for online collaboration can save time and money and enhance the efficiency of workflows. (no need to travel, more flexible use of time, more flexibility in organising meetings, etc.)</p>
Impact	<ul style="list-style-type: none"> • Better time-management, • Reduction of travel costs, • Increase of efficiency, • Improvement of workflows, • Improvement in communication between collaborating companies and organisations.



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Tool-Supporting measure #1

Name of Organisation/Practice/Project	Sustainable Food System Innovation Platform
Website (if available/applicable)	https://www.smartchain-platform.eu/en
Country	EU
Description/Background/Activities	<p>The Short Food Supply Chain Innovation Platform is an online environment for those interested in sustainable food. On this Platform, individual users can browse or search many SFS databases:</p> <ul style="list-style-type: none"> • Case Studies, • Initiatives, • Innovations, • Practice abstracts, • Publications, • Weblinks. <p>The Platform also offers links to free online courses on topics geared towards small and mid-sized food professionals: e.g., "Best Practices in Short Food Supply Chain Innovations".</p> <p>EU projects are invited to become platform contributors! This allows project managers to:</p> <ul style="list-style-type: none"> • Share project information on food supply chain innovations. • Publish through the Platform Initiative Inventory. • Generate training materials on best practices in food supply chain. • Engage more and more stakeholders in innovative food supply chains.
Usefulness for SME's	<p>In the Platform's Innovation Inventory can be found Technological, social and organizational innovations to favor scale up for Small farmers, cooperatives, start-ups, entrepreneurs and other agri-food practitioners.</p> <p>Technological, Social and organizational Innovations in the Platform's Innovation Inventory can contribute to industry and retail in innovating through new business models that reach modern consumers interested in sustainable food.</p> <p>Free online training on topics geared towards small and mid-sized food professionals are also offered.</p>
Impact	<ul style="list-style-type: none"> • consumers acquire sustainable high-quality food that generates little waste, beyond the local market, on a regional level. • SME's can have access to sustainable business models and practices enhancing the competitiveness of their business.



	<ul style="list-style-type: none"> technology providers include academics, researchers, entrepreneurs and startups have opportunities for cooperation and co-design of innovation processes in sustainable food systems
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Tool-Supporting measure #2

Name of Organisation/Practice/Project	Copernicus
Website (if available/applicable)	(www.copernicus.eu)
Country	EU
Description/Background/Activities	<p>Copernicus is the Earth observation component of the European Union’s Space programme, looking at our planet and its environment to benefit all European citizens. It offers information services that draw from satellite Earth Observation and in-situ (non-space) data.</p> <p>Vast amounts of global data from satellites and ground-based, airborne, and seaborne measurement systems provide information to help service providers, public authorities, and other international organisations improve European citizens' quality of life and beyond. The information services provided are free and openly accessible to users.</p> <p>Copernicus is served by a set of dedicated satellites (the Sentinel families) and contributing missions (existing commercial and public satellites). The Sentinel satellites are specifically designed to meet the needs of the Copernicus services and their users. Since the launch of Sentinel-1A in 2014, the European Union set in motion a process to place a constellation of almost 20 more satellites in orbit before 2030.</p> <p>The Copernicus services transform this wealth of satellite and in situ data into value-added information by processing and analysing the data. Datasets stretching back for years and decades are made comparable and searchable, thus ensuring the monitoring of changes; patterns are examined and used to create better forecasts, for example, of the ocean and the atmosphere. Maps are created from imagery, features and anomalies are identified and statistical information is extracted.</p> <p>These value-adding activities are streamlined through six thematic streams of Copernicus services:</p> <ol style="list-style-type: none"> 1. Atmosphere 2. Marine 3. Land 4. Climate Change 5. Security 6. Emergency



<p>Usefulness for SME's</p>	<ul style="list-style-type: none"> -Transforms the wealth of satellite data and in situ data into value-added information by processing and analysing the data. -Datasets stretching back for years and decades are made comparable and searchable, thus ensuring the monitoring of changes; -Patterns are examined and used to create better forecasts, for example, of the ocean and the atmosphere. -Maps are created from imagery, features and anomalies are identified and statistical information is extracted.
<p>Impact</p>	<p>European citizens, ranging from policy makers, researchers, commercial to private users, as well as the global scientific community can benefit in many ways from the data and information provided by Copernicus.</p> <p>Indeed, Copernicus supports a variety of applications in several non-space domains, which potentially impact businesses and organisations in day-to-day activities and operations.</p>

Tool-Supporting measure #3

<p>Name of Organisation/Practice/Project</p>	<p>Access to markets</p>
<p>Website (if available/applicable)</p>	<p>https://trade.ec.europa.eu/access-to-markets/en/home</p>
<p>Country</p>	<p>Online</p>
<p>Description/Background/Activities</p>	<p>Access2Markets is an innovative platform that helps entrepreneurs for Exporting from the EU to third countries, importing into the EU and doing business within the EU market.</p> <p>Access2Markets allows entrepreneurs on obtaining all needed information for trade with third countries, such as on tariffs, taxes, procedures, formalities and requirements, rules of origin, export measures, statistics, trade barriers and much more. It also allows them to access key information needed for trading in services as well as for investment and procurement in 3rd countries.</p> <p>Every product has a code. Users can find it on Access2Markets. They will need the code to know what customs duties and national or local taxes they need to pay. Access2Markets lists the product rules and requirements by product.</p> <p>The Open resource platform digitalizes all the procedures and information needed by enterprises who wants to export to third countries and import to EU. The required information by the Entrepreneurs, used to take a lot of time and effort to be gathered. Currently this open information is digitalized and is available to any potential user also in the agri-food sector.</p> <p>Users of the platform, may also learn about:</p> <ul style="list-style-type: none"> -EU trade agreements, how to benefit from them and read stories on successful companies using them.



	<p>-How to benefit from reduced tariff so they must submit the right documents to the customs authorities of the importing country</p> <p>-How to prove the origin of their product or if they need to be a 'registered exporter'?</p> <p>-prohibitions and restrictions</p> <p>-trade flows statistics with graphs</p>
Usefulness for SME's	<p>-Provides information about duties to pay or rules to follow for exporting and importing of goods</p> <p>-Combines a Market Access Database, the EU Trade Helpdesk and much more in a single tool.</p> <p>-Gathers all EU trade deals in one platform</p> <p>-Provides all contact details of customs and other public authorities in the EU countries and abroad.</p> <p>-Provides all needed information for importers and exporters, be it about conformity assessment certificates for machinery, health certificates for aquaculture products, or labelling for processed foods.</p>
Impact	<ul style="list-style-type: none"> • Better time-management, • Reduction of travel costs, • Increase of efficiency, • Improvement of workflows, • Improvement in communication between collaborating companies and organisations.



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Area 3

Open Innovation repository (CWEP)



Tool-Supporting Measure #1

Name of Organisation/Practice/Project	Natura Raj
Website (if available/applicable)	https://naturaraj.pl/o-nas
Country	Poland
Description/Background/Activities	Natura Raj is a Polish company that produces organic and natural foods. It also has its own food wholesaler. For its products, the company uses ingredients from certified and environmentally friendly crops. Their offer is mainly aimed at people who want to take care of their health and figure. Natura Raj has received an organic quality certificate issued by Agro Bio Test. Creating and implementing innovative solutions in the production of organic food, allows the company to influence environmental protection. Natura Raj's offer includes pastas, teas, nuts, pulses, oils, herbs and many others
Usefulness for SME's	<ul style="list-style-type: none"> • introduction of innovations • new business model introduction
Impact	Food that is environmentally friendly and health-promoting for people

Tool-Supporting Measure #2

Name of Organisation/Practice/Project	Pszczelarnia
Website (if available/applicable)	https://pszczelarium.pl/en/pages/o-nas
Country	Poland
Description/Background/Activities	Pszczelarnia – the initiative to create this SME Polish company, began in 2013. The hobby of its progenitor resulted in the opening of the business a year later. The company's goal is urban beekeeping, i.e. setting up apiaries in urban areas so that bees can effectively pollinate the surrounding vegetation. The company also conducts workshops, educational programs and is also active in volunteer work. The company's mission is to familiarize the public with the role of bees in the ecosystem, in addition to producing honey from urban apiaries. Employees of the bee house provide services in transforming a lawn into a meadow and planting honey-producing plants. Pszczelarnia's innovative activities are based on putting up apiaries in areas where pollinators are scarce. Both people and animals benefit. The apiary also boasts awards recognizing its work: Positive Impact Startup, awarded in the ranking of responsible companies.
Usefulness for SME's	<ul style="list-style-type: none"> • introduction of innovations



	<ul style="list-style-type: none"> • environmental protection • increasing the bee population new business model introduction
Impact	Pollination of plants in urban areas with a deficit of vegetation

Tool-Supporting Measure #3

Name of Organisation/Practice/Project	PPHU ROLMET EXPORT - IMPORT
Website (if available/applicable)	http://www.turborolmet.pl/index.html
Country	Poland
Description/Background/Activities	PPHU ROLMET EXPORT - IMPORT is a firm boasting over three decades of expertise in manufacturing sealing rings. In 2011, it diversified its range of services to encompass the expert refurbishment of turbochargers. Subsequently, the company introduced a groundbreaking concept of providing a comprehensive and environmentally-friendly service for turbocharger and DPF/FAP filter refurbishment. This initiative led to amplified earnings, improved waste management practices, heightened efficiency, energy efficiency enhancements in the turbocharger refurbishment process, the adoption of renewable energy sources, and diminished emissions of pollutants into the environment.
Usefulness for SME's	<ul style="list-style-type: none"> • introduction of innovations • improving work efficiency • environmental protection
Impact	The ability to reuse parts while ensuring profits and better waste management



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Tool-Supporting Measure #1

<p style="text-align: center;">Name of Organisation/Practice/Project</p>	<p style="text-align: center;">INCREASE</p>
<p>Website (if available/applicable)</p>	<p style="text-align: center;">https://increase.erasmus.site/</p>
<p style="text-align: center;">Country</p>	<p>EU (developed in collaboration of partners from Portugal, Finland, Austria, Romania, Poland, Spain)</p>
<p>Description/Background/Activities</p>	<p>The Increase project is a great starting point for employees that are new to innovation and need to understand what innovation is and how can they contribute to innovation and why should they. The project offers interactive modular course covering 7 modules:</p> <ul style="list-style-type: none"> - Innovation across organisation, - Where innovation ideas come from, - Innovation mindset, - How to communicate and lobby for ideas? - Innovation in business models, - Digitalisation and automatization in SME, - Models for co-innovation, <p>in an easy to follow and understand form, adjusted to needs of employees of agrifood industry independently from their educational level and without the need for previous innovation understanding.</p> <p>It was specifically designed to target employees from 3 industries – agrifood, retail and tourism and hospitality, offering practical cases from across those industries.</p>
<p style="text-align: center;">Usefulness for SME's</p>	<p>On the INCREASE platform SME can find openly available online training that will introduce their employees without previous understanding of innovation to the main innovation concepts. It aims to increase engagement of employees typically not associated with innovation in innovative activities in SME through providing easy to access to simple to follow online training. It is a good starting point for anyone interested in contributing to innovation and open innovation, but missing any previous background in the area.</p>
<p style="text-align: center;">Impact</p>	<p>Through the Increase platform all interested can access relevant training opportunities for building understanding of innovation and capacity to engage in innovation activities.</p>



Tool-Supporting Measure #2

Name of Organisation/Practice/Project	IMPACT
Website (if available/applicable)	https://www.impact-project.site/
Country	EU
Description/Background/Activities	<p>The IMPACT project translates the EU's sustainable development goals into daily business practices. It develops new ways of putting stakeholders' values into action and illustrates how sustainability challenges can unlock innovation.</p> <p>The project unites innovation scholars and practitioners to improve the teaching and coaching of sustainability-oriented innovation and entrepreneurship. It offers teaching materials, educational methods, as well as best practices for use by educators, coaches and facilitators, with the main inputs covering:</p> <ul style="list-style-type: none"> - Cases of good practices, - Facilitation methods: "Sustainable Innovation Practices Toolkit", - Methods for teaching and coaching sustainability-oriented innovation and entrepreneurship.
Usefulness for SME's	The Impact Project provides practices for sustainable innovation which is of crucial relevance for modern SME wanting to respond to current market trends. The project specifically focuses on teaching and coaching sustainability-oriented practices which can be applied by managers and HR related staff to spread culture and practices for sustainable innovation in their operations.
Impact	The Impact page offers all interested access relevant cases, methods for facilitators, coaches and teachers providing relevant support to all that are tasked with preparing others for challenges of sustainable innovation. It also offers access to community of practice, that can be a relevant source of support.





Tool-Supporting Measure #3

Name of Organisation/Practice/Project	GAMIFY
Website (if available/applicable)	https://www.gamify.site/
Country	EU
Description/Background/Activities	<p>GAMIFY is a Knowledge Alliance that brings together academia and industry to advance gamification for innovation and entrepreneurship (InnEn). Gamification and games are powerful means to stimulate innovation and create entrepreneurial and collaborative cultures among students, employees, managers and customers.</p> <p>GAMIFY focuses on three strategic areas: product & services, strategy & business models, work processes & life-long learning.</p> <p>The project combines the efforts of business and HEI educators to create new learner-centred teaching methods, open up new learning opportunities and develop the practical application of entrepreneurial skills using games. This will be framed as an innovative teaching module to be embedded in the existing curricula of HEI and corporate training programs.</p>
Usefulness for SME's	The Gamify project offers ready to implement in companies games for developing innovation competences in companies and the opportunity to prepare for challenges of innovation.
Impact	The Gamify project offers open access to multiple games to support innovation education and development of skills relevant in scope of open innovation and innovation at large.