

# WP2 – Deliverable 2.5.2

## Informative campaign towards EEN

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Deliverable Number D.2.5.2.

<b>Project Acronym</b>	INVESTINFISH
<b>Project ID Number</b>	10042901
<b>Project Title</b>	Boosting INVESTments in INnovation of SMEs along the entire FISHerY and aquaculture value chain
<b>Priority Axis</b>	1 – Blue innovation
<b>Specific objective</b>	1.1 – Enhance the framework conditions for innovation in the relevant sectors of the blue economy within the cooperation area
<b>Work Package Number</b>	2
<b>Work Package Title</b>	Communication activities
<b>Activity Number</b>	2.5
<b>Activity Title</b>	Digital activities
<b>Partner in charge</b>	LP – T2i
<b>Contribution by</b>	All Partners
<b>Partners involved</b>	All Partners
<b>Status</b>	Final
<b>Distribution</b>	Private

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## INVESTINFISH PROJECT

INVESTINFISH - “Boosting INVESTments in INnovation of SMEs along the entire FISHerY and aquaculture value chain” is a project funded by the Italy – Croatia CBC Programme under the Priority Axis 1 “Blue Innovation”, Specific Objective 1.1 (S.O.1.1) “Enhance the framework conditions for innovation in the relevant sectors of the blue economy within the cooperation area”.

INVESTINFISH sees the cooperation of n. 6 Partners from 5 Different Regions: T2I (LP – Italy – Veneto), Sviluppo Marche (PP1 – Italy – Marche), D.A.Re. Puglia (PP2 – Italy – Puglia), Punto Confindustria (PP3 – Italy – Veneto), Istrian Development Agency (PP4 – Croatia – Istria), Zadar County Rural Development Agency (PP5 – Croatia – Zadar).

INVESTINFISH main objective is strengthening of competitiveness of F&A production system through promotion of investment programs aimed at acquisition of innovation services. INVESTINFISH implements pilot actions providing some IT-HR F&A SMEs with a roadmap to innovation instruments & services, boosting creation of marketable innovative products and/or processes that will improve the SMEs potential market positioning.

Expected benefits for enterprises are: accelerate time to market, increase linkages with innovators, increase F&A enterprises R&D expenditures in new & greener components/technologies/services, to boost HR-IT competitiveness. INVESTINFISH intends also to offer to the F&A sector to substitute the value chain concept with value network, proposing a shift from traditional value chains towards more collaborative value networks.

## EEN

The Enterprise Europe Network (EEN) helps businesses innovate and grow on an international scale. It is the world's largest support network for small and medium-sized enterprises (SMEs) with international ambitions.

The Network is active worldwide. It brings together experts from member organisations that are renowned for their excellence in business support.

Member organizations include:

- chambers of commerce and industry
- regional development organizations
- universities and research institutes
- innovation agencies

INVESTINFISH project was interested in engaging the EEN since it has the mission to help companies to innovate and to grow. In particular, EEN manages a database of Technology Offers and Technology Requests that may be potentially relevant for INVESTINFISH.

## Unioncamere del Veneto

Unioncamere del Veneto (Unione Regionale delle Camere di Commercio Industria, Artigianato e Agricoltura del Veneto) is one of the contact points in the Veneto Region. The contact points act as access point for the EEN services.

## Memorandum of Understanding and Campaigns

Unioncamere del Veneto is part of the Veneto Region Chambers of Commerce system, as t2i is. For this reason, t2i and Unioncamere del Veneto have a longstanding Memorandum of Understanding to exchange information relevant to support technology transfer actions aimed at SMEs. Whithin this framework took place the campaigns towards EEN.

The Unioncamere's EEN node was among the recipients of all newsletters sent by t2i about INVESTINFISH, to ensure that EEN was always updated on project activities.

Specific interactions with EEN were had in two moments:

1. after local selection of SMEs, in order to:
  - check if solutions present in the EEN databases could satisfy the needs highlighted by the companies.
  - Identify potential experts that could be interested to apply in the expert selection process.
2. After study cases completion, in order to verify if some of the solution could be relevant as Technology Offer in the EEN database. The opportunity to further develop ideas and present them as technology offers in the EEN database was also presented to SMEs and experts.