

ISE Project Outputs & Results: Programme of Taster Sessions

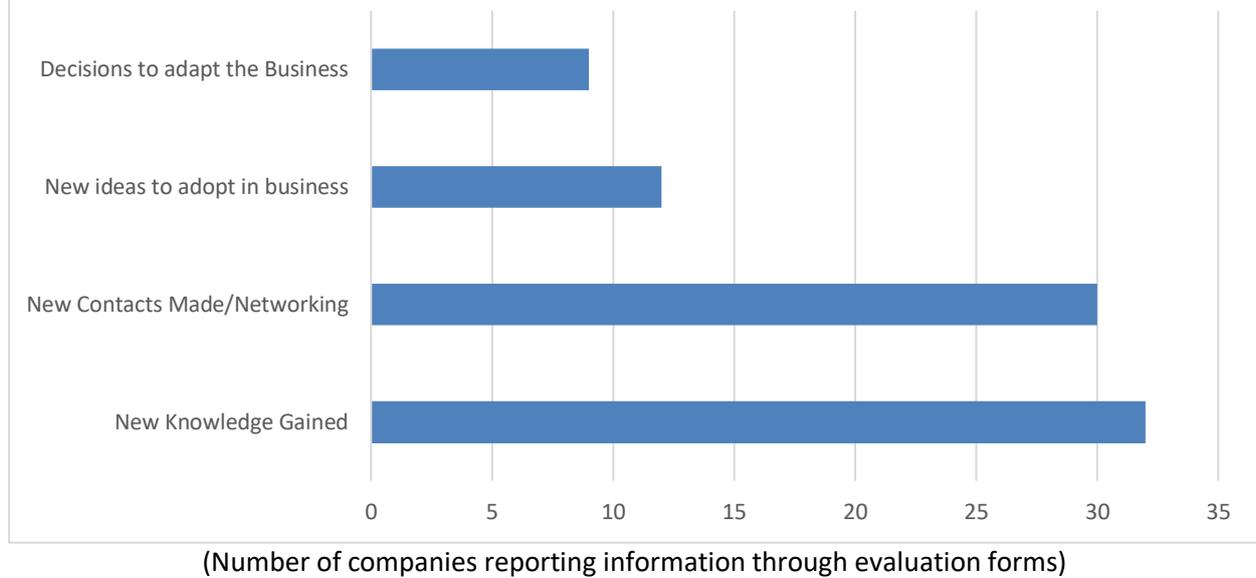


European Regional Development Fund

Project Output 1: “Programme of innovation taster sessions delivered to support SMEs as a new innovation service”

Information from ISE Application Form:	Reporting on the implementation of the Programme of Taster Sessions (December 2017)
<p>Activity Description: “A series of seminars organised by partners in each region aimed at companies from target sectors covering innovation in all aspects of a business from processes to products. Inspiring & renowned external experts & leading SMEs will present techniques & diagnostics to companies.”</p>	<p>1 programme of events was delivered by the ISE partners during the lifetime of the project consisting of the individual sessions detailed below.</p>
<p>Expected Project-Specific Result: “350 SMEs from target sectors (detailed below under C.4.2) having gained new knowledge about general innovation principles & tools (methods & concepts) in a cross-border context leading to future business growth by better equipping SMEs to improve efficiency (business processes) and grow (ability to apply new techniques to develop better products or services)”</p>	<p>944 businesses attended the 31 taster session events that we ran in the different ISE partner regions (some attended more than one). The events aimed to promote the ISE project and provide SMEs with information about innovation and internationalisation via presentations from project partners and a range of external experts. Many of the taster sessions focused on a specific ISE target sector such as food & drink or digital & creative while others had a more general focus on innovation topics, tools and techniques.</p>
<p>Target Groups: “SMEs from England, France, Flanders & the Netherlands with an appetite for innovation and crossborder collaboration”</p>	<p>Over 900 SMEs were reached through the individual taster session events representing the full range of ISE sectors as well as many under the ‘other innovation category’.</p>
<p>Durability of project output: “SMEs will establish new contacts at taster sessions/workshops, will apply new knowledge & tools to pursue innovation as part of future international growth & make use of new contacts (SMEs, knowledge institutes, experts) after ISE. The innovation guide will capture key info & will be available as an online resource for SMEs.”</p>	<p>The ISE partners helped the participating SMEs to make new contacts with project partners, external speakers, experts and other SMEs during the programme of taster sessions. Some of these contacts were further developed under WP2 and WP3 (Innovation Pathway events, Major Innovation Events, 1-2-1 diagnostics and the ISE clusters).</p> <p>The SMEs which attended the events were able to take away new knowledge about innovation, sector trends and internationalisation as well as some practical tips from the presenters about how to apply innovation techniques to their own situation. The ISE project provided the opportunity for SMEs to access new information and now it is down to them to apply it (of course also making use of other ISE activities where possible!).</p>
<p>Capturing results and benefits for SMEs: Although the taster sessions were primarily organised as an introduction to the ISE project, some benefits were nevertheless captured by the partners from a small number of evaluation forms that were collated from a small number of taster sessions:</p>	

Benefits for SMEs Taking Part in Taster Sessions



Programme of ISE Taster Sessions Delivered

Date	Theme	ISE Sector	No. of SMEs	Location
26/09/2016	Taster Session Proef!	Food & Drink	17	Schellebelle
03/10/2016	Doing Business with France	Multi	36	Gent
21/10/2016	Taster Session Viu More	Mechatronics	8	Merelbeke
25/10/2016	Innovation	Food & Drink	141	Gent
01/11/2016	Innovation in the Food Sector	Food & Drink	10	Folkestone
01/12/2016	Innovation talk with Guy Wollaert	Food & Drink	62	Kortrijk
08/02/2017	A Focus on France	General	29	Calais
09/02/2017	Innovation Taster Session: Digital & Creative	Digital & Creative	8	Maidstone
27/03/2017	New Business Opportunities with AR & VR for your Business	Digital & Creative	23	Bergen op Zoom
05/04/2017	Biobased Economy - Natural Fibertastic	New Materials	72	Geertruidenberg
17/05/2017	CO2 Reduction	Other Innovation	99	Gent
24/05/2017	ISE General Taster Session: Developing Products for International Markets	Multi	13	Sittingbourne
09/06/2017	Introduction to ISE Project at ZC Live	Digital & Creative	15	Ashford
09/06/2017	3D Printing	Mechatronics	17	Bergen op Zoom
13/06/2017	IOT in the Agri-Food Sector (POM)	Agri-Food	18	Roeselare
21/06/2017	IOT in Health Care Economy	Other Innovation	33	Brugge
07/09/2017	IOT in New Materials	New Materials	9	Kortrijk
12/09/2017	Taster Session on Blockchain	Digital & Creative	60	Kortrijk

21/09/2017	PP4 Taster Session - The taste of international business for the food sector	Food & Drink	22	Nieuwdorp
21/09/2017	Taster Session at Enterprise & Territoires	General	1	Arras
28/09/2017	Voka Visit – Dok Noord	Other Innovation	40	Ghent
12/10/2017	Vivalley Cluster Breakfast	General	3	Liévin
10/11/2017	Exponential Academy: Exponential Thinking	Other Innovation	18	Roeselare
24/11/2017	Exponential Academy: Workshop 2: Innovate with an exponential touch	Other Innovation	15	Roeselare
30/11/2017	Video First Conference	Digital & Creative	4	Ghent
08/12/2017	Exponential Academy: Workshop 3: Cope with change	Other Innovation	10	Roeselare
			31	
26/02/2018	The Big Refresh 4 - Bitcoin & Blockchain	Digital & Creative		Ghent
26/02/2018	The Big Refresh 4 - Innoveren in exponentiële tijden	Other Innovation	32	Ghent
			39	
26/02/2018	The Big Refresh 4 - Video Marketing	Digital & Creative		Ghent
14/09/2018	ISE Taster Session: Big Refresh 5 - customer driven strategy	Customer Intimacy	17	Ghent
02/07/2019	Trendwatching for Innovation (The Keys to Successful Trendspotting)	General	42	Waregem

Event Photos (small selection of taster session events included in photos below):



**Food & Drink Taster Session "Proef!",
East Flanders, 2016**



**Taster Session Viumore,
East Flanders, 2016**



**A focus on France,
Calais, 2017**



**ISE General Taster Session: Developing Products for
International Markets, Sittingbourne, 2017**



**The Big Refresh 4 - Innoveren in exponentiële
tijden, Ghent, 2018**



**Trendwatching for Innovation (The Keys to Successful
Trendspotting), Waregem, 2019**