

**ISE Project Outputs & Results: Programme of
Cross-Border Innovation Workshops**



ISE

European Regional Development Fund

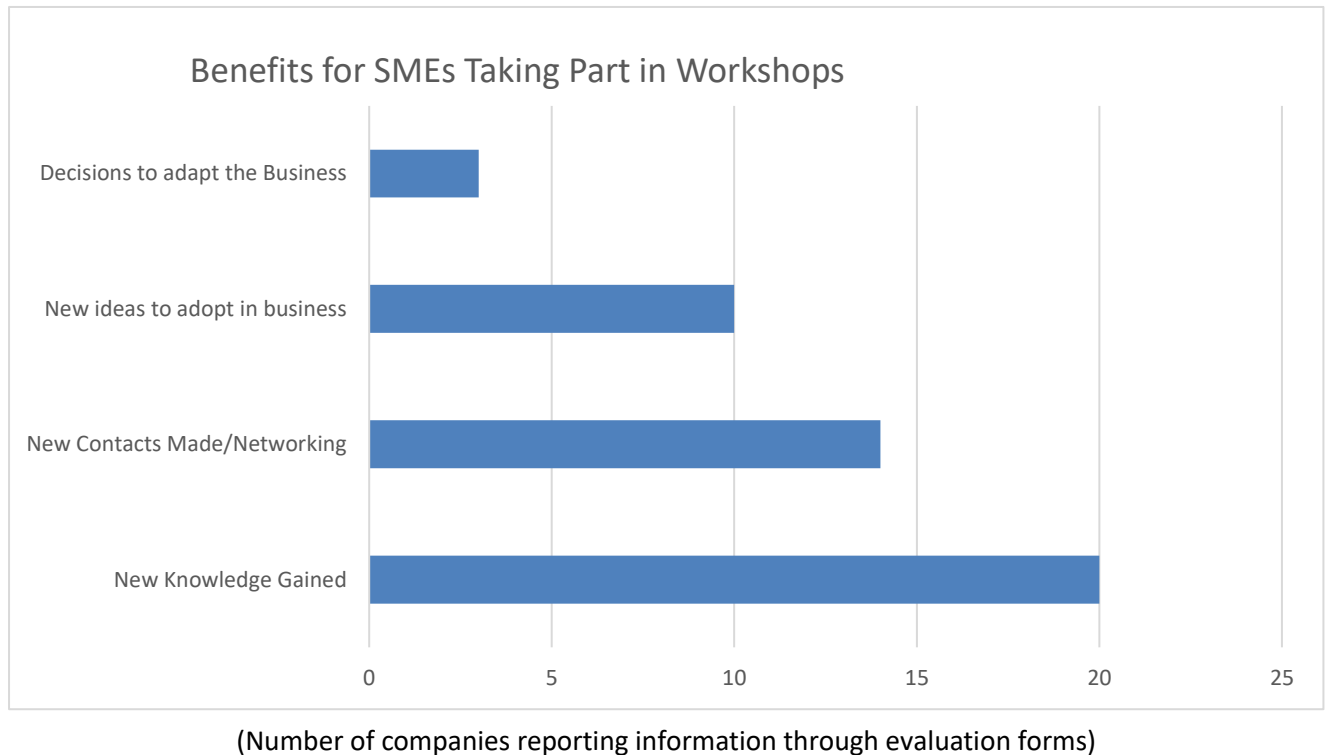
Project Output 2: “Programme of cross-border innovation workshops delivered to support SMEs as a new innovation service”

Information from ISE Application Form:	Reporting on the implementation of the Programme of Cross-border Innovation Workshops (December 2019)
<p>Activity Description: “All partners will organise several short cross-border workshops facilitated by external experts from partner regions to provide a cross-border overview of innovation concepts and methods from the 2 Seas area. SMEs will learn about innovation methods and, for example, will be set a challenge to understand and apply innovation concepts. Partners will (jointly where applicable) organise events in their own regions and will contact and contract with relevant external experts to speak at events.”</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>One ‘stand out’ element of the ISE programme of workshops was the involvement of speakers (thematic experts, businesses etc.) from a partner region or country. This added a real cross-border value for the participants and was something that most ‘local’ workshops aimed at SMEs are not able to offer.</p>
<p>Expected Project-Specific Result: “160 SMEs from target sectors equipped with new knowledge about innovation methods and concepts from the point of view of experts in partner regions leading to companies being better prepared for future international business growth through making use of cross-border innovation techniques.”</p>	<p>162 businesses attended the 8 cross-border innovation workshop events that we ran in the different ISE partner regions (Kent, Hauts-de-France, East & West Flanders, and the SW of the Netherlands). The events aimed to support and equip SMEs with new knowledge about innovation methods and concepts from the point of view of experts from partner regions or countries, leading companies to being better prepared for future international business growth through making use of cross-border innovation techniques. Many of the innovation workshops 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 cross-border collaboration.”</p>	<p>162 SMEs were reached through the individual innovation workshop events representing the full range of ISE sectors (food & drink, digital & creative, new materials and mechatronics) 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 cross-border innovation workshops. 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 experts about how to apply innovation concepts and methods to their own business. The ISE</p>

project provided the opportunity for SMEs to access new information and it was then down to them to apply it (of course also making use of the later ISE activities where possible).

Capturing results and benefits for SMEs:

The innovation workshops were primarily organised for SMEs to learn from experts from partner regions about how to start applying innovation concepts and methods to their own business. Some benefits were captured by the partners from a small number of evaluation forms that were collated from a small number of innovation workshop events:



Programme of ISE Cross-Border Innovation Workshops Delivered

Date	Theme	ISE Sector	No. of SMEs	Location
12/06/2017	International Business for the Creative Industry with experts from Belgium	Digital & Creative	20	Breda
05/07/2017	Food & Drink Workshop: Doing Business in Europe with experts from France and Belgium	Food & Drink	14	Faversham
19/09/2017	The Big Refresh – Entrepreneurship made easier with Blockchain with experts from the Netherlands	Digital & Creative	30	Ghent
12/10/2017	Future Global Trends & Applications in Video, AR and VR Technology with experts from the Netherlands	Digital & Creative	8	Dartford
14/12/2017	Discover the key trends and innovations in retail with experts from the UK and Belgium	Food & Drink	47	Roeselare
31/01/2018	Design Thinking with experts from Belgium and the Netherlands	Digital & Creative	33	Ghent
28/11/2019	Innovation Workshop: Artois with experts from Belgium	Other Innovation	6	Lens-Liévin
17/12/2019	The Science of Online Customer Behaviour in E-commerce with experts from the UK	Other Innovation	4	Liévin

Event Photos:



International Business for the Creative Industry, Breda



Food & Drink Workshop, Faversham



The Big Refresh, Ghent



Future Global Trends & Applications in Video, AR and VR Technology, Dartford



Discover the key trends and innovations in retail, Roeselare



Design Thinking, Ghent



Innovation Workshop: Artois, Lens-Liévin



The Science of Online Customer Behaviour in E-commerce, Liévin