

# MODENA INNOVA

[www.modenainnova.it](http://www.modenainnova.it)

## What's Modena Innova:

Free expert advice aimed at companies in the manufacturing, production services, energy, construction, trade, tourism and public services.

With this initiative, promoted by the Municipality of Modena, Democenter-scr1 Sipe, Chamber of Commerce of Modena, Fondazione Cassa di Risparmio di Modena, Province of Modena with the participation of municipalities in the territory involved in the project, it intends to respond to the needs and to business problems on technological innovation, organizational and corporate finance specialist with the support of a team of university professors, managers and experts available to businesses.

## Objectives:

The objectives of the initiative for enterprises:

- stimulate and support economic recovery through research and innovation;
- encourage innovation through knowledge and skills;
- foster the link between SMEs and universities;
- solve practical problems related to technological innovation, organizational innovation and corporate finance.

The three key areas in which it believes it can encourage the development of enterprises in the Province of Modena:

- technological innovation
- Organizational innovation
- corporate finance

The initiative includes the creation of free expert advice to be made during the period October 2010 - March 2011. The promoters of the initiative will provide integrated business expertise of teachers and university researchers, managers and experts to meet and / or problems of the beneficiaries and find a solution.

The main project partners are the University of Modena and Reggio Emilia, which provides access to expertise and technology, and DemoCenter-Sipe that is responsible for technology audits for businesses and for coordinating the project.

To whom:

The beneficiaries of the initiative are companies that meet the following requirements:

- located in the Municipality of Modena and the municipalities participating in the province of Modena;
- small / medium-sized enterprises from 5 to 100 employees;
- manufacturing, production services, energy, construction;
- small / medium businesses from 5 to 100 employees
- sectors of trade, tourism and public concerns:
- small / medium enterprises up to 100 employees

Activities:

The activities of the initiative will be organized with the following operating modules:

• **Request for audit**

Companies interested in participating in this program, must submit the request for audit (by e-mail or fax) to exhibit in a very brief biographical data of the company, the area of interest intervention counseling and specific problem that is being challenged the team of experts.

• **Audit**

Initial assessment of needs or problems of the company and the objectives to be pursued. The result of the audit is to check the feasibility of the intervention and the identification of skills required for implementation.

• **Consultation**

The expert advice of teachers and university researchers and practitioners provides an answer to the needs of businesses.

The expert explores the issues identified with the company to propose workable solutions. The result is the definition of agreement with the company on the intervention on a specific and structured project.

The recipients of the intervention have free advice from the team of experts in the case of university teachers and researchers, but contribute an amount equal to 30% when using professionals in their trust.

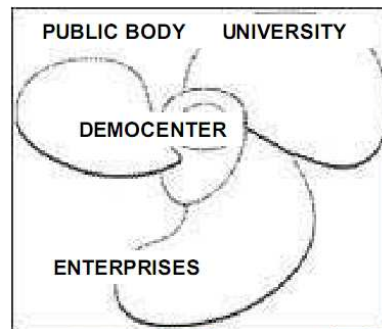
Model:

“Context Analysis: the most important factor is the economic crisis which has at least three faces”

1. Slump in the demand
2. Competitiveness crisis' (to complete the repositioning of the market)
3. Crisis of organizational models (adopting sustainable patterns over time)

### Model "Triple Helix"

Virtuous circle between Institutions, Universities and Enterprises, activated by Centers for Transfer Technology.



#### Operative model / strategy:

1. Call for Action
2. Audit
3. Identification of competence
4. Intervention

#### Results from the last edition (2010)

##### Activities:

550 Contact: companies, primarily in the manufacturing sector

Performed 61 audits

Carried out 56 actions to support innovation

##### Areas of intervention:

- Technological innovation: 29 (53%)
- Organizational innovation: 16 (28%)
- Corporate Finance: 11 (19%)

##### Typology of enterprises:

- Manufacturing: 42 (75%)
- Services: 13 (23%)
- Commerce: 1 (2%)

##### Results:

- 41 operations have created a first collaboration between university and enterprises to realize project aimed at developing of new products or innovate productive processes in companies;
- 23 actions have created continuity of cooperation;
- 12 companies have submitted a further development of the project on Chamber of Commerce Call: 'More value to ideas':
- 4 out of 10 project approved by Chamber of Commerce were Modena Innova's projects

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