

**Idea: Organising Local Business Networks of mSME to support creation of local value chains, mutual learning and problem solving.**

Number in the database: 13

Area number: 3

**Idea description**

<b>Title:</b>	Organising Local Business Networks of mSME to support creation of local value chains, mutual learning and problem solving.
<b>Idea objective</b>	<p>This activity is aimed at organizing local networking meetings for entrepreneurs operating in the City that aimed at strengthening cooperation among them. The essence of networking meetings is the assumption that a natural flow of expertise, supported by experience and business practice, is possible among entrepreneurs.</p> <p>Organization of the meetings should take into account the following aspects:</p> <ol style="list-style-type: none"> <li>1. Participation of companies should be free of charge (possibly a low fee related to the costs of organization: catering, venue).</li> <li>2. Meetings should be organized at least once a month according to a quarterly schedule.</li> <li>3. Meetings should be dedicated to a specific topic responding to the companies' requirements.</li> <li>4. Substantive knowledge and expertise should be provided by the institutions from the area of the City (or in exceptional cases - persons from outside).</li> <li>5. There should be assured presence of representatives of other institutions, including:             <ol style="list-style-type: none"> <li>a) Local universities (and not only).</li> <li>b) Business support institutions.</li> <li>c) Vocational schools.</li> <li>d) Private institutions (education, consulting, capital funds, banks and others).</li> </ol> </li> <li>6. Candidates for entrepreneurs should be allowed to participate in open meetings.</li> <li>7. Participation in the meeting should be combined with presentation of local administration interesting facts concerning the organization of enterprises.</li> </ol> <p>An interesting solution to ensure an advantageous content of the meeting is to search for challenges and problems among entrepreneurs (and other institutions in the district) and solve them during the meetings (through discussions or group work).</p> <p>An integral element related to building a network of cooperation between companies should be taking into account additional values for entrepreneurs, which will be associated with a greater involvement of their financial resources, e.g.:</p> <ol style="list-style-type: none"> <li>1. Organization of elite clubs/meetings for interested companies in which experts/advisers participate (fee paid).</li> <li>2. Organization of joint stands and presentations of companies from the district at industry events/fairs, etc.</li> <li>3. Stimulating joint application for public funds by several entrepreneurs from the City (business consortia) or in cooperation with another institution (local BEI, research institution, etc.).</li> </ol> <p>Type of actions:</p> <ol style="list-style-type: none"> <li>1. Networking meetings could be organized in the premises of various public institutions in the City. This may establish closer relations between entrepreneurs and employees of these institutions.</li> <li>2. As part of the measure, it may be recommended to include local restaurants, clubs, pubs as organizers of meetings, under which companies would compensate the costs of the venue by making purchases at the bar. In Western Europe, specific local networks of gastronomic establishments oriented to a specific topic are being created. Meetings are</li> </ol>

	<p>then organized more often and for a small number of participants, but often associated with some additional attraction: a match, performance, celebration, etc.</p> <ol style="list-style-type: none"> <li>3. A helpful value in the organization of meetings may be establishing cooperation between the operator of this activity and institutions working with the European Funds for companies and are looking for entrepreneurs to offer their support.</li> <li>4. In the implementation process, it is possible to establish cooperation of several neighboring Cities in order to increase the potential of the created network of company connections.</li> </ol>
<b>Sharing process (max 1000 characters)</b>	<p>The implementation of actions requires the following steps:</p> <ol style="list-style-type: none"> <li>1. Preparation of the local base.</li> <li>2. Preparation of the meeting scenario, including: topics, venues, sources of knowledge.</li> <li>3. Arranging meetings.</li> <li>4. Promotion of the results in the local environment.</li> </ol>
<b>Restrictions/rules (law, skills, time, other)</b>	<p>This activity may require the preparation of a plan of networking meetings divided into various institutions and insertion of these meetings into the work schedule of public employees. When it comes to building a network of connections between enterprises, it will be necessary to appoint a local "cooperation broker" from the resources of a public institution - a person who will analyze the possibilities of establishing cooperation between local companies, stimulate their mutual understanding and, for example, building a value chain.</p>
<b>Procedures (if applicable)</b>	<p>This idea does not require the implementation of administrative procedures. However, a public procurement procedure may be required if an external 'cooperation broker' is needed. There is also a possibility of establishing cooperation with a local business support institution (cooperation agreement, etc.).</p>
<b>Costs for public institutions (if applicable)</b>	<p>Organization of networking meetings may be associated with minor costs like e.g. refreshments for participants. At the same time, it is assumed that the activity focuses on the exchange of knowledge among participants, therefore the costs of experts and the purchase of knowledge are not foreseen. If it is impossible to select a "cooperation broker" from the resources of public institutions, the costs of employing such a person from the market may arise.</p>
<b>Expected result (if possible)</b>	<p>Establishing of places for exchanging contacts and learning among companies. Created a climate of cooperation and development of support conditions for local companies.</p>