

NETGROW

Enhancing the innovativeness of food SMEs through the management of strategic network behaviour and network learning performance

Project/Contract number: 245301

Call identifier: FP7-KBBE-2009-3

Funding scheme: Collaborative project

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Promotional materials (ongoing)

Due date of deliverable: September 2010

Actual submission date : September 2010

Start date of project: 1 May 2010

Duration: 48 months

Organisation name of lead beneficiary for this deliverable: TEAG

Prepared by: UGent with input from FV and DE

Revision 1

Project funded by the European Commission within the Seventh Framework Programme (2007-2013)		
Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

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Logo NetGrow



Press Release



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NetGrow - Enhancing the innovativeness of food SMEs

NetGrow, a European FP7 project with a duration of 4 years, started the first of May 2010 and aims at enhancing the innovativeness of food SMEs through an improved management of network learning and strategic network behaviour. NetGrow bundles the capacities of research institutions and SME organizations from 9 different countries [Belgium, Ireland, Netherlands, Hungary, Sweden, Denmark, Italy, France and Germany]. NetGrow invites SMEs from all over Europe to take part in the development of an innovation toolbox that will be designed according to the company needs.

Innovation Problems in the food industry

The innovation rates in the food industry are far below what this vitally important sector deserves. Strategic network behaviour is of crucial importance for innovation as it enables the food company to expand its resource base and to absorb new trends and technologies. It is observed that food SMEs often fail in establishing a strategic and efficient network. NetGrow aims at supporting SME's (strategic) network learning for achieving higher business success and business performance.

Made to measure business tools

The strength of the toolbox lies in its confrontation with the business perspective throughout its whole development. The toolbox will be tailor-made for SMEs based on their input during the research phase of the project and tested in a two-stage testing within both, SMEs and network organizations. Their feedback will help us to fine tune the business tools and to bring them to a higher level.

Project partners

The project is coordinated by Prof. Xavier Gellynck from Gent University [Belgium]. Partners in the project are: Teagasc – Agriculture and Food Development Authority [Ireland], Stichting Food Valley [Netherlands], Debrecen University [Hungary], Skåne Food Innovation Network [Sweden], Institute for Food Studies & Agro Industrial Development [Denmark], Bologna University [Italy], LaSalle Beauvais Polytechnic Institute [France], Bonn University [Germany]

If you would like more information please visit our website [www.netgrow.eu] or contact: Philipp Garbade (communication officer) philipp.garbade@foodvalley.nl

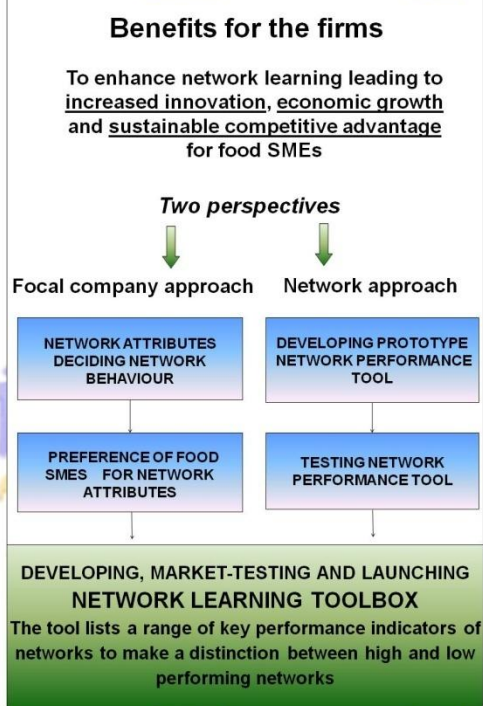
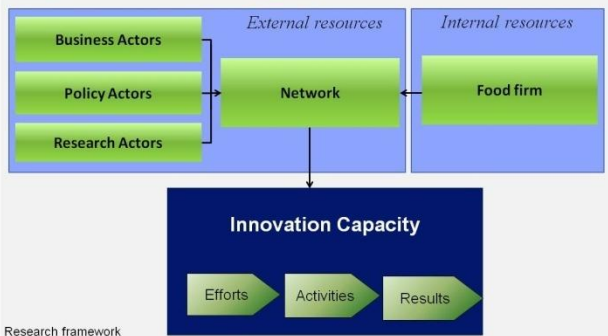
Poster



Enhancing the innovativeness of food SMEs through the management of strategic network behavior and network learning performance

Network learning contributes to innovation through the integration of external knowledge

Why do some networks succeed and others don't? How can food SMEs make strategic use of networks to innovate?



Methodology

- 1) Research understanding successful network behavior – Case studies and Surveys
- 2) Development of management tools based on the results of the research - Expert Consultations
- 3) Dissemination among SMEs and policy makers - Training Sessions

Project details

Type of project: Collaborative research project
 Project period: 1 May 2010 – 30 April 2014
 Budget: € 3.000.000
 Duration: 48 months
 Call: FP7-KBBE-2009-3

Partners



Poster prepared for the Food Valley Conference 2010, Money: "Revealing Business Models in Food" CineMec Ede, The Netherlands, October 7 2010

Other materials not presented here but available

- Short presentation about the NetGrow project in general
- Banner for congresses, seminars or other public events