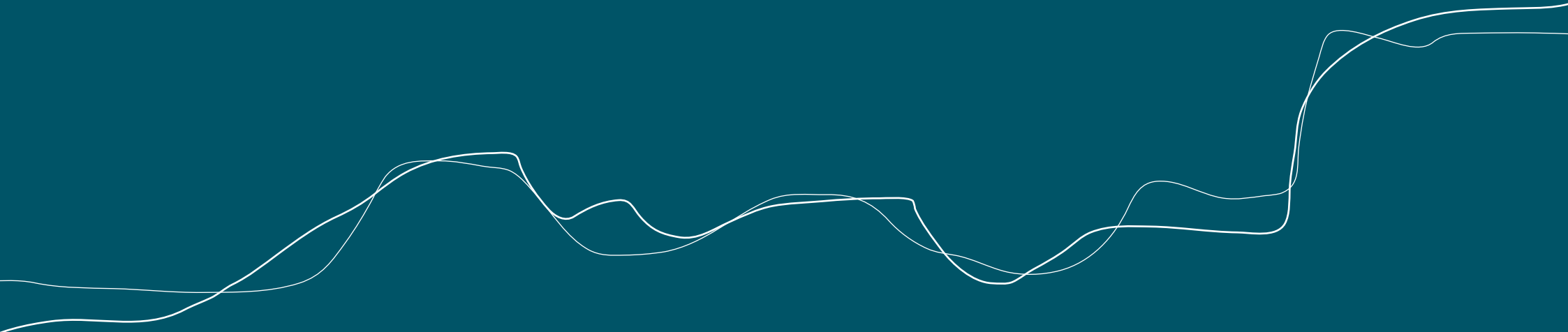
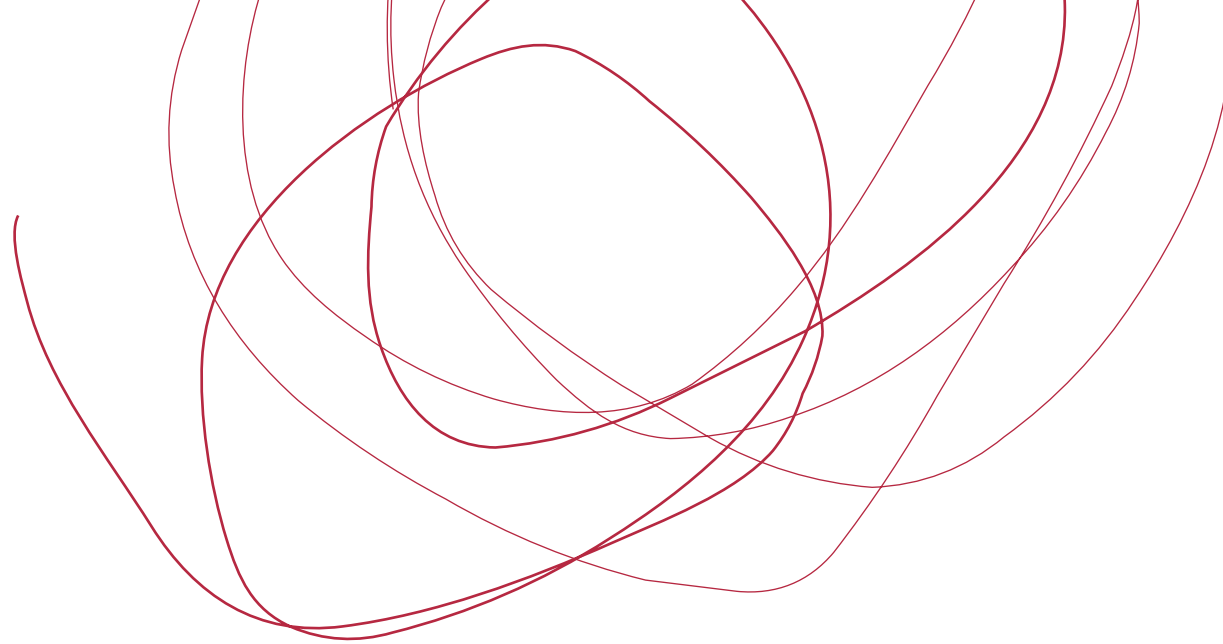


# INSPIRATIONAL CATALOGUE

**MATCHMAKING, KNOWLEDGE SHARING AND IDEA CREATION**





The Danish Agency for Science, Technology and Innovation – [www.fi.dk](http://www.fi.dk)  
Innovation Network Denmark and partnerships  
Netmatch – [www.netmatch.nu](http://www.netmatch.nu)

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**Danish Agency for Science  
Technology and Innovation**

Ministry of Science, Innovation  
and Higher Education

**netmatch** 

# PREFACE

The corporate road to increased competitiveness and growth through increased value creation is largely dependent on a company's ability to make the most of their own resources as well as their ability to enter into a value-adding network, both nationally and globally.

One of the major challenges for companies is on the one hand to define their own challenges and problems, and on the other hand to find the appropriate partners for collaboration, both at home and abroad. The role of Innovation Network Denmark and partnerships is to contribute to a concrete and value-adding meeting of these challenges.

The networks offer many services to businesses and researchers. These services include the initiation of idea

generation processes, and the initiation of cooperation regarding innovation projects, research projects and partnerships. They thereby increase access to the exchange of knowledge as well as access to foreign markets, new technologies and new research results. If this is to succeed, it is essential to ensure an efficient and fast matchmaking between corporate challenges and problems, and the right competencies in knowledge institutions and other companies, which can help to find suitable and often innovative solutions, this leading in turn to true innovation.

Compared with foreign clusters and networks, it appears that the Danish innovation networks have shown a particularly good aptitude for adding value to companies through matchmaking. With the help of this inspirational

catalogue, the good competencies which have been achieved will lead to even better results in the future for the members and stakeholders of the network.

Companies which continue to show innovation are necessary for increased growth and employment. Through matchmaking and strengthening of networking, we can achieve a greater innovation effect for the same investment in research and innovation.

*Enjoy matchmaking!*

*Yours sincerely,*

**Thomas Alslev Christensen**

*Danish Agency for Science, Technology and Innovation*



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# HOW TO USE THE CATALOGUE

The catalogue is presented as a cookery book which you can consult to seek inspiration and find the recipe for your next matchmaking efforts. The catalogue is aimed at experienced matchmakers as well as someone planning their first match.

Initially we will take a look at matchmaking: what it includes, what it actually means to make a match, and what skills are essential for a good matchmaker.

Before trying out one of the methods of the catalogue, or any other method, there are a number of considerations to bear in mind. Apart from the experiences of the networks, we want to illustrate basic considerations for entering national as well as international activities.

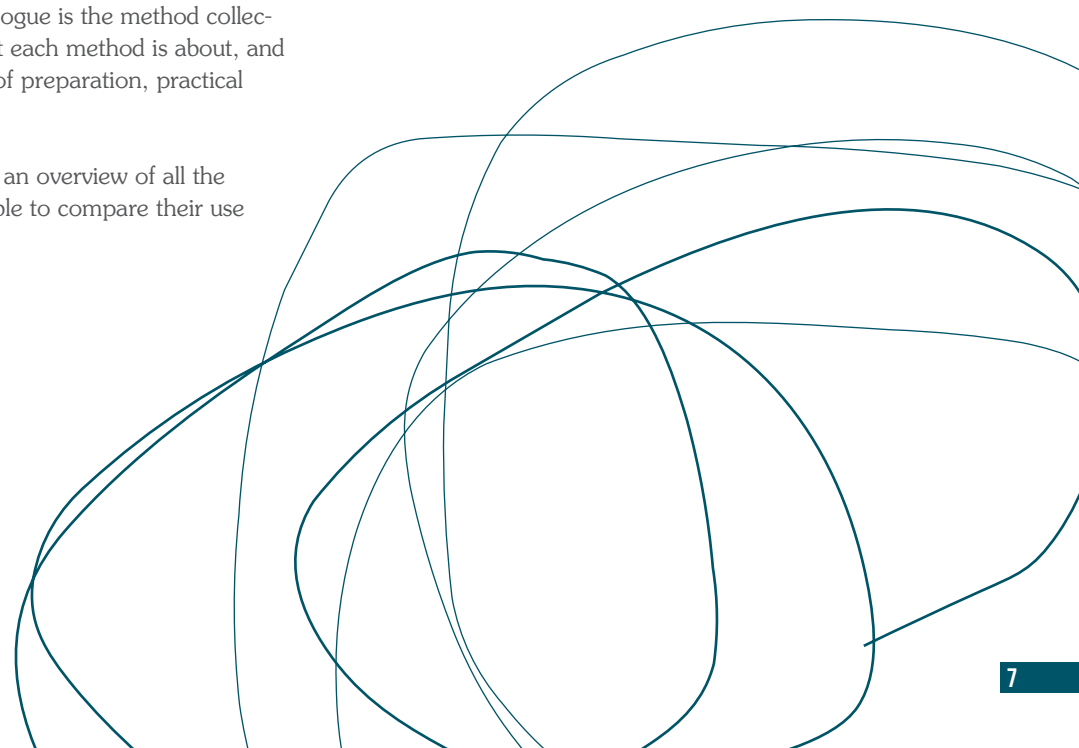
The central focus of the catalogue is the method collection. Here you can read what each method is about, and what each requires in terms of preparation, practical execution and follow-up.

A selection matrix offers you an overview of all the methods, and makes it possible to compare their use with each other.

The inspirational catalogue has been developed after a round of interviews among members of Innovation Network Denmark and partnerships (hereafter both referred to as the network) which all have matchmaking as a key service. They have all contributed with observations, knowledge, experience and advice.

If you are interested in learning more about a particular method, you are welcome to contact Netmatch or the networks or partnerships which have gained experience with the method.

*Enjoy yourself!*



# MATCHMAKING & INNOVATION

*»Matchmaking is all about adding 1+1 and getting more than 2 as a result, preferably 5.«*

Through their services, projects and matchmaking activities, the networks make a great effort to create frameworks which encourage and strengthen cooperation between industry and knowledge institutions.

The networks act as bridge builders and contribute to coordinate research and development efforts between research institutions, technological services and companies, in areas that are crucial for Danish business.

## MATCHMAKING – A CORE SERVICE

The pan-European benchmark study of 2011 shows that active network secretariats which offer a wide range of services, including matchmaking, are very effective.

Matchmaking is a core service among the networks. Matchmaking is an umbrella which covers the actual match, whereby two or more parties who are in need of each other's expertise are brought together to build up relationships.

The term also covers ideation, which is considered part of, or the result of, matchmaking. Knowledge sharing is

also to be found under this umbrella. In networks knowledge is shared between the companies and knowledge institutions or among the companies themselves. As a result, knowledge can flow both ways.

Matchmaking can take place at many levels and with many methods, and actually includes the processes which constantly arise during interaction among people. However, there is often a need to make it more organized and structured.

What defines a good match is individual, as it is based on the specific task and on the resources that are available.

For each service supplied, it is important how the matchmaker plans, carries out and follows up on the activity.

## THE ROLE OF THE MATCHMAKER

The role of a matchmaker is to help to find the right collaboration partners and create the framework so that they can meet, understand each other and have a good chance of initiating the cooperation.

It requires a variety of competences to fill this role. It is essential to possess empathy and to be able to understand and engage in others' projects and ideas. A matchmaker must be outgoing, have significant knowledge of the sector and preferably have an extensive network. At the same time, a matchmaker must be able to coordinate, structure and plan events or long-term initiatives in detail. Facilitation is also described as core competence of a good matchmaker.

It can be a challenge for a matchmaker to find the right collaboration partners, identify them using the correct competence, and facilitate a match. Some of the key words for matchmaking success are good chemistry and mutual trust, and in addition a good deal of patience is essential.

Altogether, a good matchmaker must possess a variety of skills. For this reason, most networks share out the tasks, giving some to an expert within the specific field, and some to a good coordinator.

*»It's like playing with Lego:  
It's all about finding the bricks that fit together.«*

*»Knowledge sharing.  
It's all in the word: Some  
have one thing, others  
have another – and they  
need to share just that.«*

*»It takes patience to be a good matchmaker:  
Sometimes you don't manage to match the  
right people at the first attempt, and then  
you have to wait until all parties can see  
the potential in cooperating; it is no use  
trying to force anyone to cooperate.«*



# GENERAL CONSIDERATIONS

Before selecting a method and before planning anything, it can be very helpful to begin with some general considerations.

## DEFINE THE TARGET GROUP

It is important to be clear about who you want to match. Be aware that both the companies and the knowledge institutions should benefit from participating, and they must be able to see the immediate value of the input. Furthermore, you need to look at the target group before deciding whether to arrange a broad technical event or course, or whether to choose one which is more narrow and specific.

## CHOOSE THE TOPIC AND THE PURPOSE

Even if your focus is on the matchmaking part, your event or course must be combined with something which is relevant for the sector. It takes technical content and relevant headlines to attract people, and it also helps in justifying the participation to the manager or the company. A striking title, a relevant theme and a specific topic often help to attract attention in invitations and headlines.

It is recommended that you ask the target group about their wishes and needs, and plan events accordingly. This could be done through a media group such as LinkedIn or by preparing questionnaires or evaluation forms, etc.

## TIME FOR NETWORKING

The professional focus for the participants and your focus on matchmaking can be combined by arranging workshops which have technical relevance, dating

sessions, etc. in connection with an event. Icebreakers which interrupt the events are also welcomed warmly, as they give the participants a chance to talk to each other. Always remember to set aside plenty of time for breaks between the planned activities, and also over lunch or other meals.

## THE RIGHT SETTING

Choosing the physical environment for an event should support the theme and title of the event. It can be an unexpected site, with some edge to it, but it should still match the activities which will take place. If you are arranging a big event with workshops, café meetings and lectures, you need to look for a venue with a common café area, small rooms for group work, and a lecture hall. It is important that there is space and a set-up for informal chatting outside of the program. Direct meetings between companies and universities can be held where the companies wish this, giving consideration to their time or wish for discretion.

Generally, it is important that you ensure that both the planned meetings and the informal talks take place in settings which encourage talk and networking.

## COLLABORATORS

It is worth considering whether your matchmaking event or course could become even better, be endorsed or perhaps have a better success rate, if you carry it out in collaboration with others. These could be another

network, a trade organization, a foreign network or a public authority.

## TIME AND RESOURCES

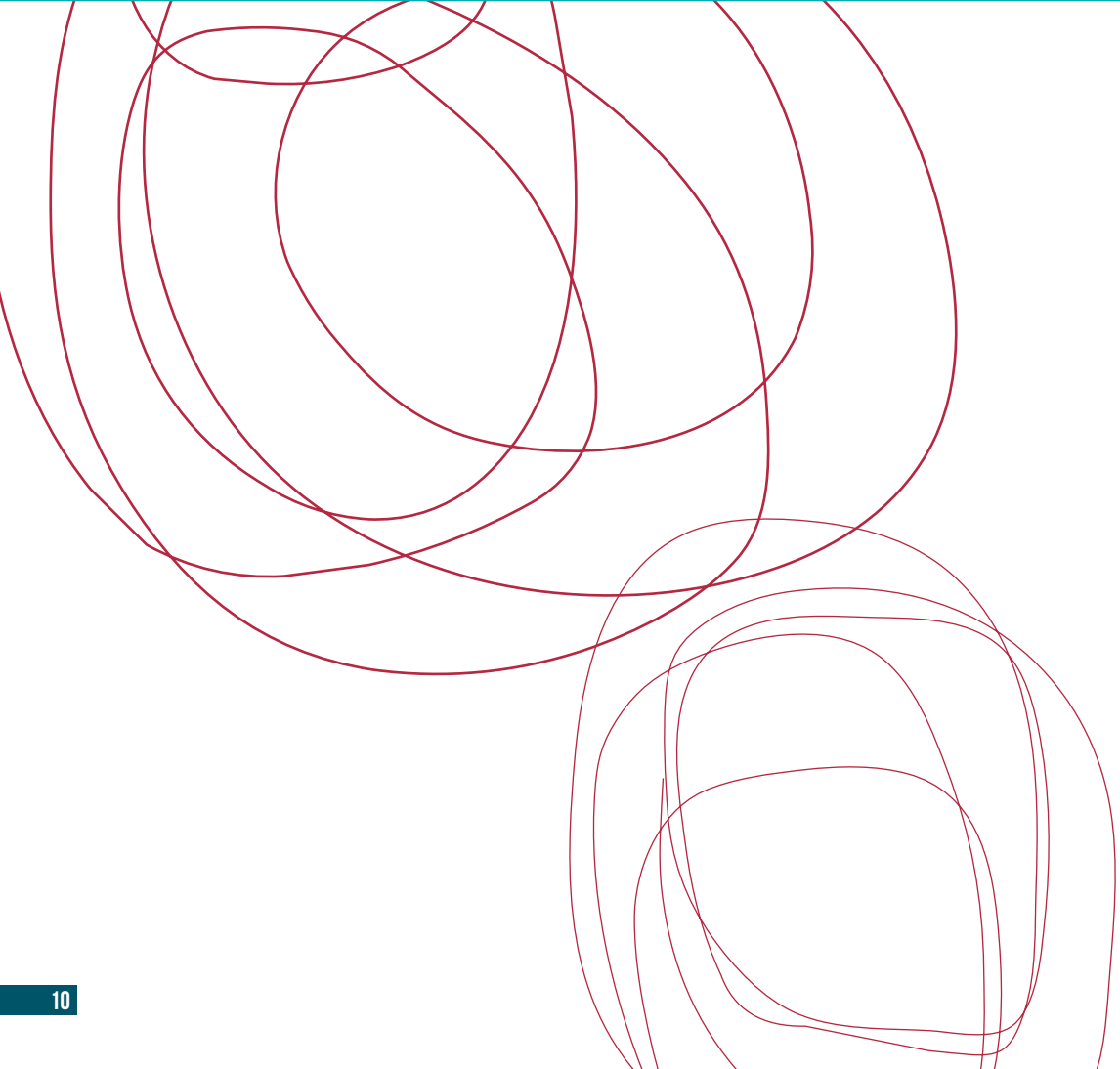
The time you have available for the actual matchmaking naturally influences which methods you can apply, and whether you will combine several of them. The resources you have available before and after the event also have an impact on your choice of method. The number of participants influences the time consumption of a matchmaking method. While individual talks typically take a lot of your time, big events require more of the participants' time.

It is important to understand that if you are planning on having a large number of participants, even a small and relatively simple setup can become complicated and require many resources.

## FOLLOW-UP

Before starting up, it is recommended that you consider whether you want to evaluate the process on an ongoing basis or whether you want to do it at the end. An evaluation can give you an indication of what went well, what should be changed and whether the process had the intended effect.

In addition to evaluation, you should also follow up on whether your participants met potential partners or and whether they need further matchmaking efforts or follow-up meetings to get the collaboration started. This way you will find out whether a match has been made and whether it can become a success story. Such success can help to emphasize the difference that your network can make.



# INTERNATIONALIZATION

In the case study of international matchmaking the same factors apply. However, additional considerations and preparations need to be included in the planning and implementation.

## ENTER INTO PARTNERSHIPS

A good way of preparing matchmaking activities across borders is to enter into alliances with relevant partners in the current market.

Relevant partners could be universities, networks/clusters, export promotion agencies, embassies or Danish companies which have already established themselves in the market in question.

## BUILDING UP RELATIONSHIPS

When planning long-term matchmaking or cooperation activities, it is important to build up good relationships, and even more so when cooperating across borders.

The experiences from networks doing matchmaking across borders also show us that patience is a virtue. It is necessary to give much time to building up relationships and trust. Furthermore, it is important to adjust one's expectations and to ensure a common understanding of terms, frameworks and the nature of the cooperation.

## CULTURAL DIFFERENCES

Even between neighbouring countries there can be significant cultural differences. So whether you are initiating a long-term activity or just a single event, it is important

to be aware of cultural differences. The key words are humility and responsiveness.

It is a good idea to use a partner to assist in the cultural transition and to explain differences in traditions and behaviour. Alternatively, there are many useful courses, guidebooks and cultural analyses available. In some instances it may also be necessary to be informed about political conditions.

## LANGUAGE

There are always some linguistic challenges, and perhaps even language barriers, when moving outside Denmark.

In these instances it is a good idea to find a common language – often English. In some cases using an interpreter is an advantage. When using an interpreter, it is necessary to allocate extra time in the program.

When planning to invite foreign speakers for your event, you must choose whether to use a common language for the entire event, or whether it is just used for some of the speakers. Both options can have an influence on who decides to sign up for the events, and on the experience of the event.

## TIME

When planning and carrying out international activities one should always expect to need more time than usual, and one must be prepared for a longer time frame in general. This is relevant to both the building of relationships, as well as geographic distances, travel time and translation.

## RECRUITMENT OF PARTICIPANTS

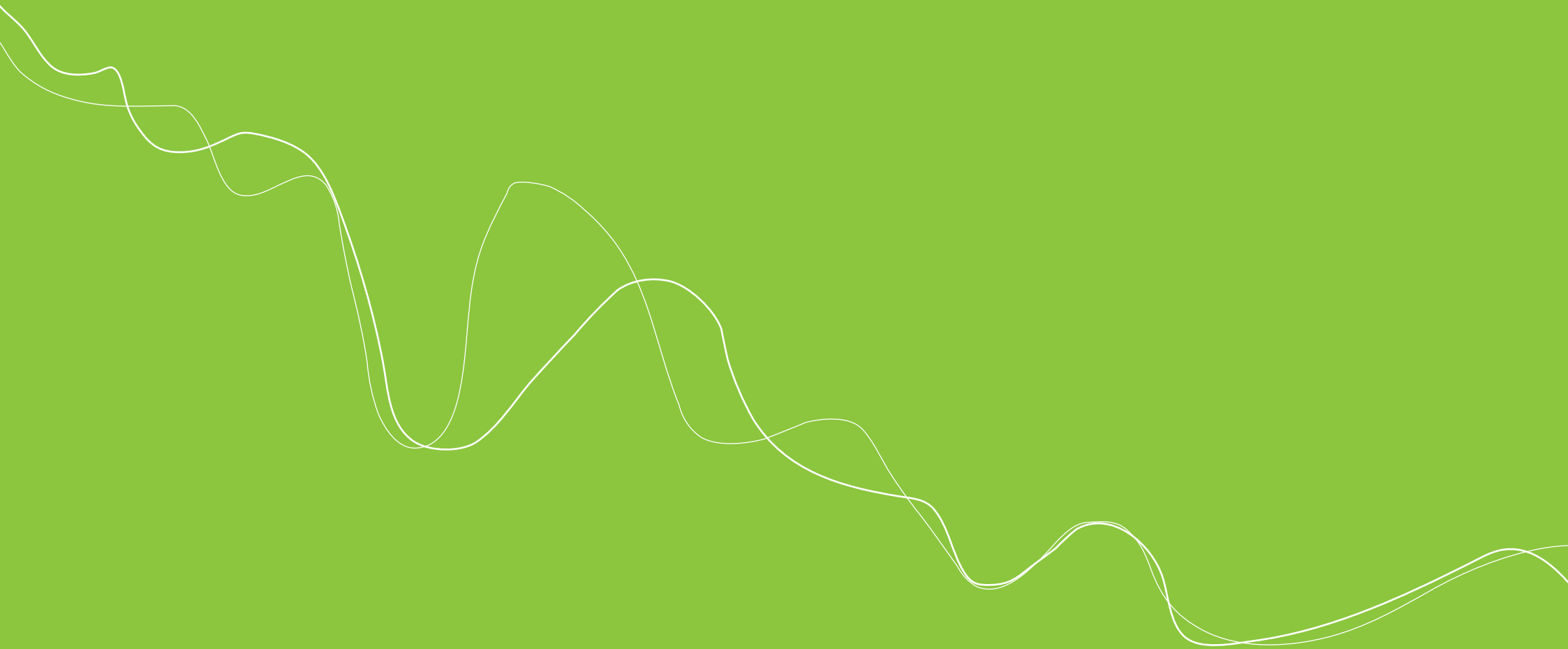
It can be difficult to recruit participants from abroad, especially if you do not have an existing network. This is where collaborators on the other market prove to be extremely important.

Collaboration with the Ministry of Foreign Affairs or an embassy can serve as an endorsement in the eyes of foreign companies and universities.

## LEGAL CONSIDERATIONS

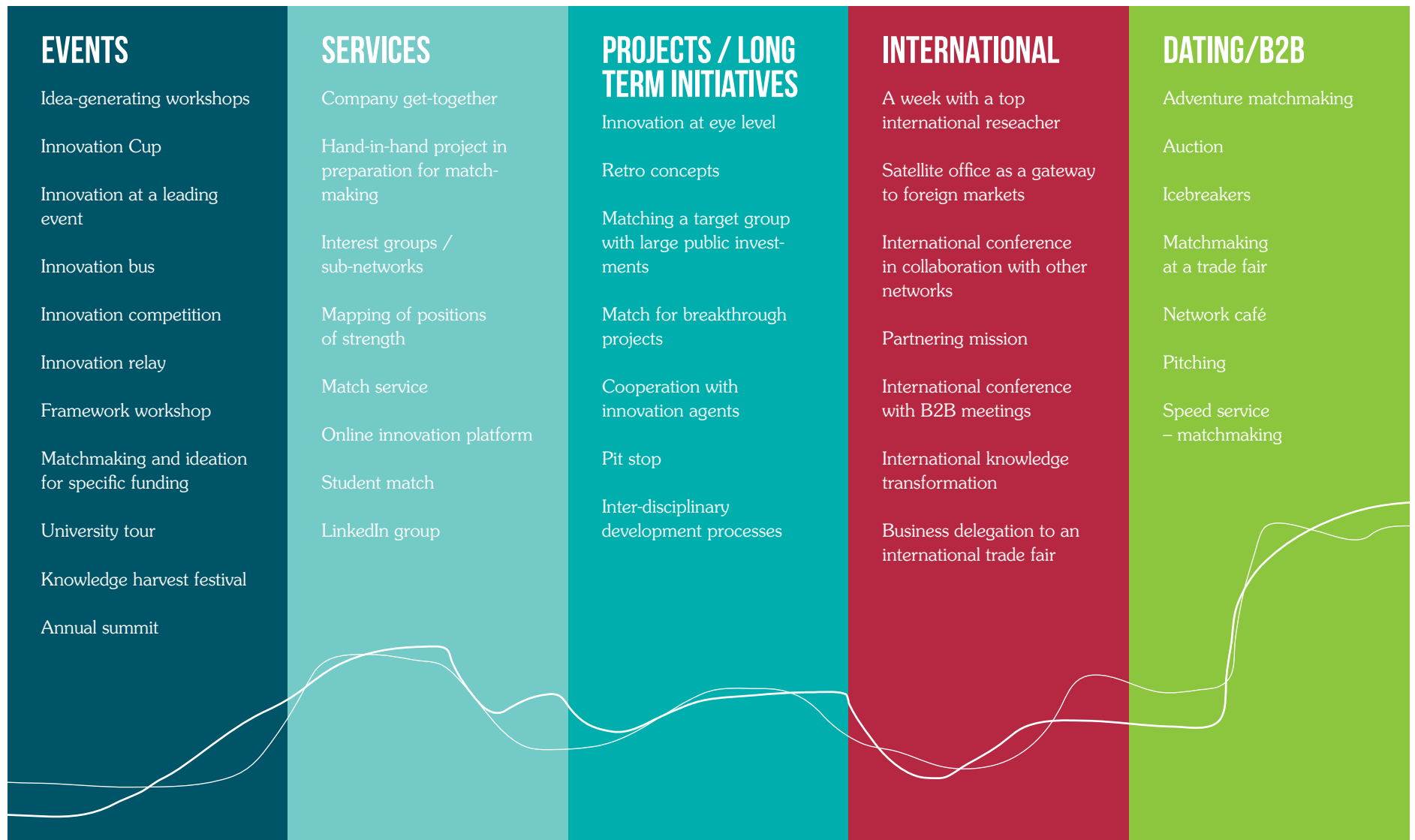
If you are planning a large-scale cooperation project, for instance one financed by the EU, it is important to have a good knowledge of framework conditions.

The new market may also have specific legal conditions, and you need to consider how your company is best equipped to handle these.



# METHOD OF COLLECTION

Here you find the core of the inspirational catalogue: the method of collection.  
Here you can seek inspiration and develop your ideas further.



# SELECTION MATRIX PART ONE

	Match between many	Match between a few	One-to-one match	Level of difficulty – high	Level of difficulty – medium	Level of difficulty – low	> 250 hours	50-250 hours	< 50 hours	Company visit	Student cooperation	Workshop	Brainstorm	Knowledge sharing	Product development	Ideation	Dating / B2B	International	Project / long-term initiatives	Services	Event
Adventure matchmaking	●					●			●					●		●	●				
Auction	●					●		●						●			●				
A week with a top international researcher	●			●				●			●							●			
Hand-in-hand project in preparation for matchmaking			●	●					●			●	●		●	●					●
Icebreakers	●					●			●								●				
Idea-generating workshop	●			●				●				●	●	●	●	●					●
Innovation Cup			●	●				●		●				●	●	●					●
Innovation at eye level		●		●			●					●		●	●	●				●	
Innovation at a leading event		●		●				●						●		●					●
Innovation bus	●			●				●		●				●							●
Innovation competition			●		●			●					●	●	●	●					●
Innovation relay	●				●				●			●	●	●	●	●					●
Interest groups / sub-networks		●		●	●			●						●		●					●
International conference in collaboration with other networks	●			●				●						●					●		
International conference with B2B meetings	●			●				●			●	●							●		
International knowledge transformation	●			●				●						●		●			●		
Mapping of positions of strength				●				●					●	●		●					●
LinkedIn group	●					●			●					●		●					●
Match for breakthrough projects		●		●				●				●	●	●	●					●	
Match service			●		●				●					●	●	●					●

# SELECTION MATRIX PART TWO

	Match between many	Match between a few	One-to-one match	Level of difficulty – high	Level of difficulty – medium	Level of difficulty – low	> 250 hours	50-250 hours	< 50 hours	Company visit	Student cooperation	Workshop	Brainstorm	Knowledge sharing	Product development	Ideation	Dating / B2B	International	Project / long-term initiatives	Services	Event
Matchmaking and ideation for specific funding	●					●		●				●				●					●
Matchmaking at a trade fair	●					●		●						●			●				
Matching a target group with large public investments	●			●			●					●	●			●			●		
Network café	●					●		●									●				
Online innovation platform	●			●				●							●	●					●
Partnering mission		●		●				●		●							●	●			●
Pit stop		●		●			●					●		●	●					●	
Pitching	●			●				●						●		●	●				
Framework workshop	●			●				●				●	●	●		●					●
Retro concepts		●				●	●					●	●	●	●	●				●	
Cooperation with innovation agents		●				●		●				●		●						●	
Satellite office as a gateway to foreign markets				●			●							●				●			
Speed service – matchmaking		●				●		●						●			●				●
Student match			●	●				●	●		●			●		●					●
Inter-disciplinary development processes		●		●				●				●		●	●	●				●	
University tour	●			●				●						●							●
Knowledge harvest festival	●			●				●				●		●							●
Business delegation to an international trade fair	●					●		●				●						●			
Company get-together			●			●		●						●		●					●
Annual summit	●			●			●					●		●		●					●

# EVENTS

Idea-generating workshop

Innovation Cup + *Case Study*

Innovation at a leading event

Innovation bus

Innovation competition

Innovation relay

Framework workshop

Matchmaking and ideation for specific funding

University tour

Knowledge harvest festival

Annual summit



# IDEA-GENERATING WORKSHOP

An idea-generating workshop is based on a specific challenge, and it is aimed at a few companies, which are matched primarily with knowledge institutions, but also with each other as a side-effect. This method aims at getting the participants to stimulate each other's interest in the working process and thereby create a window for cooperation and exchange of ideas. The method is also suitable for teaching the companies of the network different ideation methods by trying them out in practice, as there can be different people involved as an "idea panel".

## PREPARATION

- » Select idea generation methods which relate to the specific topic. This could be a product, a service, a business model, etc. This requires a good knowledge of the methods.
- » Select companies that have a specific challenge to be solved. This can take place through dialogue with the companies of the network, on-going contact, advertisement on the website and newsletters.
- » Determine, through meetings with the company, what to work on and what you wish to achieve.
- » Once the topic and the methods are in place, the event can be targeted to specific research and student environments.
- » Plan the general logistics required to make the workshop work.
- » Recruit participants for the workshop, for instance through the network.

## IMPLEMENTATION

- » Ensure that you have a number of facilitators at hand for the event and during the course.
- » Distribute and fill out statements declarations of co-financing.
- » Choose whether to have speakers or just to proceed straight to the challenges, depending on the chosen method.
- » The companies participating on this day should present their questions and specific challenges.
- » Carry out the workshop, using the most suitable method. Feel free to pick elements from various methods, as long as they support the overall goal.
- » The course lasts for four hours.
- » Get the groups to do the summing up at the end; this makes evaluation much easier.

## FOLLOW-UP

- » Consider using the output for research, and continue working on it.
- » Consider arranging another workshop where new aspects are dealt with.
- » Write an article about the workshop for the website and newsletter – focus on the outcome and on the fact that the network has a variety of working methods.
- » If you can avoid disclosing confidential statements, try to choose some extracts from the workshop. These can be published on YouTube or on your own website.



## PRINCIPLE

Workshop  
Speakers/presentations  
Brainstorming  
Product and idea development  
Knowledge sharing



## TARGET GROUPS

SMEs  
Large companies  
Knowledge institutions



## NUMBER OF PARTICIPANTS

Min. 2 companies and 1 knowledge institution  
Max. 30 participants



## OPTIMAL PARTICIPANT BREAKDOWN

– based on two companies with specific challenges  
Other companies  
Knowledge institutions  
Students



## ESTIMATED TIME

50 - 250 hours



## LEVEL OF DIFFICULTY

High  
(Requires knowledge about innovation and facilitation. Requires extensive knowledge of methods. Requires a good understanding of the topics and the companies.)



## MATERIALS

Invitations, audio-visual-equipment, whiteboard, facilitator, teams of helpers, innovation kit, introduction/presentation, assignments from the companies; and equipment for creating common understanding, for instance tools, LEGO or similar equipment.



## AVAILABLE NETWORK

InViO

# INNOVATION CUP

## PRINCIPLE

Idea and product development  
Knowledge sharing

## TARGET GROUP

SMEs  
Large companies  
Knowledge institutions  
Students  
Foreign knowledge institutions

## NUMBER OF PARTICIPANTS

Min. 10 – max. 30

## OPTIMAL PARTICIPANT BREAKDOWN

1 SME  
1 - 2 knowledge institutions  
20 students

## ESTIMATED TIME CONSUMPTION

< 50 hours

## LEVEL OF DIFFICULTY

High

## MATERIALS

Tasks from the companies,  
evaluation form

## AVAILABLE NETWORK

Innonet Lifestyle – Interior & Clothing

The method is a concentrated innovation process in which companies and knowledge institutions are matched, based on the companies' need for new knowledge or product portfolio. For instance the company draws up a theme which is related to its product strategy. The students are then divided into teams which have to solve the given task through an intensive innovation process. The project is held at the educational institution in question.

### PREPARATION

- » Enter into a dialogue and commit the company to cooperation.
- » Draw up a one-page task description in consultation with the company.
- » Make the knowledge institution feel committed. Innovation Cup must be integrated with the institution that is running the initiative.
- » Divide the students into teams of two to three persons. It is important to aim for the best possible match and the right chemistry in order to get the best process and result.

### IMPLEMENTATION

- » The company presents the challenge to the students.
- » After the first week, the students present their initial ideas.
- » Ensure that the students are offered relevant guidance along the way, from both the company and their educational institution.
- » Make sure to give feedback half way, when the students have almost finished and are about to present their completed results; and get feedback from the company.
- » Final evaluation and election of winners. Three prizes could be given, for example:
  - » Best innovation process
  - » Best idea
  - » Best product

### FOLLOW-UP

- » Send questionnaires to the students, the lecturer and the company.
- » Stay in touch with the company.
- » Assist in the drawing up of royalty contracts if necessary.
- » Write an article about the winning project for a website, a newsletter, the media, etc.



# NEW BRIC'S FOR FRITZ HANSEN

## **In December 2011 two happy teams won the Design Classic Award at Innovation Cup 22.**

The students from TEKO had been working intensively for five weeks to develop a new concept for Republic of Fritz Hansen. Focusing intensively on growth in Brazil, the winners had developed an entirely new concept for promoting furniture from Fritz Hansen.

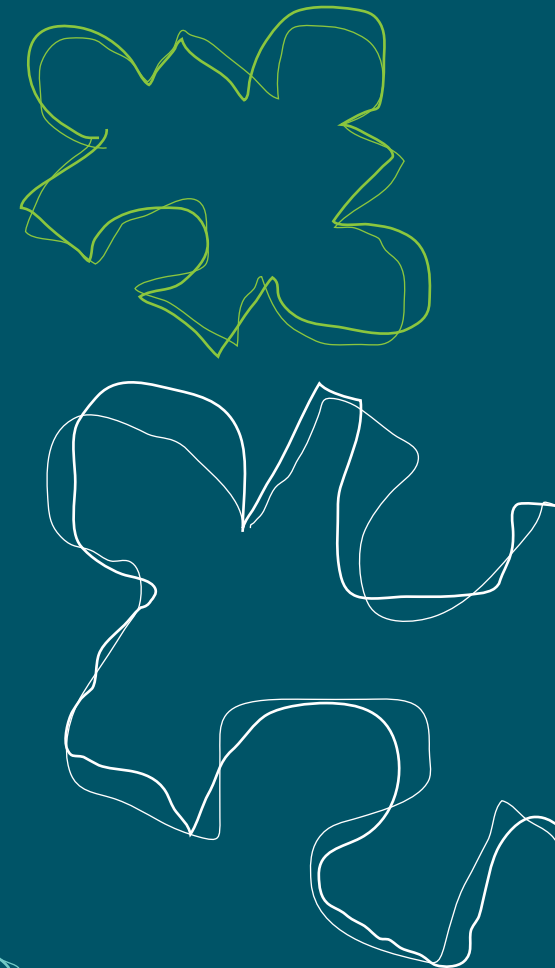
“You have managed to create the most business-oriented concept, as it is based on an international platform which can be expanded to both Brazil and other countries” said design director Christian Grosen of Fritz Hansen to the winners and referred to the fact that Fritz Hansen puts great emphasis on the fact that they are a Danish company which operates globally.

The TEKO students worked on a model of how Fritz Hansen would be able to establish its name in the BRIC-countries: Brazil, Russia, India and China. They focused on Brazil since the country has a growing middle class, an aging upper class and a rapidly expanding luxury market.

“The winners went for it full steam ahead, and they have dared to touch the very DNA of Fritz Hansen. That is a very brave move, but it is also an important element in Innovation Cup, which was invented to encourage new and original different inspiration for the companies and their development,” says project leader Finn Christensen from Innovation Network Innonet Lifestyle – Interior & Clothing, which is behind Innovation Cup.

TEKO was also very satisfied with the process. Teacher Pia Hansen says that the students are training for entrepreneurship and as such they are well placed for working with concept development.

“A project like this is good because the students are forced to deal with challenges in an existing company. They have been really focused, and I think that each of the groups has in its own way come up with good new concepts which all have their starting point in the current brand DNA of Fritz Hansen,” says Pia Hansen, who teaches the 17 students who participated in Innovation Cup 22 in 2011.





### PRINCIPLE

Matchmaking  
Knowledge sharing  
Idea and project development



### TARGET GROUP

SMEs  
Researchers within experience economy



### NUMBER OF PARTICIPANTS

Min. 10 – max. 40



### OPTIMAL PARTICIPANT BREAKDOWN

60 % SMEs  
30 % knowledge institutions  
10 % business advisers and consultants



### ESTIMATED TIME CONSUMPTION

50 - 250 hours



### LEVEL OF DIFFICULTY

High  
*(The method requires relationships, empathy and good insight.)*



### MATERIALS

Invitations  
Help team

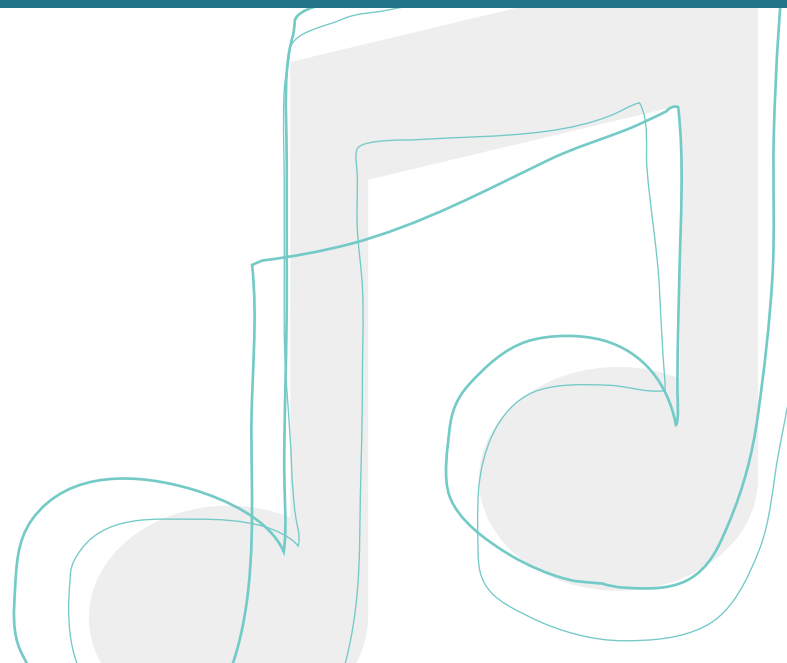


### AVAILABLE NETWORK

Innovation Network for Danish Lighting

# 🎵 INNOVATION AT A LEADING EVENT

This method is about making use of major events which tend to attract companies, researchers and people from a given sector. Innovation networks can use these events to arrange relevant innovation and project development events, offering a chance for a small group of participants to focus in depth on a topic while at the same time using the surroundings to set the mood.



## TIMELINE



**CONTACT THE ORGANIZER**  
6 MONTHS BEFORE



**DIALOGUE AND BALANCING EXPECTATIONS**  
6-4 MONTHS BEFORE



**SCREENING AND SELECTION**  
4-2 MONTHS BEFORE



## PREPARATION

- » 4 - 6 months beforehand: Contact the event or festival organizers to find out whether there is a need for new input.
- » Do a screening, and choose relevant companies and researchers, based on your estimation of their possibility of cooperating.
- » 1 month beforehand: Settle the agenda and send out invitations.



## IMPLEMENTATION

- » Arrange a three- to four-hour event on the day before the main event takes place.
- » Begin by having short speeches relating to the subject.
- » Arrange a tour of the festival site and its surroundings and give time for questions and networking.
- » Finish the day with questions from the participants and discussions of possible solutions to challenges, and come up with specific ideas for projects.
- » The whole atmosphere associated with an event or festival makes networking, matchmaking and knowledge sharing happen naturally.



## FOLLOW-UP

- » Follow up on project ideas by telephoning the participants immediately after the event.
- » Follow up on participants' requests.
- » After 12 months contact companies, researchers and knowledge institutions to discuss participation in the development of the project.
- » Repeat or versionize the event 24 - 26 months later with a mixture of old and new target groups.



# INNOVATION BUS

## PRINCIPLE

Speeches/presentations  
Knowledge sharing  
Company visits

## TARGET GROUP

SMEs  
Knowledge institutions  
Students

## NUMBER OF PARTICIPANTS

Min. 20 – max. 80  
depending on which companies are visited

## OPTIMAL PARTICIPANT BREAKDOWN

70 % SMEs  
20 % knowledge institutions  
10 % students

## ESTIMATED TIME CONSUMPTION

50 - 250 hours

## LEVEL OF DIFFICULTY

Medium  
(Local/regional knowledge  
of the companies is required.)

## MATERIALS

Invitations, speakers/presentations,  
Folders for participants with list  
of participants, etc.

## AVAILABLE NETWORK

InViO

The innovation bus is a company study trip with a special theme. Representatives from various companies are gathered in a bus in which there is an open microphone, the possibility of a speech or presentation and the option of networking in between a number of company visits. To finish off one can arrange a meal where the context, the food or the remedies are based on the topic of the day. This makes it possible to continue learning throughout the day.

### PREPARATION

- » Choose a topic which is relevant to the network.
- » Decide which companies could be interesting to visit. This requires screening a large number of companies to see which are on the verge of something new - and preferably successful - so that one can see how they are working. Geographically, the companies must be within a distance which makes a one-day tour possible. Make sure to set aside enough time to find the right companies. Some of them might be less accessible than others.
- » Send out invitations through www, newsletter and network.
- » Consider offering the participants the tour free of charge in return for an article about the tour. The article can be published on a website or in a newsletter.
- » Create a folder with a list of participants, information about networks, special offers, etc.
- » Do the practical planning: bus; practical information for participants, for instance special clothing for the day; etc.

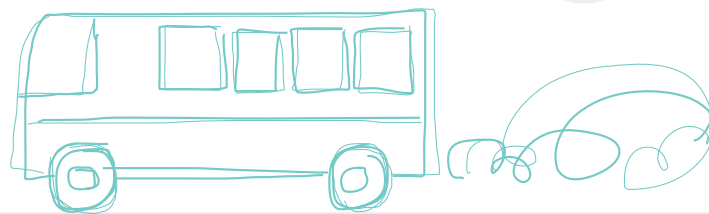
### IMPLEMENTATION

- » Registration of participants and declarations of co-financing and handing out of the folder.
- » Give time for the planned speakers and open microphone in between the company visits.
- » Ensure that you have two coordinators to help keep track of time, to contact companies, etc.
- » Encourage the participants to change seats along the way to open the way for more networking opportunities.
- » Visit 4 - 5 companies to hear about topics such as business model, concepts; possibly include a tour of a company – all depending on the theme and focus.
- » Finish the day by sharing a meal at the facilities of one of the companies. Combine the meal with something related to the theme so as to give the participants an extra experience.

### FOLLOW-UP

- » Get the success stories from the participants and their feedback on how they found the experience.
- » Continue to encourage the participants to get in touch with the network if they have an idea they would like to try out.
- » Use your website or a newsletter to publish the accounts written by the participants.

*»My personal experience of the day was that it contained a nice combination of meeting other creative players while at the same time expanding our network. On top of that, we had a great team; we cooperated, took responsibility and had an amazing mini-party of our own.  
– At eye level! Amazing to think that was possible after such short time and with a group of strangers; this was truly a unique experience.«*



*»...A super, well organized program with all the elements perfectly lined up. We moved ahead fast, and there were many good speeches, input and an inspiring insight into the way others do things, as well as their ideas and guidelines. Afterwards, you can start selecting and altering the ideas to apply them in your own company. This is something I will definitely try to do myself. We were treated very well, and I have not experienced such an exciting study trip for a long time. Thank you for a great and inspiring day; this is not the last time I will accept an invitation for a course or a study trip arranged by CKO / InViO.«*

*»...This was my first encounter with InViO, and I was overwhelmed with impressions. Thanks to a well-planned program, the day was full of exciting and gripping presentations from different sectors and with different lines of approach. Common to all the presentations was a great deal of enthusiasm and great spin-offs which occurred in the projects which combined experience and business.  
Thought-provoking and inspiring. There was plenty of time for networking in between the presentations, and before lunch I had already established contact with a company, which can be mutually beneficial in developing projects in the future.«*

**PRINCIPLE**  
Brainstorming  
Idea, product and process development  
Knowledge sharing and innovation

**TARGET GROUP**

SMEs  
Large companies  
Knowledge institutions  
Students  
Entrepreneurs  
Consultants

**NUMBER OF PARTICIPANTS**

Min. 10 – max. unlimited

**ESTIMATED TIME CONSUMPTION**

50 - 250 hours

**LEVEL OF DIFFICULTY**

Low  
*(The broader the competition,  
the longer the time. It takes time  
to plan the practicalities.)*

**MATERIALS**

Invitations, brochures, judges,  
awards, diplomas, film

**AVAILABLE NETWORK**

Innovation Network for Biomass

# INNOVATION COMPETITION

The purpose of arranging an innovation competition is to get good ideas out of the drawer, whether it be technologies, products or processes from researchers, entrepreneurs, companies or others. The good ideas are sometimes lying there waiting to be realized, and an innovation competition can often be just the motivating factor or the pat on the back that is needed.

## PREPARATION

- » Get sponsors: private, municipal, regional and business.
- » Appoint a judging panel consisting of people with good insight into the sector and with knowledge about research and cooperation between companies, for instance one of the sponsors.
- » Market the event through the internet, brochures handed out at universities, press releases, etc.
- » Canvass actively – especially at universities among both students and researchers.
- » Enter into dialogue with the parties of the consortium, business councils, etc. to get hold of the good ideas – these institutions are often contacted by people with new ideas.
- » Ensure that the ideas which are submitted for the competition are described on a form consisting of no more than four pages. Here one must present a description of the idea, the business plan, the innovation level, feasibility, news value, market options, etc.

## CARRYING IT OUT

- » The judges receive the entries.
- » The judges and the network meet to discuss the entries ideas and choose a winner.
- » Present the winner during an event, a conference or a trade fair.
- » The winner gets a sum of money and possibly premises in a business park or something similar for a number of months. The winner should also be offered help in developing and realizing the idea, including contact and sparring with the business council, knowledge centres, professionals, etc. The winner should be supported until the idea is financially sustainable.

## FOLLOW-UP

- » Offer an evaluation to all the contestants, and offer coaching and help to find the contacts needed to move ahead.
- » Maintain an ongoing dialogue with the participants.
- » The network can function as an adviser and a constructive coaching partner.



# INNOVATION RELAY

An innovation relay race can be used as part of an event for a professional event. As opposed to brainstorming and ordinary workshops, the method succeeds in making people stand up, walk around and meet new people – and at the same time the participants are forced to think in new ways.

## PREPARATION

- » Put up three flipcharts for each group
  - » One entitled: Problems and challenges
  - » One entitled: Possibilities and solutions
  - » One entitled: Prioritization
- » Ensure that the task is defined in advance. The groups can be working on identical tasks, or they can be given different ones.
- » Make up the groups beforehand, placing three to five persons in each group. Make sure that the participants are teamed up with people they don't normally work with.

## CARRYING IT OUT

- » The groups are presented with the main task, which in many ways resembles a professional challenge.
- » The groups begin with the first flipchart, which describes problems and challenges concerning the main task.
- » After 15-20 min. a bell rings, and the groups move towards the next flipchart, on which the neighbouring group has filled in its challenges and problems.
- » The groups now deal with possibilities and solutions based on what is written on the flipchart which they have moved to.
- » After 15-20 min. a bell rings and the groups now move two groups forward, so that they take over the possibilities and solutions of a new group.
- » Now the groups begin prioritizing what the previous groups have written on flipchart number two.
- » A facilitator can keep track of the process by making the groups move each time the bell rings.
- » The session is rounded off with a short round of presenting ideas.

## FOLLOW-UP

- » Write out the texts from the flipcharts and send a copy to the participants.
- » Depending on the challenge and the expected outcome, the input and results from the method can lead to a further process.
- » Evaluation of the event as a whole.



## PRINCIPLE

Innovation exercise  
Workshop  
Brainstorming  
Idea and project development  
Knowledge sharing



## TARGET GROUP

SMEs  
Large companies  
Knowledge institutions  
Students  
Foreign companies  
Foreign knowledge institutions



## NUMBER OF PARTICIPANTS

Min. 20 – max. 100  
Groups of max. 4 - 5 persons



## OPTIMAL PARTICIPANT BREAKDOWN

2/5 companies  
1/5 knowledge institutions  
2/5 authorities



## ESTIMATED TIME CONSUMPTION

< 50 hours



## LEVEL OF DIFFICULTY

Low  
*(If you are not familiar with the sector it may be more difficult and take longer.)*



## MATERIALS

Invitations, dating schedule/plan, facilitator, help team, innovation kit including flipcharts, tasks for instance from companies, a bell.



## AVAILABLE NETWORK

Water in Urban Areas

## PRINCIPLE

Speeches/presentations  
Workshop  
Idea and project generation  
Brainstorming  
Knowledge sharing



# FRAMEWORK WORKSHOP

## TARGET GROUP

SMEs  
Large companies  
Knowledge institutions  
Students  
Foreign companies  
Foreign knowledge institutions



A framework workshop is a good way of setting up and defining a framework for a new focus area or a new direction. The workshop can be arranged as an all-day event. This can begin with two thought-provoking presentations which set the topic for the day. After this, the participants go to the workshops that they have chosen beforehand. At first the themes of the workshops are fairly broad, but eventually the participants narrow them down and define the three most important issues. After lunch and matchmaking, the emphasis of the workshops changes, as the participants are forced to focus more deeply and thoroughly on each issue.

## NUMBER OF PARTICIPANTS

Min. 50 – max. 100



## OPTIMAL PARTICIPANT BREAKDOWN

Primarily companies, and a few knowledge institutions.  
Only a few consultants



## ESTIMATED TIME CONSUMPTION

50 - 250 hours



## LEVEL OF DIFFICULTY

High

*(The method is more difficult if you aim at getting more of a bird's eye view than when working with a more concrete topic.)*



## MATERIALS

Invitation, brochures, exhibition equipment, AV equipment, facilitator, team of helpers help team, presentations, database



## AVAILABLE NETWORK

VE-NET



### PREPARATION

- » Make a plan for the output of the day: what are we moving towards, and how should it run? The plan must be somewhat target-oriented.
- » Invite speakers who will be drawcards, and who have a finger on the pulse of what is happening within the field or topic. The speakers help to set the framework of the day.
- » Choose the geographical location of event, taking into consideration the needs of the participants.
- » Draw up an invitation which is appealing but which at the same time causes participants to begin to think things over before arriving at the event: Where are we going; can we do such and such? The participants are asked to choose between, for example, three different workshops.
- » The facilitator should prepare short inputs (of about 5 lines) for the participants. These should be sent out beforehand to allow the participants to think things over.

### IMPLEMENTATION

- » Start the day with two topic-related presentations.
- » Afterwards, the participants attend the chosen workshops.
- » The facilitator in each workshop gives a short introduction. Following this, the participants exchange ideas, until they finally narrow down and define the three most important issues.
- » After lunch and some matchmaking, the facilitators give a short presentation of the output so far. After this, the participants enter the second round of their workshops.
- » Each topic is allocated about half an hour. The facilitator helps the groups to stay focused. This round is important, as this is where the project generation takes place.
- » Each group has someone who takes notes.
- » Finally the topics are rounded up in a plenary session where the audience gives feedback.

### FOLLOW-UP

- » Follow up with an article story in a newsletter and/or a website.
- » Send a summary and findings to the participants and, if relevant, to groups planning to continue working on the output of the event.

# MATCHMAKING & IDEA GENERATION FOR SPECIFIC FUNDING

This method is suitable for arranging an event which focuses on applying for specific funding. The success criterion of this event is that at least one company, which normally wouldn't seek funding in this way, seeks the funding after participating in the event. The target group is primarily companies that do not have experience in project applications, as well as companies and universities finding it hard to find the right project partners.

## PREPARATION

- » Gain knowledge and understanding about the funding.
- » Enter into dialogue with the fund provider. Discuss the event and suggest that you co-host the event.
- » Define and describe relevant topics which can be dealt with at the event.
- » Send out invitations.
- » Form groups of about four to five companies after the registration deadline has passed.
- » Find a professional facilitator for each group – work together to allocate tasks for the event.

## IMPLEMENTATION

- » Introduction and presentation of the fund. The fund provider gives information about the framework of the fund.
- » This is followed by topic-related sessions and matchmaking, where the participants sign up for three of the themes – half an hour at each theme so that all three themes are covered.
- » The facilitator leads the discussion in each group and takes notes.
- » There should not be a shared round-up session as this could interrupt the most important aspect, which is creating relationships.

## FOLLOW-UP

- » No later than two days after the event, a summary should be sent to the groups, along with contact information for group participants.
- » The group facilitators make sure that they follow up on the companies that wanted to carry out projects with them.
- » Phone the companies that have shown an interest in submitting an application.



### PRINCIPLE

Workshop with presentations  
Idea and project development  
Project sharing



### TARGET GROUP

SMEs  
Large companies  
Knowledge institutions  
Students  
Foreign companies  
Foreign knowledge institutions



### NUMBER OF PARTICIPANTS

Min. 30 – max. 50  
(Divided into groups of 4 - 5 people)



### OPTIMAL PARTICIPANT BREAKDOWN

50 % SMEs and large companies  
50 % knowledge institutions



### ESTIMATED TIME CONSUMPTION

50 - 250 hours



### LEVEL OF DIFFICULTY

Low  
*(Requires planning well ahead of the time, and knowledge of the sector. Otherwise, relatively easy since there is a specific framework: the fund)*



### MATERIALS

Invitations, dating schemes, facilitator, Professional facilitator for each group (not process consultants but persons from the specific sector), presentations (concerning the fund), tasks from the facilitators, evaluation form, an ordinary clock to keep track of time.



### AVAILABLE NETWORK

Innovation Network for  
Environmental Technologies

## PRINCIPLE

Knowledge sharing  
Speed dating



## TARGET GROUP

SMEs  
Large companies  
Knowledge institutions



## NUMBER OF PARTICIPANTS

Min. 50 – max. 100



## OPTIMAL PARTICIPANT BREAKDOWN

60 % SMEs, the remainder being large companies, knowledge institutions and possibly students



## ESTIMATED TIME CONSUMPTION

50 - 250 hours



## LEVEL OF DIFFICULTY

Medium

*(Find topics that are of interest to both the knowledge institutions and the companies.)*



## MATERIALS

Invitations, audio-visual aids, facilitator (from the network), database (for invitations), dating schedule



## AVAILABLE NETWORK

Offshore Center Denmark



# UNIVERSITY TOUR

A university tour is an opportunity to invite companies to visit the universities, creating an opportunity for the two worlds to meet and learn about each other's capabilities and needs. The visit can comprise presentations on the part of both parties – the university and a large company. Furthermore, it is natural to use the day for an arranged matchmaking between the participants.



## PREPARATION

- » Involve the chosen university/knowledge institution in the planning of the day.
- » Choose a topic that is of interest and relevance to both the institution and the company.
- » Choose relevant contributors from the institution and from the large company. The presentations must be related to the theme of the day.
- » Send out information through newsletters and the internet. Consider choosing some companies to receive a direct invitation.
- » The visit should be free of charge but it should be compulsory to sign up so as to optimize planning.



## IMPLEMENTATION

- » Be sure to give a short introduction of the network
- » Prepare a broad presentation of the university, for instance by a dean.
- » A head of department from each participating institution presents a topic-related contribution.
- » Be sure to include a large company in the program. They can tell about how they see the market or how they handle the themes in question.
- » Formal matchmaking session: The knowledge intuition with the companies. Each representative from the participating institutions has a table.
- » Informal matchmaking session: Primarily between companies. Knowledge institutions can also participate.



## FOLLOW-UP

- » Send out evaluation forms to determine what the participants have gained from the exercise
- » Collect any positive responses and matches made, by means of an ongoing dialogue with the companies.

# KNOWLEDGE HARVEST FESTIVAL

The idea is to invite selected companies for an innovation and matchmaking event where they can gain knowledge. Each supplier of knowledge is responsible for arranging a workshop where the companies in the group work together to develop a project. The companies are hereby matched and, in addition, they are matched to a relevant supplier of knowledge.



## PREPARATION

- » Choose a good theme and consider changing the title of the event so that it fits in with your theme and your network.
- » Choose the themes of the individual workshops at the event.
- » Invite knowledge institutions and give them instructions about the concept. The instructions are very important.
- » The companies decide which workshops to participate in.
- » Choose a person to make an introduction to the day's proceedings, and prepare a detailed program.
- » Invite a panel of judges.



## IMPLEMENTATION

- » Give the companies and the knowledge institutions at least two hours to work on developing a project within the theme. Use the method of innovation that has been planned by the knowledge institution.
- » Each group presents the results of the day – this can also be done half-way through if one wants further interaction from the participants.
- » The judges give feedback.
- » The groups get an hour to continue developing the idea, based on the feedback from the judges and from the other participants.
- » After this, there should be time to exchange contact information and to talk about the idea and the possibility of cooperation.



## FOLLOW-UP

- » Each knowledge institution must supply the network with their project draft.
- » Projects and ideas are collected and sent to all the participants.
- » Find out whether some of the developed projects could be initiated and which participants should be involved.



## PRINCIPLE

Workshop  
Matchmaking  
Knowledge sharing



## TARGET GROUP

SMEs  
Knowledge institutions



## NUMBER OF PARTICIPANTS

Min. 25 – max. 100



## OPTIMAL PARTICIPANT BREAKDOWN

Min. 20 SMEs  
Min. 5 knowledge institutions



## ESTIMATED TIME CONSUMPTION

50 - 250 hours



## LEVEL OF DIFFICULTY

Medium



## MATERIALS

Invitations, facilitator, helping team, Innovation kit or other material needed for the workshops



## AVAILABLE NETWORK

FoodNetwork

**PRINCIP**  
Workshop  
Idea development  
Knowledge sharing

**TARGET GROUP**

SMEs  
Large companies  
Knowledge institutions

**NUMBER OF PARTICIPANTS**

Min. 100 – max. 150

**OPTIMAL PARTICIPANT BREAKDOWN**

50 % SMEs  
20 % large companies  
20 % knowledge institutions  
10 % public institutions: regions,  
municipalities, agencies

**ESTIMATED TIME CONSUMPTION**

> 250 hours

**LEVEL OF DIFFICULTY**

Medium  
(Requires time and planning)

**MATERIALS**

Invitations, brochures, displays,  
audio-visual equipment, whiteboard,  
facilitator, help team, innovation kit,  
talks/presentations, evaluation forms,  
newspaper with program, contributions  
from the speakers etc.

**AVAILABLE NETWORK**

InfinIT

# ANNUAL SUMMIT

An annual summit can be used to gather participants from various sectors who can all benefit from the expertise found in the network. Activities take place in workshops with relevant themes and dynamic exciting workshop leaders.

The participants have the chance to read about a variety of speakers and workshop leaders in an eye-catching invitation. This could be in the form of a newspaper. Based on this, they sign up for various presentations and workshops. An exhibition prepared by network partners gives the participants a good insight into other sectors, and they can identify possible cooperation options across sectors.

## PREPARATION

- » Get hold of the right speakers, preferably people with core competencies within the relevant sectors. Ask them to give presentations and also to lead a workshop on the day.
- » Invite participants from your database and via your website. Use trade associations and other innovation networks to invite a wide range of people within the network focus area. Encourage new people who have no previous knowledge of the network to join the event.
- » Invite network partners to prepare a display for the day, and create a small exhibition area.
- » Publish the invitation in the form of a newspaper or the like. This attracts more attention and gives the participants a chance to read about the speakers and their views on the topics. This also makes it easier to choose a workshop.

## IMPLEMENTATION

- » Welcome the participants and remember to introduce the network.
- » Kick off with a presentation appropriate to the day – preferably one of broad appeal and the ability to generate debate.
- » A number of 30-minute professional talks should follow, after which the participants go to their chosen workshops.
- » Ensure that the program gives plenty of time for networking and visiting the exhibition area – for instance during lunch.

## FOLLOW-UP

- » Evaluation
- » Communicate success stories from the summit, for instance through your website, newsletter, etc.
- » Follow up and, if necessary, support the cooperation and projects which were initiated at the summit.

# SUMMIT

Summit 2011 – IT som vækstmotor | Aalborg, 18. maj 2011 | Initiativtager: InfinIT – Danmarks innovationsnetværk for IT  
[www.infnit.dk](http://www.infnit.dk)



Boto Clausen

**VIDENSKABSMINISTER  
CHARLOTTE SAHL-MADSEN:**  
Brugen af it er simpelthen en forudsætning for, at Danmark kan bevare sin konkurrencekraft i en globaliseret verden.

**SIDE 20**

**DEN DANSKE FØDEVAREINDUSTRI:**  
Der vil i fremtiden være flere muligheder for at effektivisere processer, forbedre forbrugersinformation og sikre en miljømæssig gevinst ved at kaste sig over nogle af de nye muligheder, den moderne teknologi åbner op for.

**SIDE 10**



Smart grids skal sikre overgang til vindenergi.

**SIDE 14**



Jukka Pertola,  
Administrerende direktør,  
Siemens Danmark :

»Globaliseringen udgør både en mulighed og en trussel.«

**SIDE 08**

## IT som vækstmotor

**SUMMIT 2011:** Danmarks innovationsnetværk for IT InfinIT indbyder nu til øget samarbejde under overskriften IT som vækstmotor. Målet er at styrke Danmarks konkurrenceevne gennem øget anvendelse af IT samt at igangsætte en række konkrete udviklingsprojekter, der skal overføre viden fra universiteterne til erhvervslivet og vice versa.

Danmark skal øge sin konkurrencekraft og vækst gennem øget anvendelse af IT. Sådan lyder hovedbudskabet fra InfinIT, der er et innovationsnetværk drevet af syv af de største danske IT-forskningsinstitutioner. InfinIT indbyder nu til vækstkonferencen Summit 2011 den 18. maj 2011 i Aalborg. Og InfinIT, der er finansieret af Ministeriet for Videnskab, Teknologi og Udvikling, har noget at have sine ambitioner i:

»De danske IT-videnscentre, som InfinIT repræsenterer, rummer nogle af verdens bedste forskere. Det skal vi i stigende grad udnytte til jobskabelse og vækst i erhvervslivet, og vores målsætning med Summit 2011 er at blive katalysator for øget samarbejde og vidensudveksling mellem forskere og virksomheder.« lyder det fra Kim Guldstrand Larsen, der er direktør for InfinIT og professor ved Center for Indlejrede Software Systemer på Aalborg Universitet.

### Opbakning fra erhvervslivet

Også på den anden siden af bordet er der bevidsthed om potentialets størrelse. Tanken om IT som vækstmotor bakkes op af store dele af erhvervslivet, og administrerende direktør hos

øget anvendelse af IT formelen på succes:  
»Jeg er meget glad for initiativet og ser et stort potentiale i øget samarbejde mellem forskning og erhvervsliv. En kombination af IT-viden og specialiserede fagområder er formelen på succes,« siger han. »Derfor er det også helt afgørende, at vi afholder arrangementer som dette, hvor vi har

»En kombination af IT-viden og specialiserede fagområder er formelen på succes«

Jukka Pertola,  
Siemens Danmark

mulighed for at netværke på tværs,« fortsætter Jukka Pertola, der er en af hovedtalerne på konferencen.

### Fem konkrete brancher

Summit 2011 sætter fokus på øget anvendelse af IT inden for fem brancher: energi, fødevarer, transport, fremstillingsvirksomheder og sundhed. Ledende repræsent-

cheudfordringer, som kan løses ved øget anvendelse af IT:

»Alle brancher har brug for det her. Men vi skal starte et sted, og det er særligt inden for disse fem brancher, at vi ser nogle lavhængende frugter lige nu. IT er jo på vej til at blive indlejret i mange former for produkter, og netop udvikling af fremtidens intelligente produkter er et område, hvor vi i Danmark har nogle særlige forudsætninger for at være foran,« bemærker vicedirektør i InfinIT, Peter Carstensen, der til daglig er innovationschef på Alexandra Institutet i København.

### Fokus på resultater

InfinIT har de seneste år igangsat 10 konkrete interessegrupper, hvor forskere og virksomheder blandt andet mødes om konkrete udviklingsprojekter. Og antallet af grupper og områder skal udvides efter Summit 2011:

»Konferencen må ikke blive endnu et forum for gode intentioner, hvor hverdag og drift tager over umiddelbart efter. Derfor har vi indbygget nogle processer i konferencen, som sikrer, at tingene efterfølgende bliver sat i gang og evalueret. Det her er for kostbart og vigtigt til at blive tabt mellem to stole,« slutter Kim Guldstrand Larsen.

*The innovation network InfinIT needed to communicate a number of messages prior to its SUMMIT 2011. The messages concerned future IT, the conference itself and the day's speakers. As a result, a newspaper was created and distributed at the conference and also sent to relevant target groups and universities around the country. The newspaper took the form of a business paper in tabloid format and was printed on the well-known pink paper that signals both reliability and importance.*

*The newspaper consisted of a number of serious and interesting articles, giving the speakers a chance to present themselves and their views on the topic in question.*



# SERVICES

Company get-together

Hand-in-hand project in preparation for matchmaking + *Case Study*

Interest groups / sub-networks

Mapping of positions of strength

Match service + *Case Study*

Online innovation platform + *Case Study*

Student match

LinkedIn group





# COMPANY GET-TOGETHER

A company get-together between a company and one or several knowledge institutions is a very suitable method for creating dialogue about the company's needs and challenges and also a great way of sharing knowledge. When arranging the get-together at the company's premises, you prepare the stage for a deeper knowledge of the company.



## PREPARATION

- » Make a plan for an annual visit to the companies which are members of the network or which are otherwise affiliated to it.
- » Plan each company visit carefully. Decide which knowledge institution(s) should participate in the meeting.



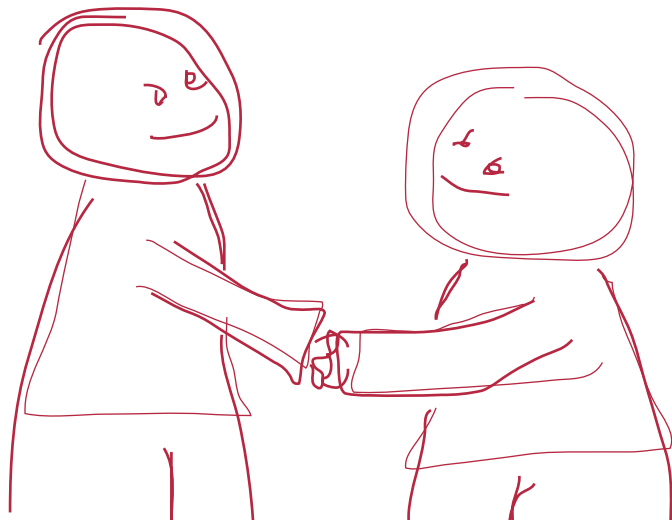
## IMPLEMENTATION

- » Use each company get-together to create relevant dialogue between the company and the knowledge institution(s).
- » Remember to manage the meeting.
- » Create necessary and useful match(es) between the company and the knowledge provider – this is the primary purpose role of the network.



## FOLLOW-UP

- » Evaluate to determine whether the participants gained anything from the meeting.
- » Keep up the dialogue about continued cooperation.
- » Initiate possible new initiatives or implementations.



## PRINCIPLE

Idea development  
Knowledge brokering  
Knowledge sharing and open dialogue  
Identification of the company's needs



## TARGET GROUP

SMEs  
Large companies  
Knowledge institutions



## NUMBER OF PARTICIPANTS

Min. 3 persons  
(network, company and knowledge partner)  
Max. 6 persons



## OPTIMAL PARTICIPANT BREAKDOWN

1 SME  
3 - 4 knowledge institutions  
1 from the network



## ESTIMATED TIME CONSUMPTION

< 50 hours



## LEVEL OF DIFFICULTY

Low  
(Requires tight coordination.)



## MATERIALS

Invitations, dating schedule (plan for visits), facilitator, evaluation form



## AVAILABLE NETWORK

Innonet Lifestyle – Interior & Clothing

## PRINCIP

Brainstorming  
Idea, project and competence  
development  
Knowledge brokering  
Knowledge sharing

## TARGET GROUP

SMEs  
Large companies  
Knowledge institutions  
Students  
Foreign companies  
Foreign knowledge institutions

## NUMBER OF PARTICIPANTS

Min. 3 – max. 4

## OPTIMAL PARTICIPANT BREAKDOWN

2 companies and 1 knowledge institution

## ESTIMATED TIME CONSUMPTION

< 50 hours per match  
Network maintenance and scouting as  
part of the network's daily work

## LEVEL OF DIFFICULTY

High  
*(Very dependent on persons, good  
knowledge of the sector and patience)*

## MATERIALS

Phone, PC and car

## AVAILABLE NETWORK

Animation Hub

# HAND-IN-HAND PROJECT IN PREPARATION FOR MATCHMAKING

The method is suitable for the type of match where you almost literally take each project partner's hand and try to bring them together. This match is made with a few carefully selected partners who do not know each other beforehand. Based on your knowledge of the sector, you estimate that it is relevant for the two parties to reach out to a common target, even though the target has not yet been clearly defined.

### PREPARATION

- » Scouting: Keep an eye out for movements, needs and areas of potential via the media and through networks – but preferably outside your own sector, among companies that have a potential for cooperating with others within your sector.
- » Approach companies directly if you think they have a need or the potential for cooperation. Consider contacting them by e-mail with a non-conventional message, aimed at getting a reaction.

### IMPLEMENTATION

- » Set up your team at the first meeting: the network, the customer company, the knowledge institution; consider bringing in someone with a different approach and professional background to that of the other partners.
- » Arrange several meetings, if needed, in order to get to know each other better.
- » Inspire the partners; encourage and help them to move in a direction of more commitment in the cooperation.
- » Make the project more financially viable by financing it through external funds or by drawing up agreements in ordinary commercial terms.
- » Replace participants during the process if necessary.

### FOLLOW-UP

- » Help set up the cooperation in a way which can function without the participation of the network.
- » Withdraw the network once the project runs as a going concern.
- » Keep up ongoing contact and dialogue.

**CASE STUDY**  
*Hand-in-hand  
project in  
preparation for  
matchmaking*

Hand-in-hand project in preparation for matchmaking – from the innovation network Animation Hub

# VISUALIZATION OF FUTURE WIND ENERGY

**Our young innovation companies cooperated with Vestas Wind Systems during the summer of 2010 with the purpose of creating a picture of future wind energy systems.**

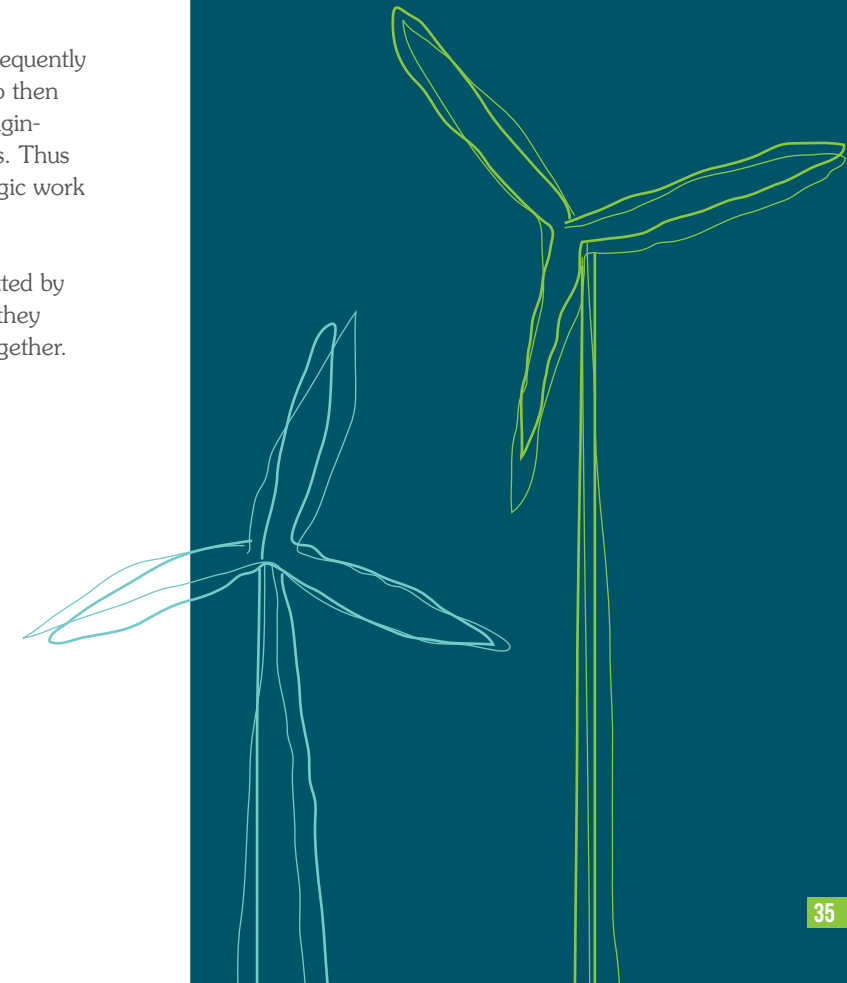
All companies working with innovative technologies often face the challenge of imagining how future technology will look and function. Nonetheless it is a fact that they must always stay ahead of the times in order to keep up with development.

This is particularly true of Vestas, a company which has created global success because of its ability to deliver the wind technology that the world needs. Therefore it was not surprising that Vestas in a recent workshop with Animation Hub decided to ask animators from the Animation Hub network for help. They had the animators visualize their engineers' ideas and concepts for future wind energy. A total of eight animators participated in the three-day workshop. Four groups consisting of engineers and animators worked intensively to create images of tomorrow's wind technology.

The animators were forced to work fast and efficiently, following the guidelines provided by the engineers. Often this meant ongoing corrections so that the final visualizations were technologically fully realistic.

The work delivered by the four groups was subsequently presented to the Vestas Board of Directors, who then had significantly improved opportunities for imagining future challenges and technological solutions. Thus there was an improvement of the board's strategic work towards the company's development.

The potential cooperation opportunity was spotted by the network secretariat at Animation Hub, and they were responsible for bringing the two parties together.



# INTEREST GROUPS AND SUB-NETWORKS

## PRINCIPLE

Idea and project development  
Knowledge sharing

## TARGET GROUP

SMEs  
Large companies  
Knowledge institutions

## NUMBER OF PARTICIPANTS

Min. 10 – max. 30

## OPTIMAL PARTICIPANT BREAKDOWN

70 % companies  
30 % knowledge institutions  
+ possible representatives from trade associations and public authorities

## ESTIMATED TIME CONSUMPTION

> 250 hours

## LEVEL OF DIFFICULTY

High for the establishment of the groups  
Medium for daily operation

## MATERIALS

Meeting equipment

## AVAILABLE NETWORKS

InfinIT  
VE-NET  
The Transport Innovation Network

Trade-related interest groups and sub-networks are forums for matchmaking, knowledge sharing and idea generation. By meeting three to four times a year to discuss topics of common interest, the participants are brought closer together. The participants can exchange helpful hints and experiences, and create a platform for knowledge sharing and the establishment of short-or long-term cooperation.

### PREPARATION

- » Use an occasion such as a major event for identifying a specific topic which needs further analysis.
- » The network secretariat should function as the organizer, but they can create an agreement alliance with a knowledge institution which can function as a specialized coordinator for the groups.
- » Once the subject has been identified and the knowledge institution is in place, you can announce the initiative in a newsletter and through your website. You can also send out personal invitations for companies that might be interested in participating in an interest group covering the specific subject.

### IMPLEMENTATION

- » The network participants take part in choosing the contents and duration of the meetings.
- » 3 - 4 meetings are held during the year.
- » The meetings are all related to the specific profession, and there should be an external speaker at each meeting, just as one or several group members should also be given the chance of addressing the group.
- » The purpose of the meetings is professional debates and ideas for innovative initiatives.
- » The specialized coordinator, along with the secretariat, takes charge of facilitating the meetings.
- » The secretariat can help to coordinate project applications, etc.

### FOLLOW-UP

- » Upload a summary of the meeting on the website.
- » Communicate success stories and case studies.
- » Create ongoing contact and dialogue.
- » Encourage the sharing of knowledge across the groups if there is more than one group in the network.

# MAPPING OF POSITIONS OF STRENGTH

Mapping of positions of strength within a specific area or field can be offered as a service to members. At the same time, it is a good method for gaining valuable knowledge about players in the specific field.



## PREPARATION

### Step 1

- » Give information about this service on your website.

### Step 2

- » A demand for the service will arise as a result of your published information or people talking about it in the network. You will get specific requests.
- » Do some research to find out how the specific task could be solved, and present suggestions for solutions, question frameworks, ways of measuring results, etc.
- » Set up a question framework for the interviews, which will create the background material for the mapping.
- » Plan your visits.



## IMPLEMENTATION

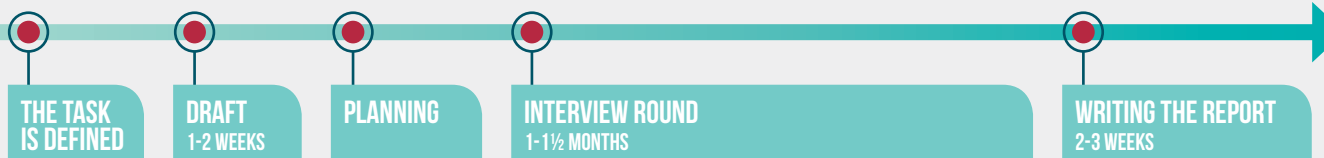
- » Carry out a round of visits and interviews.
- » Use the interviews and the collected data for mapping where in Denmark the various players can be found, who is good at what, etc.
- » Hand over the complete report to both the company requesting it and to the interviewees.



## FOLLOW-UP

- » There is no follow-up of the persons interviewed. However, the new knowledge can give a basis for connecting researchers or others in the network, and can open the way for them to talk to the person requesting the mapping.

## TIME LINE



2-3 MONTHS



## PRINCIPLE

Brainstorming  
Idea development  
Knowledge sharing  
Mapping



## TARGET GROUP

The company requesting the service  
Knowledge institutions  
Players within a specific profession or field



## NUMBER OF PARTICIPANTS

A wide range of representatives.  
Must be able to represent Denmark within a position of strength  
Min. 10 – max. 15 - 20



## ESTIMATED TIME CONSUMPTION

50 - 250 hours



## LEVEL OF DIFFICULTY

High  
*(Extensive preparation, the respondents must be carefully selected. It requires a lot of resources; it is not routine work.)*



## MATERIALS

Invitations, e-mail with sales letter  
Database (presumably a new one)  
Defined task from the company requesting the service  
Guide for questions



## AVAILABLE NETWORK

Robocluster

# MATCH SERVICE

## PRINCIPLE

Idea and project development  
Product development  
Individual matchmaking / partner search  
Knowledge sharing  
Funding

## TARGET GROUP

SMEs  
Large companies  
Knowledge institutions  
Students  
Foreign companies  
Foreign knowledge institutions

## ESTIMATED TIME CONSUMPTION

< 50 hours

## LEVEL OF DIFFICULTY

Medium

*(It takes time to establish the service. It requires a good understanding of the company's challenges; knowledge and good insight into the sector is also essential. Finally, it is highly dependent upon the person performing the service.)*

## MATERIALS

Database  
Interview sheet  
Professional cooperation partners / resource persons

## AVAILABLE NETWORKS

FoodNetwork  
InnoBYG  
Network for Environmental Technologies  
The Transport Innovation Network

Match service is a service providing companies help in project development and in discussions about project potential. In addition, match service can get an overview of funding options as well as assistance in moving ahead projects which are not progressing due to lack of ideas or a lack of partners or knowledge.

### PREPARATION

- » Build a database with knowledge about various providers of knowledge, skills, contact persons, etc.
- » Plan internally who is in charge of the service, and ensure that requests are answered and followed up.
- » Inform people that this service exists. This can be done by the internet, by newsletters, at events, etc.
- » Prepare questions or an interview sheet which can be used for the companies to describe their needs.
- » Some people will approach you after seeing the service advertised on the internet or the like.
- » Pay visits to the members to find out what they need, and whether they have some projects they would like to initiate. Bring someone from the sector to help develop ideas along the way.

### IMPLEMENTATION

- » Ask the company to fill in the question form, or do it yourself after the first contact.
- » Have a first meeting, and talk things through to adjust needs and expectations. For instance, try to understand the current activity level – where does the company stand regarding project work and innovation? Some need more nurturing than others, while some need to be pushed a bit and reminded of the future value of the initiative.
- » Create matches at contact level.
- » Consider facilitating or participating in the meeting if there is a need for it, and it holds some potential, for example to become interesting at network level or to develop into something bigger.
- » Consider assisting the fundraising process either by recommending funds or simply by putting the company on the right road.

### FOLLOW-UP

- » Follow up continuously both during and after the service, to ensure that the results are satisfactory.
- » Give help if needed.
- » Publish press releases and communicate good results through websites, newsletters, etc.

**CASE STUDY**  
Match  
service

# THE SUSTAINABLE PORTACABIN OF THE FUTURE

**Portacabins. Most people have seen them. They stand one behind another, piled on top of each other or next to each other. Sometimes just one, sometimes many. They are there at parking lots in the towns; they suddenly appear on your road, or in the middle of a vast area where something new is about to be built.**

In InnoBYG a contact to the network's 'Project help' has turned into a development project focusing on portacabins as a part of the development of "the sustainable building site". The question is: how do you create a portacabin for future sustainability? What should it look like and what functions must it have? How much of the unnecessary energy consumption can be related to user behaviour?

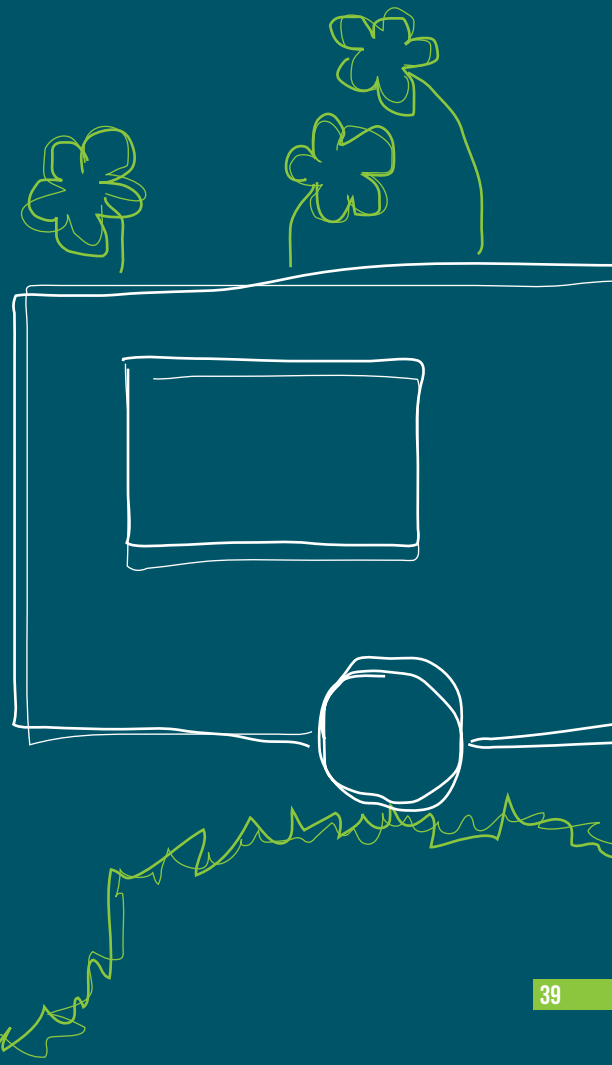
One of the project participants is the portacabin producer CP Pavilloner. Peter Jakobsen, CEO of CP Pavilloner, is happy to be part of the development project, and he is convinced that it is possible to find a solution to the energy challenges of portacabins. "We can see the possibilities in both the short and the long term. Right now we are picking the lowest-hanging fruits, and we have to see what we can do to reduce energy here and now. In the long term, we need new solutions regarding both the production of new portacabins, but also in terms of optimizing the cabins we already have to make them more energy efficient," says Peter Jakobsen.

But what about user behavior? It seems as if most people have driven by an empty group of portacabins left with their lights on.

"It's a problem, and the users do have a role to play. But on the other hand, we have to be careful not just to blame the users for not turning off the lights, not shutting the doors and forgetting to turn down the heat when opening a window. Of course they must do this, but there are also elements in the portacabin itself that can be improved. For instance, the heating and the insulation" says Peter Jakobsen.

Against this background the development project in InnoBYG has decided try to lower energy consumption. A group made up of a knowledge institution, two technological institutes and a total of nine construction firms and portacabin producers is working together to develop sustainable portacabins. Peter Jakobsen believes that the project will have a good outcome.

"We must find a solution which allows us to use the existing portacabins by implementing new technologies to make them more environmentally friendly. Furthermore, we must gradually work on developing a new portacabin – that is what everyone wants. One thing to remember is that the constructors need to use the portacabin in their daily work, so the solution must not be overly theoretical but rather practical. We need to find some harmony between the green, environmental values and things that can work on a daily basis. But I actually think that the perfect future portacabin can be developed in this forum with so many capable people in both knowledge institutions, universities and our sector", says Peter Jakobsen.



# ONLINE INNOVATION PLATFORM

## PRINCIPLE

Idea and product development  
User involvement  
Online interaction

## TARGET GROUP

SMEs  
Large companies  
Knowledge institutions  
Students  
Foreign companies  
Foreign knowledge institutions

## NUMBER OF PARTICIPANTS

Min. 3 – max. unlimited

## OPTIMAL PARTICIPANT BREAKDOWN

Primarily SMEs, students, relevant knowledge institutions and end-consumers.

## ESTIMATED TIME CONSUMPTION

50 - 250 hours

## LEVEL OF DIFFICULTY

Medium

## MATERIALS

Invitations, presentations, contributions, database, requests/tasks from companies, requests/tasks from the users

## AVAILABLE NETWORK

Innonet Lifestyle – Interior & Clothing

An online innovation platform can function as a shared community and as a tool for all the parties in the value chain, including suppliers, external knowledge providers, producers and users. The platform is like a market place where visitors can share experience and knowledge and can develop ideas and products.

### PREPARATION

- » Create an online platform. A platform based on social media can be less costly.
- » Invite users from relevant groups to participate and contribute to the platform.
- » Encourage the users to set up a profile on the platform.
- » Encourage the companies to contribute with specific tasks/requests that can be announced through the platform.
- » Get the end-users to contribute with specific wishes and requests.

### IMPLEMENTATION

- » Motivate and help the users to get the dialogue started on the platform.
- » Once the requests have been uploaded and the dialogue has kicked off, idea generation begins, as well as project development, etc.
- » Feedback from the users.
- » The network can participate, contribute and motivate the dialogue on the platform when needed.

### FOLLOW-UP

- » Write up the success stories, for instance matches, new cooperation, new products, etc.



**CASE STUDY**  
Online  
innovation  
Platform



# DO YOU HAVE A GOOD IDEA? TRY IT OUT IT AT JOIN.DK

**The world's first publicly financed online co-creation platform is open to anyone with a good idea for a lifestyle product and an interest in trying it out in the internet. At join.dk the consumers, producers and designers work together to create new products.**

The home and textile sector saw the potential of social media several years ago and launched JOIN - Joint Online Innovation Network. The target was to create a platform where users and professionals joined forces to test good ideas for new products. As a consumer you don't usually know where to take your good idea; likewise professional designers sometimes have trouble finding those who will start producing their designs. This is an even bigger problem in times of crisis, as most producers prefer to invest traditionally, since it can be costly to bring a new idea to fruition.

But now it is possible to discuss good ideas in cyberspace, where designers and producers show their sketches and prototypes to the users of the products. Colour, form and function are up for discussion, and once a certain number of users have given their thumbs-up, the producer feels it is safe to initiate the production.

## THE DESIGNER'S WINDOW TO THE CONSUMER

During the development of the platform JOIN's developers have been in close dialogue with the designers, producers and consumers. One of them is the designer

MDD Mads Miltersen, who sees a lot of good perspectives in JOIN.

*"I will definitely use it myself. It is not always easy for the designer to get into contact with the producers. Here I get a direct window on the consumer, and I am able to test my design. This in turn awakes the producers' interest, and I get a good basis for considering whether or not I want to put the idea into production"* says Mads Miltersen, who also sees JOIN as a catalyst for an entirely new kind of product. He continues: *"Using JOIN, the consumers, designers and producers can come up with brand-new ideas together."*

## GREAT BENEFIT TO THE PRODUCER

Dolle A/S has participated in JOIN since the beginning of the project in 2009.

*"We immediately thought that bringing consumers into play was an exciting idea. The long distance to the consumer is often a big disadvantage to us. We know how to introduce the products to our users, but we do not get any communication in the opposite direction,"* says head of development at Dolle, Thorkil Baattrup-Andersen.

Furthermore, he sees JOIN as a ticket to new possibilities: *"JOIN has certainly inspired us in terms of dealing with open innovation and co-creation and it has helped us to focus on the end user. Clearly, a large and accessible idea exchange market is a major advantage to a producer, and it offers a good insight into customer requirements."*



**PRINCIPLE**  
! Idea, product and/or project development  
Knowledge sharing  
User test  
Student cooperation / match

**TARGET GROUP**  
🏢 SMEs  
Large companies  
Students

**ESTIMATED TIME CONSUMPTION**  
🕒 Before: 200 hours for development  
During: 20 hours per match  
After: 20 hours per match  
Operation: 200 hours per year

**LEVEL OF DIFFICULTY**  
📊 Medium  
*(The method requires an extensive network and good knowledge of the education system.)*

**MATERIALS**  
📅 Brochure  
Facilitator  
Data base  
Tasks from companies  
Website  
Possibly office space  
Exhibition equipment  
Declaration of collaboration / legally binding agreement

**AVAILABLE NETWORKS**  
👤 FoodNetwork  
InViO

# STUDENT MATCH

The student match method is about encouraging students to solve specific company-related tasks. The companies can be offered a range of possibilities: a one-day camp, an ongoing process, project collaboration, internship, lectures, or cooperation regarding a student's thesis. The philosophy behind the concept is for the network to facilitate the process, following the collaboration from its first steps in the concept phase up to completion in order to ensure the best possible process and outcome.

## 🔧 PREPARATION

- » Create a website for announcing vacant projects; screen the job-bank daily.
- » Prepare brochures and exhibition material.
- » Spread the message about the possibilities and the offers to both students and companies.
- » Do some canvassing among the companies to find projects.
- » Participate in education fairs to present the companies' projects.
- » Alternatively, you can connect with matchmaking units at the universities, using an existing system.

## ⚙️ IMPLEMENTATION

### The individual match

- » Describe the exact challenge, together with the company.
- » Post the project on the website and on the institutions' project databases.
- » Contact the relevant supervisors directly.
- » Plan and participate in the initial meeting between the student and the company.
- » Draw up a declaration of collaboration or some other form of binding written agreement between the company and the students.
- » Help to settle accommodation and transport issues, and consider offering office space.
- » Offer the students and the company some guidance during the process. The need for help and the involvement of the network varies greatly, depending on the chosen type of student match.

## 📝 FOLLOW-UP

### On the individual match

- » Follow up to see whether the collaboration could continue, for example in the form of employment.
- » Follow up to find out whether the company wants new students.
- » Follow up to find out whether further projects could or should be initiated in order to implement the students' work at the company.
- » Send out press releases and make sure to communicate the success stories through the website, a newsletter, etc. to ensure the sharing of knowledge.



## THE SERVICE CAN BE COMBINED WITH VARIOUS TYPES OF MATCH

- » A camp/matchmaking day where the companies define some innovative tasks to cross-disciplinary groups of students.
- » Project cooperation. Pay attention to the students' courses and curriculum
- » Internship or thesis-writing process
- » Integrate business case studies as examples or as tasks and exercises in ordinary courses/lectures

## PRINCIPLE

Idea development  
Knowledge sharing  
Debating forum



## TARGET GROUP

SMEs  
Large companies  
Knowledge institutions  
Students  
Foreign companies  
Foreign knowledge institutions  
Consultants



## NUMBER OF PARTICIPANTS

Min. 20 – max. unlimited  
It's better to have 10 active members  
than 30 passive ones



## OPTIMAL PARTICIPANT BREAKDOWN

A mixture of SMEs, large companies,  
knowledge institutions, students,  
consultants, etc.



## ESTIMATED TIME CONSUMPTION

< 50 hours  
Ongoing service



## LEVEL OF DIFFICULTY

Low  
(Activate people, make  
them use the group.)



## MATERIALS

PC and LinkedIn profile



## AVAILABLE NETWORK

InnoBYG



# LINKEDIN GROUP

LinkedIn is one of the world's leading social networks and a popular platform for knowledge sharing within business life. An open LinkedIn group can help move activities from a particular website to a place where the target group is active on a daily basis.

### PREPARATION

- » Set up a group on LinkedIn.
- » Send information to the members of the network immediately, informing them of the creation of the new group.
- » Give information about the group via newsletters, homepage, etc.
- » Expect that it will take around three to four months to get the group up and running. Contribute yourself with questions, comments, etc.

### IMPLEMENTATION

- » Follow and read posts.
- » Encourage the members to upload something,
- » Upload events and news and comment on posts yourself.
- » Refer to the group through newsletters. Mention number of members, latest discussion topics, new collaborations, etc.

### FOLLOW-UP

- » Maintain the group continuously.
- » Follow up to the steering committee and to The Danish Agency for Science, Technology and Innovation – give information about the number of members, presentations, etc.



# PROJECTS / LONG-TERM INITIATIVES

Innovation at eye level + *Case Study*

Retro concepts

Matching a target group with large public investments

Match for breakthrough projects

Cooperation with innovation agents

Pit stop

Inter-disciplinary development processes



# INNOVATION AT EYE LEVEL

## PRINCIPLE

Workshop  
Matchmaking  
Knowledge sharing  
Idea and product development



## TARGET GROUP

SMEs  
Knowledge institutions



## NUMBER OF PARTICIPANTS

Min. 5 companies  
Min. 1 knowledge provider  
Max. depends on the resources to be found in the network



## OPTIMAL PARTICIPANT BREAKDOWN

In each group:  
5 companies  
1 knowledge institution



## ESTIMATED TIME CONSUMPTION

> 250 hours



## LEVEL OF DIFFICULTY

Medium



## MATERIALS

Brochures, database, innovation kit



## AVAILABLE NETWORK

FoodNetwork



Innovation at eye level is a long-term innovation and matchmaking process based on the idea of getting approx. five companies to work together in a development group. Together they participate in a workshop with the purpose of finding a solution to a shared or simply similar problem. The development group has an expert facilitator who comes from a knowledge provider, and after the workshop each company can get advice from the facilitator to help implement the solutions worked out at the workshop.



### PREPARATION

- » Decide on a theme for the development group.
- » Find a provider of knowledge/expert facilitator for the development group
- » Spread information about the opportunity to participate in the long term.
- » Do some canvassing to find the right companies.
- » Pay some screening visits to each company to adjust expectations and to be able to establish the groups. This is important and very time-consuming.
- » Plan the workshop.



### IMPLEMENTATION

- » Execute the workshop – most innovative methods available can be used.
- » Match the group with an advisor.
- » Ensure 10 - 50 hours of individual counselling per company.
- » Knowledge sharing between participating companies.
- » Consider arranging additional meetings or workshops in the development group in order to get good interaction between counselling sessions and the group work.



### FOLLOW-UP

- » Inform all the companies about possibilities of grants and projects for meeting their particular needs.
- » Fundraising for companies.
- » Send a press release when there are good reports.
- » Ensure follow-up and good coordination, both during the preparation and implementation and after completion.

**CASE STUDY**  
*Innovation at eye level*

# GROWTH CONCEPT WITH KNOWLEDGE BRIDGING

**In 2010 FoodNetwork developed and executed a growth concept aimed at small and medium-sized food companies all over the country. The concept was founded on knowledge bridging, network activities and the development of skills.**

The goal of the project was to give the food companies the chance of receiving subsidies to buy advice so as to solve specific challenges and to get experience in cooperating with external consultants and knowledge institutions.

A total of 19 companies from all over the country participated in the workshop and counselling process. The participants had been screened and divided into four development groups which focused respectively on the development of new meat products, business development, internationalization, and the development of a distribution network.

The majority of the participating companies have initiated or are expecting to initiate specific activities as a result of the project. Fourteen percent of the participants experienced increased earnings, while 60% expect increased earnings as a result of participating in the project. Between 60 and 75% of the companies have been given some knowledge and tools to improve their innovation capacity.

The concept showed good results as the companies implemented development and innovation together in smaller groups. However, it is important to emphasize that the concept requires a balancing of expectations as well as a large coordinating and networking effort from both the project leader and expert advisers.

Here is what two participants said after participating in Innovation at eye level:

*“Participating in “Innovation at eye level” really proved to be a positive experience for me. I gained an extensive network and many contacts in Central and Western Jutland. As a result I have developed a new herb mixture along with one of the other companies. As a matter of fact, the project has been characterized by people wanting to take action instead of just talking. This is something I really appreciate.”*

**Claus Holm, Sans og Samling Gastronomi**

*“It has been really exciting and very rewarding to be in the company of others who think in innovative ways. Through “Innovation at eye level” we have been inspired and gained knowledge that can help us to move on. It is not necessarily difficult to think innovatively, but it can be a big challenge to realize your ideas so that they can benefit you and also your surroundings.”*

**Eva Madsen, Sørvad Frilandsgrise and Fodboldgolf**

# RETRO CONCEPTS

## PRINCIPLE

Workshop  
Brainstorming  
Knowledge sharing  
Idea and product development  
Matchmaking

## TARGET GROUP

SMEs  
Knowledge institutions  
Foreign knowledge institutions

## NUMBER OF PARTICIPANTS

Min. 10 – max. 16

## OPTIMAL PARTICIPANT BREAKDOWN

6 - 8 SMEs  
1 – 2 artists  
2 - 5 researchers /research facilities  
1 innovation network

## ESTIMATED TIME CONSUMPTION

> 250 hours

## LEVEL OF DIFFICULTY

Low

*(The role of the facilitator requires some project experience as well as an understanding of experience economy and innovation processes.)*

## MATERIALS

Invitations, brochures, audio-visual equipment, whiteboard, innovation kit, help team, contributions/presentations, tasks from the companies

## AVAILABLE NETWORK

Innonet Lifestyle – Interior & Clothing

Retro concepts can be used as a matchmaking and ideation method. An old production method, or old raw material, products or technologies are brought up and used as a starting point for a joint innovation process involving SMEs, creative artists, researchers and museums with specialist knowledge.

### PREPARATION

- » Do desk research about SMEs, and talk to each company in depth about their ideas and needs.
- » Choose creative methods and workshop processes along with the artists.
- » Find researchers from universities and knowledge institutions as well as experts from museums and the like, who can participate and provide knowledge about old production methods, etc.
- » Prepare a program for an innovation workshop and a workshop about storytelling and branding, and invite knowledge institutions, museums and possibly creative artists.

### IMPLEMENTATION

- » Take care to ensure a shared understanding all along the way – convert the theoretical into something more practical and vice versa as you proceed.
- » The first workshop is an idea generation day. The network can facilitate this day. At the end of the day the SMEs select the ideas they want to develop further.
- » The SMEs get tools for idea generation and creative methods to continue working on innovation processes (1 month).
- » After this stage, it is time to continue the development of the chosen ideas from the first workshop, aiming to bring to maturity both product and production, with experts and the innovation network as sparring partners (6 months).
- » Workshop number two focuses on tools and methods for storytelling and branding. The story is to be used in marketing.
- » The SMEs are now ready to launch the new concept, based on retro concepts but with a new functionality and added value.

### FOLLOW-UP

- » Ongoing dialogue with the companies, both during and after the various activities.
- » Offer coaching the initiation of continued collaboration between companies and knowledge institutions.
- » Distribute success stories.



# **MATCHING A TARGET GROUP** WITH LARGE PUBLIC INVESTMENTS

The method is suitable for matching an innovation network target group with big public investments. The method consists of a thorough analysis of interested parties, a one-day event and follow-up projects.



## PREPARATION

- » Begin six months beforehand by carrying out a screening and analysis of public bodies and funds.
- » Carry out a target-oriented screening based on persons.
- » Contact the public players directly to identify needs and to give information about the role of the network.
- » Complete a program and invitations, based on the above analysis.



## IMPLEMENTATION

- » Arrange a one-day event with various talks, international video presentations, workshops and sector-related case studies.
- » Select and group the participants beforehand, and make sure to manage the day carefully. Be sure to have a team of helpers to facilitate the day.
- » Tasks developed by the innovation network can help to manage the creativity of the workshops.
- » Hand out a contact sheet that allows the participants to indicate their interest in participating in later development, including possible projects.



## FOLLOW-UP

- » Follow up on declarations of interest, and contact those who want to participate in activities and projects.
- » The way ahead requires involving the network secretariat and partner organizations to ensure that the ideas are converted into actual projects.



## PRINCIPLE

Analysis of stakeholders  
Workshop  
Idea development  
Brainstorm



## TARGET GROUP

SMEs  
Large companies  
Knowledge institutions  
Public offices inviting tenders



## NUMBER OF PARTICIPANTS

Min. 50 – max. 130



## OPTIMAL PARTICIPANT BREAKDOWN

40 % SMEs  
10 % large companies  
20 % knowledge institutions  
20 % public players  
5 % business advisers and consultants  
5 % students



## ESTIMATED TIME CONSUMPTION

> 250 hours



## LEVEL OF DIFFICULTY

High  
*(It takes careful preparation, screening, managing and follow-up. The method demands many resources.)*



## MATERIALS

Invitations, workshop plan, facilitator, Audio-visual equipment, whiteboard, innovation kit, contributions/presentations, database, tasks from the network to the participants and follow-up forms, video conferencing equipment.



## AVAILABLE NETWORK

Innovation Network for Danish Lighting

## PRINCIPLE

Brainstorming  
Knowledge sharing  
Idea and product development

## TARGET GROUP

SMEs  
Large companies

## OPTIMAL PARTICIPANT BREAKDOWN

4 - 5 SMEs  
1 large company  
The network as facilitator

## ESTIMATED TIME CONSUMPTION

> 250 hours

## LEVEL OF DIFFICULTY

High

*(Time-consuming; requires good knowledge of the sector; expertise; is easier to manage with the right professional background.)*

## MATERIALS

Facilitator  
Possibly a 3D-artist or similar for the brainstorming event

## AVAILABLE NETWORK

AluCluster  
Plastnet

# MATCH FOR BREAKTHROUGH PROJECTS

The method is suitable for finding new and untraditional sectors which could benefit from the knowledge, skills or materials that are representative of the members of your network. Based on demand, an unmet need or possibilities of improving and developing methods from the industry, a team of the best-matched companies is put together. Together they brainstorm and develop an idea or a product which they then, on their own initiative, present to a leading company which could benefit from the idea.



### PREPARATION

- » Follow the development and movement in the market.
- » Spot breakthrough areas or substitution possibilities through networking, through a steering committee, at an ideation conference or through dialogue with other industries or sectors – think creatively and “out of the box”.
- » Identify four to five of the most talented companies which possess different competencies within the field. They should not be competitors, and it is important that they be chosen with care. Knowledge institutions can be part of the project group.
- » Draw up a cooperation contract stating, for instance, that the knowledge generated in the project is shared property.



### IMPLEMENTATION

- » Gather the group together for a brainstorming day dedicated to making calculations and sketches and maturing ideas.
- » The network facilitates this, and takes care of the project management.
- » Contact the leading company(-ies) and begin the dialogue.
- » The network and the companies present the idea to the large company at a meeting.
- » If the new customer also sees the potential, a collaborative project is described.



### FOLLOW-UP

- » Draw up a final report.
- » Once the task has gone to tender, the network/matchmaker has completed the task and can withdraw. The companies can carry out the remaining work as a normal development and delivery project.
- » Follow up by having an ongoing dialogue with the companies.
- » Send out press releases and optimize knowledge sharing by spreading success stories on the website, newsletters etc.

# COOPERATION WITH INNOVATION AGENTS

The method prepares innovation agents and trains them to be ambassadors for an innovation network and/or technology. In addition a collaboration is formed with the purpose of informing companies about the possibilities to be found in collaboration.

## PREPARATION

- » Plan a meeting where all the innovation agents visit the network to learn about its work. If it is possible to show them something or give them an experience of some kind, it will improve what they gain from the meeting.
- » Together with the innovation agents you then continue to organize how you will join forces in informing the companies about the options.

## IMPLEMENTATION

### Meeting with innovation agents:

- » During the meeting, the innovation agents must learn about the network itself and how it operates, and perhaps meet some of the members.
- » Transfer of knowledge is an important measure of success. This can be achieved by focusing on some specific cases and by offering hands-on experience.

### Meetings with companies:

- » After this the innovation agents can visit companies along with the network, or they can invite the companies to meet the network.
- » Arrange a session where several companies are presented with the possibilities that are to be found in cooperating with an innovation network and an innovation agent.

## FOLLOW-UP

- » The visit will probably lead to some requests from the innovation agents regarding company visits, etc.
- » Initiate a follow-up from your side– have the agents gained the knowledge they need? Are they using it? Can you cooperate further?
- » Arrange another event focusing on recent technology, visit a member company or similar.

## TIME LINE



2 MONTHS - 2 YEARS



## PRINCIPLE

Workshop  
Contributions/presentations  
Knowledge sharing  
Company tour and/or demonstrations



## TARGET GROUP

SMEs  
Business promotion partners



## OPTIMAL PARTICIPANT BREAKDOWN

Min. 7  
Max. the total number of innovation agents



## ESTIMATED TIME CONSUMPTION

< 50 hours



## LEVEL OF DIFFICULTY

Low



## MATERIALS

Invitations  
White Boards  
Facilitator  
Contributions/presentations



## AVAILABLE NETWORK

Robocluster



## PRINCIPLE

Product development  
Knowledge brokering  
Knowledge sharing and workshop  
Analysis/interview



## TARGET GROUP

SMEs  
Large companies  
Knowledge institutions  
Students  
Foreign companies  
Foreign knowledge institutions  
Trade associations



## NUMBER OF PARTICIPANTS

Min. 15 – max. 30



## OPTIMAL PARTICIPANT BREAKDOWN

20 SMEs  
3 - 6 knowledge institutions  
6 - 15 students  
Possibly trade associations



## ESTIMATED TIME CONSUMPTION

> 250 hours



## LEVEL OF DIFFICULTY

Medium  
*(Requires tight project management.  
Is time consuming for the participants.)*



## MATERIALS

Invitations, audio-visual equipment,  
facilitator, help team – coordination/ad-  
ministration, contributions/presentations,  
innovation kit, tasks from the companies,  
evaluation forms, tools for analysis, ques-  
tionnaires.



## AVAILABLE NETWORK

Innonet Lifestyle – Interior & Clothing

# PIT STOP

Pit Stop is a matchmaking and knowledge-sharing tool. Step one is to create a gap analysis which, along with company interviews, defines the company's development needs. The company's needs are prioritized. Step 2 is to work out a number of pit stops, which are workshop activities carried out by knowledge institutions. Each company finally designs its own pit stop program, which can also be described as a development process during which they are matched with the right players.



*“Through Pit Stop I became aware of taking a long-term view and holding on to my international set-up, since the export market is as important as the domestic market. The project has helped me to be more focused on the long-term perspectives instead of jumping from one task to another. It is all about allowing yourself to zoom out and focus on the right things. Getting in touch with the right people, and becoming conscious of brand awareness – the fact that people need to know that you exist – are elements that have helped me win a job like this.”*

This statement comes from architect Morten Mygind of Morten Mygind Arkitekter m.a.a. In March 2012 his company won a competition for developing the central exhibition and lounge area at the biggest fashion event in Eastern Europe, Mercedes-Benz Fashion Week Russia in Moscow, Russia.



## PREPARATION

- » Find relevant companies to participate in the course. Trade associations can assist with recruitment.
- » Learn about the companies' development needs, based on an in-depth analysis and interviews.
- » Plan pit stops along with knowledge institutions, based on the results from the gap analysis and the interviews. Trade associations can contribute with input regarding content, form, process and communication.
- » Arrange a workshop where all the participating companies attend a pitch on what the knowledge institutions have to offer.



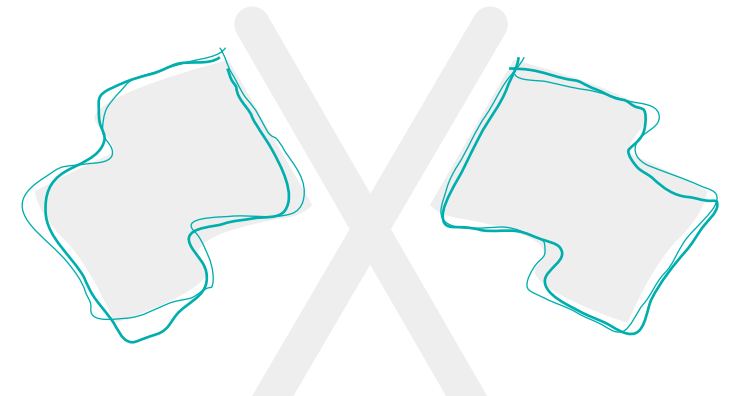
## IMPLEMENTATION

- » Facilitation – the network helps to “translate” the company's needs, which tend to be very practice oriented, and also helps to convert knowledge from the academic institutions.
- » Hold the first round of Pit Stops, consisting of workshops where the tools are introduced.
- » Maintain an ongoing dialogue to adapt plans of action and matches.
- » Execute the second round of Pit Stop, consisting of workshops that offer more time to go deeper into issues and more time for network establishment and implementation.
- » Students participate in intense innovation processes as a part of the Pit Stop offers.



## FOLLOW-UP

- » The evaluation should begin straight after the first round.
- » Dialogue and follow up on the gap analysis.
- » Matchmaking to the extent necessary in order for the company to move forward in the development process.
- » Business-based network.



**PRINCIPLE**  
Workshop  
Knowledge sharing  
Idea, product and service development

**TARGET GROUP**  
SMEs  
Large companies  
Knowledge institutions

**NUMBER OF PARTICIPANTS**  
Min. 8 – max. 50

**OPTIMAL PARTICIPANT BREAKDOWN**  
Mixture of SMEs and large companies

**ESTIMATED TIME CONSUMPTION**  
> 250 hours

**LEVEL OF DIFFICULTY**  
High  
*(Requires competencies regarding innovation leadership and facilitation, also extensive knowledge of the network and its needs.)*

**MATERIALS**  
Invitations, brochures, dating scheme/plan, audio-visual equipment, whiteboard, facilitator, help team, innovation kit, talks/presentations, database, share point/sub-site for the group.

**AVAILABLE NETWORK**  
Service Platform

# INTER-DISCIPLINARY DEVELOPMENT PROCESS

An inter-disciplinary development process links workshops with meetings between people with experience within a specific field – so-called ERFA-groups. At the workshops companies and knowledge institutions meet together, while the ERFA-group meetings are only for the companies. The inter-disciplinary aspect lies in the fact that companies from different sectors meet to discuss a specific topic.

## PREPARATION

- » Develop the concept: What is the interface between the various sectors, how can a development process take place and what possible topics are there? To test the concept, one can cooperate with existing forums, and present the concept ideas to participants in the target group.
- » Recruit participants through your own website or newsletter, by communicating the message to other networks, and through trade associations, etc.
- » Build up relationships, preferably together with other networks, associations or others who are in touch with the target group.

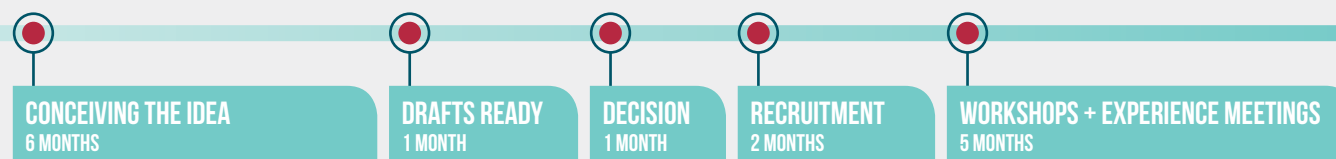
## IMPLEMENTATION

- » Kick-off and workshops.
- » Carry out four workshops, focusing on innovation methods and new knowledge. These can be one-day events, and consist of talks about the theme, case studies, methodology exercises, discussions and exchange of experience.
- » In between the workshops one should arrange meetings for the ERFA-groups, where the groups work on more specific development activities, investigating the potential and the challenges that are found in the interfaces.
- » Feedback from the meetings to the following workshop.

## FOLLOW-UP

- » Ongoing follow-up between the workshops and the ERFA-groups.

## TIME LINE



# INTERNATIONAL

A week with a top international researcher

Satellite office as a gateway to foreign markets + *Case Study*

International conference in collaboration with other networks

Partnering mission

International conference with B2B meetings

International knowledge transformation

Business delegation to an international trade fair

**PRINCIPLE**  
Workshop  
Talks/presentations  
Idea development and knowledge sharing

**TARGET GROUP**  
SMEs  
Researchers

**NUMBER OF PARTICIPANTS**  
Workshop: 20 - 30  
Research seminar: max. 20  
Conference: 80 - 200

**OPTIMAL PARTICIPANT BREAKDOWN**  
50 % SMEs  
10 % large companies  
20 % knowledge institutions  
10 % business advisers  
10 % consultants

**ESTIMATED TIME CONSUMPTION**  
50 - 250 hours

**LEVEL OF DIFFICULTY**  
High  
*(Very dependent on the organizer – once the exercise has been performed a few times, certain elements will tend to repeat themselves)*

**MATERIALS**  
Invitations, brochures, exhibition equipment, whiteboard, facilitator, speech/presentation, database, evaluation form, meeting facilities suitable for the event

**AVAILABLE NETWORKS**  
The Innovation Network for Market, Communication and Consumption



# A WEEK WITH A TOP INTERNATIONAL RESEARCHER

Invite a top international researcher for a day or even a whole week. This method opens up opportunities for matchmaking, knowledge sharing and ideation for a big crowd but also in small groups, for instance as a part of large conferences, research seminars, workshops or company meetings.



## TIME LINE



**CONTACT RESEARCHER**  
6 MONTHS BEFOREHAND



**CONTINUOUS DIALOGUE**  
2-3 MONTHS



**PLANNING A RESEARCH SEMINAR**  
4 MONTHS BEFOREHAND





## PREPARATION

- » Based on your knowledge within the field, you should choose a speaker who is considered to be among the academic elite. At the same time it must be a person who is good at putting across new and relevant knowledge.
- » Choose a time.
- » Choose a location that is geographically convenient for airport, metro or train links – the venue depends on the context.

### For the conference:

- » Find an additional speaker to complement the international researcher. This person can be Danish or international foreign.
- » Announce the event in your newsletter.
- » Narrow down the title and the abstract, which is made jointly with the researchers.
- » Plan a research seminar and possible company meetings to run in parallel – send out invitations.



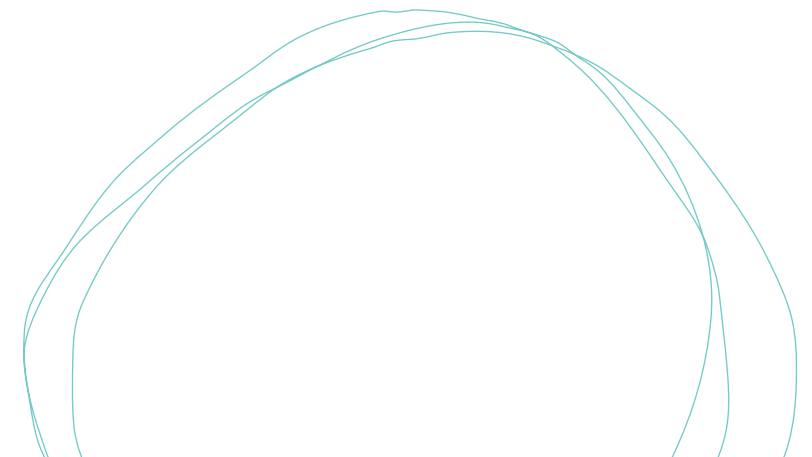
## IMPLEMENTATION

- » On the day of the conference it is important to ensure that the presentations are of appropriate duration so as to maintain high quality and also to make sure that there is plenty of time for networking in the breaks.
- » Invite selected researchers and companies to dinner with the speaker in the evening.
- » Arrange a research seminar with the invited researchers on the following day.



## FOLLOW-UP

- » Use an evaluation form, either during the conference or afterwards. Consider sending an evaluation form to the participants of at the research seminar.
- » Possible follow-up at a business meetings – did the event or visit bring any results?



**BOOKING THE SPEAKERS**  
3 MONTHS BEFOREHAND



**COMPLETING TITLE AND ABSTRACT**  
2 MONTHS BEFOREHAND



**SENDING OUT INVITATIONS**  
1½ MONTH BEFOREHAND



**SEMINAR, WORKSHOPS AND MEETINGS**  
1 WEEK

6 MONTHS

## PRINCIPLE

Knowledge sharing  
Matchmaking across borders

## TARGET GROUP

SMEs  
Large companies  
Knowledge institutions  
Foreign companies  
Foreign knowledge institutions

## NUMBER OF PARTICIPANTS

One employee at the satellite office

## ESTIMATED TIME CONSUMPTION

> 250 hours.  
Calculate around 2-3 years.

## LEVEL OF DIFFICULTY

High  
(Extensive preliminary work, analysis work, setting up and managing the office. Requires commitment, empathy and management.)

## MATERIALS

Office abroad

## AVAILABLE NETWORK

Offshore Center Denmark

# SATELLITE OFFICE AS A GATEWAY TO FOREIGN MARKETS

A satellite office in a foreign market can function as a good gateway when trying to reach new companies and knowledge institutions. The office can assist in arranging meetings, conferences and practical tasks in connection with visits in the country. In addition, the office can also support with insight and understanding in respect of cultural differences, and guidelines regarding the norms for behavior in the country.

## PREPARATION

- » The keywords when tackling the task of establishing a satellite office are enthusiasm, personality and commitment.
- » Identifying interesting markets requires thorough preliminary work. The same goes for narrowing down business areas, entering partnerships and finding the right person for the job.
- » Find out which organizations are already in the market. Contact the export organization “Eksporforeningen” for instance, or other export associations, and try to enter into agreements with them.
- » Consider hiring a local person with good local knowledge to fill the role of gateway and matchmaker.

## IMPLEMENTATION

- » Once the preliminary work has been completed, a satellite office can be established. It might be advantageous to share a building with representatives from other countries.
- » There must be ongoing contact between the satellite office and the Danish network secretariat.
- » The person in charge begins by networking, visiting companies and trying to spot potential.
- » A trip should be arranged for the Danish companies which will be visiting the foreign companies.
- » If you are dealing with a non-western market it may be relevant to help companies prepare for the cooperation and development process alongside the Danish companies.
- » Invite foreign companies to Denmark, for example to a conference, with the purpose of introducing them to Danish companies. Follow up with an evaluation of the outcome about three months after the event.

## FOLLOW-UP

- » Evaluation of company visits and conferences.
- » Once a match has been made, the network pulls out and leaves the cooperation/project to run on its own.

CASE STUDY  
Satellite office

# OFFSHORE CENTER DANMARK

## LAUNCHING A CHARM OFFENSIVE

**Brazil, Norway, Angola and Greenland are all countries that are extremely attractive in the eyes of Danish offshore oil and gas companies. Therefore the innovation network Offshore Center Denmark has decided to help the parties meet – just like an old-fashioned matchmaker.**

This effort began some years ago when the Danish offshore companies expressed their desire to develop the knowledge-sharing that was taking place among the companies at national level up to knowledge-sharing at international level. Offshore Center Denmark saw this wish as an interesting challenge and a strategic initiative.

“Back in the old days companies were strictly judged by their product. Today they are also judged by other parameters such as health, safety and education. This is where Denmark stands very strong. At the same time we have two companies - Mærsk Olie and Gas and DONG Energy - that are well known for their ability to pump up oil in hard-to-reach areas. This expertise can be used to pave the way for smaller Danish companies to act as sub-suppliers,” explains the CEO of Offshore Center, Denmark, Peter Blach.

### SELECTED COUNTRIES

Offshore Center Denmark made a market analysis of the countries that could potentially be interesting from a Danish perspective. This was done in cooperation with

the Ministry of Foreign Affairs, the trade organization Dansk Industri, and the fund Industrialiseringsfonden for Udviklingslandene (IFU). It did not take long before the analysis turned its focus on Brazil, Norway, Greenland and Angola.

“We chose these countries because our members identified them as interesting, and because they had relevant needs and potential. At the same time, it appeared that they had some gaps in their supply chain which, in many ways, matched the challenges that the Danish companies could solve,” says Peter Blach.

The next step was to pack a suitcase and show the selected countries that Danish companies were attractive and hard to resist. The first stop on this charm offensive was a conference in Brazil. After this they went to Norway. Despite the fact that Norway is a neighboring country, it is not an easy market to enter, and if a company wants a chance to do business there it is often necessary to have a local office.

The latest country to be visited by Offshore Center Denmark is Angola. This country has recovered after 30 years of civil war, and it now has a substantial oil production. Twenty-five representatives from 20 Danish companies made a highly efficient four-day business promotional tour around the country. During the trip they got a chance to demonstrate their know-how to the state-owned Angolan oil company.



## PRINCIPLE

Matchmaking through professionalism  
Knowledge sharing

## TARGET GROUP

SMEs  
Large companies  
Knowledge institutions  
Students  
Foreign companies

## NUMBER OF PARTICIPANTS

Min. 60 – max. 150

## OPTIMAL PARTICIPANT BREAKDOWN

40 % Danish SMEs  
10 % large Danish companies  
15 % foreign SMEs  
10 % large foreign companies  
15 % Danish knowledge institutions  
10 % Foreign knowledge institutions  
Possibly additional participants and other groups of participants

## ESTIMATED TIME CONSUMPTION

50 - 250 hours

## LEVEL OF DIFFICULTY

High

## MATERIALS

Invitation, facilitator, moderator,  
prominent speakers

## AVAILABLE NETWORKS

VE-NET  
The Transport Innovation Network

# INTERNATIONAL CONFERENCE IN COLLABORATION WITH OTHER NETWORKS

Plan and execute an international conference on a topic of inter-disciplinary interest that can attract international interest, preferably within a field where Denmark is known for its expertise. The conference is carried out in cooperation with other networks or trade associations in order to ensure a broad approach.



## PREPARATION

- » Select a topic of current interest and consider which market your participants should come from.
- » Choose a network which seems suitable for cooperation.
- » Plan a three-day conference, beginning with a day of shared activities. The participating networks can each arrange their own day on the second or third day of the conference. It is recommended that you involve the Ministry of Foreign Affairs as a partner and co-organizer.
- » Contact the embassy, innovation centres, the Export Council, etc. and work with them to select interested parties, program, meeting plan, company visits, distribution of invitations, etc.
- » Invite participants in a way that secures broad participation from Danish companies. For marketing purposes it is important to assure the interested parties that they will be able to meet some important Danish companies at the event.



## IMPLEMENTATION

### Day 1

- » Give the participants the freedom of booking the events they want to participate in during the conference.

### Day 2 and 3

- » Each network has its own conference, focusing on their particular perspective on the topic. The conference can contain talks, workshops, exhibitions and B2B events.

The conference days can be rounded off by visiting interesting Danish companies. There is also the option of including an additional conference day for a visit to an interesting demonstration facility. It is necessary to sign up for this in advance.

Make sure to encourage the participants to continue networking through voluntary activities.



## FOLLOW-UP

- » It is recommended that you evaluate the activities after the conference. Both participants and cooperating partners should be included in the evaluation.

# PARTNERING MISSION

Partnering Mission is a delegation trip for foreign partners who are invited to Denmark for a two-day visit. The visit includes a conference where all participating companies (Danish and foreign) present themselves and their skills. In addition, pre-arranged one-to-one meetings are to be held, as well as company visits and a social event in the evening.

## PREPARATION

- » Contact the embassy of the country in question to match expectations.
- » Prepare a program for the delegation's visit.
- » Invite participants, companies and universities/researchers through your own network and with the assistance of the embassy. This part demands much in the way of effort, good relations, personal contacts, etc.
- » During registration, ensure that you get a company profile/presentation from all attendees.
- » Before the trip, both Danish and foreign participants should have the opportunity to select who they would like to meet for one-to-one meetings.

## IMPLEMENTATION

- Day 1**
- » Hold the conference, presenting the participants and their skills.
  - » A social event in the evening, which allows for more informal matchmaking.
- Day 2**
- » One-to-one meetings
  - » Company visits

## FOLLOW-UP

- » Follow up by using an evaluation form and by maintaining dialogue with the members of the network.



### PRINCIP

Knowledge sharing and one-to-one meetings  
Networking dinner and company visits



### TARGET GROUP

SMEs  
Large companies  
Knowledge institutions  
Students  
Foreign companies  
Foreign knowledge institutions



### NUMBER OF PARTICIPANTS

Min. 15 – max. 40



### OPTIMAL PARTICIPANT BREAKDOWN

50/50 Danish/foreign companies made up of the following:  
50% SMEs  
20% large companies  
20% knowledge institutions  
5% students (at PhD-level)  
5% business advisers



### ESTIMATED TIME CONSUMPTION

50 - 250 hours



### LEVEL OF DIFFICULTY

High  
*(A demanding method, which never becomes routine.)*



### MATERIALS

Invitations, dating schedule, audio-visual equipment, whiteboard, facilitator, help team, contributions/presentations, innovation kit, company presentations / profile, evaluation forms



### AVAILABLE NETWORK

Biopeople

## PRINCIPLE

B2B meetings  
Workshop  
Knowledge sharing

## TARGET GROUP

SMEs  
Large companies  
Knowledge institutions  
Foreign companies  
Foreign knowledge institutions

## NUMBER OF PARTICIPANTS

Min. 60 – max. 150

## OPTIMAL PARTICIPANT BREAKDOWN

80 % Danish and foreign SMEs  
10 % large companies  
10 % knowledge institutions

## ESTIMATED TIME CONSUMPTION

> 250 hours

## LEVEL OF DIFFICULTY

High

*(Requires existing and extensive Danish and international networks as well as experience, expertise and good relations.)*

## MATERIALS

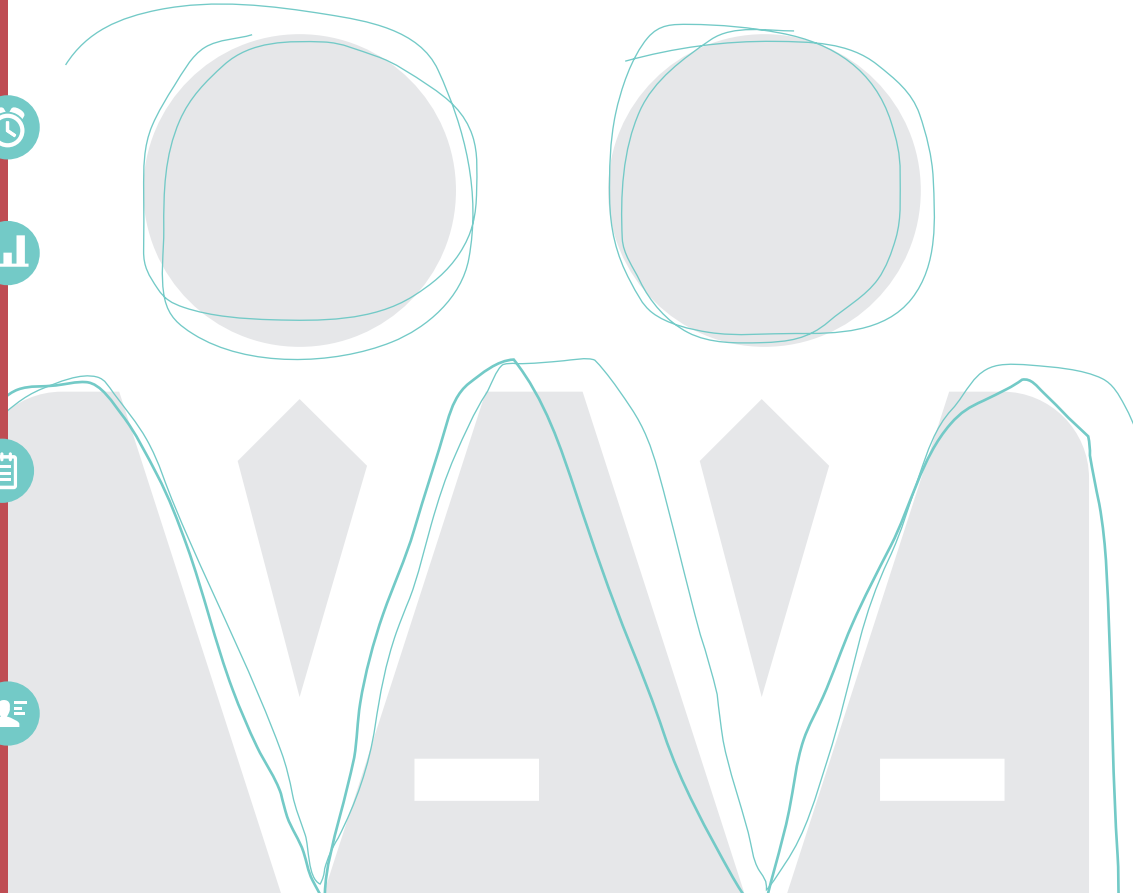
Invitations, brochures, dating scheme/plan, displays for exhibition, audio-visual equipment, white board, facilitator, help team, talks/presentations, database, clock, evaluation forms

## AVAILABLE NETWORKS

FoodNetwork  
Plastnet

# INTERNATIONAL CONFERENCE WITH B2B MEETINGS

A two-day international conference with an academically relevant theme and with internationally recognized speakers and guests. In addition, it is a good idea to let participants each set up their display in an exhibition area. This area can be visited by all the delegates during the breaks.





## PREPARATION

- » Assemble a work group made up of the network, a representative from the board, companies and, if possible, a journalist or communicator to take care of media-related issues.
- » Hold a brainstorming session to finalize the content of the conference: determine the theme, the connecting thread, etc.
- » Choose a location close to an airport.
- » Take time to find good speakers who are topical and popular and who can attract an audience.
- » Announce that the companies can exhibit their material/services during the conference.
- » Be visible and market the event. Run advertisements in relevant journals over a period of time, perhaps six times; be visible on various websites, through the network and through the participants' websites.
- » Send out press releases for international journals.
- » In the invitation you should offer participation in workshops. In this way participants sign up for the workshops when registering for the conference. When registering they can also give notice about B2B meetings – who they want to meet and what they are interested in discussing. Choose a few leading companies, make contact with them personally and try to get them to sign up – canvassing so that others can see who they can 'date'.
- » Ask a minister to participate, either in person or via a video clip.



## IMPLEMENTATION

### Day 1

- » Opening speech: preferably by a minister or a person who can add significance to the program.
- » An introductory professional contribution that can kick off the day, followed by four to five presentations.
- » The exhibition area should be accessible during breaks on both days.
- » Four to five workshops of one-and-a-half hours, preferably connected to the previous presentations and run by the same speakers. Alternatively, supply a facilitator for each workshop.
- » Dinner event with all dining together and a "lightweight" presentation of a topic which will attract participants and make them want to take part in the social event. It is recommended that one use a cultural site for the event, or a location which can generate some debate.

### Day 2

- » B2B meetings.
- » Professional talks and conclusion.



## FOLLOW-UP

- » Send out evaluation forms immediately after the conference.
- » Press releases and good stories for the website and the newsletter.
- » Follow up through normal network contact and dialogue.

## PRINCIPLE

Speed dating and idea development  
Knowledge sharing  
Knowledge brokering

## TARGET GROUP

SMEs  
Large companies  
Knowledge institutions  
Students  
Foreign companies

## NUMBER OF PARTICIPANTS

2 - 3 networks/clusters from different countries  
Min. 10 companies  
Max. 50 companies

## OPTIMAL PARTICIPANT BREAKDOWN

70 % SMEs  
10 % large companies  
15 % knowledge institutions  
5 % consultants  
(including persons from networks)

## ESTIMATED TIME CONSUMPTION

> 250 hours

## LEVEL OF DIFFICULTY

High  
(You need to work with many different elements and on many different platforms; this requires involvement on many levels.)

## MATERIAL

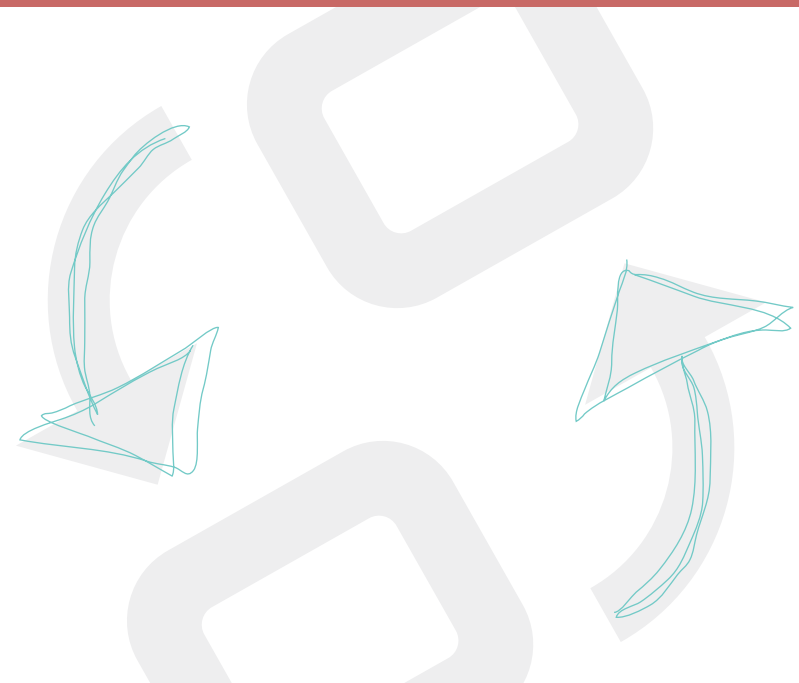
For the start-up conference:  
Invitations, dating scheme/plan, trade fair equipment, audio-visual equipment, contributions/presentations, and evaluation forms

## AVAILABLE NETWORK

AluCluster

# INTERNATIONAL KNOWLEDGE TRANSFORMATION

This method is ideal for creating close contact between networks and clusters across borders. The aim is to use the knowledge that each network and cluster in a country possesses and to create new knowledge, build bridges and possibly open up new markets for network members.



## TIME LINE

CONTACT

ESTABLISHING CLUSTER RELATIONSHIPS

DESCRIPTION





## PREPARATION

- » Contact a foreign network or cluster.
- » Establish cluster relationships.
- » Start generating ideas.
- » Ensure a common understanding.
- » Draw up a shared process plan / plan of action with carefully described points.
- » Seek funding, for instance Innovation Express.
- » Set aside plenty of time for the clusters to get to know each other and build up mutual trust. Balance expectations and ensure that the parties are in full agreement about the project plan, activities and target.



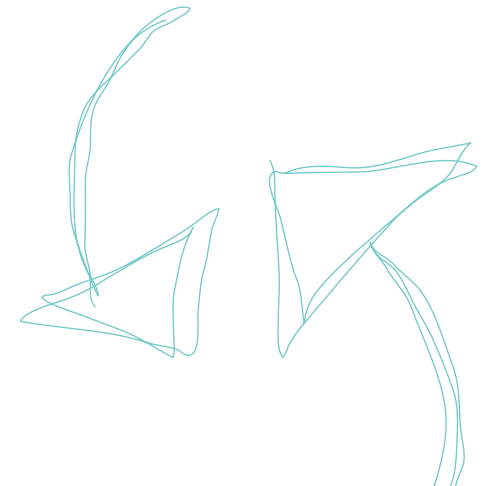
## IMPLEMENTATION

- » Contact the companies and draw up company profiles.
- » Involve trade organisations.
- » Follow the shared action plan.
- » Plan and carry out a conference to celebrate the start-up and the cluster collaboration. Invite speakers and plan a speed-dating event for the participants. Invite an interpreter, a legal advisor and other persons who may prove useful if the companies run into language problems or other challenges.
- » Travelling activities, including a study trip, participation in trade fairs etc.



## FOLLOW-UP

- » Follow up and support as needed.
- » Once contact and matches have been established, the network withdraws from the project.
- » Motivate the new networks that appear after the conference.



**PRINCIPLE**  
Speed dating  
Knowledge sharing

**TARGET GROUP**  
SMEs  
Knowledge institutions

**NUMBER OF PARTICIPANTS**  
Min. 15 – max. 25

**OPTIMAL PARTICIPANT BREAKDOWN**  
SMEs  
1 - 2 knowledge institutions

**ESTIMATED TIME CONSUMPTION**  
50 - 250 hours

**LEVEL OF DIFFICULTY**  
Low  
*(The method is easier to apply when cooperating with people who have some experience in planning and carrying out this type of event, or when dealing with professional travel agents.)*

**MATERIAL**  
Invitations, team of helpers,  
Evaluation form, participant folder

**AVAILABLE NETWORK**  
FoodNetwork

# BUSINESS DELEGATION TO AN INTERNATIONAL TRADE FAIR

Using this method, you can arrange a business trip to a trade fair in another country. The trip includes participation in regular fair activities, for instance seminars, speed dating, etc.

## PREPARATION

- » Contact a Danish travel agent or trade fair agency and discuss the option of cooperating regarding a trip to a trade fair.
- » Have a meeting to allocate tasks.
- » Activate all channels to market the trip: home-pages, newsletters, consortium partners and sector-oriented networks, etc.
- » Stay in close contact with all who have signed up for the trip in order to build up a good relationship and encourage further commitment.
- » Prepare a folder for the participants containing program, contact information, suggestions for shared activities, etc. and hand it out before departure.

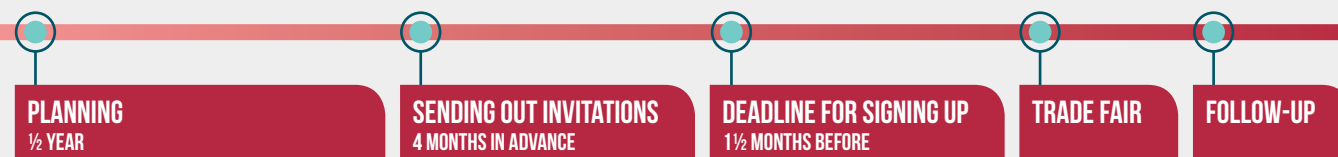
## IMPLEMENTATION

- » Ensure that the participants have an option to choose what they want to take part in during the trade fair and when traveling with the delegation.
- » The network performs the tasks of a travel-agent: arranges the trip abroad and arranges transportation to the trade fair, and a dinner for the group. Set up a session dedicated to sharing experiences. Here the participants can meet over a drink, share experiences, and talk about the events at the trade fair.
- » During the event, the network should focus on solving challenges, being a service provider and handling practical issues at the trade fair.
- » Continue to encourage the participants to network through voluntary activities.

## FOLLOW-UP

- » Evaluate the activities: the duration of the trip, as well as the prices and the events during the trip.

## TIME LINE



# DATING / B2B

Adventure matchmaking

Auction

Icebreaker

Matchmaking at a trade fair

Network café

Pitching

Speed service – matchmaking

# ADVENTURE MATCHMAKING

## PRINCIPLE

Speed dating  
Idea development  
Knowledge sharing

## TARGET GROUP

Large companies  
Knowledge institutions  
Students  
Foreign companies  
Foreign knowledge institutions

## NUMBER OF PARTICIPANTS

Min. 10 – max. 50

## ESTIMATED TIME CONSUMPTION

< 50 hours

## LEVEL OF DIFFICULTY

Low

## MATERIAL

Invitation (part of the bigger event)  
Dating plan/schedule  
Whiteboard/board  
Help team  
Bell / clock  
Evaluation form  
(part of the bigger event)

## AVAILABLE NETWORK

Biopeople

The method is suitable for connecting matchmaking to a bigger event. The title “Adventure matchmaking” indicates that some kind of experience is involved; in this case the participants have agreed to be matched randomly, so they do not know who they are about to meet. Based on information and background knowledge, the network tries to make a meaningful match.

### PREPARATION

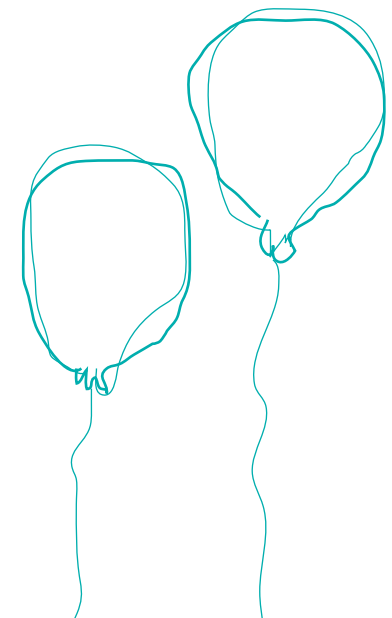
- » Advertise the option of participating in this matchmaking session in the invitation for a bigger event. Dedicate 30 - 40 minutes of the programme for the matchmaking session.
- » When signing up for the event, the participants should be asked to state whether they want to meet up with speakers from the event, or whether they want to participate in adventure matchmaking and meet “random participants”.
- » Prepare a dating plan for the event once everyone has signed up, and try to make the best matches, based on companies, areas of responsibility and other available information.
- » Draw up a board with information showing who meets whom, where and when, and make sure you have a bell.
- » Ensure that the setup is appropriate, for instance including tables, etc.

### IMPLEMENTATION

- » Once it is time for the matchmaking session, the board must be accessible and visible – it must be easy for the participants to find their meeting places, for instance by labelling the tables with numbers. Ensure that there is a team prepared to help.
- » Arrange three to four ten-minute meetings.
- » A bell, or maybe even a piano player, is used to mark the transition from one meeting to another. Making this transition a bit entertaining will contribute even more to the overall experience of Adventure matchmaking.

### FOLLOW-UP

- » Evaluate the entire event, and ask whether the matching was useful to the participants.



# AUCTION

Companies looking for collaboration partners for a task can offer their job “for sale” in advance. At the auction the job is presented by an auctioneer, and in the traditional manner knowledge institutions can place bids for solving the task.

## PREPARATION

- » Choose a good theme for the jobs that will be put up for auction.
- » Select and invite companies and knowledge institutions.
- » Invite companies to put a challenge up for auction.
- » Help the companies to define and describe their idea or challenge.
- » Prepare a presentation which can be used for “selling” the companies’ ideas and challenges at the auction.

## IMPLEMENTATION

- » The companies’ ideas and challenges are put up for sale one by one.
- » Knowledge institutions and/or other companies can place bids if they believe that they can contribute in solving the task.
- » The auction secretary writes down who places bids and prepares a list of the participants.
- » After the auction there should be some time to exchange contact information and to talk further about the ideas and the options of collaboration.

## FOLLOW-UP

- » Distribute projects between the knowledge providers who have placed bids for the projects
- » Coordinate the contacts made to the companies, so that not all knowledge suppliers call the same companies.
- » Set up the first meeting between those involved in each project.



### PRINCIPLE

Speed dating  
Knowledge sharing



### TARGET GROUP

SMEs  
Knowledge institutions



### NUMBER OF PARTICIPANTS

Min. 20 – max. 60



### OPTIMAL PARTICIPANT BREAKDOWN

Min. 10 companies  
Min. 10 knowledge institutions



### ESTIMATED TIME CONSUMPTION

50 - 250 hours



### LEVEL OF DIFFICULTY

Low



### MATERIAL

Invitations  
Tasks from the companies  
Audio-visual equipment  
Auction list of tasks  
Auction clock  
Facilitator/auctioneer  
Bidding forms from knowledge institutions  
Help team



### AVAILABLE NETWORK

FoodNetwork

**PRINCIPLE**  
Icebreaker



**TARGET GROUP**  
SMEs



Large companies  
Knowledge institutions  
Students  
Foreign companies  
Foreign knowledge institutions

**ESTIMATED TIME CONSUMPTION**  
< 50 hours



**LEVEL OF DIFFICULTY**  
Low



**MATERIAL**  
Depending of the type



**AVAILABLE NETWORKS**  
InnoBYG  
Water in Urban Areas



# ICEBREAKERS

Icebreakers are not actual methods, but more like elements or exercises that can be used together with a method. The purpose of incorporating icebreakers is to make the participants present themselves and talk to more new people. This is also aimed at making people “think out of the box”, and inspiring them to behave in new ways, or it can simply be applied as a positive interruption, or a break that generates new energy - and something to remember.

## PREPARATION

- » Be very aware of the purpose. Some participants may find that they are pushing their personal limits by taking part in activities that at first do not seem to be serious. Therefore it is important to have a clear purpose – one which is also clear to the participants. Otherwise, there is a risk that the participants will “sign out”.
- » Prepare yourself, both mentally and practically, depending on the type of icebreaker you choose.

## IMPLEMENTATION

**At the table at an event or similar:**

» **Seating arrangement**

Arrange the seating according to the first letter of the participants’ names, their region, business or other criterion. You can also ask the participants to change seats at some point.

» **Dinner mats and decorations**

Consider printing original quotes on the dinner mats or alternatively drawings or pictures of odd inventions, etc. This makes people chat informally from the moment they sit down. Non-traditional decorations have the same effect.

» **Leaflet or flyer**

Instead of placing a traditional advertisement leaflet on the table you can consider making something thought-provoking such as a leaflet entitled “10 good reasons not to be innovative”.

**As start-up or during breaks:**

» **20 Questions for the professor**

Prepare a questionnaire of 20 questions, for instance about your network, the participants or the theme. This exercise makes people talk informally, and it creates competition between the participants, since a winner is nominated at some point during the day.

» **Bingo**

Prepare bingo card consisting of 13 statements about the participants, for instance “has pets”, “has lived in a dormitory”, “Is part of a network project”, etc. Give the participants a chance to mingle and eventually find the answers. This exercise creates a good atmosphere and encourages a lot of informal talk.

» **Score cards**

Hand out score cards in the form of a list of participants. During the day, the participants can tick off the people they have talked to. By the end of the day, the winner is announced. This is the person with the highest score. Remember that the participants should take the score cards home so that they can remember the people they have talked to and get in touch with them again.

# MATCH MAKING AT A TRADE FAIR

The advantage of arranging a matchmaking session at a fair is the large number of people who are already gathered in one place. The professional trade fair is the main attraction, while matchmaking is a relevant and voluntary extra. Inbetween the meetings it is possible to invite the participants for an excursion around the trade fair – giving them a chance to network in smaller groups, and to network with the other people at the trade fair.



## PREPARATION

- » Draw up an agreement alliance with the organizer of a relevant professional fair.
- » Buy or rent a stand at the trade fair and set it up for matchmaking.
- » Determine the focus of the event. Choosing a broad focus can attract a large crowd, whereas a narrow focus increases the likelihood of matching the participants.
- » Market through the internet, networks, newsletters, the media, etc.
- » Use Enterprise Europe Network to recruit participants from abroad.
- » Make your own members aware of the event and encourage them to write company profiles for their own companies.
- » Collect Danish and foreign profiles in a printed catalogue.
- » The computer can book meetings, based on the profiles filled in in advance.



## IMPLEMENTATION

- » The participants know in advance who to meet and when.
- » A facilitator and a team of helpers are ready to provide support at the stand in case new matches need to be made or in case a participant does not show up, etc.
- » Besides matchmaking in a way similar to dating, there is also a guided tour of the trade fair. This is done in small groups in between the meetings so that the members can network in the groups and with the people exhibiting at the trade fair.



## FOLLOW-UP

- » Evaluation forms from the participants in the match-making session
- » The follow-up is based on the response that is gathered regarding the individual meetings. If both parties had a good result for the meeting, you should follow up on this. Suggest contact and consider following up again one month later.



## PRINCIPLE

Speed dating, knowledge sharing and matchmaking



## TARGET GROUP

SMEs  
Large companies  
Knowledge institutions  
Students  
Foreign companies  
Foreign knowledge institutions  
Authorities



## NUMBER OF PARTICIPANTS

Min. 30 – max. Depends of the size of the stand and resources



## OPTIMAL PARTICIPANT BREAKDOWN

Can be put together in many ways  
Can be based on one of the groups



## ESTIMATED TIME CONSUMPTION

50 - 250 hours



## LEVEL OF DIFFICULTY

Low  
*(The method is not difficult, but it requires significant resources. It is highly dependent on the person. The better the person knows the members, the easier it is to ensure a quality product.)*



## MATERIAL

Invitations, dating scheme /plan, trade fair equipment, facilitator, help team, tasks from the companies, IT-system to book meetings, evaluation forms.



## AVAILABLE NETWORK

Innovation Network for Biomass

**PRINCIPLE**  
Speed dating



**TARGET GROUP**  
SMEs



Large companies  
Knowledge institutions  
Students  
Foreign companies  
Foreign knowledge institutions

**NUMBER OF PARTICIPANTS**  
Min. 10  
Max. almost unlimited



**OPTIMAL PARTICIPANT BREAKDOWN**  
50 % companies  
50 % knowledge institutions



**ESTIMATED TIME CONSUMPTION**  
< 50 hours



**LEVEL OF DIFFICULTY**  
Low



**MATERIAL**  
Invitations  
(part of the conference invitations)  
Name tags / list of participants  
– preferably with pictures  
(also for the conference)  
Network cards  
Café facilities and food  
Board for posting project ideas



**AVAILABLE NETWORK**  
InnoBYG



# NETWORK CAFÉ

A network café based on network cards that are somewhat similar to the dance cards of olden days. It is a good way of making people network, especially if linked to a conference or the like. The method makes people choose who they want to meet up with in the café, once they have attended the main event.

## PREPARATION

- » Try to incorporate the idea of a café when planning the conference.
- » Book the facilities and food and beverages.
- » Make the network cards (dance cards).

## IMPLEMENTATION

- » Place the network cards on the tables together with a program or similar during the conference.
- » Encourage the participants to fill out the cards and exchange them with those they want to meet in the café.
- » Once the formal program has been completed, invite participants to the café.
- » Let the participants network for as long as they wish.

## FOLLOW-UP

- » The follow-up is part of the general evaluation of the conference.

### NETWORK CARDS

I would like to meet you for a talk in the network café  
(Attach your business card or fill out the form below)

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Suggested subject for discussion: \_\_\_\_\_

\_\_\_\_\_



# PITCHING

The idea of pitching comes from the baseball world, where a pitcher is the person throwing the ball. In this context, pitching means presenting an idea which needs further development. The participants are then invited to give suggestions and ask questions. Pitching works well as a part of an open event, or as a part of an event with a specific theme, where entrepreneurs and established companies pitch their ideas in front of an expert panel and the other participants.



## PREPARATION

- » Draw up invitations for members and others.
- » Send e-mails to members and other people who may be interested in pitching their idea.
- » Coach the chosen pitches in the network secretariat.
- » Select participants for the expert panel; the panel should not be too big – it works better with a smaller and more focused panel, for instance consisting of an entrepreneurial advisor, a technology expert from a knowledge institution, or an expert from a company.
- » Give the panel a form to fill out during the pitches.



## IMPLEMENTATION

- » Begin with contributions which are relevant to the event, for instance talks by members of the expert panel, or people taking part later in the day. The purpose of the speech can be to give advice. If the event is linked to a specific profession, it is recommended also to have speakers contribute with new knowledge from the chosen field.
- » There should be four to five pitches followed by discussion and feedback from the expert panel, which also selects the best ideas and possibly awards the “idea of the day”. The quality of the pitches is what determines the value of the event, so it is important to choose a few good pitches rather than a large number of pitches. It works well to have several speakers for the event.
- » Ensure that there is a possibility of networking and some informal speed dating during lunch.
- » It is possible to make displays or small stations which can be visited during the day.



## FOLLOW-UP

- » Evaluation form.
- » Follow up on those who pitched their ideas.



## PRINCIPLE

Speed dating  
Idea development and knowledge sharing



## TARGET GROUP

SMEs  
Large companies  
Knowledge institutions  
Students  
Entrepreneurs  
Counsellors



## NUMBER OF PARTICIPANTS

Min. 40 – max. 100



## OPTIMAL PARTICIPANT BREAKDOWN

50/50 companies/knowledge institutions  
A few counsellors



## ESTIMATED TIME CONSUMPTION

50 - 250 hours



## LEVEL OF DIFFICULTY

Medium  
*(It is time-consuming to evaluate the ideas. The method depends on the person as the coaching part requires the ability to facilitate and coach.)*



## MATERIAL

Invitations, facilitator, help team, white-board, audio-visual equipment – projector for pitch, contributions/presentations, tasks from the companies, clock, evaluation form, forms for the experts to fill out.



## AVAILABLE NETWORK

Danish Sound Technology Network

**PRINCIPLE**  
Speed dating  
Knowledge sharing  
Cooperation and process development

**TARGET GROUP**  
SMEs

**NUMBER OF PARTICIPANTS**  
Min. 10 – max. 25

**OPTIMAL PARTICIPANT BREAKDOWN**  
80 % Danish and foreign SMEs  
10 % large companies  
10 % knowledge institutions

**ESTIMATED TIME CONSUMPTION**  
< 50 hours

**LEVEL OF DIFFICULTY**  
Medium  
(Requires facilitation abilities.)

**MATERIAL**  
Dating scheme/plan  
Facilitator  
Help team  
Clock

**AVAILABLE NETWORK**  
Service Platform

# SPEEDSERVICE — MATCHMAKING

Speed service – matchmaking of companies for value chain collaboration.

A method which works well for an event where smaller companies find ways to cooperate by first filling out a profile and a matchmaking card/score card and then participate in a classic speed-dating activity. This method can be used in conjunction with a bigger event, and it should be used early in the program, giving the participants a chance to network throughout the rest of the day.

## PREPARATION

- » Try to include matchmaking as a part of a bigger event. In the invitation you just write “matchmaking” and dedicate around one-and-a-half hours to this activity.
- » Think the concept through, and make sure to have the material ready: score card, a bell and a facilitator ready to help during the day.

## IMPLEMENTATION

- » Welcome the participants and give a brief introduction of the process.
- » The participants fill out their potential profile with information about:  
*Company name*  
*Services – now and in the future*  
*The value chain: who do we buy from, who do we sell to, who do they sell to?*  
*I offer experience in the field of...*  
*I want to learn more about...*
- » The participants fill out a matchmaking card, ticking off who they want to talk to – all based on criteria such as “ Who has something I need, and who needs something I can provide?”
- » Later there is a classical speed-dating round where each participant has three minutes to tell about what they have to offer.

## FOLLOW-UP

- » Collect the profiles and match-making cards.
- » Send out material to all participants.
- » Look for matches based on the cards.
- » Plan a follow-up event for the companies who can benefit from each other. Pair up those who show special potential for a good match / collaboration.

# MATCHMAKING CARD

# PROFILE CARD

COMPANY	CAN OFFER ME SOMETHING	I CAN OFFER SOMETHING
BORESKO		
BP JORDVARME OG VVS		
CYKELKOMPAGNIET		
FUNCHIS EJENDOMSSERVICE		
GLOBAL FACILITY SERVICE		
HANDY FLYT		
HOFFMAN GRUPPEN		
MIDTGAARD GRANIT		
IBSEN EL-ANLÆG A/S		
KARL E GLAS		
MAGNILD GARDINER		
MANINVAN		
MR MONOPOL		
MS GRUPPEN		
MØNSTER BYG A/S		
ROSKILDE BILHANDEL		
SNOWFUN SKI & RUN		
TØMRERFIRMAET CHRISTEN KORSBY		
WAXI VASK & RENS		
SK SERVICECENTER		
KODA		
TOP PARTNERS		
WEXØE		
MØLBAK LANDINSPEKTØRER		

**MY NAME** .....

**COMPANY NAME** .....

**MOST IMPORTANT SERVICES OFFERED**

AT PRESENT .....

IN THE FUTURE .....

**VALUE CHAIN**

WHO DO WE BUY FROM?	OUR COMPANY	WHO DO WE SELL TO?	WHO DO THEY SELL TO?
.....	.....	.....	.....
.....	.....	.....	.....
.....	.....	.....	.....

**SERVICE INFORMATION**

I OFFER EXPERIENCE CONCERNING...

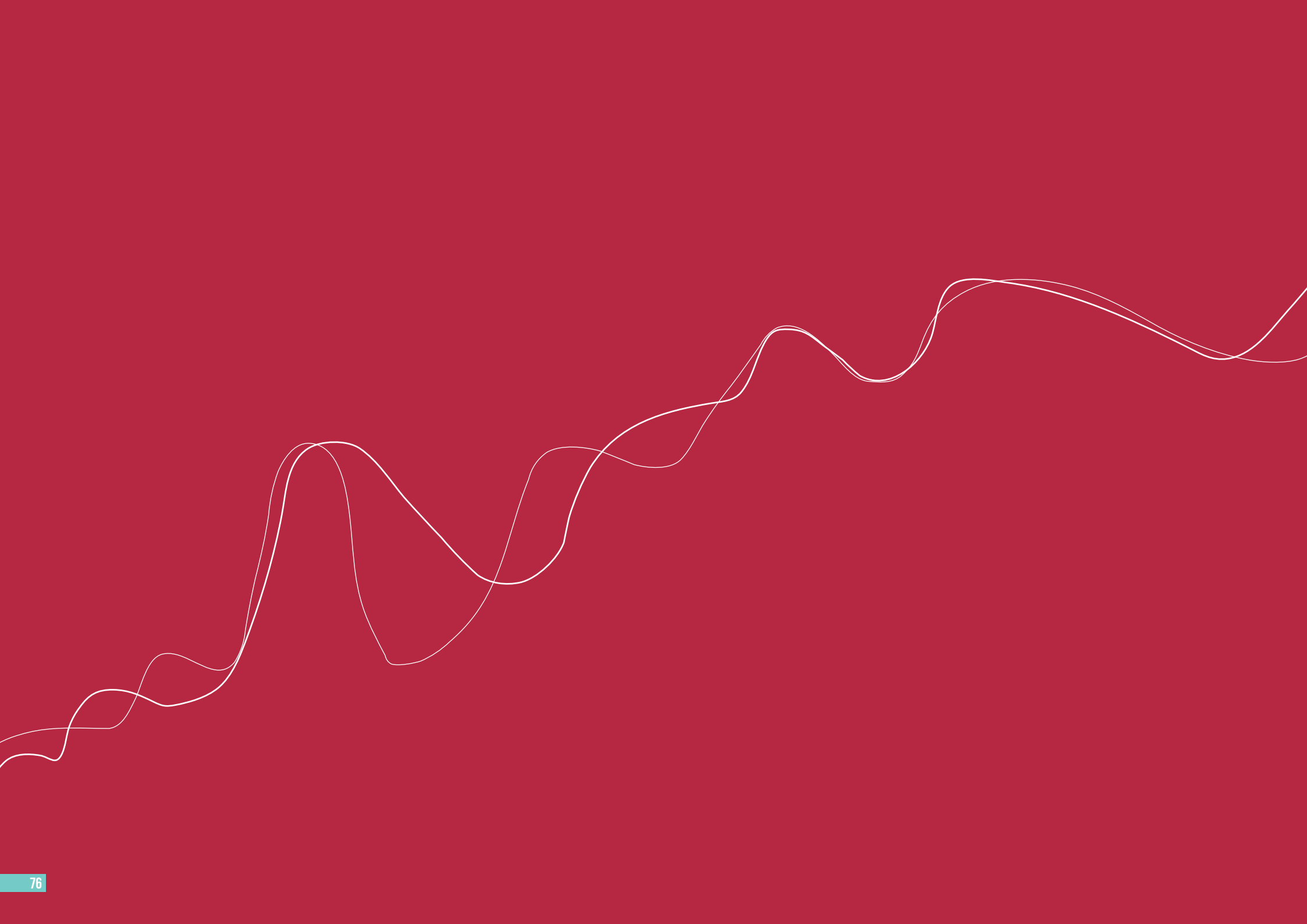
.....

.....

I WOULD LIKE TO LEARN SOMETHING ABOUT...

.....

.....



# CHECK LIST

Here is a list of practical things and considerations to bear in mind when preparing and implementing matchmaking, knowledge sharing and ideation events and courses. The list is also valid for running or developing existing services. See also the general remarks at the beginning of the catalogue.

## LONG-TERM SERVICES AND INITIATIVES

### UNDER DEVELOPMENT

- Define purpose, vision and target.
- Find the topic and the focal point.
- Find a name.
- Decide on activities.
- Create a communication plan.
- Prepare information material.
- Coordinate with similar organizations (*other innovation networks, business council, innovation agents, etc.*)

### DURING OPERATION

- Contact the initial companies directly.
- Contact the other companies and knowledge institutions.
- Build up a contact data base for the participating companies and knowledge providers.
- Make a file of relevant subsidy schemes.
- Make a problem clarification with participating companies.
- Maintain close continuous contact with the companies that participate or show an interest.

- Follow up on matches that have been made.
- Write news for your own website, the project website and netmatch.nu.
- Prepare press releases to communicate good results.
- Raise funds to continue the efforts.
- Raise funds to support the collaboration projects which have been initiated.

## EVENT

### EARLY PLANNING PHASE

- Choose a theme.
- Find a good facilitator.
- Find and book the location for the event.
- Design the invitations.
- Choose who to invite.
- Advertise on your own website.
- Advertise on netmatch.nu.
- Advertise in journals and on trade-related websites.
- Create a registration system.
- Order food and beverages.
- Find a facilitator and helpers.
- Plan the programme.
- Plan the infrastructure of the event: who goes where, when, etc.

### IMMEDIATELY BEFORE THE EVENT

- Make lists of participants, name tags, declarations of co-financing.
- Make folders for the participants containing lists of participants, program, PowerPoint, methodology, etc.
- Prepare props, pens, post-its, markers, coloured paper, Sticky Tag, etc.
- Invite the press and send out press releases.
- Buy presents for the speakers.
- Prepare evaluation forms.
- Make signs for the day: directions, name of tables, programme, etc.

### EVENT

- Brief the helpers about the day.
- Set up furniture
- Check audio-visual equipment.
- Take photographs.
- Prepare evaluation.

### AFTER THE EVENT

- Send the media and other relevant recipients success stories and pictures of the day.
- Follow up to see whether a match was made between the participants.



# SUPPLEMENTARY READING

Find documentation and inspiration.

This list may be relevant if you want to read some reports and analyses that document the significance of matchmaking and bridge building and ideas about how it is done.

Dalskov, Jan, Schioldann Haase, Sanne & Allesøe Christensen, Bo (2008):

**Brøbygning som genvej til innovation**

Viborg: Region Midtjylland, 2008

Forsknings- og Innovationsstyrelsen (2010):

**Erhvervslivets forskning, udvikling og innovation i Danmark 2010**

København: Forsknings- og Innovationsstyrelsen, 2010

Iris Group (2011):

**Innovation Network Denmark – Performance accounts 2011**

København: Forsknings- og Innovationsstyrelsen, 2010

Iris Group (2010):

**Innovationsnetværk Danmark – Performanceregnskab 2010**

København: Forsknings- og Innovationsstyrelsen, 2010

IRIS Group og Analysekompaniet (2008):

**Matchmaking mellem virksomheder og videninstitutioner**

København: Forsknings- og Innovationsstyrelsen, 2008

Lämmer-Gamp, Thomas, Meier zu Köcker, Gerd og Christensen, Thomas Alslev (2011):

**Clusters are individuals. Creating economic growth through cluster policies for cluster management excellence**

København: Ministeriet for Videnskab, Teknologi og Udvikling, 2011



Danish Agency for Science  
Technology and Innovation

Ministry of Science, Innovation  
and Higher Education

netmatch 