

O 3.1 BSOs, Clusters and HEI jointly piloting new approaches to supporting SMEs

RCO84_1.3: Pilot actions developed jointly and implemented in projects

Joint development: This action was jointly developed and sequentially implemented in 4 partner countries

Purpose: Iterate and improve approaches to support SMEs by learning what worked well in most countries – making the final methodology more streamlined and widely useful.

Target Area / Community: SMEs that would benefit directly and business support organisations that could learn from the running of the pilot actions.

Stakeholder involvement / needs: SMEs need better more effective supports to increase their success rates. Business support organisations need support implementing methods recently proven to increase entrepreneurial success.

Methodology: Sequential iterative pilots where MTU partnered with the partner in each country to run the pilot. Partner meetings were timed to coincide with the participant presentations and so project meetings could review and discuss the running of the pilots leading to the next pilot being improved and honed.

Timing:

	Start	End
Finland	07/09/2023	03/11/2023
Ireland	23/01/2024	06/03/2024
Finland	14/03/2024	29/05/2024
Iceland	18/09/2024	23/10/2024
Norway	22/01/2025	01/05/2025

Outcome and conclusions: The pilots were all successful and well received by participants and observing stakeholders. The sequential nature of the approach led to marked and significant changes to the format and method of delivery until the final handbook which is a synthesis of all the all the lessons learned. The Strategic Clarity handbook was published in period six and can be found here -> <https://www.interreg-npa.eu/projects/target-circular/home/resources/>