

**MAC-SSIIM – Informal IP protection for SMEs
Towards Knowledge Growth®**

ACTIF-Europe – Yves Boisselier


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**MAC-SSIIM Informal IP Protection – Aims
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▶ **Training and support solution to SMEs & their accompanying actors:**

- How to better protect your Intellectual Property and Capital...
...to safely open up to more business and alliances;
using Informal IP protection methods with or without formal ones.
- Pragmatic and applied training and coaching solution:
 - Based on face-to-face + DVDs + Web based (portal + e-learning + groupware)
 - from Awareness raising to Master levels and coaching
 - 2 DVDs on real SMEs cases resulting from 50 hours of interviews of SMEs Managers.
 - Also available to SMEs, consulting and training organisation for own adaptation.
 - 5 languages (En + Fin + HU + PL + P) and some modules in French as well.


▶ **MAC – approach (Multi – Actors Cooperation)**

- Under the Leonardo da Vinci programme
- Partners: SMEs, Chambers of Commerce, Federations, Universities, Research centres, Incubators, Regional Council, Municipalities from 5 European Countries.
- Original idea of regional development approach for SMEs with the support of MEP.

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**MAC-SSIIM Informal IP Protection – Approach
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▶ **Multi-Actor Cooperation**

- ▶ Relay actors to the :
SME (consultants...), Region (Chambers, Council...), Sector (Federation, Union...)
- ▶ **Not alone**, contextual support & integration, synergy, benchmarking, business networking...

▶ **Proximity and small teams**

- ▶ **Face to Face + integrated tools** on-demand (web + e-learning + groupware)
- ▶ **Targeted training** to reflect needs of the trainees and SMEs
- ▶ Applied training on trainees' **real case / own** pilot projects – **Acting trainees**
- ▶ European and local **networks & expertise**.

▶ **Natural benchmarking**

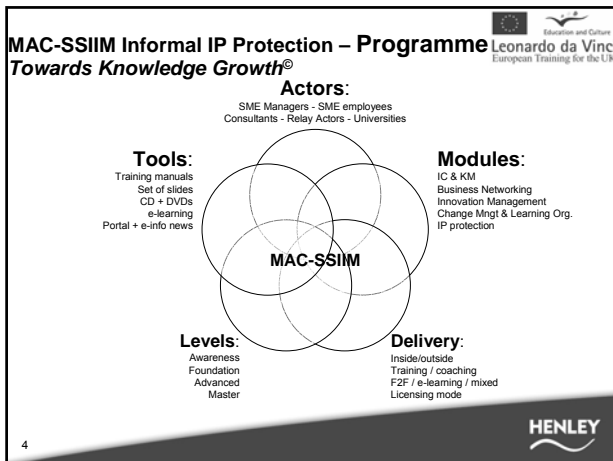
- ▶ 2 DVDs of interviews of SMEs Managers
- ▶ **Structure of groups** + Multi-Actor Cooperation approach.

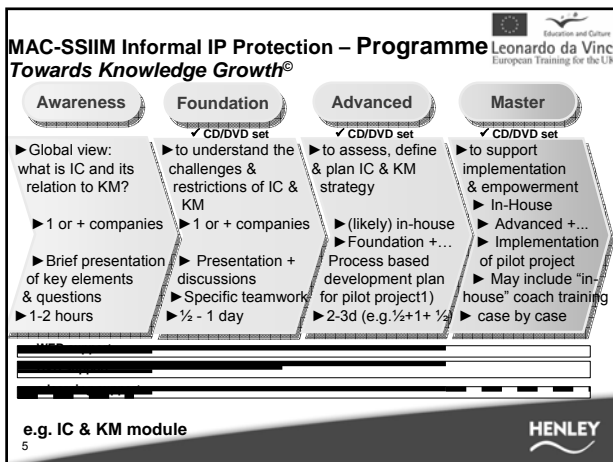
▶ **Flexibility, modularity and adaptability**


- ▶ **5 Key Themes:** Intellectual Capital/assets + Knowledge Management – Business Networking
– Innovation Management – Change Mngt & Organisational Learning in SMEs – IP protection
- ▶ **Actors / Levels / Modules / Delivery types / Tools**
- ▶ **Adaptable** and transformable set of slides / sequences from DVDs
- ▶ Duration and location
- ▶ Languages.

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MAC-SSIIM Informal IP Protection – Results  **Towards Knowledge Growth®**


- ▶ "So, the pilot seminar was useful. And especially participants were very interested in examples from the **DVDs with the company interviews**. Real life examples are especially really important to the SMEs. In that way we **analyse our own actions** and we either improve our functions, or we come to a conclusion that some mode of action is not suitable to us and we have to find some kind of a new solution."
Jenni Takala (Director of Pellonpaja Oy)
- ▶ MAC-SSIIM Informal IP Protection training solution: chosen by an **SME and start-up incubator network** to be included in their coaching seminars to Entrepreneurs (Bordeaux Productic incubator + corresponding dedicated AFI-MAC project + Belgium + France + Lithuania + Poland + Portugal + United Kingdom).
- ▶ MAC-SSIIM training solution: **integrated in decision making and IP audit tools** (Enterprizer IP audit tools).
- ▶ **National accredited MAC-SSIIM network** of 35 resource centres set up in Poland.
- ▶ An **international non profit association (MAC-Team)**: to sustain and develop new modules and updates to MAC-SSIIM results on a pan European basis.

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MAC-SSIIM Informal IP Protection – Information  **Towards Knowledge Growth®**

- ▶ www.mac-ssiim.com
- ▶ **Training can be delivered in several countries / languages**
 - UK + F + Fin + HU + PL + P (MAC-Team network extends to all EU countries as well).
- ▶ **Dates**
 - Finland: 25-26 April (in Finnish)
 - Egypt: 2nd half 2006 (in English) – provisional (delivered by our UK MAC-SSIIM accredited partner)
 - open depending on needs and single/multiple SMEs
- ▶ **Costs: (a fixed priced everything included can be proposed to SMEs)**
 - **Training materials:** starts from 150 €
 - Training materials also available for autonomous internal training delivery or coaching purposes.
 - **Training delivery:**
 - Awareness from 100€ / trainee @ Trainer's
 - Foundations from 800€ /trainee/day @ trainer's (it includes the CD+2DVD box+ e-learning voucher)
 - Advanced & Master levels, generally dedicated to 1 SME (includes CD/DVD box + e-learn voucher).
 - **Advanced & Master levels + Coaching:** depends on specific needs, possibility of voucher system to monitor costs precisely
 - **e-learning platform:**
 - free during the training
 - after training: Platform access fees + training content access fees with dedicated classroom
 - Platform access is free for MAC-Team members.
 - info e-newsletter and updates on MAC-SSIIM website (for MAC-Team members).

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MAC-SSIIM Informal IP Protection – Contact  **Towards Knowledge Growth®**

- ▶ Further information:
 - www.mac-ssiim.com
 - e-learning: www.elearnstation.com/elearn/macssiim
- ▶ MAC-Team international non-profit association
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