

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

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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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