

The **C2C Project Partnership** brings together a dynamic European project team who are working to

1. **Assess** current issues and barriers to collaboration, as perceived by SMEs. Undertaken through the development and execution of a transnational research project encompassing both primary and secondary research.
2. **Adapt** academic papers on business collaboration. Editing and rewriting them, to unearth meaningful themes that can serve as practical learning templates for SME owners and managers
3. **Build** an interactive and dynamic website which serves as a on line elearning information platform for all aspects of business collaboration
4. **Develop** a set of elearning multimedia training materials to include modules, case studies and a comprehensive listing of SMEs interested in collaboration
5. **Pilot** and test market the elearning platform
6. **Implement** an effective transnational dissemination strategy that will communicate the various aspects of the project.
7. **Monitor** all aspects of the EUC2C project by benchmarking predefined objectives against project output and performance, thereby ensuring maximum value to all target markets and stakeholders.

The **C2C partnership** is made up of the following organisations:



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Success formula to
UNLOCK KNOWLEDGE
on business collaboration



www.euc2c.com
collaborate to compete



More Innovation, Improved Profits, Greater Market Knowledge,
BUSINESS COLLABORATION
You know it makes sense!

C2C Collaborate to Compete is funded under the EU Leonardo da Vinci Lifelong Learning Programme

"IF I HAVE SEEN FURTHER
IT IS BY STANDING ON THE SHOULDERS OF GIANTS"

ISAAC NEWTON

WHY

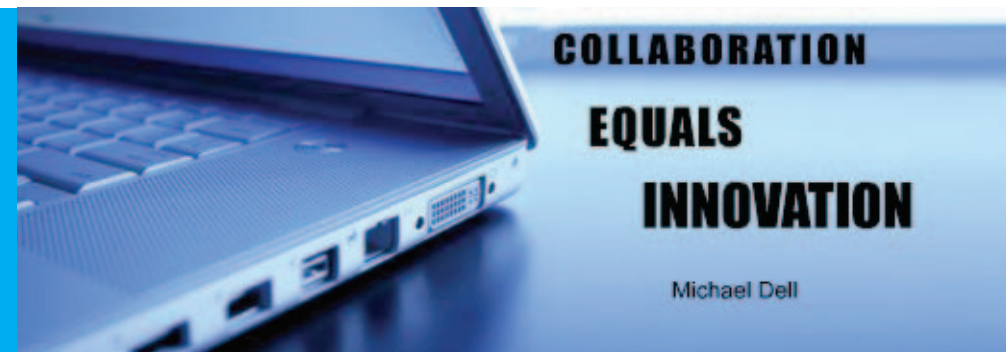
Innovation is central to the long term sustainability and competitive position of small and medium enterprises. The **EUC2C project** reflects European Union innovation policy, that to cultivate business innovation, we must create the conditions and tools for the transfer and exchange of knowledge between businesses.

The **EUC2C Collaborate to Compete project** will address a primary concern, namely, that the available data on business collaboration is often highly academic and/or focused on large industry groups. As a consequence smaller companies often struggle to know where to start.

“ *Innovation is central to the long term sustainability and competitive position of small to medium businesses.* ”



www.euc2c.com
collaborate to compete



**COLLABORATION
EQUALS
INNOVATION**

Michael Dell

HOW

The **EUC2C project** will develop accessible and attractive e-learning materials aimed directly at SME owners, managers and staff. It will act as a central hub to provide practical information and toolkits to advance business collaborations. The project will provide:

1. **Access** to a range of bite size e learning tools through the project's central website www.euc2c.com covering all aspects of business collaboration
2. **Identification** of networking opportunities and areas for business collaboration across Europe, through an interactive and comprehensive collaboration listing
3. **Creation** of a virtual environment for business collaboration via on line interactive learning that is accessible, multilingual and transnational
4. **Development** of a variety of on line case studies which will provide examples to small businesses on how to compete more effectively by; leveraging their strengths to define new markets; identify new products and services; and create lucrative channels to grow existing business
5. **Instil** confidence, through the provision of tools and knowledge, to engage in productive business collaborations by pursuing common goals and interests
6. **A dynamicon** line forum that transcends national borders, enabling SMEs, government agencies, educational bodies and training organisations to work together in partnership to increase competitiveness and identify collaborative opportunities



Education and Culture

Leonardo da Vinci

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.