

## **EBN Strategic priorities for 2010**

The EBN action plan was streamlined last year and focused on a limited number of strategic priorities which has guided 2009. There are no reasons why these guidelines should be changed, and we have reformulated them below with some minor adjustments:

**Priority 1:** Improving the public-sector recognition and reputation of the EBN Members, highlighting the relevance of their mission (Innovation, Entrepreneurship, Incubation, Economic Development), and maximizing the opportunities of public-sector funding & support

### Action 1.1. Representation

Achieving a targeted visibility and recognition for the BICs and members at the European institutions level with the EC, the ESA and other bodies, thanks to the EC-BIC label, the ESINET brand and the EBN active presence in institutional circles, at European, national and even regional levels. The 25<sup>th</sup> anniversary Brussels event will be an engine for achieving this goal.

### Action 1.2. Strategic partnerships

Building an open network, connected to important and relevant public sector agencies (ESA, GSA, UNDP, EPO, EIB, WB...), large private sector leaders (Cisco, HP, Auchan, Oracle, Procter & Gamble, ...) and the other most influential networked communities (IASP, Eurada, EEN, EBAN, NBIA, Eurochambres, Insme, Errin, Proton, Anima,...)

### Action 1.3. Communication & promotion

Deploying the new portal web-site, and its applications such as electronic newsletters, members yearbook, press releases, in order to increase the internal communication and the external visibility of the Network and its members; regular presence of the BICs community at a series of relevant events, with speaking slots, marketing visibility, exhibition opportunities and partnership agreements

**Priority 2:** Maximizing customer care efforts and delivering added-value services for the benefit of EBN members: access to useful benchmarks, data, transferable expertise, tools, cases, publications, enabling them to continuously progress, and compete in their environments, creating an appropriate environment for internal & external networking

Action 2.1. Quality and Technical Assistance

Looking for a better valorisation of the Quality support programme, with an unchanged rigour, but with more advising, benchmarking & assistance, through customized on-site technical assistance and help-desk support, with a true customer-relationship and services-oriented role model

Action 2.2. Events and Seminars

The annual flagship Congress, two seminars on BICs' core business (BIC master classes) and on European projects, with better interactive formats enabling best practices and competences to flow; ESINET specific events, and a thematic fall conference supported by the Belgian EU presidency

Action 2.3. Prospective ideas and tools lab

Watching the trends and identifying new models and methodologies in the area of small business & entrepreneurship support, incubation, clustering and regional innovation strategies. Trying to feed the EBN community with prospective views, and with advanced tools & methods. The 2010 congress will be channelled to discuss about the BIC 2.0 model

Action 2.4. Membership Development

More qualified members on more geographical locations, a pillar of our financial independence and of our/your position on the market; EBN membership will stay EU-centric as a priority, and will explore expansion opportunities around Europe and in strategic global locations. Maintaining the current level of fees, together with better interactions with National Committees or Groupings through National animation and presence

**Priority 3:** Enhancing the EU & Int'l projects activity, with a permanent opportunity spotter behaviour, and for the benefit of more members: detecting EC-funded projects opportunities, acting as a broker for short-term consultancy opportunities (for members), offering the EBN expertise as bid-writer & consortium builder, inventing new projects which respond to members' needs

Action 3.1. International projects

More and better opportunities for more members within the European programs and other international collaborations, thanks to a comprehensive "EBN projects factory support package" ranging from detection of opportunities, partner searches, consortium building bid writing, dissemination and even projects coordination

Action 3.2. Thematic Working Groups

Active, attractive and diversified Thematic Working Groups: Space & Sat (ESINET), Agro-Food, Maritime Apps, Clean-techs, IT and Creative Industries; the initiative has become a highly-interactive feature for the animation of the network, and should contribute to increase the rate of real participation of members around topics of common interests