

InnovENT-E ©
***Institute for open training: developing innovative
SMEs' capacities to export***

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Abstract

The InnovENT-E© project is an innovative approach aiming to support SMEs in terms of innovation in order to facilitate their export market recovery and is broken down into 3 main axes:

- *Putting in place, via a strong cooperation between SMEs and Higher Educations Institutions, national standards linked to innovation and export for SMEs, which will be generalized to the whole higher education world and will guarantee all existing or future training systems via an InnovENT-E© label.*
- *Based on the standards, developing and labelling competences-based training sessions, dedicated to several types of audience (initial and continuous training) via online training, classroom training, hybrid training,*
- *Creation of a national Institute for open training Innovent-E©, enabling a continuous improvement of the systems developed, their dissemination and maintenance.*

Context

SMEs represent 90% of French companies and 80% of the work force. However they contribute to 15% only of the French export turnover. As we know that one in two innovative SMEs export to the international market, there is a strong link between innovation and export.

In parallel, the training offer does not meet the specific skills requirements of the SMEs and thus do not foster proper conditions to innovation and export. Finally, the profound changes in technologies enabling access to knowledge and information must be taken into account.

The InnovENT-E© approach

It is based on a phased increase of the knowledge and competences level to be acquired by the future innovation and export staff members in SMEs; it includes 4 dimensions:

- Engineering and Technology: business knowledge
- Company Management: know-how and « entrepreneurship »
- Understanding international markets: risk measurement
- Personal development: personal skills.

The strong collaboration of the partners committed to InnovENT-E, sharing their good practices and developing new tools, will quickly enable them to:

- Train new talents and develop their competences meeting SMEs needs, to have them more focused on innovation, export and international,
- Transform the teaching practices and make innovative pedagogical systems accessible to learners,
- Make higher education students aware of SMEs specificities and make them more attractive to those students

Some examples of activities

- 1 – Building the reference framework and standards and the associated certification
- 2 – Collaborative platform (community of practices, collecting and validating resources, etc.)
- 3 - Production of generic pedagogical sequences
- 4 – Several paths for training: Bachelor's degree, Master's degree, doctorate
- 5 – Work-study programme engineering diploma in innovation and export for SMEs
- 6 – Qualifying continuous training for companies

A unique network of actors and supports:

A national and open community of multiple complementary actors, supported by numerous structures and institutions, supports the future open institute:

- Higher education: 22 graduate Schools of Engineering, 4 universities, 4 business Schools, Schools of design, 3 Education Authorities,
- Economic world: competitive clusters, networks, innovative SMEs, employers organisations, public authorities, public organisations, non for profit organisations.
- Politics : State, local authorities

Conclusion

The open training institute will be running and has been partially funded for a 6-year period by the French state via the ANR funds (National Agency for Research). The strong partnership put in place within InnovENT-E© will enable in a near future the creation of a foundation which will continue to operate on the routes designed by InnovENT-E©

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