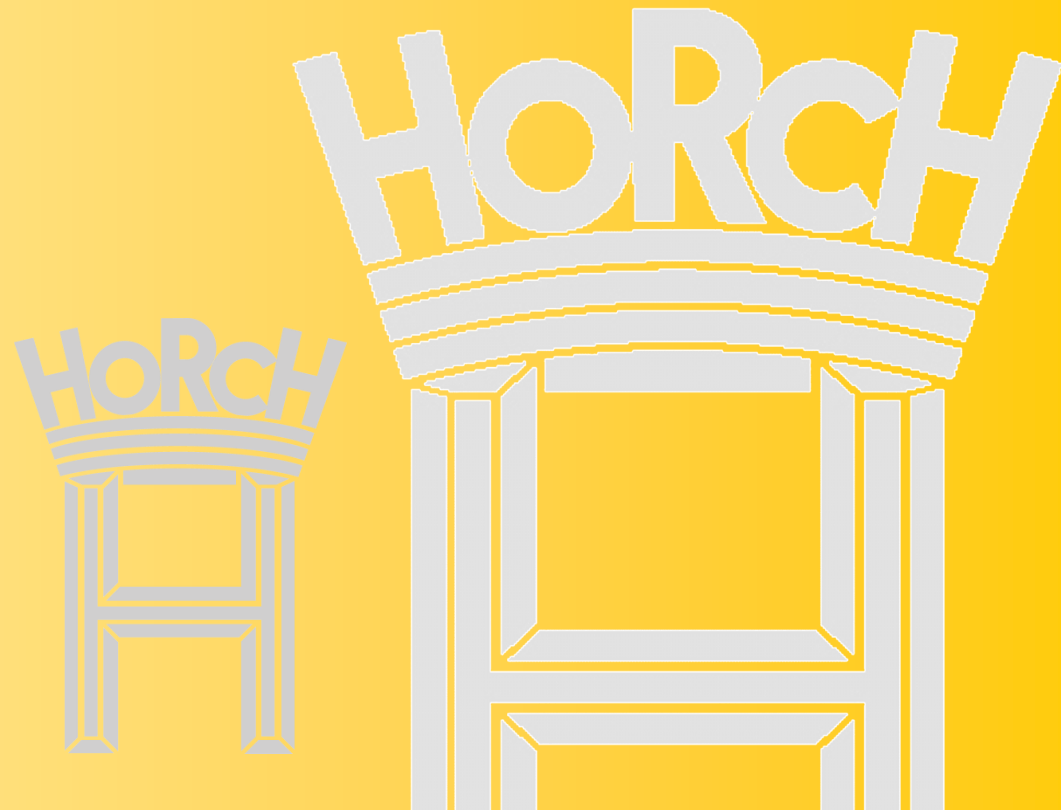




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RESULTS OF INNOVATION AUDITS





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The investigated companies/ brokers concentrate on the area of the Free State of Saxony and bordering states and in particular on the city of Zwickau.

- Types of enterprises:
  - Concerns
  - SME's
  - Microenterprises

- General cases are owner-run, successful, innovative and well-established SMEs

- In Zwickau there are less convenient structures for a successful OIN (in comparison to all Germany)

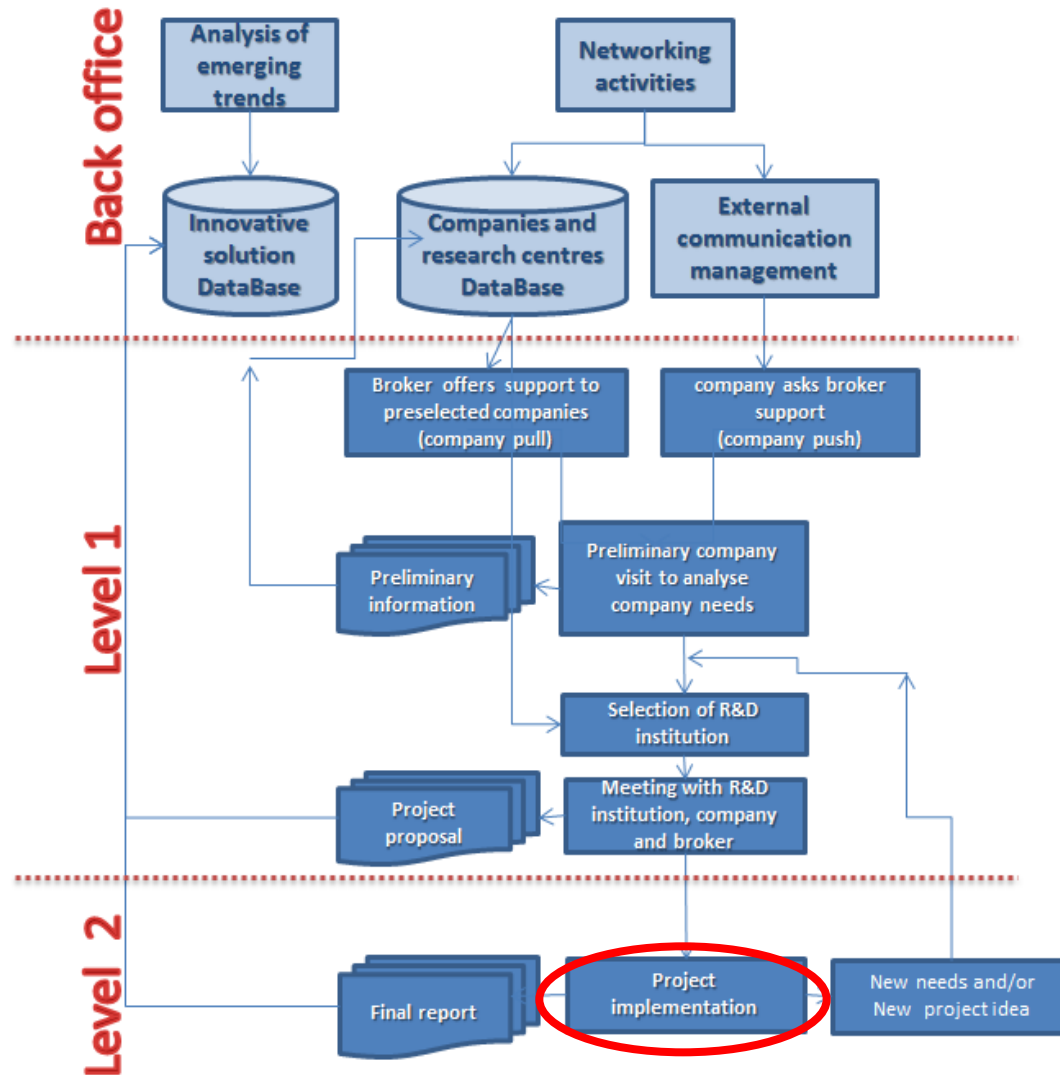
- Besides “traditional” cooperation of company and R&D institution, cooperation among different enterprises (of the same or different industries) also happens.





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# BROKER I - Cooperation of engineering companies and local university





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## Background

### Company's profile

- Small engineering company, which is run by the owner in 2<sup>nd</sup> generation
- Innovative, locally successful and well-established, but due to the size and structure with limited resources

### Purpose of the cooperation

- Further development of a prototype, designed in the context of renewable energies
- Preparation of the product for the introduction on the market and a serial production

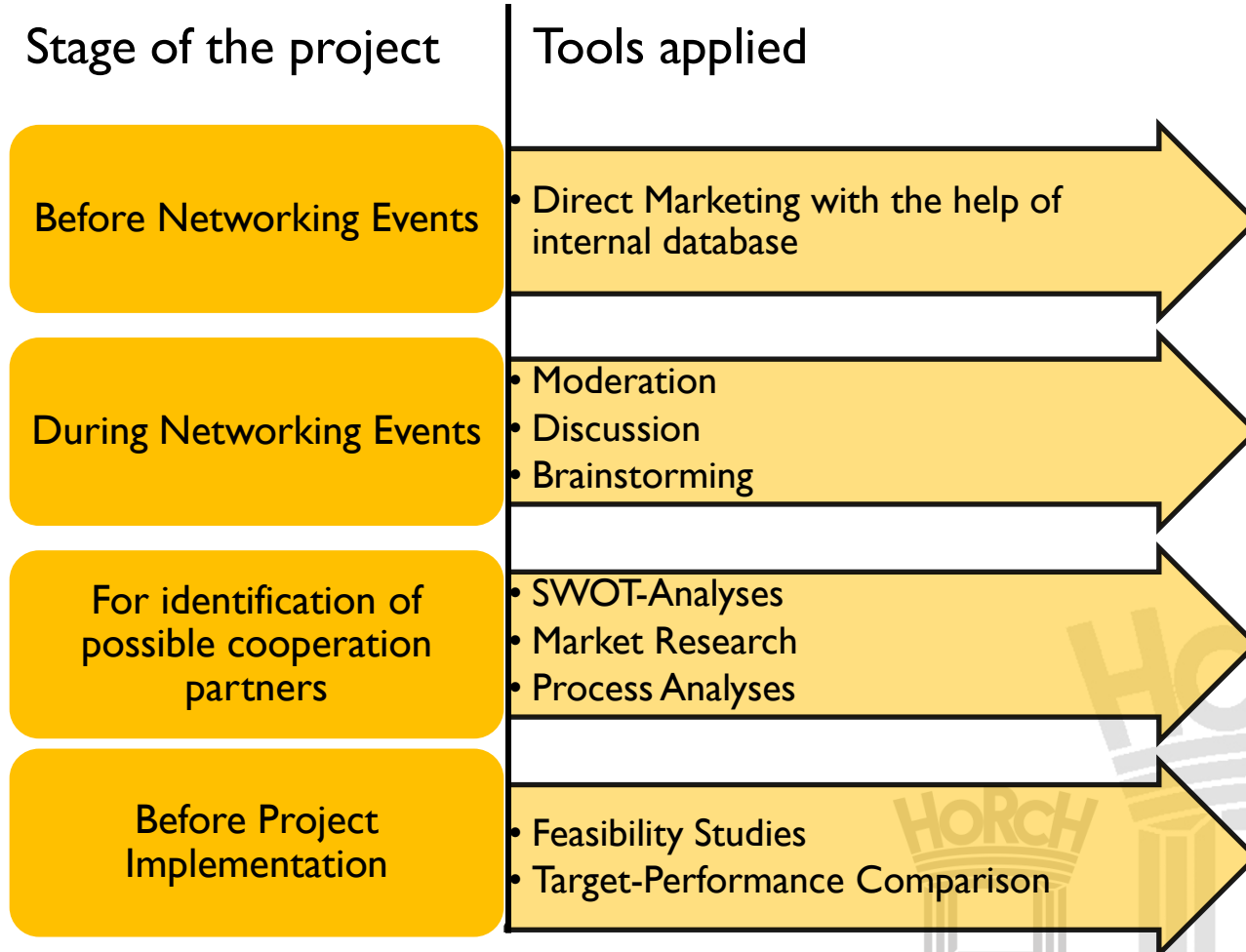
### Structure of Cooperation

Engineers	Providing prototype
Local University	Providing test stands Spreading research topic among students for diploma thesis
Local companies	Preparation of the product for certification Creating marketing plan



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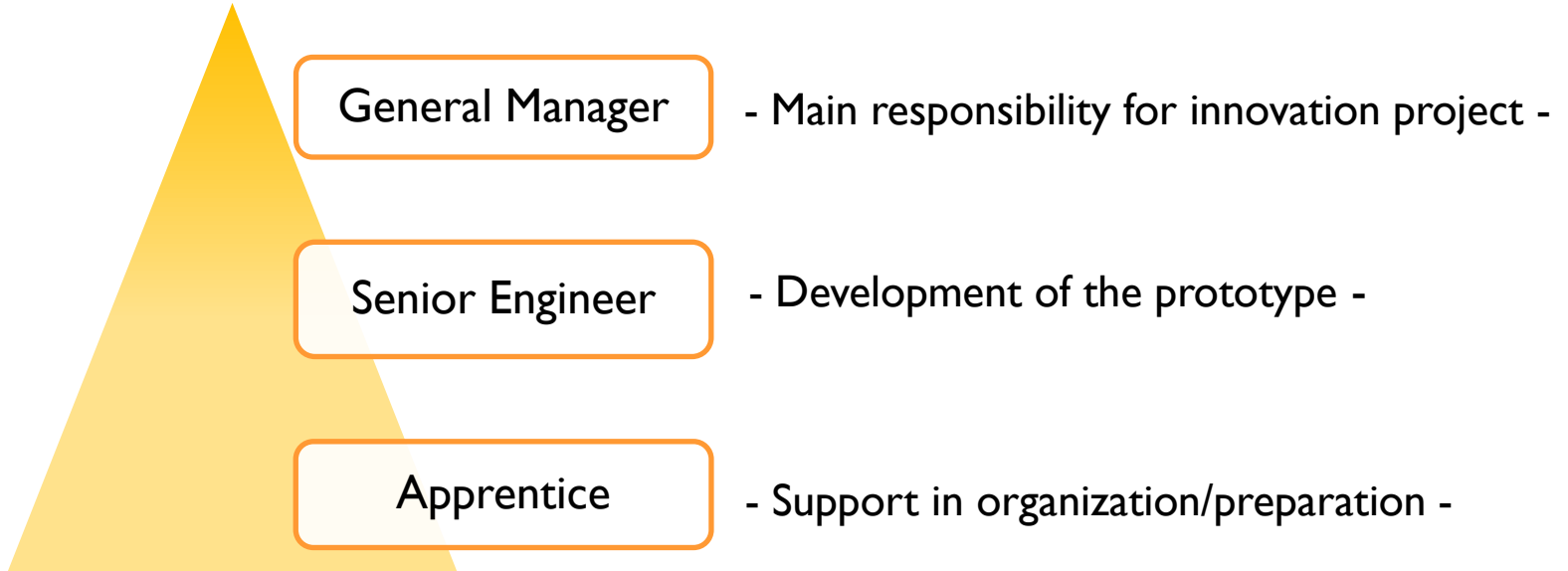
## Methods/ Tools and Instruments





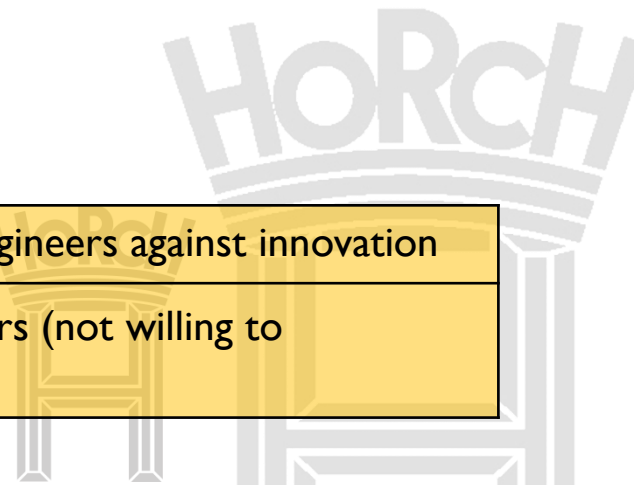
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Human Resources



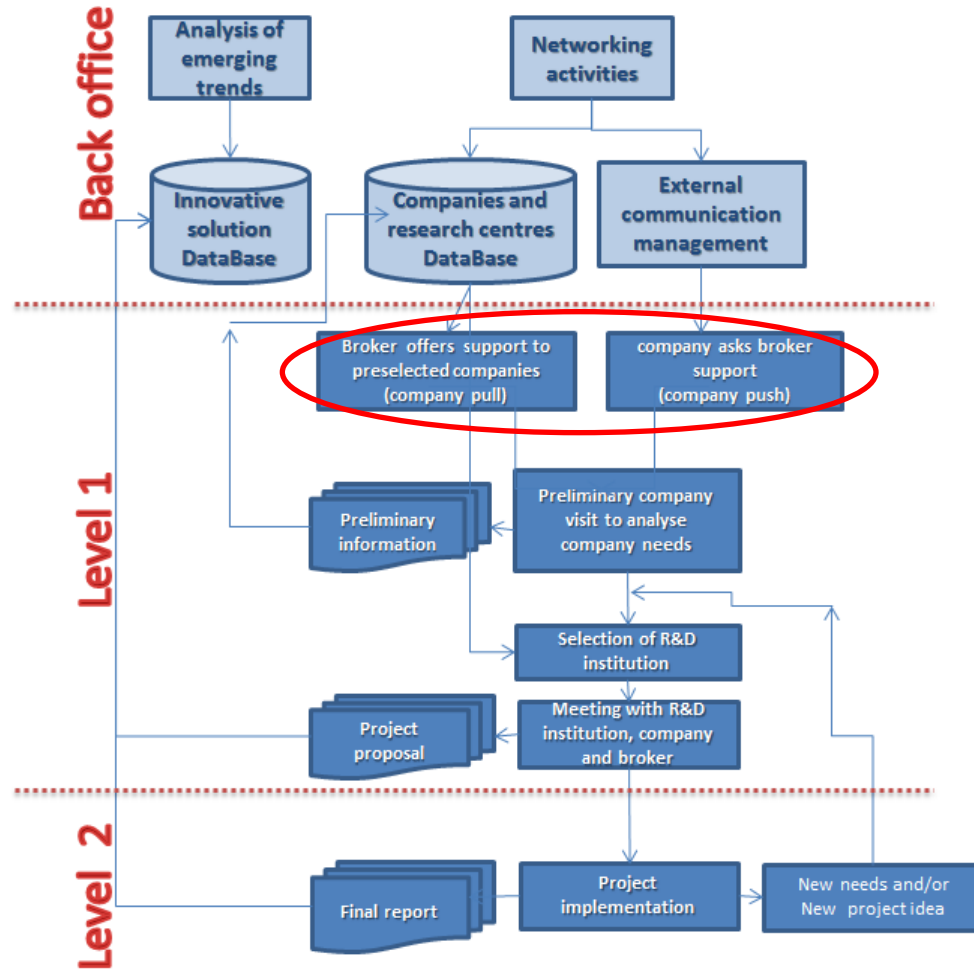
Barriers

<u>Engineers</u>	Stolidity of elder senior engineers against innovation
<u>Local companies/ Entrepreneurs</u>	Personality of entrepreneurs (not willing to subordinate)





# BROKER 2 - Partnership with government funding





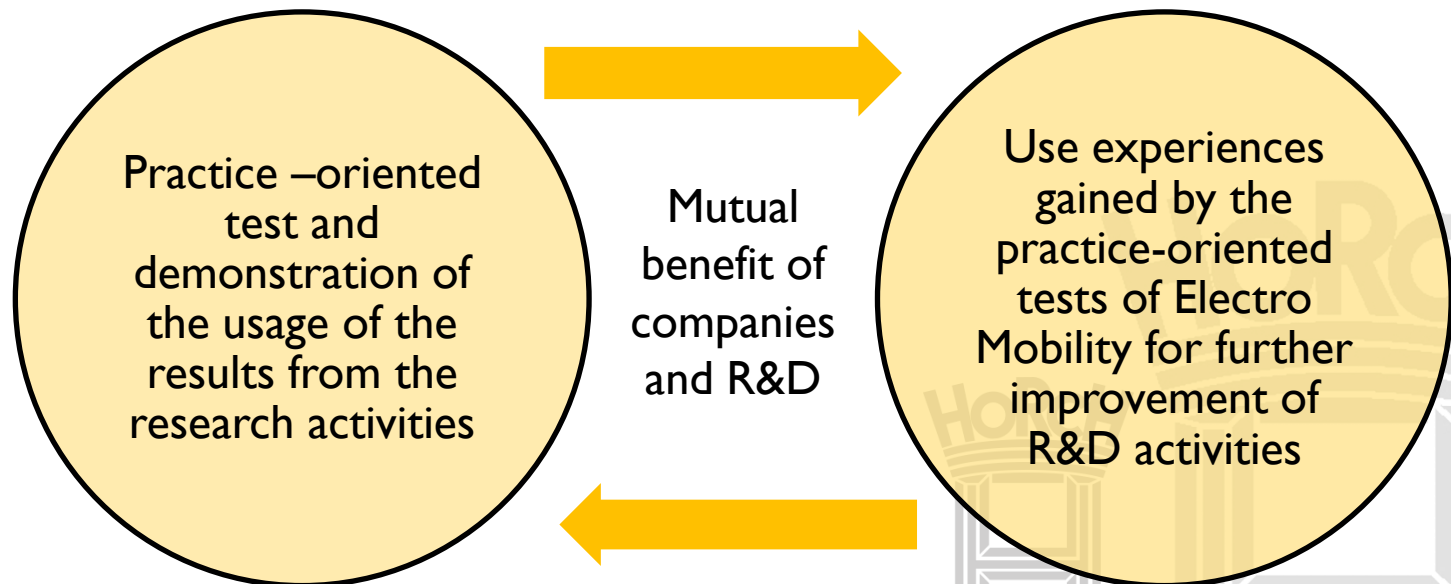
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## Background

### Aim of the Project

Encourage the companies to cooperate among each other, but also with scientific development institutions and in particular to involve SME's

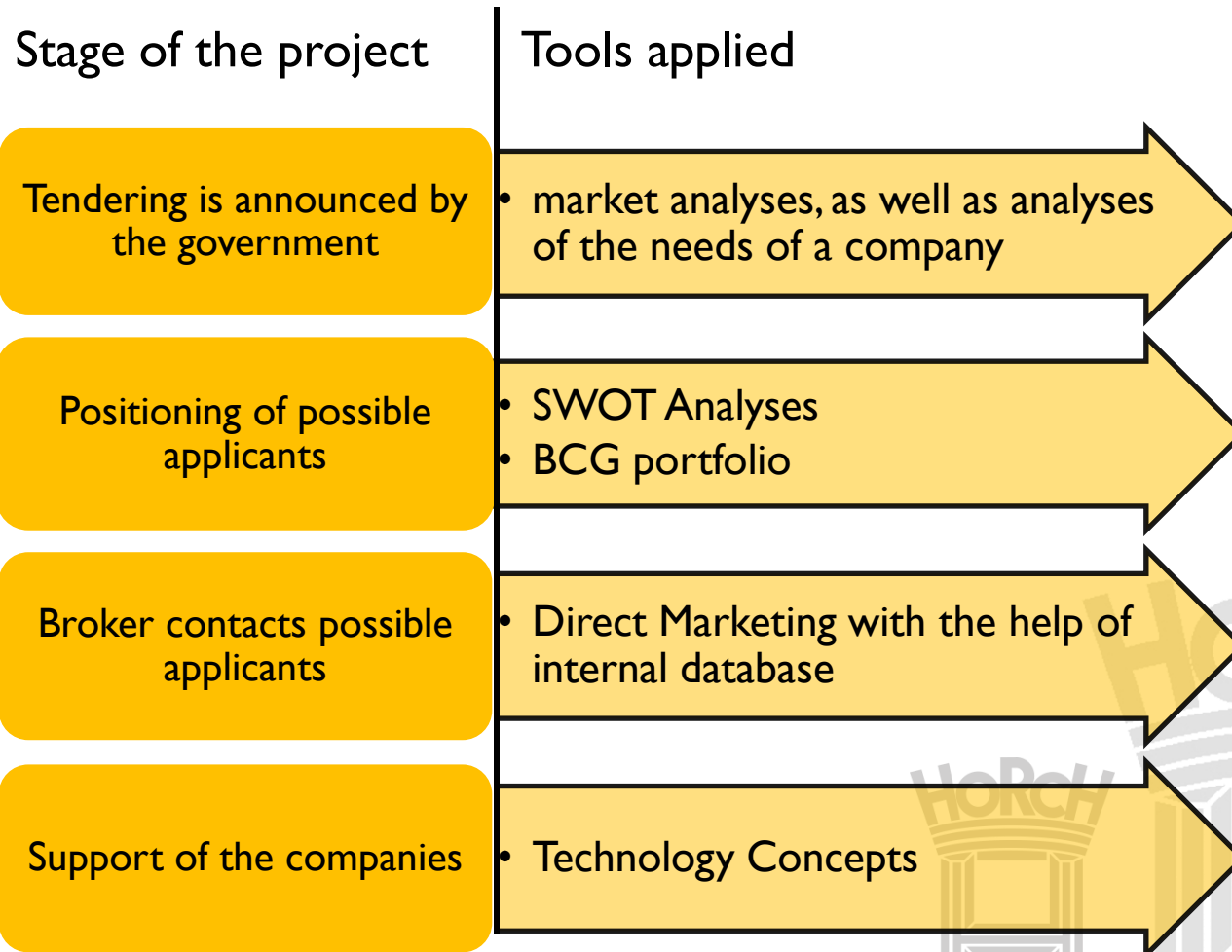
✓ Cooperation with R&D institutions ensures relatively quick introduction of new technologies on the market







## Methods/ Tools and Instruments



## Human Resources

General manager handling the innovation project

Different departments of larger businesses

External experts for enrichment of the project

...

## Barriers

<u>Companies and R&amp;D institutes</u>	Combine and balance different types of organization and standard of academic and practical education
<u>Universities and entrepreneurs</u>	Scheduling of future innovation meetings
<u>Companies</u>	<ul style="list-style-type: none"> <li>• Staff organization of brokers' activities</li> <li>• Communication of theoretic approaches to innovation transfer</li> <li>• Hardliners</li> </ul>



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