

## Finnish Good Practice Example

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| <b>Type of product or service</b>   | Training   |
| <b>Target group(s) addressed</b>  | Students and SMEs  |
| <b>Title</b>  | Research services for the SMEs   |
| <b>Short description</b>  | The LUAS students approach SMEs and offer them market and other smallish research services. These give them credits for their studies.   |
| <b>USPs (Key elements of the service that are unique selling propositions)</b>            | Learning by doing valuable, real work, networking and building relations for future.   |
| <b>Methodology</b>  | Teachers, students and SMEs meet and design together what sort of data is relevant for the SME. The student with the support of the tutor collects this and reports in an agreed manner. |
| <b>Content</b>  | Research using variable methodology. Report writing and making of suggestions.   |
| <b>Contribution to skills</b>   | Practical training of methodology for the student, understanding of the value of relevant data to the SME.   |
| <b>Quantitative aspects (duration, number of participants respectively SMEs involved)</b> | Several weeks or months, dozens of students from different faculties as well as dozens of companies now and in future.   |
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