

German Good Practice Example

Type of product or service	Other (scientific approach)
Target group(s) addressed	Multipliers / consultants in the field of business-coaching SMEs in all branches
Title	Wachstum lernen - lernend wachsen (to learn growing - to grow by learning)
Short description	A nationwide research approach to support innovative SMEs in the period of growth. Establishing exchange and networks between SMEs of different regions
USPs (Key elements of the service that are unique selling propositions)	Nationwide approach with regional influences - scientific approach - practical experiences - regional solutions
Methodology	Analysis on scientific level / monitoring (cooperation between several scientific institutions) Workshops with participating SMEs operating in different regions
Content	Testing and evaluation of different instruments to support SMEs in a period of growth Establishing innovative strategies on different management levels within the SMEs Exchange of experiences by offering workshops with SMEs Scientific monitoring and evaluation
Contribution to skills	Developing of management skills and competences in SMEs Evaluating of instruments and support services Developing cross-regional exchange of experiences / learning from each other
Quantitative aspects (duration, number of participants respectively SMEs involved)	Networks in four German regions (- 120 SMEs participate in the project)
Responsible institution/ contact person	RKW Deutschland Dr. Michael Steinhöfel E-Mail: Michael.steinhofel@rkw-d.de
Direct link	www.rkw-d.de