

# NPD-NET - Innovation and New Product Development based on Inter-Regional Networks

Programme zone / Zone de programme:  
East / Est

Type / Type  
Individual Project / Projet Individuel

Topic / Thème  
Innovative actions / Actions Innovatrices

## Problem description / Description du problème ciblé par le projet

The operation "NPD-NET: Innovation and new product development based on inter-regional networks" is mainly based on the experience of an earlier project funded by the Innovative Action programme (ERDF), which resulted in a Roadmap for new product development (NPD). According to the experience of the regions partnering in this project, many smaller as well as medium-sized companies (SMEs), particularly those in lagging regions, lack internal capacities for product innovation. NPD-NET aims to address this gap by creating networks and SME alliances between its partner regions, in order to help SMEs find qualified support for the different tasks defined in the Roadmap.

## Overall objective / Objectif général de l'opération

The overall objective of the operation is to develop and test a network-based innovation model, thus helping to boost new product development in SMEs. More specifically the operation aims to disseminate a model for network-based product innovation and improve the external conditions in the regional institutional environment for the creation of new products by local companies. This aim will mainly be served by adapting an existing web based database application (roadmap) acting as a common information source for technical expertise, presenting NPD services throughout the NPD-NET network of regions, company mentoring schemes and training measures.

## Expected results / Résultats attendus

The operation will improve the capacity of SMEs in the participating regions to engage in innovation processes with regard to new product development, particularly in those cases where local expertise is inadequate. Through a range of project-related outputs and tools such as training and company mentoring schemes, awareness and knowledge about production technologies among regional leaders and businesses will be improved and a pool of qualified service providers for SMEs will be created.

Lead partner / Partenaire principal	Contact person / Personne à contacter	Duration / Durée
Mr Panagiotis Georgopoulos - 11, Prof. Roussidou Str. 540 08 Thessaloniki GREECE	Mr Panagiotis Georgopoulos Tel.: (+30) 2310 409159 Fax: (+30) 2310 409417 E-Mail: panos@rcm.gr Web: <a href="http://www.urenio.org/npd-net">http://www.urenio.org/npd-net</a>	April 2004 - September 2006
		Total budget / Budget total: 1.227.025 €
		ERDF contribution / Contribution FEDER: 816.020 €
		Norwegian contribution / Contribution des fonds norvégiens: 0 €



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Source / Source: [www.interreg3c.net](http://www.interreg3c.net)

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## Partnership / Partenaires

Name of Institution, Town /Titre de l'institution, Ville	Country / Pays	Region / Région	Contact information / Détails de contact
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#### Activities / achievements so far

According to the approved proposal, the scope of NPD-NET was to link a web roadmap for New Product Development previously developed by Aristotle University of Thessaloniki (URENIO Research Unit) with intra- and inter-regional networks of service providers by providing them with the skills for integration of support for NPD. This scope was supported by the following activities: 1. The Lead Partner has redesigned and enriched the roadmap which presents the NPD process in 7 stages from idea generation to the product launch. Actually the material of the previous version was almost doubled. The roadmap includes presentation of tools and techniques for each NPD stage. It also presents some of the most important institutions which support each of the intermediate stages in the partner regions. The roadmap has been fully translated in the partner languages and appears now on the web in English, Greek, Spanish, Slovene and Estonian. Almost 150 service providers were interviewed and their profiles are included in a special 'NPD providers portal' linked to the roadmap. The partners also tested the roadmap into local companies and 18 case studies have been developed which present similarities and differences of their NPD current process as regards to the NPD-NET roadmap. The most interesting of these case studies have been translated in all languages. 2. The partners have done an Appraisal Study for the Supply and Demand for NPD based on contact with 500 companies and extensive interviews of 220 companies. The study (also published in NPD-NET web site) concludes with Regional SWOT Analysis for the development of Regional NPD Support Centres. 3. According to the potential traced in the regional markets and the partner internal expertise, Partners No 3, 5 and 6 have already offered services of their NPD Support Centres with execution of some pilot support projects. 4. The project generated material was presented in 12 regional training seminars with approx. 300 participants, mostly service providers. The seminar attendants are the pool for the Regional Networks in which the Regional Support Centres will be based. 5. Five regional conferences were organised to present the operation outcomes in Thessaloniki (23/6), Athens (29/6), Vitoria (23/6), Ljubljana (20-21/6) and Tartu (Estonia) (8/5). 6. The material collected throughout the project was the source of the publishable 'Guide to NPD' which was produced in the 5 languages of NPD roadmap and distributed in the conferences. 7. On management level, 5 meetings of the Steering Committee were organised in Thessaloniki (3-4/6/04), Cardiff (11/10/04), Tartu (Estonia) (7/4/05), Vitoria (18/10/05), Ljubljana (18/6/06) and Vienna (20/1/06). 2 external evaluation reports were prepared in mid term and the end of the operation. Also a web site was developed (<http://www.urenio.org/npd-net>)

More information:

<http://www.urenio.org/npd-net>



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