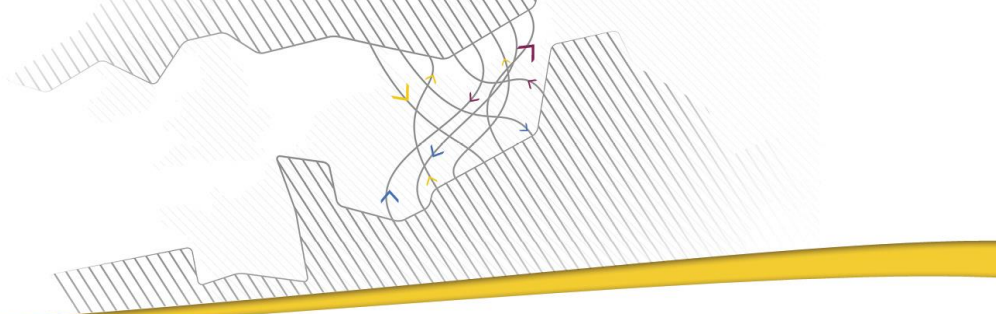




**NDI**  
INNOVATION



# NEW DEAL FOR INNOVATION

Project co-funded by INTERREG IV A France (Channel) – England



NDI project brings together six French and British partners.



# Project objectives

- Provide access to methods and practical tools to assist companies in their innovation activities
- Access to new markets through cross-border collaboration between partners
- Provide small businesses an “Innovation Toolkit” consisting of tools and methods that enable them to enter into a process of innovation

## Master Classes

Topic	Date	Venue
1. Creating and delivering an effective business plan	13-Nov-13	ICM
2. Innovative Approaches to Marketing for Small Businesses	15-Jan-14	Gravesham
3. Innovation Management	19-Feb-14	TBC
4. Innovative Costing and Pricing	23-Apr-14	Maidstone
5. Effective social media to improve sales	21-May-14	ICM
6. Innovative use of images to enhance your brand	18-Jun-14	Rochester
7. Innovate for Business Growth and Practical innovation leadership	17-Sep-14	Canterbury

## French business language lessons

- Running a 5 week course in 2014 with the aim of taking a delegation to a trade fair in France in April 2014

# Innovation vouchers

- Establish knowledge transfer projects with the University of Greenwich that support the delivery of innovative solutions within business
- Innovation Vouchers can be used to undertake the following activities:
  - Innovation or technology audits
  - Tailored training in innovation management
  - New business model development
  - New product or service development
  - New service delivery and customer interface
  - Product and service testing
  - Economic impact assessment
  - Efficiency improvements and process change
  - Supply chain management and logistics
- Each voucher has a value of £4,000 and is used to access consultancy services from the University of Greenwich
- The programme is open to enterprises employing fewer than 50 employees and that have either an annual turnover and/or annual balance sheet total not exceeding €10m
- There are a total of 20 innovation vouchers to be issued in 2013/14 through the NDI Project
- Companies can apply NOW!
- For more information visit: <http://www.innovationcentremedway.co.uk/innovation-vouchers>

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