

Erasmus+

**Decalogue: Collaboration
between companies,
research and training
centres**



**Manager for an
Efficient and
Innovative
Footwear Industry**

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DECALOGUE

The Decalogue

Co-operation among footwear companies, R&Ds, HEIs and training/consultancy centres offers a lot of benefits. The list below highlights the top 10 motivations:

1) Access to updated knowledge and innovative technologies

Co-operation of companies with research centres and HEIs facilitates knowledge transfer, inspires development and implementation of innovative solutions, opens the door to scientific knowledge and research with practical results. R&D works conducted by research centres on individual order of companies, inspired by business needs or focused on business practice, improve the innovativeness and competitiveness of companies. They bring funds to R&Ds and these are eventually the source of companies' future profits.

Solution-driven services provided by research service providers can help in innovation capacity building and turning innovative business ideas into commercial successes.

2) Efficient allocation of resources

Research and analyses needed by companies can be conducted in R&Ds or HEIs facilities/laboratories by research staff. New, innovative solutions developed in R&D/HEIs can be then tested in footwear companies. Research results can be used in improving technological procedures in the footwear and related industries.

Consultancy/training centres as BSO (business support organizations) can facilitate the initiation and development of co-operation between HEIs/R&Ds and look for companies potentially interested in commercialization of research results. Such activities conducted on a partnership basis reduce costs of using appropriate resources by all parties involved. Co-operation means sharing financial, technological, scientific and other risks and results.

3) Access to funding opportunities

EU funds support investments and development of new activity areas. They also promote mobility and training programs. Companies are interested in co-funding their development plans. By co-operation with HEIs, finance providers, consultancy and training centres, they gain access to information on funding opportunities, support in writing applications and finding proper project partner or funds.

4) Access to new business management ideas for footwear companies

Co-operation with training/consultancy centres enables participation in training courses and gives access to individual consulting concerning business management methods and techniques. By workshops, transversal skills can be improved. Economic consulting and expertise provided by consultancy centres foster economic and competitive potential of companies.

5) Sustainability and environmental management

According to the Agenda 2030 for Sustainable Development, this is one of the challenges that contemporary companies face. Training courses and seminars, as well as advisory services focus on using renewable energy sources, reducing raw materials consumption, waste management, circular economy, supply chain, environmental management, promoting environmentally friendly attitudes and facilitating the implementation of innovations and practices respecting principles of sustainable development. It's important to take into account that customers are more and more interested in environmentally-friendly products.

6) IP and IPR

Intellectual Property and Intellectual Property Rights are a crucial issue, if the teams working on new development comprise members from different institutions or within the teams. Awareness of what IP means and how it can be protected should be widespread, e.g. by training or advisory services offered by governmental bodies, HEIs and training/consultancy centres.



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In order to avoid disputes, it is recommended to agree IPR issues in advance, before starting to work on a new solution and include them in the contract. In this matter, as well as in facilitating contacts with proper IP specialist and/or European IPR Helpdesk help can be obtained from IPR service providers and/or training/consultancy centres.

7) More safety and health at workplaces

Companies and individual workers lose out when occupational safety and health (OSH) is neglected. Co-operation of companies with stakeholders in OSH like national research institutes of labour protection or occupational medical service providers gives access to innovative solutions and tools that can help reducing emerging risks, risk assessment and prevention, personal protective equipment, dangerous substances etc. Ambassadors of European Agency for Safety and Health at Work at country level (representatives of selected training/consultancy centres https://osha.europa.eu/en/file/EEN_OSH_Ambassadors_list) provide free of charge information, raise awareness of and promote OSH, suggest access to materials, tools and good practices which will support companies.

8) Market development and internationalisation

Training and seminars concerning foreign markets provided by business NGOs, training centres, online resources and/or universities can be the starting point if a company intends to enter international markets. Managers and staff of companies can familiarise themselves with foreign market trends, rules, expectations and better understand trade customs and usages. By advisory services regarding, e.g., finding the right partners abroad, companies grow and expand into new international markets. By using database providing information about business, technology and research cooperation profiles, companies as well as research and development institutions can establish co-operation that will be successful to all parties.

Study tours, company missions and international fairs are a good option if you wish to enter new markets, meet potential partners and present them our own offers.

9) Continuous education and lifelong learning

Demographic, economic and social changes have made it necessary for companies, employees and *in spe* employees to continue to learn and develop their skills throughout their entire lives. Training employees and giving them new skills are fundamental for the development of any organisation. Access to specialists with skills needed in new markets has a positive impact on innovative growth of companies. Collaboration among companies, universities, training centres and vocational schools enables to train existing and future staff in line with labour market expectations. Such cooperation enhances the interest in lifelong learning and in attracting new staff to the footwear sector. Online trainings complement and can be an alternative to direct contact with a lecturer, specialist or mentor.

Cooperation between business and education in organising practical vocational training and internships for students, graduates and young employees gives the opportunity to acquire work experience in new working environment, to improve professional and soft skills, and to get to know different organisational cultures. Educational offer is adapted to the needs of the labour market.

10) Multidisciplinary approach to complex problems

Leaders in effective and innovative companies must tackle challenging issues across different disciplines. A multidisciplinary approach facilitated by co-operation with universities, research and training/consultancy centres changes the perception of challenges and problems they are facing. It can be a powerful engine for innovation and economic issues.