

## Project Fact Sheet

### KISS ME - Knowledge and Innovation Strategies involving SME

<b>Topic</b>	SME competitiveness
<b>Key Action</b>	Improving the involvement of small and medium sized enterprises in cross-border cooperation
<b>Project Partners</b>	Euregio Rhine-Waal (DE) EGTC Pyrenees-Mediterranean (FR) HAMAG BICRO (HR) Hedmark County Council (NO) Värmland County Administrative Board (SE)
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<b>Project Website</b>	<a href="http://www.interregeurope.eu/kissme">www.interregeurope.eu/kissme</a>
<b>Duration</b>	01.01.2017 – 30.06.2021
<b>Budget</b>	1.18 M €
<b>ERDF Contribution</b>	0.84 M €

## Summary

The KISS ME-project aims to strengthen the innovation capacity of SMEs by comparing the approaches of four different border regions, exchanging tools to reach SMEs and improving the policy instruments. The partners involved in the project comprise the border regions of Germany and the Netherlands (Euregio Rhine-Waal), France and Spain (EGTC Pyrenees-Mediterranean), Hungary and Croatia (HAMAG BICRO), and Sweden and Norway (Värmland County Administrative Board; Hedmark County Council).

Although a lot of policy instruments have been established to contribute to improving the innovation capacity in SMEs, one of the most important objectives within the framework of the EU2020 Strategy, it seems difficult for SMEs to reach these funds, especially in cross-border regions. In this context it is remarkable that different border regions with the same objectives and comparable policy instruments (e.g. INTERREG-Programmes) still apply different strategies to realise SME involvement in practice. Thus, the KISS ME project partners will attempt to make use of these differences to improve their policy instruments designed for SMEs to develop, grow and engage in innovation processes, and to share good practice in order to fully harvest their innovative potential.

Analysing and exchanging ideas and best practices, the outcome of KISS ME will be an action plan containing specific measures which will be implemented in a second phase. Moreover, the project results will then be disseminated at European level and offer valuable insights for all regions trying to support SME competitiveness jointly across borders.