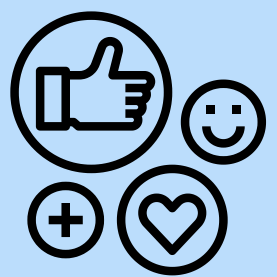


# POLICY RECOMMENDATIONS FOR INCREASED CROSS-SECTOR AND CROSS-REGIONAL COOPERATION

## KEY LESSONS TO FACILITATE COOPERATION AND BETTER INNOVATE TOGETHER

### Consumer engagement

Need to involve the consumer in innovation processes to ensure that the innovation developed is in line with expectations



### Taking into account organisational and individual capacities:

- Smaller companies collaborating on projects have fewer resources, time and even a variety of skills than larger companies.
- Multi-sectoral collaboration between companies of very different sizes and from very different sectors of activity brings great richness and is essential to the success of a project.

### Coordination and management:

Good coordination of the group made up of the different actors in the project is key to its success.

- Projects with a territorial dimension would be more effective than isolated innovation actions, especially if the problem being addressed is identical.

### Business and finance strategies:

Economic reasons are the best way to motivate actors to work together

Cost is a crucial factor in building customer loyalty.

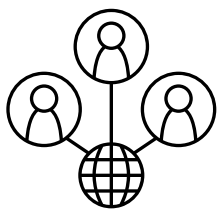
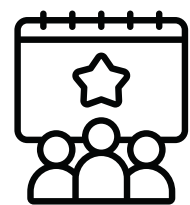


## TOOLS AND METHODS

### Engagement and awareness:

Outreach events

Recruitment of ambassadors



### Networking, Communication

Workshops

Forums

### Planning and Organization

Contact between partners



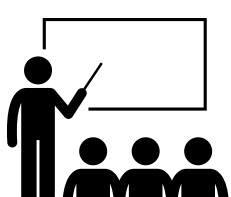
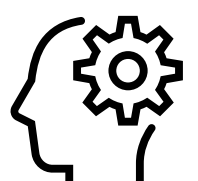
### Research activities

Focus groups

Stakeholders surveys

### Skill and Resource sharing

Collaboration with knowledge partners



### Training

Training for innovation with SMEs