

NEM SME Activity

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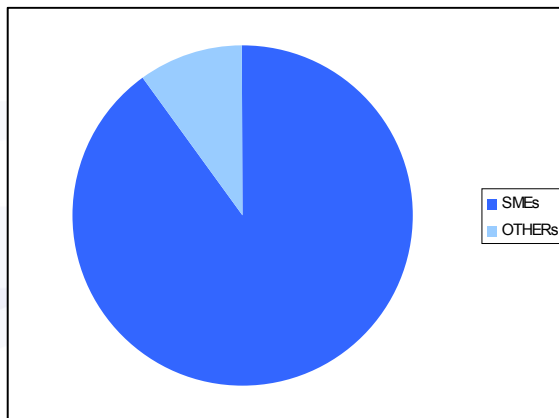
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NEM SME Activity

Why this Activity

- SMEs have become increasingly important in our society as providers of employment opportunities and as key players for the wellbeing of local and regional communities.
- Although SMEs represent around 90% of European industrial entities, their participation share in the Framework Programme reaches only a value of around 15% of total entities.
- Therefore, there is a need to specifically target the role of SMEs, motivate them, facilitate their involvement and ensure that their interests and capabilities are duly taken into account by NEM.
- It is the objective of this Activity to tackle this challenge within the NEM community.

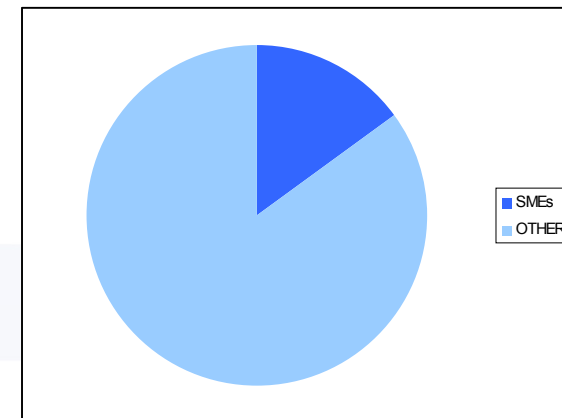
Share of SMEs within the business sector



i
How
these
numbers

can lead to
these
poor results

Share of SMEs in the FP7 (est)



NEM SME Activity

Proposed actions and activities

*Dissemination among SMEs and SMEs Associations
of the benefits of participation in NEM*

*Specific Actions: content producers,
broadcasters,
middleware developers..*

NEM SME Activity
objectives

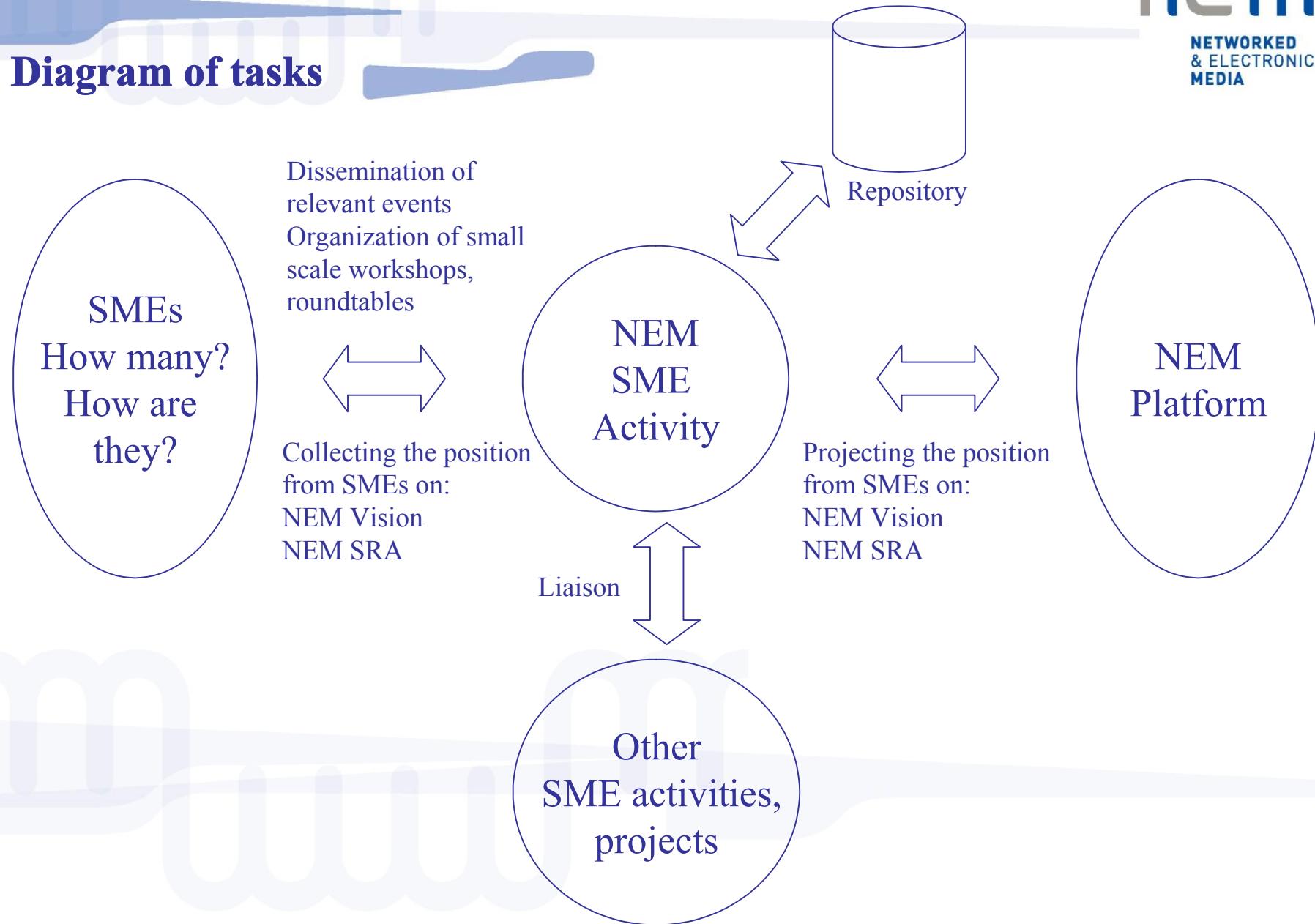


*Orchestration of small scale workshops
with emphasis on the participation of SMEs*

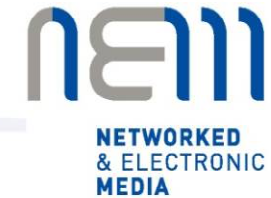
*Promotion of active participation of
NEM representatives and NEM participants
at international events*

NEM SME Activity

Diagram of tasks



NEM SME Activity



Working Practices

Detailing the Diagram of tasks

- List **NEM SMEs current membership** and identify **NEM SMEs Associations**
- Discuss the main priorities for SMEs within the current NEM Vision and NEM SRA:
 - Take into account the interests of NEM SME researchers
 - Carry out surveys to identify priority research topics for the SMEs
- Propose specific **research items** to be included **in NEM SRA**
- Organize small scale workshops, roundtables or specific meetings with SMEs of several technology fields
 - to foster specific research areas of interest to SMEs
 - to raise interest on possible project areas (FP7, Celtic, National R&d Programmes, Eurostars, etc.)....
 - to disseminate benefits to participate in NEM activities among SMEs
 - to disseminate SMEs' needs, problems, successful engagements
 - to discuss SMEs' situation of their research programmes and initiatives
- Circulate an estimated **events calendar** through all those SME members
- Liaise with SME groups: Presto, ERA Study, FASTER, SECURE FORCE, eMobility SME, ...
- Back-up **on-line repository**:
 - Reports of workshops, event calendar,...

NEM SME Activity



Outcome and Impact

- ❖ List of NEM SME participants interested to conduct research in the network media field
- ❖ Recommendations about measures to enhance the SMEs involvement in the NEM ETP
- ❖ Identification of research priorities for NEM SMEs
- ❖ Improvement or confirmation of the NEM Vision and NEM SRAs at the light of specific interests by NEM SMEs
- ❖ New SMEs attracted to become active members of NEM community.
- ❖ Wide dissemination of NEM activities among the SME Community
- ❖

If you are interested to join
the NEM SME Activity,
please contact

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