

The MobiliseSME project: What next?

Stefan Moritz

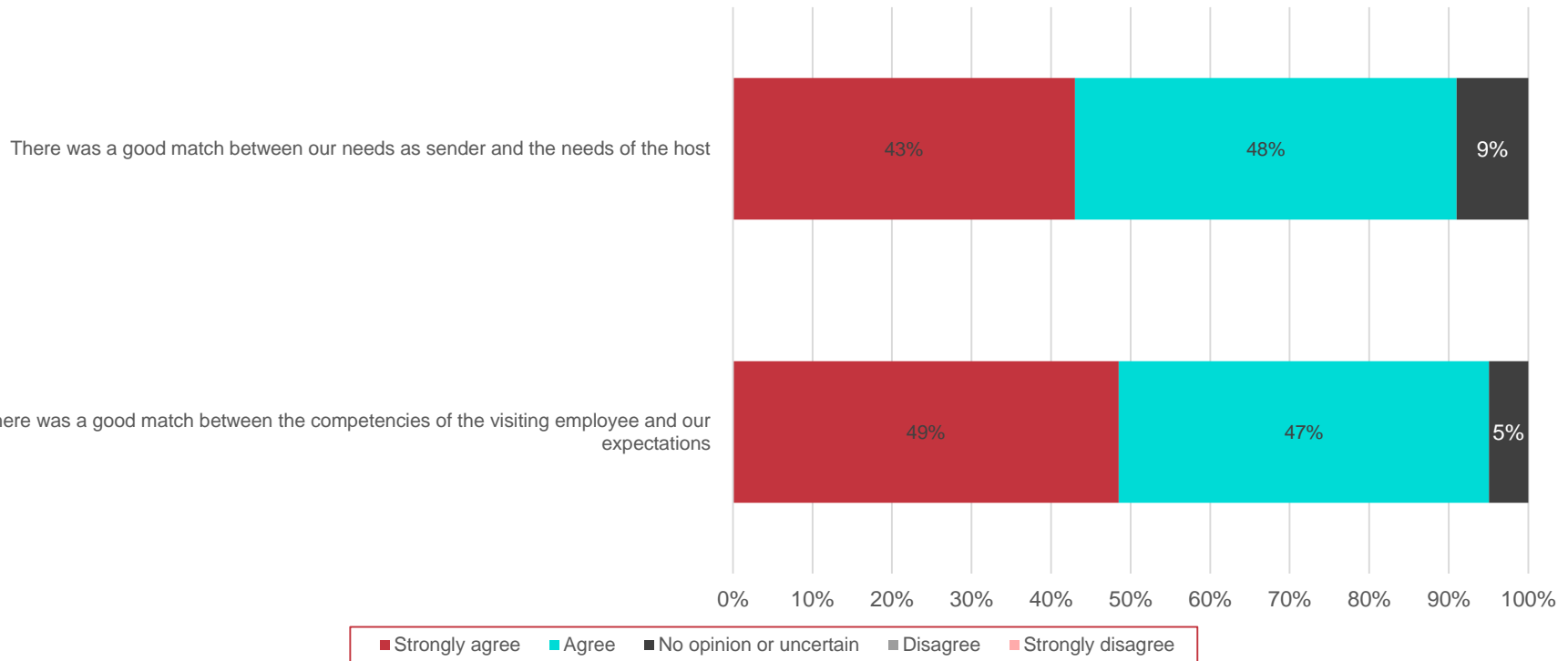
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The results

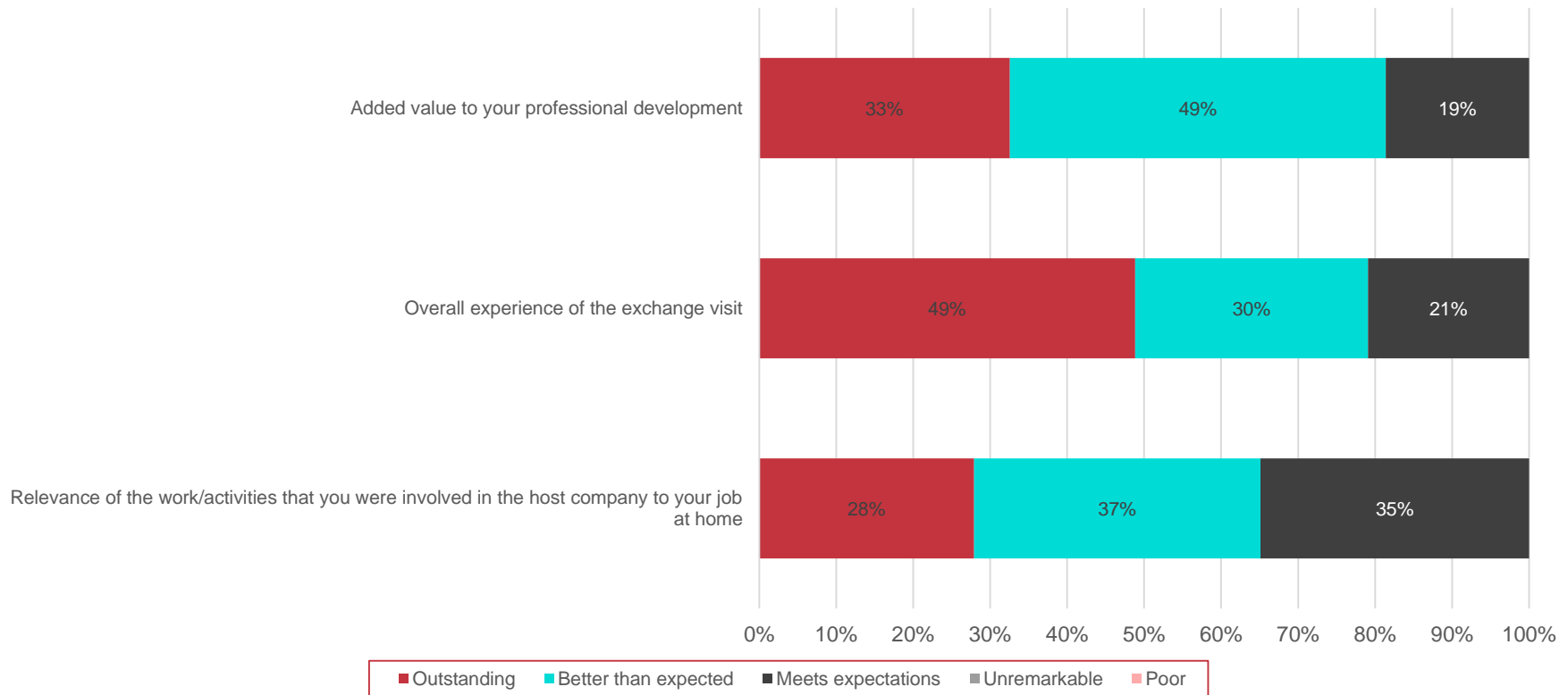
Perception of the matching – senders and host



Source: Technopolis, based on survey data. Base=43 (host organisations), 44 (sending organisations)

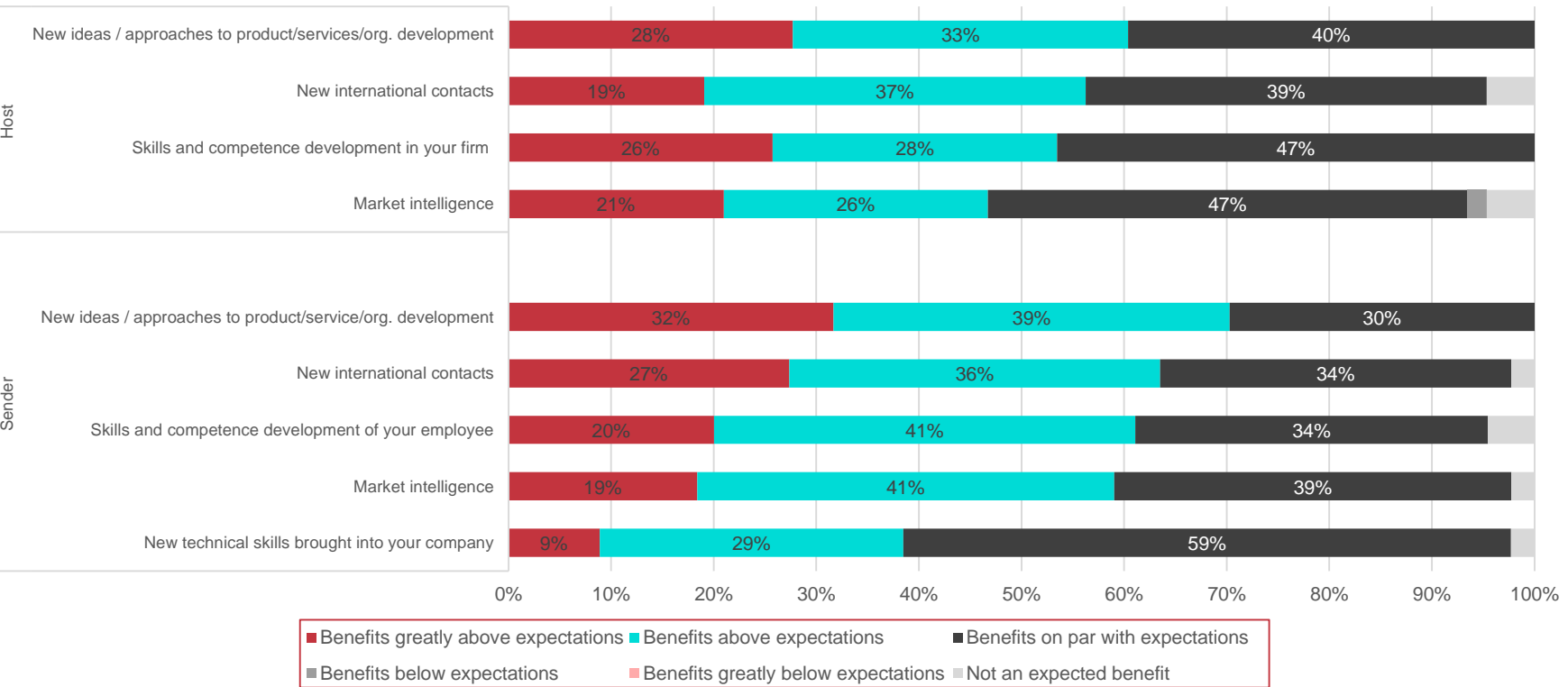
The results

Employee satisfaction with exchange experience



The results

Learning and knowledge generated by the exchange – hosts and senders

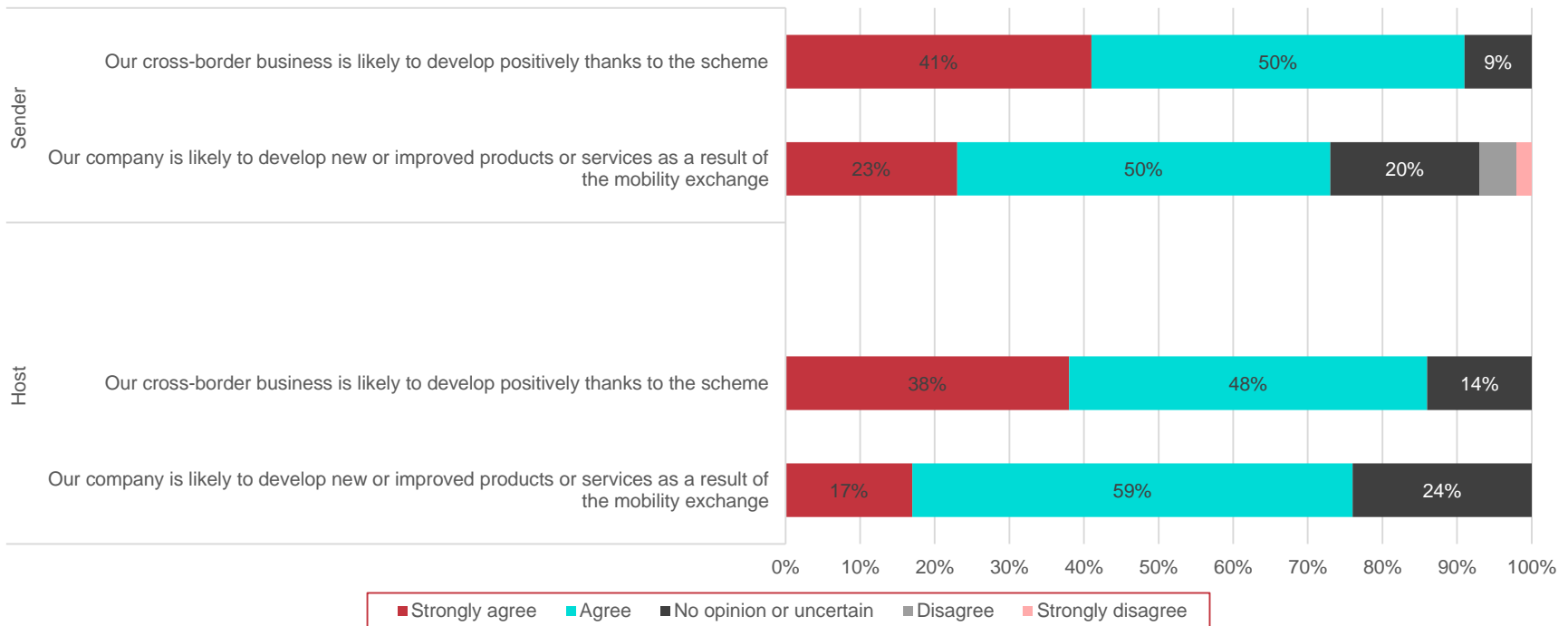


Source: Technopolis, based on survey data. Base=43 and 44



The results

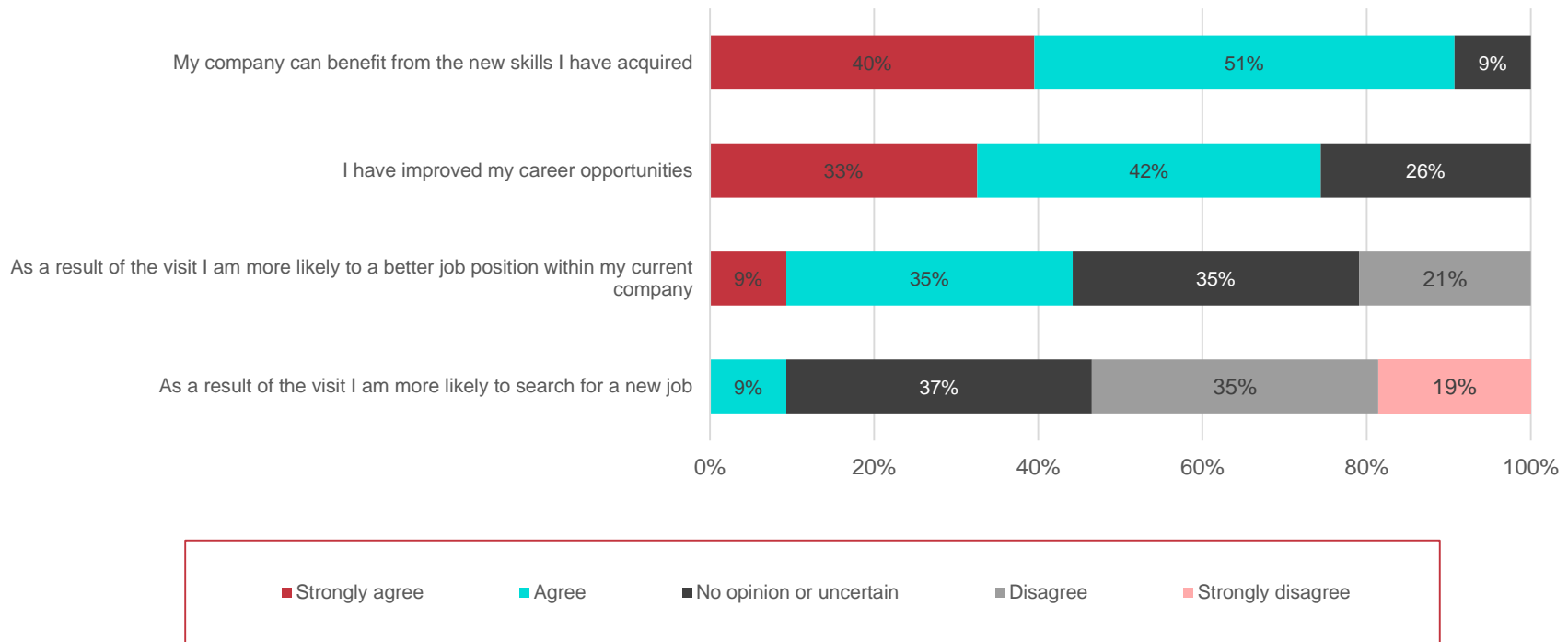
Senders and hosts expectations on the outcomes and impact of the scheme: cross border business and new products or services



Source: Technopolis, based on survey data. Base=41 (host organisations), 44 (sending organisations)

The results

Employees' views on what participation in the exchange may lead to



What was the clue?

- **We found a gap:** there is currently no cross-border exchange programme for *not new* SMEs, especially those micro and small below 15 employees, as well as no exchange programme for experienced employees on an EU scale
- **...and made a hack** (innovation approach): MobiliseSME
- **Win-Win-Win situation is key:** it is more complicated to bring 3 interests together (host, sender, visiting employee), but it creates the right balance of interests which in other exchange schemes like Erasmus for Young Entrepreneurs is not always given: guest entrepreneur cannot offer that much
- **Direct facilitation** of matchmaking is needed (until Platform is not known and crowded like LinkedIn, Facebook or Tinder)
- Support in the development of the learning plans and exchange agreements
- **Not “cumbersome” grant management:** one application of 5 pages with 3 signatures, one grant agreement after max. 2 weeks, 30% pre-financing after additional 2 weeks, “no strings attached”

Feedback from Participants

A list of supporting comments for the project continuation:

<http://mobilisesme.eu/index.php/en/futuremobilisesme/>

 **Antreprenori & Antreprenoriat - Oltenia** shared European Entrepreneurs CEA - PME's post
March 24 · 🌐

 **European Entrepreneurs CEA - PME**
March 23 · 🌐


Are you looking for a partner abroad for your cosmetics company? Armonia Magyarország/Naturelle Ltd. is ready to meet you via a #MobiliseSME exchange

Search by Armonia Magyarország/Naturelle Ltd.

MobiliseSME matchmaking platform

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 **CEA-PME @CeaPme** · Apr 3
Is your #SME working in #sustainability and #innovation? Then consider do a #MobiliseSME exchange with @GreenIDnl bit.ly /2oPzsCn

 **BVMW e.V. @BVMWeV** Following
Ihre Stimme für den #Mittelstand #BVMW - Unternehmertum, Freiheit, Sicherheit. Impressum: bvmw.de/service/impres...

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We lower barriers for tech trade in EU & LatAm with lean internationalisation and green growth initiatives for young & new entrepreneurs at technology startups

 **Learn to Re-Create** shared European Entrepreneurs CEA - PME's post
March 20 · 🌐

 **European Entrepreneurs CEA - PME**
March 17 · 🌐

We interviewed Triin Tammearu, an Estonian business consultant doing a MobiliseSME exchange in the UK with the fashion SME Learn to Re-Create



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This article is part of the series dedicated to the exchanges of employees be...

MOBILISESME.EU

Why to Continue?

- Upgrading the single market – THINK SMALL FIRST
- Making cross-border business easier and more attractive for MSME => Support MSME and their growth
- Skills agenda: Contribute to Lifelong Learning of employees, incentivising mobility and improving “international profile” as well as horizontal skills
- Participants found the scheme useful and valuable and perceived it as a simple with low administrative burden
- The fear that the project would be (mis)used to post workers WAS NOT confirmed
- That with MobiliseSME an “avalanche” of (unskilled) workers would migrate from low income to high income countries is also a NOT confirmed assumption
- Moderate financial commitment by the Commission: roughly **60 Million Euro** for 10.000 exchanges - i.e. approx. **0.007% of EU-Budget**, HORIZON 2020: 80 Billion, SME-Instrument 3 Billion, ERASMUS+ 14.7 Billion, EYE 80 Million for the same target of 10.000 exchanges, where MobiliseSME involves 3 subjects, EYE only 2.

Pilot Test 2.0

- Testing needs to be scaled up to all 28 MS,
- Longer exchanges should be allowed,
- Partnership with a bigger organisation such as EEN or EBN that would support the project on local level through its offices
- Ideally carried out in 2018 – 2019, to establish it as a permanent programme from 2021 within the framework of the new multiannual programme.

Acknowledgements (part I)



Project Partners

- ADEGI (Spain)
- AFDEE (France)
- BDG (Belgium)
- BVMW (Germany)
- CONFAPI (Italy)
- EVEA (Estonia)
- MÜSIAD (Turkey)
- PÁTOSZ (Hungary)
- PTIR (Romania)
- European Entrepreneurs CEA-PME (Europe, lead)

Acknowledgements (part II)

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- European Small Business Alliance
- European Forum for Independent Professionals
- Friedrich Ebert Foundation - Brussels Office

Service Providers:

- Technopolis Group and Henningsen Consulting (UK/DK/Europe)
- Lugomedia Communication and Event Services (B)
- CANTICO Software solutions (F)
- And many others...

Thank you!
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