

Innovation Capability and Growth - A study of the cooperation and relationship between industrial design consultants and small and medium-sized enterprises.

▲ **Research Question, purpose and goal** - *How can small and medium-sized enterprises and industrial design consultants cooperate to strengthen their strategic innovation capability and profitability with the help of creative methods used in the design process? The purpose and goal of the project is to increase strategic innovation knowledge and skills in small-and medium-sized enterprises. Further on the aim is to strengthen the design consultants' ability to meet the needs of their client companies regarding skills in business development, strategy creation and innovation.*

▲ **Results and expected impact** - *participating companies and consultants have in 2011 strengthened their innovation capability. The concept development projects that are implemented during the last year of the project leads to successful product and service development projects.*

▲ **Structure and implementation** - *the project has a qualitative methodology. Initially a survey of participating companies' processes and skills will be carried out through interviews. Workshops will initially be organized with design consultants separately and later on mixed with the participating small- and medium- sized companies. Models for cooperation will be developed and used in the project. In the last workshop participants will work with conceptual innovation projects. The project started in 2008 and will be completed by 2011*

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