

European Multimedia Platform

Promote innovation
Boost knowledge flow
Increase competitiveness



Cavendish Enterprise

We are a group of highly respected enterprise agencies from across England, who have come together working in partnership to deliver nationwide contracts supporting start up and growing businesses.

Through working together, we have successfully delivered a variety of government initiatives and programmes to thousands of businesses in England. The benefits to these businesses have been both financial and supportive, with qualified advice and training from expert business advisors within each region. By providing support and finance, we are pro-actively helping the economy by creating jobs and partnerships for the benefit of both the local and wider communities.

Proposed Interreg 2Seas project

Currently there is not a single Multimedia Platform available across Europe, that is targeted at business start ups and small business support.

There is a need for the development of innovative, high quality, engaging and contemporary resources and materials.

This will include:-

An EU Multimedia Platform (multiple languages and subtitles) dedicated to start ups and business support. The Multimedia Platform will have accompanying media resources also including podcasts, blogs, interactive documents and tools, also available as an App. There is considerable market failure around the sharing of required information in a central portal.

An EU Multimedia Platform (available 24/7) is much more accessible for small businesses than attending workshops or 1:1 Sessions. It is also a more environmentally friendly and sustainable method of delivery. This method of delivery is much more current and interactive, making it an enjoyable and simple means of supporting and developing small businesses. The Platform will be European, meaning that there will be sharing of best practice and live case studies across multiple countries, making it more interesting and diverse to the audience.

By providing innovative and current solutions this will increase the knowledge flow across the EU and the partners involved in this project. A coordinated EU approach will ensure efficiencies, more variety and sharing of best practice and also key learning points.

What will the project results be?

A Multimedia Platform that is available pan Europe with EU partners supporting on the video content and technical development of the Platform.

This will provide start ups and small businesses with accessible and flexible means of learning and developing to ensure business growth and development.

It is a more sustainable method of delivery and will support those small businesses that struggle in rural and isolated areas.

The project will produce 100 videos covering start ups, business support, leadership and management. These will be hosted on the Multimedia Platform. There will be various language versions available with subtitles. Chat shows will be broadcast with key pan European business support specialists, entrepreneurs and technical business experts.

Why is the project needed?

There is currently little business support available in certain European countries. Introducing innovative and current mechanisms for engaging with SMEs in a flexible

and creative manner will lead to improvements in their understanding and knowledge. By developing and sharing this with EU partners it will lead to a wider range of innovative technological solutions, more varied topic themes and interesting subject matter.

Video learning is recognised as an enhanced and preferred style of learning and is much more current and flexible than traditional methods of business support which would use workshops and 1:1 support.

Partners required

A partnership of business support agencies and technical experts (including research and academics) is required across the 2Seas regions.



**CAVENDISH
ENTERPRISE**

Dawn Musgrave
Head of Strategy
Cavendish Enterprise

T: 01275 370817
M: 07766 005487
E: dawn.musgrave@businesswest.co.uk
W: www.cavendishenterprise.co.uk

 @CavendishFuture

 Dawn Musgrave
 dawnneale24
 @DawnInspiring

 Enterprise Connected