

## FBD NEWS

### 1. GRONINGEN CONFERENCE

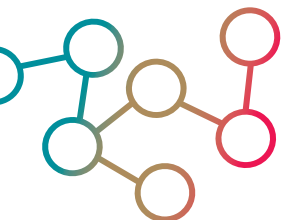
We are getting ready for our next Futures By Design Conference at Groningen on 27,28,29 September. We are looking forward very much to:

- Sharing ideas about SME projects being undertaken in the FBD project across the region – what works, what issues we face, how results will shape up
- Making sure we are strongly placed to ensure the 360 SME project targets and achieve the FBD RESULTS
- Organising the remaining conferences and seminars for dissemination. With the great news that we are opening up again, the conference will be a mix of real in-person meetings plus online access for those who cannot yet travel. It is good to get this far and we look forward to being able to work more face to face with our SMEs over the coming months in helping them with their FBD projects.

### 2. FBD EXTENSION

We are delighted that we had our application to extend FBD for 12 months approved.

The underlying logic of our bid was that we will make enhanced contributions to innovation, added value and additional activities of FBD to achieve better RESULTS and a sustainable FBD into the future (the Legacy).



In simple terms, increasing the outputs and results adds value:

- a. Increasing SMEs in FBD - up from 300 to 360.
- b. Increasing FBD RESULTS - up from 120 to 180 SMEs per result

So, a 33% increase in project time will yield a 50% increase in SME RESULTS. We will continue to use our existing tested methods to engage SMEs and will use case studies of success to grow the input SME number from 149 to 360. But that is only the start.

We will add value to the FBD project by:

- a. **INNOVATION:** Applying what we now know to making FBD projects work much better
- b. **FBD LEGACY:** Making sure FBD continues as a commercially viable service for SMEs after project end
- c. **ANALYSING FBD PROJECTS:** working up a much more thorough analysis of the SME project case studies to enable a system for SME advocacy for FBD into the future
- d. **SHARING:** through FBD SME projects, understanding much more about SME demand and how FBD projects create SME success
- e. **CONTRIBUTING:** making a far stronger contribution to Interregional learning and regional digital strategies