

European Union Grants Advisor MEGA Dynamics (Sweden)



Swedish SMEs are Improving Business Strategies and Paving the Way for a Better Future

"There is a mutual interest for ESF and Microsoft to work together. In the beginning it was difficult for ESF to reach out to small companies with their offers. Many small companies can't or don't want to spare the administration time to apply, or to find out what support is available to them. Through Microsoft, the ESF can reach out to other types of companies that normally don't know about the funds available to them in Sweden and in the EU."

Agneta Hollander, Desk Officer, ESF Council

Situation

For a number of reasons, only 45 per cent of small and medium sized enterprises (SMEs) in Europe are aware of the funds that are available and only 4 per cent actually apply for funding. In Sweden, the local office for the European Social Fund (ESF) at first found it difficult to reach small companies, so it welcomed the assistance of the European Union Grants Advisor (EUGA) programme in reaching SMEs.

Solution

In December 2005, Microsoft and its consortium partners in EUGA conducted an e-mail campaign, contacting 80 Microsoft partner IT companies in Sweden and encouraging them to access available funds. It proposed the companies join together to make a group application to the ESF Objective Three Programme. Of the original e-mail recipients, 22 companies partnered together to apply for the funds. The project was called MEGA Dynamics. Microsoft was the project owner, taking responsibility of the administration and management of the project. In doing so it allowed the 22 MEGA Dynamics partners to concentrate on developing their company's business skills.

Benefits

- Swedish SMEs gain assistance in realising their economic potential using IT solutions that help achieve business goals more efficiently.
- SMEs drive increased growth in local economies, establishing a solid foundation for future prosperity countrywide.
- Sweden's young market economy improves its business skills and joins EU member states in making Europe a knowledge-based economy.

www.microsoft.com/emea/euga