

ON TARGET

Work Group 2 Sectorial Analysis

Description

This Work Group has been created to “Research, review and pilot the use of iconic brands in relation to tourism and local regeneration and its impact on SMEs”. Representatives from all four DPs are working to learn from related issues and best practice in order to find an effective methodology.

Aims and Objectives

To test the use of iconic branding for increasing the growth and sustainability of SMEs.

Planned Activities

- Sharing research
- Development of a common tool/recommendation for identifying businesses that may benefit from the use of iconic branding
- Study visits to existing practices and beneficiaries
- Regional roundtables to discuss local iconic approach
- Ideas/suggestions for assessment of iconic approach in different countries (Germany, Spain and Scotland) and sectors during the first three years of SME and social enterprise start-up and development



Outcomes

- **Research** - Report summarising shared evaluated research which establishes issues and best practice in the use of iconic branding
- **Common Tools** - Report summarising shared evaluated tools which can be used to identify potential participants and to assist in the use of iconic branding for increasing access to the workplace and the growth and sustainability of SMEs and social enterprises
- **Study Visits** - Organise and report on study visits to examine best practice in the use of iconic branding
- **Regional Roundtables** - Report on the effectiveness of regional roundtables in creating pilots to test examples of iconic branding
- **Sector/Stage of Business Impact** - Report on the relative effectiveness of iconic branding in different countries (Germany, Spain and Scotland) and sectors during the first three years of SME and social enterprise start-up and development



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