



WESTBIC, the Business Innovation Centre for the West, North West of Ireland, located at the Business Development Centre in Letterkenny Institute of Technology is currently acting as the lead partner in the I<sup>3</sup> Project.

The aim of the I<sup>3</sup> Project, which is funded by the Leonardo da Vinci Programme and administered by Léargas, the national agency for the management of European and International co-operation programmes, is to develop a multimedia training resource for the personnel of business incubators, business innovation centres (BICs) and other business advisors of high growth companies, in order to enhance their business performance.

The need to enhance the management and practices of incubators and similar providers is confirmed by the Benchmarking of Business Incubators Report commissioned by the European Commissions DG Enterprise in 2001. The report recommends that in seeking to achieve best practice at an operational level, business incubators and advisers should place particular emphasis on developing high quality business support services in areas such as entrepreneur training, business advice, technology support, financing, etc. and that they should ensure that incubators and other business supports are managed in a business-like manner with the aim of maximising value for money.

Through I-Cubed, the partners will be given an opportunity to jointly research best practice in the field of incubation and business development and to explore the means by which such practice can be adopted by business incubators and other business support providers in Europe.

The I<sup>3</sup> Project is a revolutionary contribution to BIC, incubator and other business development facilities. It is the first comprehensive on-line business enterprise training approach directly aimed at support providers for SMEs. By working through an innovative, online multimedia tool, it is also in line with the technological, geographical and financial imperatives of cross-border cooperation in Europe.

The project includes eight European partners with WESTBIC, the Business and Innovation Centre for the West North West Region, acting as the lead partner.

For more information on the project contact:

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The Innovation and  
Incubation Initiative  
**PRESS RELEASE**  
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WESTBIC, the Business Innovation Centre for the West, North West of Ireland, located at the Business Development Centre in Letterkenny Institute of Technology recently chaired a partner meeting of the I<sup>3</sup>, Incubation and Innovation Initiative Project. The meeting was held in Kaunas, Lithuania and was attended by the eight European Partners involved in the project.

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Pictured below are Members of the European Partnership present at the Lithuania meeting.

