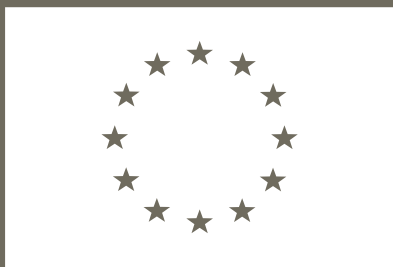




# Media Kit



Start at Best has received funding from the European Union's H2020 INNOSUP programme – project Start at Best (Grant agreement N. 860318), coordinated by Startup Europe Regions Network (SERN). The content of the document is the sole responsibility of the organiser and it does not represent the opinion of the European Commission (EC), and the EC is not responsible for any use that might be made of information contained.



# Introduction

Start at Best involves identifying and implementing a strategy that both makes Start at Best unique and will revolve around the following key points:



its focus on SMEs



development of a  
repository of case studies



EU wide community  
that provides valuable  
visibility and networking  
possibilities

## Audience

Different audience groups we are targeting to approach in Start at Best are:

### **The general public.**

This group does not actively seek information. Messages to this type of group should focus on added value in areas of interest to them, for example the health benefits of workplace innovation.

### **Interested audience.**

The other audiences are involved or interested in workplace innovation and they know it is important, may have an influence over it, and need clear, useful information to be communicated to them. The group includes:

**SMEs** – small companies can benefit from applying for the open call and receiving a grant.

**Regional/international initiatives** – participating in the project can help with increasing the number of companies that adopt workplace innovation practices in their region(s).

**Service providers** – technology suppliers, designers and other service providers can benefit from Start at Best by acquiring new clients.





# Our Philosophy

## IDEA

Over the last years, startups have been pivotal in changing the workplace culture. Until recently, the idea of an office brought up an image made of rows of identical desks and uncomfortable chairs. Working in startups is often quite intense and the schedule changes all the time which means that offices had to become much more comfortable and friendly for their users and organisation models more flexible. Some offices have break rooms, others have game rooms with ping pong tables or consoles. These facilities help employees relax when they need to take a break and be more productive when it's essential.

- *Why do we create Start at Best*



## Mission

Start at Best is a H2020 funded project with focus on Workplace Innovation. Drawing on the entrepreneurial atmosphere in the European Startup scene, the objective is to attract more SMEs to jump aboard the innovation train. Our main goal is to contribute to the development of a European-led new wave of workplace innovation amongst SMEs. Startups initiated a new trend in workplace innovation which can inspire small companies to adopt a similar innovative attitude.

- *Our principles*

# Referrals

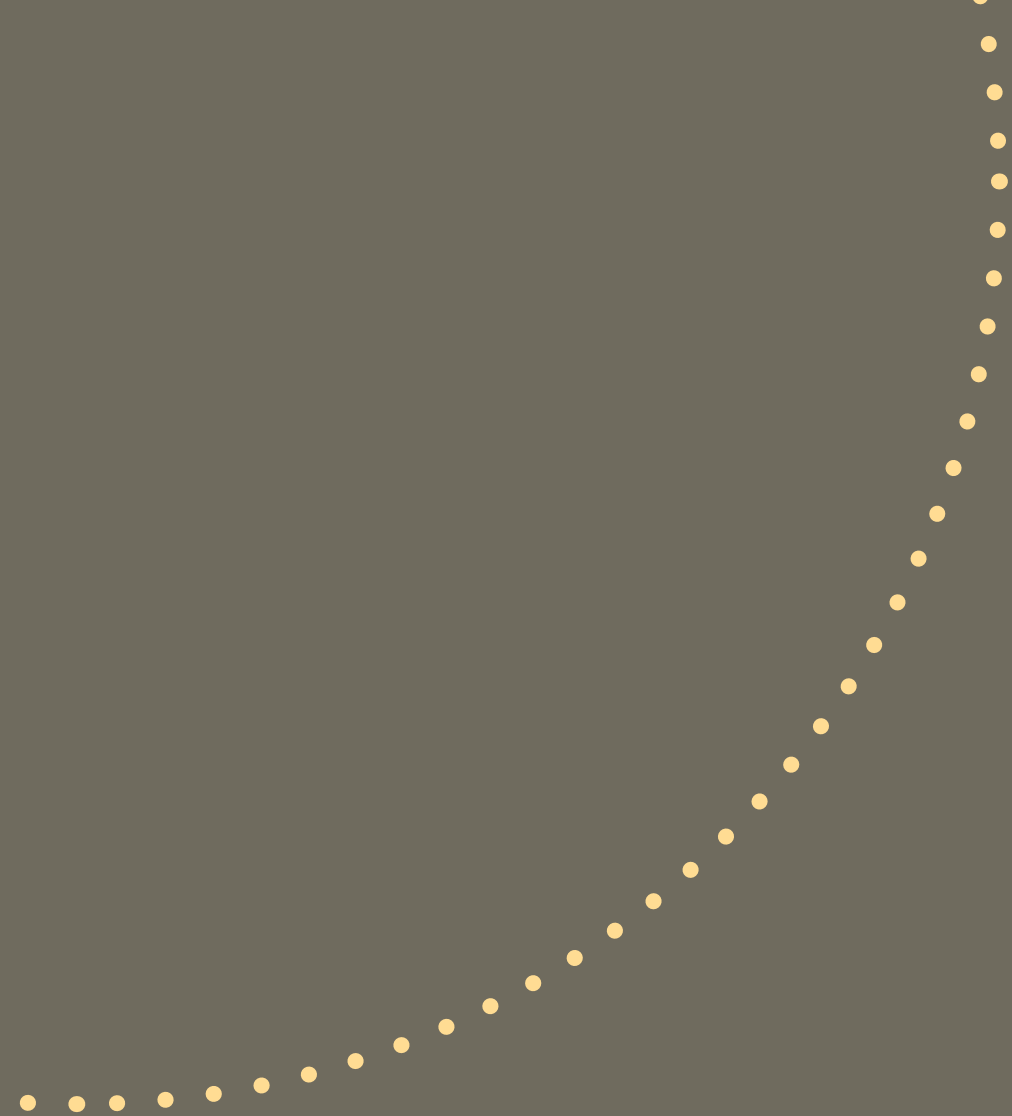
## Testimonials

“Workplace innovation fosters creativity and invention, promoting new routines, ideas and actions that increase employee motivation, productivity, creativity and interaction, the building blocks for innovation, and ultimately, growth and economic development. “

- **Ana Margarida**

“Workplace innovation must increase creativity and invention, supporting ideas and actions increasing workers’ motivation, company productivity, therefore create greater economic and personal development and growth”

- **Annamaria Bonardi**



# startatbest

Workplace Innovation for Business Competitiveness



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