



# **Advice, support and information activities - key to success and impact**

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# ***Services of the network***

All consortia shall carry out the following six types of activity ("standard activities") and describe these in their work programme.

1. Advice, support and information activities;
2. Cross-border partnering activities for business cooperation, technology transfer and innovation;
3. SME feedback activities;
4. Specific activities in the context of innovation support (Horizon 2020)<sup>19</sup>;
5. Promotion of Network services and communication activities;
6. Network building and reinforcing the Network.



# **Advice and support services of the Enterprise Europe Network –**

Which services are meant?

Please read the text....and try to understand it

And build your mental model.

# The portfolio of network activities

Events

Information and awareness

Business  
partnering

## Services for competitiveness

- Resource and energy efficiency
- Access to financing / funding
  - Innovation management
- Technology & legislation watch
  - IP related services
  - Improving management capacities
- Advisory public procurement

Activities  
for network  
partners

Services to  
other  
providers

# Resource and energy efficiency

- See outcomes of specific actions ~2012
- Energy efficiency competes with private sector & energy agencies
  - **Mainly introductory assessment and signposting to other service providers**
- Resource efficiency is a comparatively new
  - **Benchmarking tool is to be developed**
  - **Link to 'new additive technologies' (3D-printing)**
  - **Link to substitutes (Bioeconomy)**

# Access to finance and funding

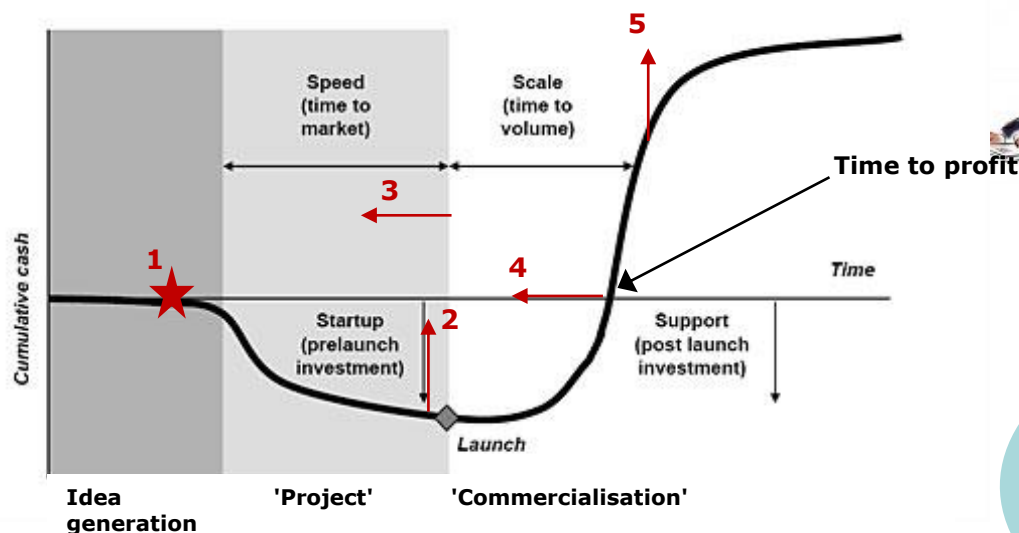
- Where is the difference?
  - **Finance = Loan and equity**
  - **Funding = Grants / subsidies**
- Recommendations of a working group
- Mapping of sources of finance & funding
  - **See**  
[http://europa.eu/youreurope/business/funding-grants/access-to-finance/index\\_en.htm](http://europa.eu/youreurope/business/funding-grants/access-to-finance/index_en.htm)
- Info about EU programmes – No proposal writing

# The accountant's eye on an innovation project



## In the end, innovation must come back to cash

Typical path to cash payback



Management objectives for innovation:

1. Abandon early – filtering ideas (P1-Feasibility assess)
2. Minimize accumulating costs to launch (well-defined)
3. Minimize time to market (early inclusion of clients)
4. Minimize time to profit
5. Maximise revenue (P3 – support)

Poorly managed innovation projects just drain resources and reduce competitiveness!

But it doesn't cost you anything – the Commission or the government subsidises it!

So, poorly managed innovation projects waste our AND public resources!

That's why the EC wants to have services 'Enhancing innovation management' in the EEN....



# IP related services / technology watch

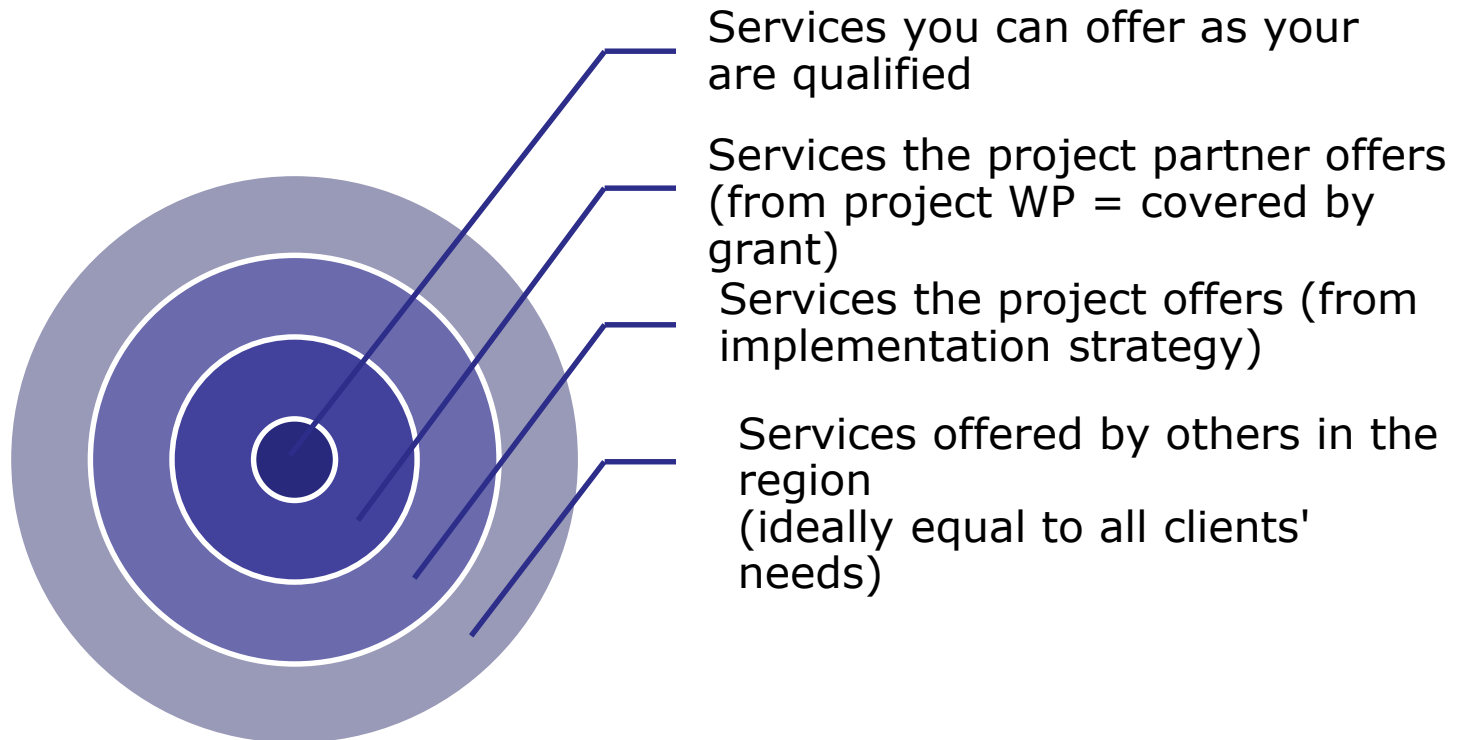
- Assessment IP status
  - **All sort of IP not only patents !**
- Detect weaknesses – experienced infringements
  - **Guide to competent services providers**
  - **IPR helpdesk (templates IPR agreements H2020)**
  - **IPR China / Mercosur helpdesk – assist in enforcement [www.china-iprhelpdesk.eu](http://www.china-iprhelpdesk.eu)**
- Search for technology transfer opportunities
  - **Close link to partnering !**



# Advisory public procurement

- Tenders electronics daily ***ted.europa.eu***
- Motivate and assist in responding to foreign tenders.

# Advice and support services of the Enterprise Europe Network –



# The daily fight

**Needs of the client  
vs.  
I do, what I am asked to do**

*an exercise*



European  
Commission

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# Impact measurement – the issue

Monitoring indicators - 'Performance enhancement system' (PES)

***Performance enhancement* = EASME shall support creating impact**

**→ requires that workflow is reflected by indicators**

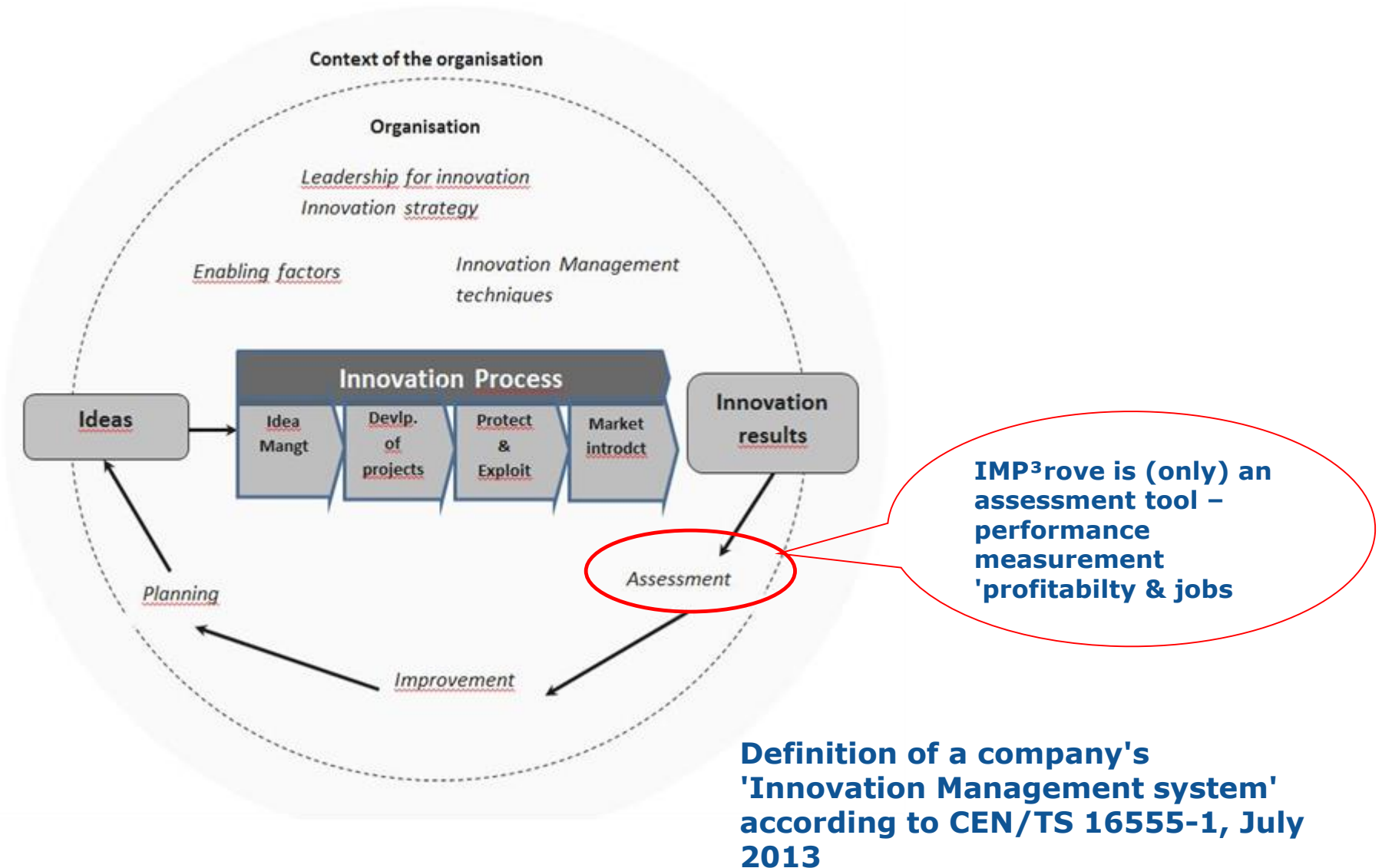
**'How many profiles generate how many in EOI and PAs'**

**In reality 'CFMS' – *contract fulfilment monitoring system* on activity level**

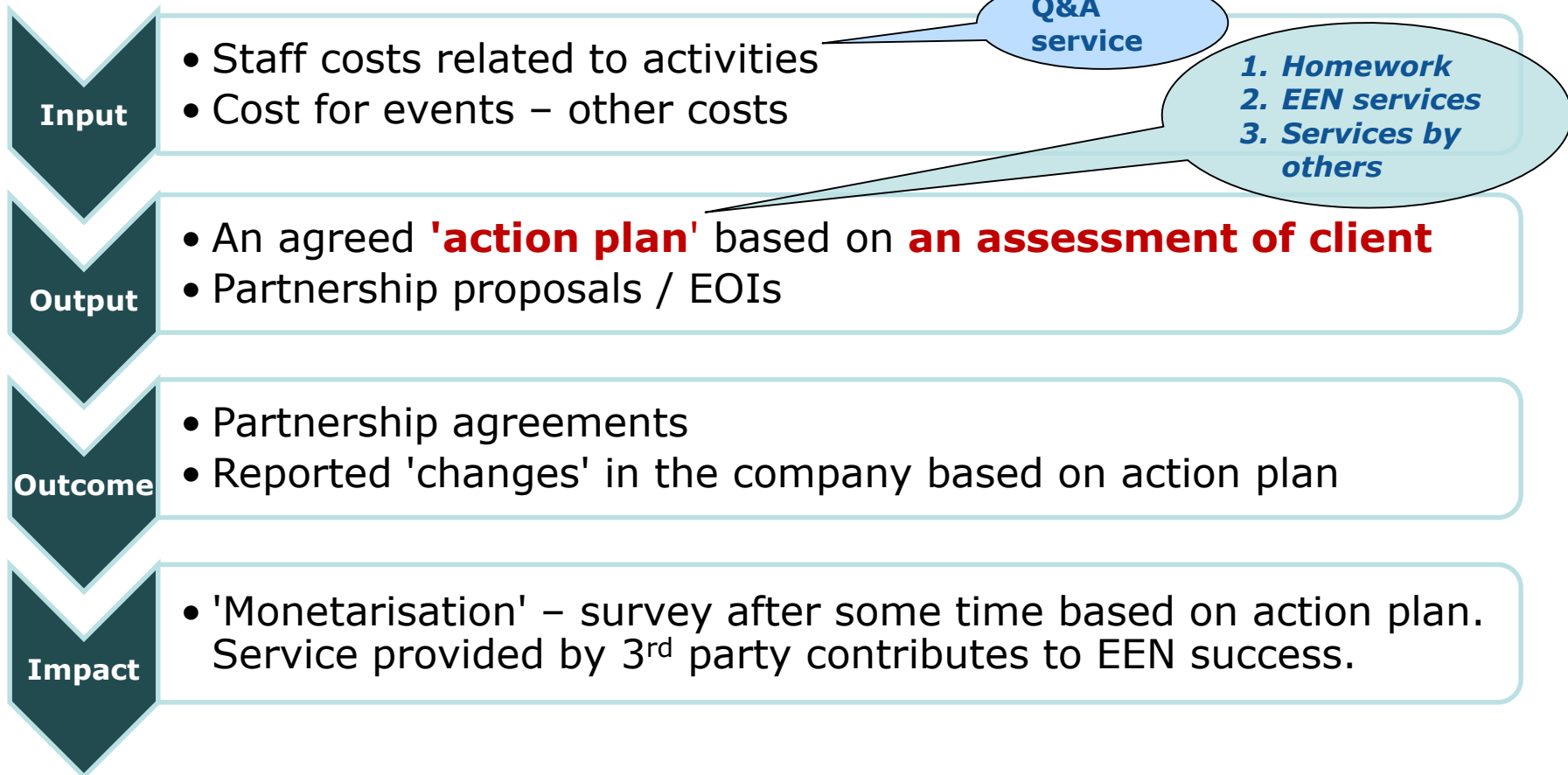
**Confusion between '*activity / costs*' and '*output / impact*'**

Current PES doesn't reflect the advanced advisory services (Romania Innovation voucher programme)

# Measuring impact in a management system – example 'innovation management'



# Proposal: Apply 'Logical framework' to EEN



## Case 1

### OUTPUT

**Assessment:** Poor language skills; unexplored sales potential; scale-up problem in training

**Action plan:** Hire staff; plan 'international training'; search distributors; Tech search

### OUTCOME

The SME hired new staff

Revised training and

Found distributors (not via network)

Technology was available at NASA

→ no success in old system

## Cluster / Incubators

### OUTPUT

**Assessment:** Gaps in service delivery (no internationalisation), unsure quality

**Action plan:** Assess and develop quality with EU-tool / networks; search strategically for partner clusters for internationalisation

### OUTCOME

Train cluster managers / join EBN; joint application of clusters in COSME call; BIC label allows joining EBN softlanding system – permanent coop with EEN.





**This system is on the way!!**

**How do you feel?**

**Room for thoughts – ideas -  
criticism**



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<http://een.ec.europa.eu>