PEER FOR EXCELLENCE

“Peer learning on ways to enhance good practices in SME innovation support using the “Seal of Excellence”

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Agenda

1. Background and Methodology
2. SoE Value Propositions
3. Challenges and Proposed Actions
4. Conclusions
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1. Background and Methodology

Design Options Paper - Structure based on:

- Initial assessment of existing practices in European Countries
- Compare them with the ones adopted at national/regional level
- Knowledge of the organizations
- Peer learning among participants
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1. Background and Methodology (cont.)

- Systematic identification of process stakeholders
- Generic questionnaire developed and then customized to each participant profile
- Interviews and data gathering (including the SoE Community of Practice)
- Challenges identified
- Actions suggested
- Timeframing the actions
1. Background and Methodology (cont.)

Stakeholders interviews

- Beneficiary SMEs
- Public financer
- Innovation agencies and ministries
- Incubators, technology parks and technology transfer offices

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1. Background and Methodology (cont.)

Generic questionnaire (customized according to interviewee profile)

• What are the benefits for the company?

• Can the evaluation be “transferrable” and integrated across the various sources of financing?

• What could private financers do to ease the SoE beneficiaries’ access to capital?

• How could the various stakeholders better coordinate their efforts to improve access to support services such as legal, marketing, networking, coaching, mentoring, etc.?
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2. SoE Value Propositions

Recognition and reputation
✓ Allow regions to recognise the quality label awarded
✓ result of a competitive and highly professional selection process

Synergies and complementarities
✓ identification of potential synergies between the different Union funds
✓ To build projects/roadmaps that complement each other.

Commitment
✓ The SoE displays the signature of the Commissioners, institutionally validating the commitment in the initiative

Streamlining the funding mechanism
✓ EU research and innovation funding instruments need to be streamlined and focused on Innovation Union
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3. Challenges and Proposed Actions

Recognition and reputation

- Lack of recognition of the SoE by the entrepreneurial ecosystem
  => Create the KAM SoE (ST and MT)

- Lack of value of the SoE perceived by companies
  => Communication activities promoting the existence and creating awareness (ST)
3. Challenges and Proposed Actions

Commitment

• Confidentiality of SoE beneficiaries prevent a suitable support after the SoE is attributed

=> Ask applicants if they want to be contacted as SoE beneficiary (MT)

• Continuity of support at national and regional level

=> Local ecosystem of H2020 advisory network interconnected through the KAM SoE (MT)
3. Challenges and Proposed Actions

Synergies and complementarities

- Lack of coordination between the European level and the national/regional level

  => Creation of a single contact point (such as the KAM SoE) when setting up a project with multiple funding sources (ST)

- Public procurement of innovation

  => Use the SoE as a “pre-accreditation” mechanism to participate in public procurement of innovation (ST)
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3. Challenges and Proposed Actions

Streamlining the funding mechanism

• **Financial tools to support innovative projects**

  => *Specific loans, distributed by Business Angels, benefiting especially the SoE beneficiaries (MT)*

• **Streamline funding from European to national/regional level**

  => *Coherent evaluation matrixes so that the quality of the projects is evaluated in a concise, straightforward way (MT)*
4. Conclusions and timeframe

- Stakeholder perceptions and the findings framed into a set of challenges associated with the value proposition

- Actions to take place:
  1. In the **short term** (ST) (until 2020, corresponding to the end of the current programs),
  2. In the **medium term** (MT) (in what concerns the discussion of the 9th. EU RTD Framework Program and Regional Development Programs)
  3. In the **long term** (LT) (in what regards the period that goes from 2021 thru 2027) in terms of RTD and regional policy.

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Thank you for your attention!

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