



# FIDIAS

INNOVATIVE FINANCIAL INSTRUMENTS FOR  
SUSTAINABLE DEVELOPMENT IN ALPINE SPACE

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FIDIAS project  
*POLICY RECCOMENDATION*  
&  
*Final Evaluation Report*

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## 1.1 Description of the project

### 1.1.1 FIDIAS Objectives

In the context of the international economic crisis, and dramatic pressure on public funds, green-technology small and medium sized enterprises (SMEs) are experiencing increasing difficulties when seeking financial support from market sources.

Recognising these issues, both the ‘flagship initiative’ of the EU 2020 Strategy and the new 2014-2020 EU regulations priorities provide a framework through which EU and national authorities mutually reinforce their efforts at improving conditions and access to finance for research and innovation in Europe.

Financed within the EU Transnational Cooperation Programme “Alpine Space”, the FIDIAS project is in line with this approach. It aims to develop innovative financial instruments and services to support local and regional authorities (LRAs), business investment operators and green-tech small and medium sized enterprises to avail of the opportunities of financial tools. By highlighting the importance of increasing local development actions, the FIDIAS project will reinforce local development policies, the attractiveness of the Alpine Space for transnational financial operators and innovation processes.

In particular, FIDIAS pursues the following objectives

- To strengthen competitiveness and innovation of ‘eco-innovative’ small and medium sized enterprises in Alpine Space Regions,
- To improve access to and information on funding sources for local and regional authorities and small and medium sized enterprises operating in the sustainable development and ‘eco-innovation’ fields,
- To improve transnational cooperation, in order to create an international network that will support the implementation of innovative services and financial instruments for eco-innovation and sustainable development in Alpine space regions.

### 1.1.2 FIDIAS activities

Based on the exchange of experiences, best practices and territorial cooperation, FIDIAS will provide, through a bottom-up approach, a framework to help local and regional authorities and small and medium sized enterprises take the lead on eco-innovation and smart growth issues.

These objectives will be pursued through the following activities:

- An analysis of the state of the art of supply and demand of services and financial instruments for small and medium sized enterprises and local and regional authorities in the project regions as well as a international benchmarking of best practices,
- The identification of 3 financial instruments and five services to be proposed for experimentation within the FIDIAS project,

- The development of an IT platform regarding the selected services and financial instruments, with e-learning modules and the creation of a database of financial intermediaries active in project regions,
- The execution of feasibility studies for the identified financial instruments that will take into account the criteria for 'ex ante' evaluations outlined in the proposed European Commission regulations for the next 2014-2020 programming period,
- The experimentation and assessment of the implemented services and financial instruments, with the active involvement of local financial intermediaries, managing authorities of EU and observers of the FIDIAS project.



## 1.2 Policy recommendation

### 1.2.1 Introduction

The following list of recommendation are the results of the contribute:

- by the PPs during the Steering committee organized in Venice during the Final Event
- by the SMEs, the Economic actors and the Stakeholders involved with the pilot action addressed to SMEs
- by the Local Regional Authorities and the Regional Financial Institution met with the presentation of the Feasibility studies developed by the PPs
- by the Observers gathered with the Evaluation Committee and involved for the elaboration of this document and the evaluation of the pilot action

### 1.2.2 List of Recommendation from the FIDIAS activities implemented

The recommendation here below shortly explained aim at supporting all target users for the finalisation of their own mission.

Particularly, the recommendation are addressed to Local Regional Authorities and Regional Financial Agencies.

The Policy Recommendation could be divided into two main categories:

POLICY RECCOMENDATION to improve the quantity and the quality of innovation/financial oriented services by Intermediaries and Organizations throughout the Alpine Space Area

POLICIES RECCOMENDATION addressed to Local Regional Authorities concerning the optimization of financial Instruments addressed to Local Authorities for the AS growth

For practical reasons, they have been presented here below in only one paragraph, even if the target of reference will be different and the PPs will take this aspect into account for their presentation and transferability

Summarising, here below the list

- A. The services aiming at supporting the investments by SMEs and others Operators shall be strongly linked to the financial capacity of the target of reference. The services should be designed highly considering both the size and the financial capacity of AS SMEs and the main financial actors interested
- B. The services aiming at supporting financially SMEs shall be agreed with the public and private financial operators in view to harmonize procedures, forms, ecc and reduce timing and administrative load. This is particularly necessary when the Financial Instruments addressed by the service is from Public Source (like SOP 2014.2020)
- C. The services addressed to SMEs shall be easy-to-use and it is very hard to convince SMEs to enter into one platform to be assisted. Therefore, even if the on-line services can be an added value for their capacity to attract difference skills and expertise, on the other hands, the 1to1 assistance is still and added value for the SME and very well appreciated by the entrepreneurs
- D. The Innovative Financial instruments need to be well explained at regional at local level, because they are not very well approched by the institution. A

guideline addressed to local Institution to improve their attitude to use these instruments should be edited and circulated (a dedicated experience must be highlighted on this subject by Finlombarda). This aspect is well known by the EU and a dedicated call to support the technical assistance to LRAs interested is provided.

- E. The Innovative Financial Instruments need to be presented with reference of all their fields of application. FIDIAS project presented one of the opportunity to use this Instrument (the financial support for the local development plans addressed to SMEs' innovation). On the other hands, it is clear that the main mission of the Innovative Financial Instruments is related to the implementation of local infrastructures and local development plans in relationship with energy savings, RES, etc.
- F. The Local Regional Authorities should be supported not only to introduce Innovative financial Instruments within their Local Development Plans, but even to start synergies and optimisation processes addressed to different Financial Instruments. Here, some of the FIDIAS Partners can present best practices that will be disseminated among the partners. Particularly, the relationship/synergy between SOP ERDF 2007-2013 and SOP FSE 2007-2013 for specific Call for Proposal implemented by Veneto Region.
- G. Speaking about financial Instruments, synergies and hoptimisation of local financial resources, the EU Guideline “ Enabling synergies between European Structural and Investment Funds, Horizon 2020 and other research, innovation and competitiveness-related Union programmes “ should be fully promoted at national, regional and local level.
- H. As well explored during FIDIAS project, the synergies among different Financial instruments in Alpine Space should be deeply continued, particularly within the framework of EUSALP Strategy.

### **1.3 Evaluation Purpose and Methodology:**

The main objective of this *Final Evaluation Report Template* is to provide the EC members an appropriate document for the elaboration of the final report as well as a common approach to assess the FIDIAS project.

Coherently with the monitoring methodology that has been summarised under, the Evaluation Committee should go through the Intermediate and Final reports of the pilot actions and through the indicators produced by the partners.

#### 1.2.1 Evaluation Purpose

The overall objective of the Final Evaluation Report will be to provide an overall independent assessment of the project performance, paying particular attention to the impact of the project actions against its objectives. It is also to identify key lessons and to propose practical

recommendations for follow-up and future similar actions. In particular, the final evaluation is planned to have the following specific objectives:

- Review the **relevance** of the project and its approaches in the context of the development need and potential of the intervention areas;
- Verify the **efficiency** and **effectiveness** of the results achieved and trace the changes observed in the lives of the target beneficiaries, as a result;
- Critically examine the continuing **validity of the assumptions** on which the project's likely impact was based
- Analyse **sustainability** of the project initiatives from the point of view of targeted SMEs
- Provide respective **recommendations** having strategic significance for improvement in future similar actions.

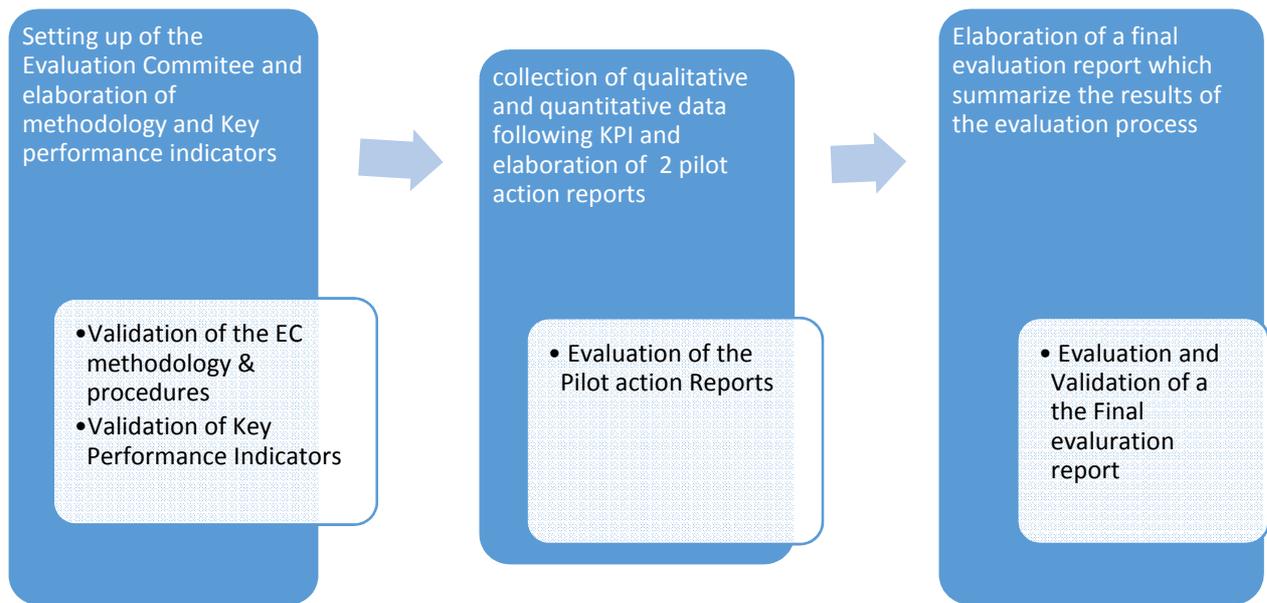
### 1.2.2 Evaluation Methodology

The evaluation methodology of the FIDIAS project intend to set-up an independent evaluation process based both on qualitative and quantitative data collected during the pilot actions of the project and assumed by an independent Evaluation Committee (EC).

The FIDIAS Evaluation Committee is an independent body of the project, responsible for the evaluation of the developed services and instruments tested during the pilot action stage. In details, the FIDIAS-Evaluation Committee has the following functions:

- Evaluation and validation of the pilot actions performance and results according to the identified Key Performance Indicators (KPI) concerning the project performance;
- Active participation to the 2 Evaluation Committee Meetings
- Elaboration of 2 Pilot action reports
- Revision of the pilot action Methodology
- Participation to the Final Event of the Project.

The evaluation process is divided in several steps including two EC meetings in order to keep the observers and experts in touch with the evolution of the project



### 1.2.3 Key performance indicators

#### **The relevance and fulfilment of objectives:**

1. To what extent are the objectives of the programme still valid?
2. Are the activities and outputs of the project consistent with the overall goal and the attainment of its objectives?
3. Are the activities and outputs of the programme consistent with the intended impacts and effects?

#### **The Efficiency:**

1. Were activities cost-efficient?
2. Were objectives achieved on time?

#### **The Effectiveness:**

1. To what extent were the objectives achieved/are likely to be achieved?
2. What were the major factors influencing the achievement or non-achievement of the objectives?

#### **The Impact:**

1. What has happened as a result of the programme or project?

In more detail, the aim is to show how each activity was perceived by the participating partners by analysing the process of implementation, analysing the impact or changes that have occurred, identifying problems and constraints that have been encountered, identifying lessons learnt while proposing solutions and recommendations for future use.

## 1.3 Report on Service tested

### 1.3.1 Services tested

The objective of the first step of pilot actions, according to the FIDIAS AF, is to test the innovative services directly to the selected SMEs in all project geographical areas. The objective of the project is the involvement of at least 200 SMEs coming from the green-tech sector, shared as follows

Service tested by each partners									
Service tested	LP (CCIAVE)	PP1 (Finlombarda)	P P3 (CCIMP)	PP4 (ARDI)	PP6 (SFG)	PP7 (AWS)	PP10 (JSI)	PP11 (Bwcon)	Total
Service 1. Assistance for writing business plan	X						X		2
Service 2. IP valorisation						X			1
Service 3. EU funding alert		X	X	X			X		4
Service 4. Training course to apply for crowdfunding	X		X		X	X		X	5
Service 5. One stop shop window			X	X	X			X	4
Service 6. Improvement of communication skills			X					X	2

## SERVICE 1 – Assistance for writing business plan

### Description of the service:

This service aims at supporting small and medium enterprises in writing a business plan underlining the importance of intangible assets, to be then presented to Financial Operators. This process is structured into three main steps;

- Firstly, a training session for SMEs on the strategic importance of having a complete business plan will be organized,
- Secondly, the enterprise will be admitted to the check-up phase with selected consultants. This 1to1 meeting aims at the identification of both tangible and intangible data that are relevant for the presentation of this business plan to banks,
- Lastly, the most innovative projects or requests for funding will have access to the phase of matching with Financial Operators.

### General overview of the activities

#### *Summary of the evaluation findings and conclusions:*

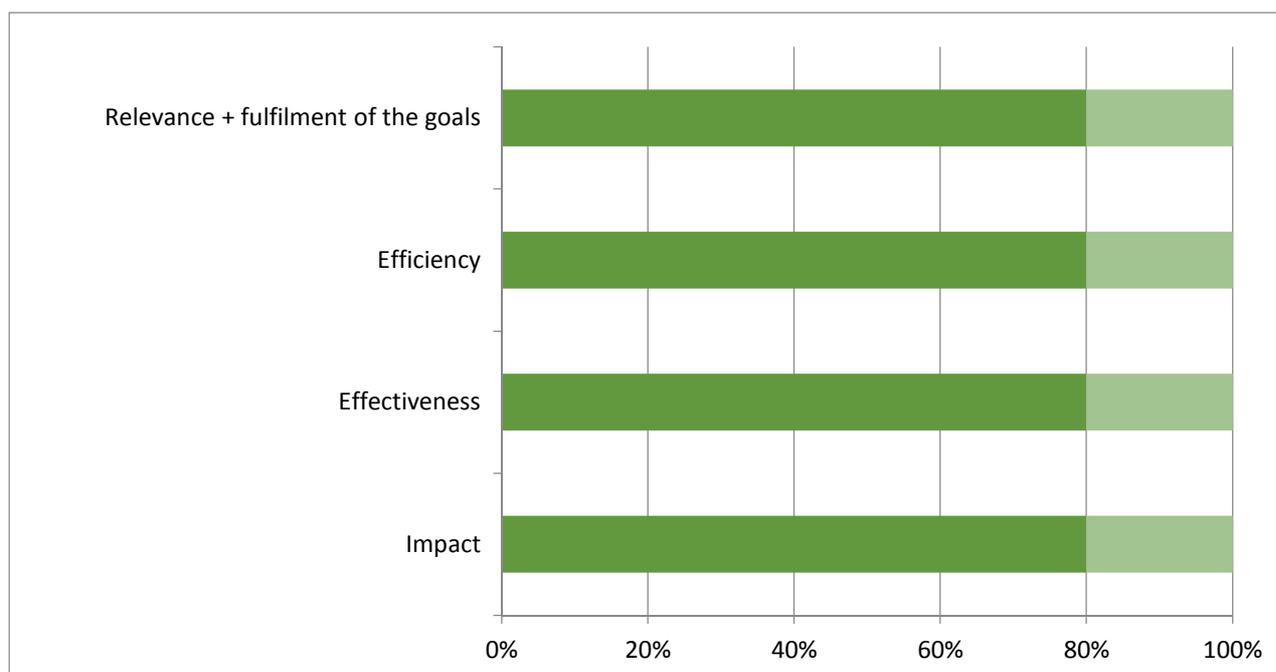
*2 Partners tested the service. The activities conducted during the proceeding of this activity encountered a high level of success according both to the survey conducted among the SMEs and the organiser's point of view. The only problem encountered so far was that prior to the launch of the activities, some SMEs struggled to understand the importance to have an effective business plan. A suggestion could be to specifically insist in the first steps of the process on the importance of such business plans to access funding. According to the partners involved, the concrete results of this service seemed promising even if the results are not yet all known.*

### General overview of the activities developed during the reporting period in the framework of the service development for each Project partner.

General Overview		
PP	Activities done	Summary
LP	LP started organizing a series of check-up with SMEs, structured as individual counselling meeting with SMEs. The scope of these check-ups was the transfer of an innovative methodology for the elaboration of business plans, from selected consultants to entrepreneurs. The most innovative projects have been selected for the participation in a matching day with Financial Operators.	<i>The service was a success both from the point of view of the organiser (LP) and SMEs. SMEs asked for more similar activities and LP already decided to organise this event next year. LP didn't encounter any specific problem during the proceeding of the service however prior to the launch of the activities, some SMEs struggled to understand the importance to have an effective business plan. In terms of results, SMES used the business plan elaborated during the service through several activities both for public and private business meeting.</i>

	<p>During this event, the selected SMEs have had the opportunity to test the effectiveness of the business plan elaborated following the methodology set up in FIDIAS project.</p> <p>During the days after the matching event, two SMEs started the negotiation for fundings with a financial operators and, thanks to the effectiveness of the drafted business plan, they received two credit lines.</p>	
<p><b>PP10</b></p>	<p>PP10 developed this service aiming at supporting small and medium enterprises in writing a business plan to underline the importance of intangible assets, to be then presented to Financial Operators. This process was structured into three main steps. Firstly, a training session for SMEs on the strategic importance of having a complete business plan will be organized. Secondly, the enterprise will be admitted to the check-up phase with selected consultants. This 1to1 meeting aims at the identification of both tangible and intangible data that are relevant for the presentation of this business plan to banks.</p>	<p><i>The general self-assessment of the 1st service by the partners is very good. On 12 SMEs targeted, 3 have been selected by PP10 to receive the training. The 3 SMEs concerned have been evaluated and submitted their business plan to the national call supporting innovative SMEs. The results have not yet been communicated but the process seems profitable for both sides (PP10&amp;SMES). The PP10 succeed to overcome the encountered issues due mainly to intern procedures and to solve it by the end of the process.</i></p>

**KEY PERFORMANCE INDICATORS**



- *QUANTITATIVE INDICATORS*

<i>Quantitative Indicators</i>			
<i>KPI</i>	<i>LP</i>	<i>PP10</i>	<i>Total</i>
Total number of SMEs targeted	<b>120</b>	<b>12</b>	<b>132</b>
Number of SMEs actively involved	<b>36</b>	<b>3</b>	<b>39</b>
Number of events/seminars organized	<b>2</b>	<b>1</b>	<b>3</b>
Number of face to face consultation/individual counselling meeting	<b>36</b>	<b>6</b>	<b>42</b>
Total number of participants (to seminar/events)	<b>5</b>	<b>10</b>	<b>15</b>
Type and number of promotional activities:	<b>6</b>	<b>2</b>	<b>8</b>
- news or newsletters	<b>2</b>		<b>2</b>
- press releases	<b>0</b>		
- articles	<b>0</b>		
- press conferences	<b>1</b>		<b>1</b>
- promotional events	<b>3</b>	<b>2</b>	<b>5</b>

- *QUALITATIVE INDICATORS*

<i>Qualitative Indicators</i>		
<b>Partner</b>	<b>SME Experience</b>	<b>Partner Experience</b>
<b>LP</b>	General Satisfaction level: - Feedbacks coming from were very positive and enthusiastic. The entrepreneurs showed interest on the coaching activities provided by LP. In particular, the SMEs involved in the	Overall evaluation: - The evaluation has been really satisfactory. LP will organize an similar b2b meeting next year. The service "Assistance for writing business plan" will be improved in order to deliver a

	<p>matching day asked for other opportunities to meet financial operators in an institutional context rather than in the private offices of the banks.</p>	<p>useful instrument to all the SMEs involved in the steps of this service with the scope to support them in the access to credit.</p> <ul style="list-style-type: none"> <li>- Thanks to FIDIAS project and in particular to the methodology developed in the Service 1, a permanent round table with financial operators has been settled by Chamber of Commerce in order to understand the real needs of SMEs and to facilitate the access to credit.</li> </ul>
	<p>List the concrete results:</p> <ul style="list-style-type: none"> <li>- Generally speaking, considering that some of the involved SMEs have never drafted a real business plans, the coaching activity delivered from LP represented an important opportunity for SMEs in order to understand the importance to draft and elaborate a business plan.</li> <li>- The SMEs involved in this service used the elaborated business plan in several activities for both institutional and private business meetings.</li> <li>- On 9<sup>th</sup> and 10<sup>th</sup> March 2015 a b2b event in which companies used their business plan in matching with financial operators for the access to credit. This was the first and more tangible result of the piloting activities related to the Service 1.</li> <li>- Two of the SMEs involved in the matching event, after a negotiation for credit lines with a financial operators, received two loans, thanks to the effectiveness of the drafted business plan.</li> </ul>	<p>Problems encountered:</p> <ul style="list-style-type: none"> <li>- No problems were encountered during the delivering of the service.</li> <li>- Nevertheless, LP faced a situation before the delivering of the service in which SMEs didn't understand immediately the importance to have an effective business plan.</li> <li>- However, after the coaching sessions, SMEs participated in the several activities organized by LP with enthusiasm, aware of the importance of the scientific approach to do business and to drive companies.</li> </ul>
<b>PP10</b>	<p>General Satisfaction level:</p> <ul style="list-style-type: none"> <li>- SMEs expressed high level of satisfaction by service provided.</li> </ul>	<p>Overall evaluation:</p> <ul style="list-style-type: none"> <li>- High level of satisfaction</li> </ul>
	<p>List the concrete results:</p> <ul style="list-style-type: none"> <li>- 3 SMEs to be offered support in writing business plans and support to match this business plan with possible financiers (banks, national/EU calls).</li> </ul>	<p>Problems encountered:</p> <ul style="list-style-type: none"> <li>- JSI employed external expert to support/assist SMEs in Business plans preparation. Due to JSI internal procedures and legislation subcontracting is time consuming</li> </ul>

	<ul style="list-style-type: none"><li>- The selected SMEs presented (pitched) successfully their business plan in front of evaluation committee and being ranked among the first three.</li><li>- All three beneficiaries of the service submitted the business plan to the national call supporting innovative SMEs.</li><li>- Results of the call will be known at the end of May or in the beginning of June 2015.</li></ul>	<p>process.</p> <ul style="list-style-type: none"><li>- By the end of service provision the above-mentioned problem was successfully resolved.</li></ul>
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## SERVICE 2 – IP valorisation report

### Description of the service:

This service aims to assist concretely SMEs in writing appropriate business plans considering both tangible and intangible assets. The most innovative projects or requests will have the opportunity to be proposed to Financial Operators.

- Green-tech SMEs will receive an extensive report, which contains a detailed description of their current situation regarding their intangible assets (e.g. experience of employees, market share, etc.) and especially in their IP.
- This “Visualize.IP” report enables SMEs to meet financial operators’, investors’ or licensees’ expectations and may result in an access to loans, a capital investment, license agreement, license in sale, development cooperation, or may work as collateral for bank loans to raise money etc.

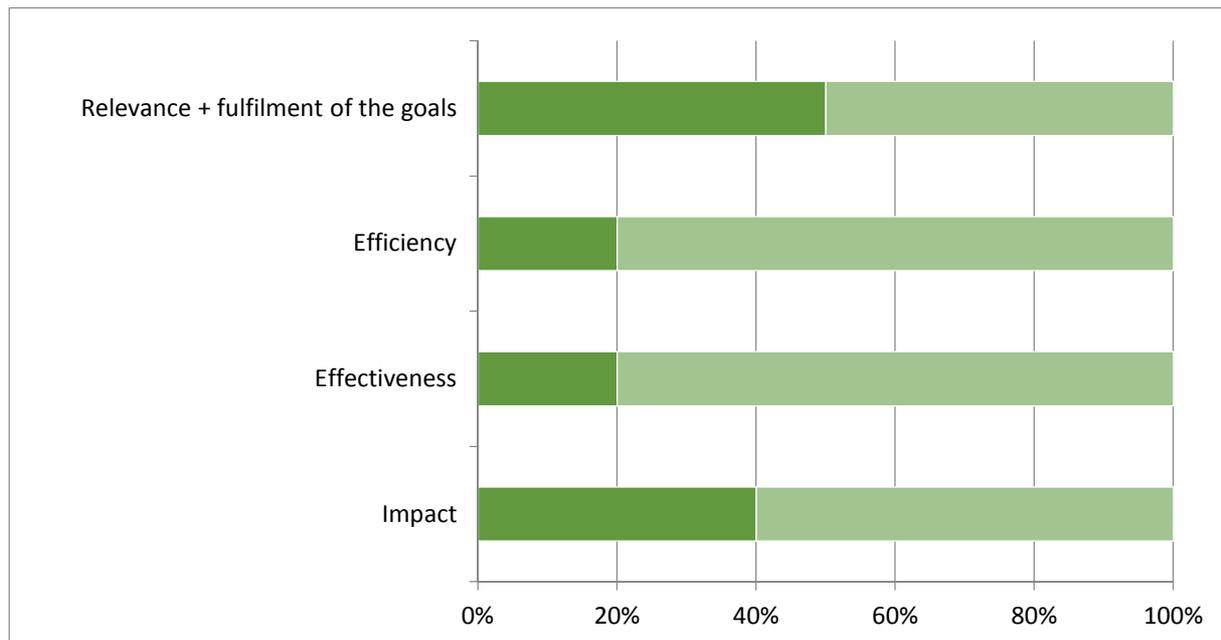
### General overview of the activities

*Summary of the evaluation findings and conclusions*  
*This service was only tested by one partner (PP7). Furthermore, the lack of data provided by PP7 doesn’t allow a good and general understanding of the activities. However, PP7 is very experienced in such services and was very satisfied with the proceedings of the service.*

### General overview of the activities developed during the reporting period in the framework of the service development for each Project partner.

General Overview		
PP	Activities done	Reaction
PP7	No data	<i>The lack of data provided by PP7 doesn’t allow a good understanding of the activities at least from the point of view of the SMEs. However, PP7 is very experienced in such services and are very satisfied with the proceedings of the service.</i>

## KEY PERFORMANCE INDICATORS



### - QUANTITATIVE INDICATORS

<i>Quantitative Indicators</i>		
<b>KPI</b>	<b>PP7</b>	<b>Total</b>
Total number of SMEs targeted	5	5
Number of SMEs actively involved	5	5
Number of events/seminars organized	0	0
Number of face to face consultation/individual counselling meeting	5	5
Total number of participants (to seminar/events)	5	5
Type and number of promotional activities:	1	1
- news or newsletters	0	0
- press releases	1	1
- articles	0	0
- press conferences	0	0
- promotional events	0	0

### - QUALITATIVE INDICATORS

<i>Qualitative Indicators</i>		
<b>Partner</b>	<b>SME Experience</b>	<b>Partner Experience</b>
<b>PP7</b>	General Satisfaction level: - No data yet	Overall evaluation: - Our Staff member from the IPR department already has a great experience with writing similar reports, thus he was already experienced and very satisfied with his activities with the SME.

	List the concrete results: <ul style="list-style-type: none"><li>- No data yet</li></ul>	Problems encountered: <ul style="list-style-type: none"><li>- No particular problems came up during the sessions</li></ul>

## SERVICE 3 – EU funding alert

Description of the service:

The aim of this service is to create increased visibility for green-tech SMEs concerning all kinds of funding coming from the European Commission.

As it is quite complicated for SMEs to keep themselves informed about all the different European calls for projects / funding from the EU, the aim of this service will be to facilitate the access to the information from the EU to SMEs and give the possibility to receive targeted information and to support it in the exploitation of the information.

The development of an online service allowing SMEs to receive information on calls for projects / funding opportunities related to the green-tech sector and eco-innovation projects, from the EU on a regular basis, based on a registration of the SME with indication of keywords corresponding to its research areas and specific competencies. The service will be attached to the FIDIAS platform and (depending on the local area) connected with existing local service providers.

### *Summary of the evaluation findings and conclusions*

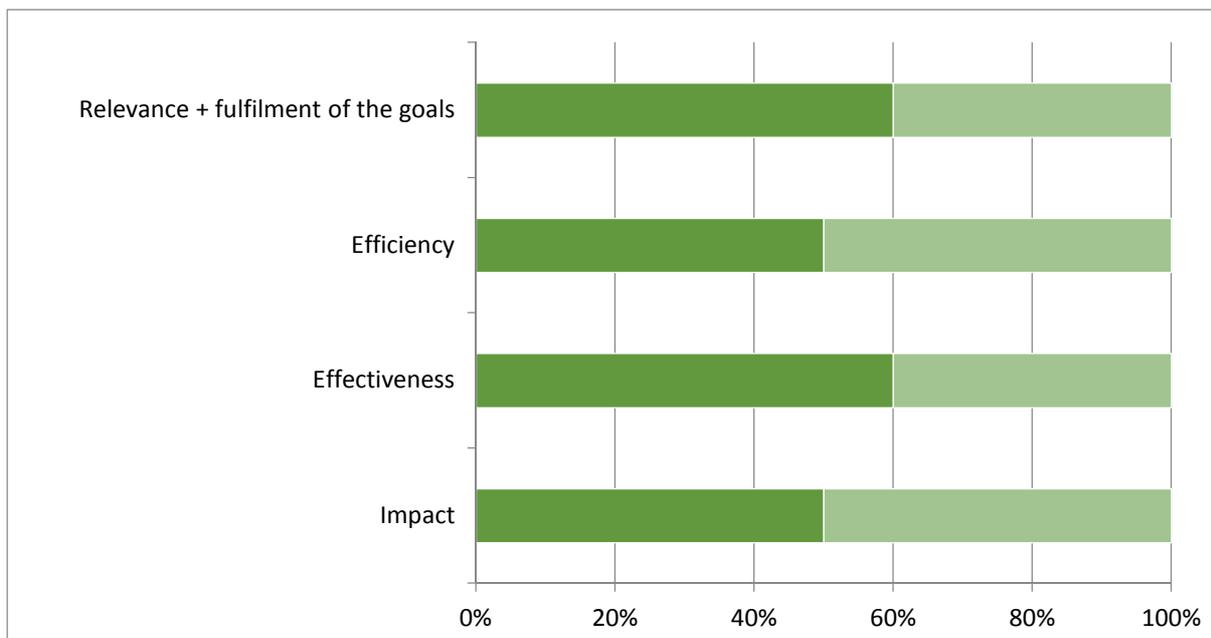
*4 partners tested the service and the level of satisfaction is mitigated. All partners agreed on the huge potential of such service but underlined several problems due mainly to the late entry into service of the outputs linked (particularly the on-line tools for the service),. It seems that some changes in the procedures for the SMEs' financial capacity foreseen by the FIDIAS Platform should be revised according to the pilot action, in view to a much more user-friendly approach. Despite the delays and some complexity with the procedure for SMEs acceptance within the platform, the survey showed that the SMEs involved was very pleased with the service and confirm the potential underlined by the partners...*

General overview of the activities developed during the reporting period in the framework of the service development for each Project partner.

General Overview		
PP	Activities done	Reaction
PP1	In order to catch the attention of SME's we informed through our newsletter about the possibilities to benefit of this service. More than 500 companies were reached. A news was also published on the homepage of our website. External website wrote articles about the service	<i>PP1 was not very satisfied with the proceedings of the service and didn't really push the service mainly due to some difficulties encountered on the platform and the language used (English) that was a big problem for SMEs. However, PP1 suggest that despite the issues, it could be useful to create a system to check whether the company is interacting with the platform, or it has set the filters for the activities of alerting.</i>
PP3	To involve the SMEs, PP3 developed a communication campaign composed by a newsletter, a personal invitation, an article shared at local level and personal phone call to SMEs. More over the service was also proposed during the	<i>The SMEs that answered the evaluation questionnaire were very pleased with the service provided but even if the number of EU opportunities were increase thanks to the service, only 1 SMEs started the process to be involved in a project. PP3 was satisfied with the service but noticed that this service need a constant follow-up</i>

	workshops dedicated to the communication skills and to the crowdfunding.	<i>of the SMEs involved.</i>
<b>PP4</b>	The FIDIAS EU funding alert service was developed with a unique web search engine integrated in the support2finance platform and with a specific methodology of SME support developed by ARDI. Each SME coming from the support2finance platform through the FIDIAS entrance has the opportunity to get information on EU funding opportunities and then be supported by a project manager if necessary. It helps the SME finding regional resources that can provide support in project development: search for partners, private consultant, national contact point expertise with which ARDI has developed a tight collaboration. The service is well connected with the RIS-3S implementation, with the services of Europe Enterprise Network (ARDI entered the network in January 2015) and all the services provided by the other regional innovation stakeholders such as competitiveness clusters and BpiFrance.	<i>PP4 underlined the huge potential of the service provided. However,, some changes in the platform and the way to provide this service should be appointed as a result of the pilot action implemented.</i>
<b>PP10</b>	The development of an online service allowing SMEs to receive information on calls for projects / funding opportunities related to the green-tech sector and eco-innovation projects, from the EU on a regular basis, based on a registration of the SME with indication of keywords corresponding to its research areas and specific competencies.	<i>Despite the low rate of successful application (which is not directly related to the service goals), the selected SMEs expressed high level of satisfaction. PP10 seems to be already familiar with the different EU services or program platforms and found the self-assessment questionnaire when applying to the FIDIAS platform to complicated and reluctant for most of the SMEs.</i>

## KEY PERFORMANCE INDICATORS



- **QUANTITATIVE INDICATORS**

<b>Quantitative Indicators</b>					
<b>KPI</b>	<b>PP1</b>	<b>PP3</b>	<b>PP4</b>	<b>PP10</b>	<b>Total</b>
Total number of SMEs targeted	500	245	450	80	1275
Number of SMEs actively involved	1	25	4	8	38
Number of events/seminars organized	0	2	0	0	2
Number of face to face consultation/individual counselling meeting	0	2	1	0	3
Total number of participants (to seminar/events)	0	25	0	0	25
Type and number of promotional activities:	6	3	1	0	10
- news or newsletters	1	1	1	0	3
- press releases	1	1	0	0	2
- articles	4	1	0	0	5
- press conferences	0	0	0	0	0
- promotional events	0	0	0	0	0

- **QUALITATIVE INDICATORS**

<b>Qualitative Indicators</b>		
<b>Partner</b>	<b>SME Experience</b>	<b>Partner Experience</b>
<b>PP1</b>	General Satisfaction level: - No data	Overall evaluation: - After few months, PP1 didn't get any new subscription, so we are not really satisfied. - PP1 didn't push the service, because they found some problems in the

		<p>Platform.</p> <ul style="list-style-type: none"> <li>- The use of the Platform is not really user friendly and if the company doesn't know English or how H2020 calls work, it is hard to take advantage of the Service.</li> <li>- It could be useful to create a system to check whether the company is interacting with the platform, or it has set the filters for the activities of alerting.</li> </ul>
	<p>List the concrete results:</p> <ul style="list-style-type: none"> <li>- No data</li> </ul>	<p>Problems encountered:</p> <ul style="list-style-type: none"> <li>- As operators, PP1 encountered a lot of problems in confirming company and activating services. We tried with all the services, but we were able to confirm only once.</li> <li>- Some calls presented in the alert system were closed.</li> <li>- PP1 will try to invite other companies (for example companies that participated in the 10<sup>th</sup> June Seminar)</li> </ul>
<b>PP3</b>	<p>General Satisfaction level:</p> <ul style="list-style-type: none"> <li>- 30% of involved SMEs gave us a very satisfactory answer. (but 70% of involved SMEs didn't answer to the satisfaction questionnaire)</li> <li>- The SMEs stressed the lack of a post service support to help them to present some EU project.</li> </ul>	<p>Overall evaluation:</p> <ul style="list-style-type: none"> <li>- High level of satisfaction</li> </ul>
	<p>List the concrete results:</p> <ul style="list-style-type: none"> <li>- A concrete increasing of the range of EU opportunities but only 1 SMEs started the process to be involved in a project.</li> </ul>	<p>Problems encountered:</p> <ul style="list-style-type: none"> <li>- To follow up the activities linked to this service results complicate because it requires a constant following of each SMEs involved and because the service has not a "closing date" to be used.</li> <li>- However this represents also the positive aspect since the service will remain active after the project closure.</li> </ul>
<b>PP4</b>	<p>General satisfaction level:</p> <ul style="list-style-type: none"> <li>- Only 1 SMES on the 4 tested provided feedbacks</li> <li>- The SME was very pleased with the service and underlined the opportunities offered by PP4 service.</li> </ul>	<p>Overall evaluation:</p> <ul style="list-style-type: none"> <li>- High level of satisfaction despite the facts that the FIDIAS services were operational quite late in the project, so far only few SMEs from our region have benefited from the service and only one of them has been supported individually.</li> <li>- PP4 believe that the EU Funding alert service has a huge potential, once the service is getting more generally known and the access via the platform has</li> </ul>

		been made more user-friendly.
	<p>List of concrete results:</p> <ul style="list-style-type: none"> <li>- One company succeeded to get the “innovative company” label by BPIfrance which makes them eligible</li> <li>-</li> </ul>	<p>Problems encountered:</p> <ul style="list-style-type: none"> <li>- PP4 experienced problems in reaching their target group, and this is probably mainly due to the entry procedure that needs to be improved after the pilot action.</li> <li>-</li> <li>- Moreover, most of the calls for projects for the Energy and environmental sectors (which are the two main sectors for Rhône-Alpes Eco innovative SMEs) will open after the project test period.</li> </ul>
<b>PP10</b>	<p>General Satisfaction level:</p> <ul style="list-style-type: none"> <li>- SMEs expressed high level of satisfaction since almost all were supported also in finding appropriate project partners in applying to EU calls.</li> </ul>	<p>Overall evaluation:</p> <ul style="list-style-type: none"> <li>- JSI team is used to offer EU funding alerts through various platforms so they are confident to provide SMEs with the best possible service not only in receiving alerts but also with overall support to SMEs to find a suitable project and to get involved in different consortiums for EU calls.</li> </ul>
	<p>List the concrete results:</p> <ul style="list-style-type: none"> <li>- JSI has in the scope of EU Alert system supported 8 different clients at finding appropriate EU calls and finding the right partners to apply for selected calls in the field of eco-innovation.</li> <li>- So far (30 April 2015) 1 successful application to H2020 - WASTE-6A-2015 is reported</li> <li>- For 6 applications for EU projects the results are negative – the applicants were not successful in their applications.</li> <li>- 3 applications to EU calls are still open the outcome of the applications will be known in the (near) future.</li> </ul>	<p>Problem encountered:</p> <ul style="list-style-type: none"> <li>- Slovenian SMEs are reluctant to fill in too long self-assessment questionnaire when applying to the FIDIAS platform and in case of service EU alert the questionnaire might be truly a bit too complicated for them. JSI team had phone calls with the most promising SMEs and will offer additional support in overcoming this issue.</li> <li>- Low rate of successful EU project applications, which was out of control of JSI. Maybe more support in writing successful EU project applications might be given in the future</li> </ul>



## SERVICE 4 – Training course to apply for crowdfunding

### Description of the service:

The service aims at giving SMEs a general overview concerning crowdfunding through training modules, the requirements and competence needed to take part and upload projects on the platforms and transferring knowledge of existing ones.

The service offers a training course of 3 modules for SMEs concerning crowdfunding and the most important crowdfunding platforms;

- What is crowdfunding,
- how does it work,
- Which is the best platform where to present projects and the fundamental promotional means and elements to present your project or ideas successfully.

The selected ones will be then invited to join a crowdfunding workshop with experts, where enterprises could present their project and define the amount of money needed to achieve it.

### General overview of the activities

#### *Summary of the evaluation findings and conclusions*

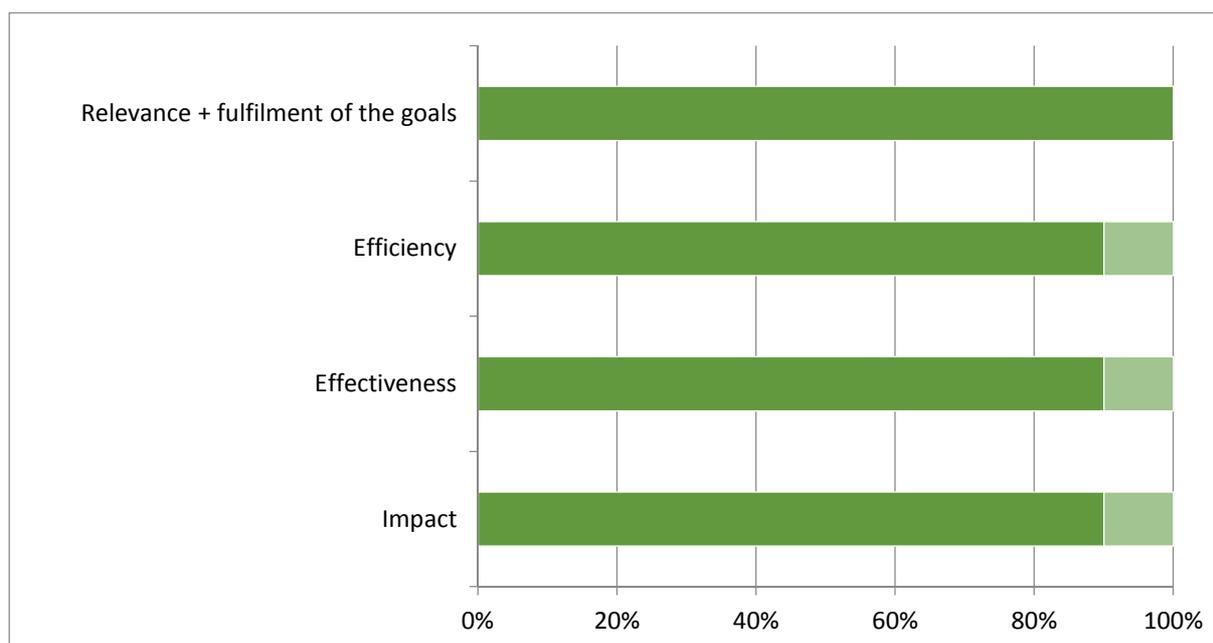
*5 partners tested the Training course to apply for crowdfunding. According to the partners and the survey among the SMEs, this activity was a complete success. Some of the partners are considering pursuing this service next year in order to answer to the high demand of the SMEs involved in the process. The concrete results of the service are encouraging with a lot of SMEs asking for more information and some already thinking about starting crowdfunding campaign. Regarding the high level of satisfaction encountered both from the SMEs and organisers point of view, it seems here is no particular recommendation to do so far.*

### General overview of the activities developed during the reporting period in the framework of the service development for each Project partner.

General Overview		
PP	Activities done	Reaction
LP	LP has organized a Crowdfunding Workshop on the 2 <sup>nd</sup> of December 2014. 3 more workshops occurred on the 23 <sup>rd</sup> and 30 <sup>th</sup> of March, 9 <sup>th</sup> April 2015. The following topics have been implemented in this Workshop: Imparting theoretical knowledge of Crowdfunding, relevant tax and legal aspects, practical know-how and tips, contacts to platform operators, experienced Crowdfunders and	<i>LP was very pleased with the proceeding of this service and encountered a very high level of satisfaction within the SMEs involved (90% of feedbacks with 100% of positive comments). The success of the service was such that LP is considering hosting a similar event next year. In term of concrete results, a lot of SMEs involved in the process asked for further information and the transfer of know how was very successful.</i>

	Experts, and increasing the motivation to implement their own Crowdfunding project.	
<b>PP3</b>	The 19th of March, PP3 hold a training workshop to promote the crowdfunding. More than 240 SMEs were invited to participate to the workshop opened for 25 SMEs max.	<i>PP3 was very pleased with the service 4 and encountered a very high satisfaction level within the SMEs testing the service. Furthermore, the documents provided on the platform seemed very helpful to the SMEs. The only issues were about the diversity of the projects and expectations from the SMEs. However, the experts involved managed this problem and succeed to reach the SMEs expectations.</i>
<b>PP6</b>	PP6 organized a Crowdfunding workshop on the 24.02.2015. The Workshop intends to inform our local SMEs with basic knowledge on Crowdfunding, give legal advice and inform about the tax situation in Austria. Crowdfunding Expert Wolfgang Gumpelmaier and Elfriede Sixt are the main speakers as well as platform hosts and a regional SMEs having experience in a crowdfunding campaign.	<i>PP6 received very positive feedbacks from the SMEs involved during the process and most of them underlined the quality of the information provided. PP6 was also very pleased with the proceedings of the service and notices very good feedbacks from the regional actors (LRAs) involved. Resulting from this experience, some concrete actions will take place in autumn 2015 (crowdfunding campaigns).</i>
<b>PP7</b>	PP7 organized a Crowdfunding Workshop on 27.10, 03.11 and 10.11.2014. The workshop were made by the Crowdfunding Expert Wolfgang Gumpelmaier and involved guest lecturers as well as successful and unsuccessful Crowdfunders. The following topics have been implemented in this Workshop: Imparting theoretical knowledge of Crowdfunding, relevant tax and legal aspects, practical know-how and tips, contacts to platform operators, experienced Crowdfunders and Experts, and increasing the motivation to implement their own Crowdfunding project.	<i>The service seemed a complete success both from the point of view of the SMEs and PP7. The activities seemed to reach the expectations of the selected SMEs (all the return were very positive) and a lot of SMES asked for more similar actions in the future. The experience was also very positive from PP7 point of view with no relevant issues noticed. The results seemed encouraging with 50% of SMEs involved saying that they will start a crowdfunding campaign.</i>
<b>PP11</b>	PP11 has organized the Crowdfunding Workshop in the frame of the one stop shop window.	<i>PP11 organised a crowdfunding workshop in the frame of the one stop shop window. The lack of data provided by PP11 doesn't allow a good understanding of the activities at least from the point of view of the SMEs. However, the organiser was very pleased with this service and underlined the good connexion with the pitching event. In terms of concrete results, one company Crowdfunding platform (referent of the workshop) and is planning to develop a crowdfunding campaign.</i>

## KEY PERFORMANCE INDICATORS



### - QUANTITATIVE INDICATORS

<i>Quantitative Indicators</i>						
<b>KPI</b>	<b>LP</b>	<b>PP3</b>	<b>PP6</b>	<b>PP7</b>	<b>PP11</b>	<b>Total</b>
Total number of SMEs targeted	<b>100</b>	<b>245</b>	<b>30</b>	<b>30</b>	<b>1000</b>	<b>1405</b>
Number of SMEs actively involved	<b>31</b>	<b>25</b>	<b>30</b>	<b>30</b>	<b>48 (first Stage) 20 (second stage)</b>	<b>184</b>
Number of events/seminars organized	<b>1</b>	<b>1</b>		<b>3</b>	<b>1</b>	<b>6</b>
Number of face to face consultation/individual counselling meeting	<b>0</b>	<b>1</b>	<b>5</b>	<b>3</b>	<b>2</b>	<b>10</b>
Total number of participants (to seminar/events)	<b>31</b>	<b>25</b>	<b>60</b>	<b>30</b>	<b>88</b>	<b>234</b>
Type and number of promotional activities:	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>6</b>	<b>17</b>
- news or newsletters	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>4</b>	<b>8</b>
- press releases	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>6</b>
- articles	<b>0</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>2</b>
- press conferences	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
- promotional events	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>

### - QUALITATIVE INDICATORS

<i>Qualitative Indicators</i>		
<b>Partner</b>	<b>SME Experience</b>	<b>Partner Experience</b>

<b>LP</b>	<p>General Satisfaction level:</p> <ul style="list-style-type: none"> <li>- Very satisfied</li> <li>- LP received more than 90% of feedbacks. All of them were very satisfied with the content of the Workshop and said that there is a great need for that.</li> <li>- SMEs also pointed out that crowdfunding is a growing possibility to get projects funded and that there is a great need in continuing holding such Workshops at least once a year.</li> <li>- In particular, the innovative SMEs involved in the deliver of the service were enthusiastic of the training course. They suggest us to organize more specific session dedicated to the use of crowdfunding for product innovation, for marketing and for research.</li> <li>- LP is evaluating the possibility to start a new series of course between September and December 2015.</li> </ul>	<p>Overall evaluation:</p> <ul style="list-style-type: none"> <li>- LP was very pleased with the workshop.</li> <li>- The training course has been the first event on new financial instruments organized by LP and the participation of SMEs has been really captivating for all the entrepreneurs. They ask us to repeat these events and to schedule a series of more specific seminars on the issues related to crowdfunding.</li> <li>- On the basis of the answers received from SMEs, LP is considering the possibility to start a new series of courses between September and December 2015.</li> </ul>
	<p>List the concrete results:</p> <ul style="list-style-type: none"> <li>- A high percentage of the participants asked for more information about crowdfunding.</li> <li>- The most concrete result has been the transfer of the know-how.</li> </ul>	<p>Problems encountered:</p> <ul style="list-style-type: none"> <li>- No specific problems were encountered.</li> <li>- Nevertheless, considering that crowdfunding is a rather new topic in the financial context, LP realized that for some SMEs was not so easy to understand the real opportunity given by crowdfunding in the sense of a new financial instrument.</li> <li>- Starting from this point, with the upcoming workshops LP will try to make the workshop from one side easier for SMEs, from the other side, more effective considering the real benefit a crowdfunding campaign can create.</li> </ul>
<b>PP3</b>	<p>General Satisfaction level:</p> <ul style="list-style-type: none"> <li>- 70% of involved SMEs gave us a very satisfactory answer</li> </ul>	<p>Overall evaluation:</p> <ul style="list-style-type: none"> <li>- Operation really satisfactory considering the positive feedbacks and concrete tools shared with SMEs.</li> </ul>
	<p>List the concrete results:</p> <ul style="list-style-type: none"> <li>- The SMEs involved in the training action were supported also online by the documents shared in the</li> </ul>	<p>Problems encountered:</p> <ul style="list-style-type: none"> <li>- The problems coming from the diversity of the different expectations of each SMEs during the training.</li> </ul>

	<p>project platform. 20% of the SMEs declared that it was their intention to submit a project proposal to a crowdfunding platform</p>	<ul style="list-style-type: none"> <li>- However the experts involved offered ad hoc answer to all participants according to the really needs declared</li> </ul>
<b>PP6</b>	<p>General Satisfaction level:</p> <ul style="list-style-type: none"> <li>- In general, the SMEs and participants gave very positive feedback.</li> <li>- Most of them were really amazed about the quality of the speakers and their knowledge on the crowdfunding content.</li> </ul>	<p>Overall evaluation:</p> <ul style="list-style-type: none"> <li>- Very satisfied and absolute positive feedback from the “crowd” and all regional players</li> </ul>
	<p>List the concrete results:</p> <ul style="list-style-type: none"> <li>- 4 concrete crowdfunding campaigns in pipeline and to be coming in autumn 2015</li> <li>- 3 crowdfunding campaigns to be started</li> <li>- Several other funding options</li> </ul>	<p>Problems encountered:</p> <ul style="list-style-type: none"> <li>- No specific issues encountered</li> </ul>
<b>PP7</b>	<p>General Satisfaction level:</p> <ul style="list-style-type: none"> <li>- 73% of the SMEs answered. 100% were “highly satisfied” with the service provided and said that it was very much needed</li> </ul>	<p>Overall evaluation:</p> <ul style="list-style-type: none"> <li>- For PP7 the Workshop was very satisfactory for several reasons: the chosen lecturer Wolfgang Gumpelmaier is a great expert in Crowdfunding. Also the co-lecturers were well chosen and seemed highly qualified. Almost all participants told them that they should make such a Workshop at least once a year. We are actually thinking about it.</li> </ul>
	<p>List the concrete results:</p> <ul style="list-style-type: none"> <li>- About 50% of the participants have said that they will now start work on a concrete Crowdfunding campaign, within the next months</li> </ul>	<p>Problems encountered:</p> <ul style="list-style-type: none"> <li>- No specific problems encountered.</li> </ul>
<b>PP11</b>	<p>General Satisfaction level:</p> <p>- No data</p>	<p>Overall evaluation:</p> <ul style="list-style-type: none"> <li>- The link with the pitching event worked very well</li> </ul>
	<p>List the concrete results:</p> <ul style="list-style-type: none"> <li>- One company is in touch with the Crowdfunding platform (referent of the workshop) and is thinking about developing a crowdfunding campaign.</li> </ul>	<p>Problems encountered:</p> <ul style="list-style-type: none"> <li>- No specific problem encountered</li> </ul>

## SERVICE 5 – One stop shop window

### Description of the service:

The matchmaking event “one-stop-shop window” helps in bringing together green-tech SMEs or start-ups with investors and partners in the early phases of innovation. The goal of the event is to support technology licensing and start-up funding and improve cooperation between research institutes, SMEs and business enterprises.

The trainings offered to the SMEs in the framework of FIDIAS complete the matchmaking by teaching the companies and entrepreneurs how to present their business ideas and concepts effectively and how to apply for crowdfunding and other financial mechanisms.

### General overview of the activities

#### *Summary of the evaluation findings and conclusions*

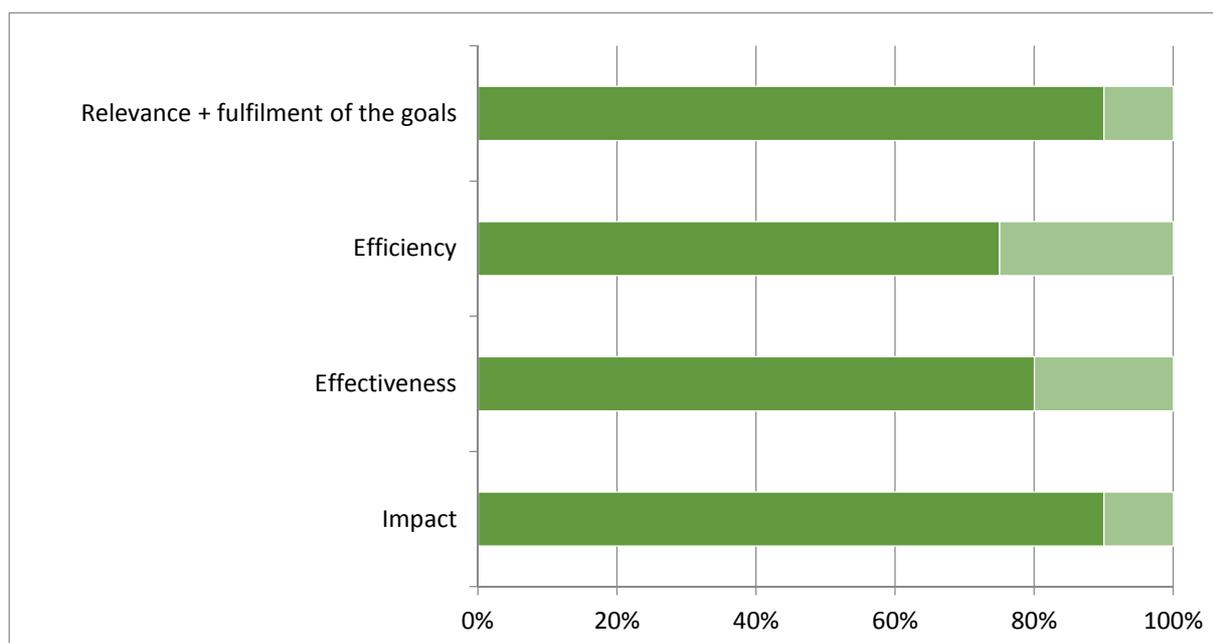
*The one stop shop window service was tested by 4 partners. According to the survey, the level of satisfaction among SMEs was very high. The partners were also all very pleased with the proceeding of the service and already 3 of them decided to pursue the activities next year regarding the success of the operation. The partner underlined only 2 minor issues so far. The first one concerned the different level of maturity within the projects selected in comparison with the investor’s expectations. The second was linked to the collaboration from the FIDIAS consortium with PP11 in order to make the event even more transnational. In term of recommendation, a significant number of SMEs suggested however that the service would benefit from a more specific focus on networking activities. Concerning the results, the service has already yielded some concrete benefits.*

### General overview of the activities developed during the reporting period in the framework of the service development for each Project partner.

General Overview		
PP	Activities done	Reaction
PP3		<i>PP3 with very pleased with the proceedings of the service. A majority of SMEs seems (good level) pleased by the service. 1/5 of SMEs succeeded to go through the first meeting with investors and scheduled a second meeting with investors (results not yet known). The only problem encountered was related to the different level of maturity within the projects selected in comparison with the investor’s expectations.</i>
PP4	ARDI Rhône-Alpes in collaboration with Bpifrance and the Hub du financement organized on the 7th of November 2014 its matchmaking event allowing a selection of 7 innovative SMEs to present their projects and companies in front of a panel of 15 investors eager to invest	<i>Even if PP4 received a low % of feedbacks from the SMEs (43.5%), the SME’s answers proved a high level of satisfaction. However, a significant % of SMEs seemed to suggest the reinforcement of the networking activities during the proceeding of the service. From the point of view of PP4, the proceeding of the service is a success and allowed them to increase their visibility and credibility on this topic within their local network. In term of concrete benefits, the service is also a</i>

	<p>in eco-innovation start-ups. A preselection of 11 companies was made and they all benefited from a training session in order to prepare their pitch and improve their communication skills. Following up on the pitch session, ARDI and its partners invited SME, start-ups and other interested parties to a conference aiming at answering the question: How to valorize your business? The conference presented viewpoints from different professionals with expertise in company financing: consulting company, business angels, venture capital, National IP Institute and the hands-on experience from two SME having opened their capital recently.</p>	<p><i>success with 1 equity fund rising (1,2million) + 1 crowdfunding campaign which allow the company to test their new products. PP4 is already supervising an equity fund rising with BA and VC (0, 8 million).</i></p>
<p><b>PP6</b></p>	<p>PP6 hold a matchmaking event (Performance99) on the 30 of October 2014. It was a pitching event involving local, national and international investors as well as regional innovative SMEs. 7 innovative SMEs presented their business plans, projects and ideas in the Impulse Center for Raw Material in Leoben. Before the matchmaking event all SMEs got presentation training and moreover a coaching session "investor readiness" was organized</p>	<p><i>The feedbacks from SMEs were very good and a lot of SMEs underlined the importance of the networking activities with the investors. The investors were also really pleased about the high quality of project presented. From the point of view of PP6, the operation is a success and a new version of the event will take place this year. In terms of concrete results, 4 SMEs are still involved in negotiations with investors, 3 other companies were in consultations.</i></p>
<p><b>PP11</b></p>	<p>The Green Innovation and investment forum is the new platform to meet investors from the Green Sector. On 11th February more than 90 stakeholders joined the GIIF at the Steinbeis Haus of Management in Stuttgart for an intensive international Pitching Day.</p>	<p><i>PP11 is very pleased with this service. SMEs showed a very high level of satisfaction and asked for more similar events. Because of the high success of the first Forum, PP11 plans to organize the same event (Green innovation and Investment Forum) next year with the support of the regional authorities. In term of concrete results, some SMEs succeed to find both a strategic partners and investors. However, despite the success, PP11 expected more collaboration from the FIDIAS consortium to make the event more transnational and to involve SMES from the other alpine regions.</i></p>

## KEY PERFORMANCE INDICATORS



### - QUANTITATIVE INDICATORS

<i>Quantitative Indicators</i>					
<i>KPI</i>	<i>PP3</i>	<i>PP4</i>	<i>PP6</i>	<i>PP11</i>	<i>Total</i>
Total number of SMEs targeted	<b>50</b>	<b>450</b>	<b>7</b>	<b>1000</b>	<b>1507</b>
Number of SMEs actively involved	<b>26</b>	<b>11</b>	<b>7</b>	<b>48 (first Stage) 20 (second stage)</b>	<b>92</b>
Number of events/seminars organized	<b>1</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>6</b>
Number of face to face consultation/individual counselling meeting	<b>0</b>	<b>7</b>	<b>7</b>	<b>2</b>	<b>16</b>
Total number of participants (to seminar/events)	<b>26</b>	<b>30 (Pitch) 92 (Conference)</b>	<b>35</b>	<b>88</b>	<b>271</b>
Type and number of promotional activities:	<b>15</b>	<b>7</b>	<b>2</b>	<b>7</b>	<b>31</b>
- news or newsletters	<b>1</b>	<b>3</b>	<b>0</b>	<b>4</b>	<b>8</b>
- press releases	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>5</b>
- articles	<b>11</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>13</b>
- press conferences	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>2</b>
- Promotional events	<b>1</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>3</b>

### - QUALITATIVE INDICATORS

#### *Qualitative Indicators*

Partner	SME Experience	Partner Experience
<b>PP3</b>	<p>General Satisfaction level:</p> <ul style="list-style-type: none"> <li>- 72% of the SMEs answered.</li> <li>- A majority of them were satisfied (good level)</li> </ul> <p>List the concrete results:</p> <ul style="list-style-type: none"> <li>- Concrete promotion opportunities of the SMEs in front of the investors</li> <li>- At least 2 One to One meeting for each company</li> <li>- More than 2.500.000 Euros asked as investment</li> <li>- 5 companies secured a second meeting with investor (the results are not yet known)</li> </ul>	<p>Overall evaluation:</p> <ul style="list-style-type: none"> <li>- Very satisfactory activity and results reported during the period. The organizer of the pilot action and the coordination of all SMEs needs with the investors 'expectations gave very positive results in terms of support to the access of financing.</li> </ul> <p>Problems encountered:</p> <ul style="list-style-type: none"> <li>- Since the projects presented by the SMEs were not all at the same level of maturity, it was hard to maintain the investors focused on the ideas and results envisaged by all partners.</li> </ul>
<b>PP4</b>	<p>General Satisfaction level:</p> <ul style="list-style-type: none"> <li>- 43.5 % of the participants returned the satisfaction questionnaire.</li> <li>- The questionnaire proved a high level of satisfaction (no participant has been unsatisfied). The most relevant suggestion received was to reinforce the networking opportunity during the event.</li> </ul>	<p>Overall evaluation:</p> <ul style="list-style-type: none"> <li>- High level of satisfaction due to ARDI increased visibility and credibility on Financing RDI in our local network. Most of our partners now recognize ARDI's expertise in this area</li> </ul>
	<p>List the concrete results:</p> <p><u>Pitch event</u></p> <ul style="list-style-type: none"> <li>- 1 successful equity fund rising, closing to be done in the next few weeks (1,2 million)</li> <li>- 1 crowdfunding campaign which allow the company to test its new products and now preparing an equity fund rising with BA and VC (0,8 million)</li> <li>- 1 capital increase (stakeholders) to prepare an Euronext listing (0,3 million)</li> </ul> <p><u>Conference:</u></p> <ul style="list-style-type: none"> <li>- 92 participants + 600 SMEs reached on the topic of the conference "How can an eco-</li> </ul>	<p>Problems encountered:</p> <ul style="list-style-type: none"> <li>- No specific problems encountered</li> </ul>

	<p>innovative start-up be valued” thanks to the booklet “A handbook for entrepreneurs seeking advice on valuation” we have spread out with the support of our partners.</p>	
<b>PP6</b>	<p>General Satisfaction level:</p> <ul style="list-style-type: none"> <li>- All SMEs were really satisfied with the event. Mainly the networking with the investors was highly important to the SMEs. The investors were really pleased about the high quality of project presented in Leoben.</li> </ul>	<p>Overall evaluation:</p> <ul style="list-style-type: none"> <li>- High – a new “version” of the Event will be organized in June 2015</li> </ul>
	<p>List the concrete results:</p> <ul style="list-style-type: none"> <li>- 4 SMEs in negotiations with investors, other 3 companies were in consultations</li> </ul>	<p>Problems encountered:</p> <ul style="list-style-type: none"> <li>- No particular problems encountered</li> </ul>
<b>PP11</b>	<p>General Satisfaction level:</p> <ul style="list-style-type: none"> <li>- Generally we got positive feedback basic on the number of participants, personal feedback and surveys</li> </ul>	<p>Overall evaluation:</p> <ul style="list-style-type: none"> <li>- Really satisfactory</li> <li>- At Regional Level, bwcon plans to organize the Green innovation and Investment Forum (GIIF) also next year with the support of the regional authorities because of the high success of the first Forum.</li> </ul>
	<p>List the concrete results:</p> <ul style="list-style-type: none"> <li>- Some SMEs was very pleased because they succeed to find both a strategic partner and an investor.</li> </ul>	<p>Problems encountered:</p> <ul style="list-style-type: none"> <li>- PP11 expected more collaboration from the FIDIAS consortium to make the event more transnational. We built the agenda to make it available also to SMEs from FIDIAS regions (all was made in English) and we did not succeed in involving them. We had some international companies but we addressed them through different channels/contacts.</li> </ul>

## SERVICE 6 – Improvement of communication skills

### Description of the service:

Many experts and investors highlights that entrepreneurs have often very good projects but miss a clear and understandable communication on them. Sometimes too technical, sometimes not focusing on right issues, sometimes not well structured, the communication on project seeking finance plays a major role in the success of the funding decision.

This service aims to upgrade and professionalize the oral and written communication skills of the entrepreneur in order to make the entrepreneur project more understandable and attractive for investors.

### General overview of the activities

#### *Summary of the evaluation findings and conclusions*

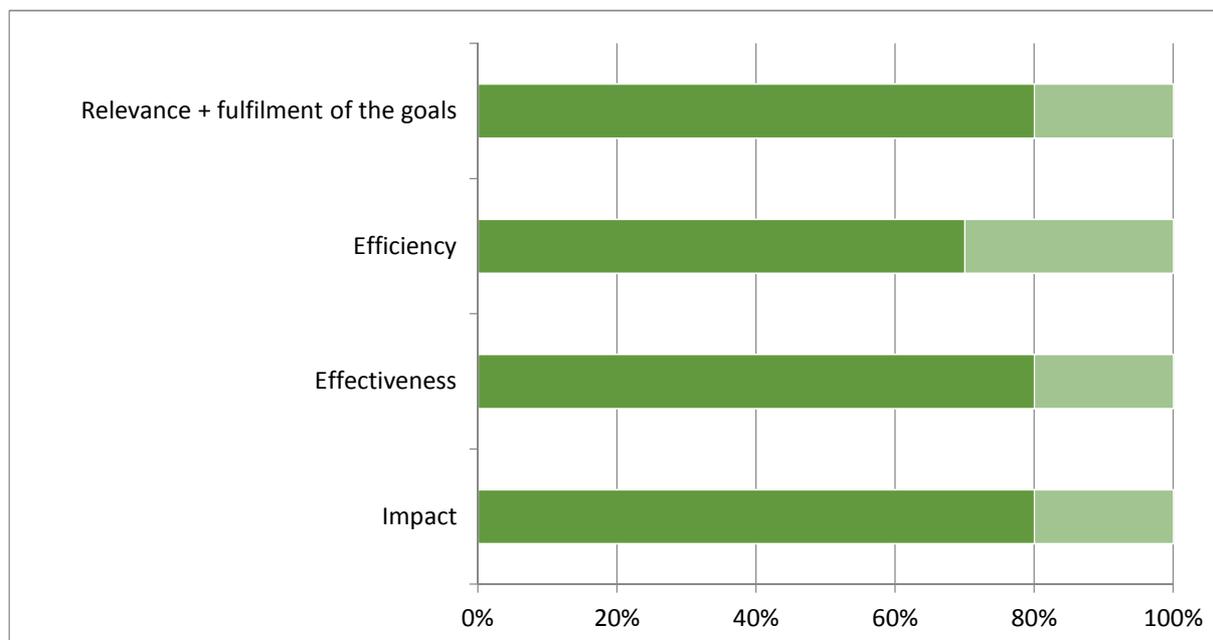
*2 Partners tested the improvement of communication skills service. The survey among the SMEs showed a high level of satisfaction. The partners were also very pleased even if they found the results of the service very hard to evaluate in regards to its nature (exchange of knowledge). Despite this difficulty, the survey showed that a significant part of the SMEs involved would change their communication strategy after the training. The partners noticed that some SMEs struggled to fully benefit from the online modules because of the language (EN). In order to avoid this kind of problems, it would benefit to the service to consider a translation of the training modules in the languages of the SMEs involved.*

### General overview of the activities developed during the reporting period in the framework of the service development for each Project partner.

General Overview		
PP	Activities done SMEs involved	Reaction
PP3	PP3 hold a face-to-face training on the 18th of March for selected SMEs.	<i>The activity seemed to be a “real success” both from the SMEs and PP3 point of view. Even if the concrete results was quiet hard to evaluate. However, a majority of SMEs tested said they would change their communication strategy after the training. Some SMEs complained about the duration of the training that was too short from their point of view. A lot also have difficulties with the language of the online modules provided on the platform and the organiser had to organise some ad hoc training sessions in order to give more tips and general explanations.</i>
PP11	The Green Training Day has been offered as compulsory part to the owner of the business ideas presented at the service 5 (one stop shop window). During the pitches, SMEs have been trained on several topics (such as	<i>PP11 organised this service in the frame of their one stop shop window service (Service 5) as a compulsory activity for the SMEs involved. The SMEs feedback was very good and said it was very helpful in connexion with the other activities. From the perspective of the organiser, the service worked very well and matched his objectives. In term of concrete results, the service is quiet hard to evaluate even if the SMEs showed their interest and gave evidence of their attention within other workshops.</i>

business model, financing, IPR) while a dedicated session has been organized to improve their communication skills (the so called Pitching Battle).

### KEY PERFORMANCE INDICATORS



### - QUANTITATIVE INDICATORS

<i>Quantitative Indicators</i>			
<b>KPI</b>	<b>PP3</b>	<b>PP11</b>	<b>Total</b>
Total number of SMEs targeted	<b>100</b>	<b>1000</b>	<b>1100</b>
Number of SMEs actively involved	<b>12</b>	<b>20</b>	<b>32</b>
Number of events/seminars organized	<b>1</b>	<b>1</b>	<b>1</b>
Number of face to face consultation/individual counselling meeting	<b>1</b>	<b>1</b>	<b>1</b>
Total number of participants (to seminar/events)	<b>8</b>	<b>88</b>	<b>96</b>
Type and number of promotional activities:	<b>2</b>	<b>6</b>	<b>8</b>
- news or newsletters	<b>1</b>	<b>4</b>	<b>5</b>
- press releases	<b>0</b>	<b>2</b>	<b>2</b>
- articles	<b>1</b>	<b>0</b>	<b>1</b>
- press conferences	<b>0</b>	<b>0</b>	<b>0</b>
- promotional events	<b>0</b>	<b>0</b>	<b>0</b>

- QUALITATIVE INDICATORS

<b>Qualitative Indicators</b>		
<b>Partner</b>	<b>SME Experience</b>	<b>Partner Experience</b>
<b>PP3</b>	<p>General Satisfaction level:</p> <ul style="list-style-type: none"> <li>- 71% of involved SMEs are very satisfied with the training initiative and experience developed during the workshop.</li> </ul>	<p>Overall evaluation:</p> <ul style="list-style-type: none"> <li>- The activity was defined as a “really success” by the participants and the organizers were really positive both for the CCIMP and SMEs involved.</li> </ul>
	<p>List the concrete results:</p> <ul style="list-style-type: none"> <li>- The evaluation of concrete results was hard.</li> <li>- However a concrete result is represented by the declaration of the SMEs involved that are going to change/adapt and improve their personal and professional communication in order to reach a wider public/market for their services/products.</li> </ul>	<p>Problems encountered:</p> <ul style="list-style-type: none"> <li>- The negative remark we had it was about the duration of the training. Participants asked for more hours/days as face-to-face training.</li> </ul>
<b>PP11</b>	<p>General Satisfaction level:</p> <ul style="list-style-type: none"> <li>- The SMEs was very pleased and said it helped a lot the pitching session of the 11<sup>th</sup> February.</li> </ul>	<p>Overall evaluation:</p> <ul style="list-style-type: none"> <li>- The link with the pitching event worked very well</li> </ul>
	<p>List the concrete results:</p> <ul style="list-style-type: none"> <li>- No data</li> </ul>	<p>Problems encountered:</p> <ul style="list-style-type: none"> <li>- No specific problem encountered</li> </ul>

## 2. Findings and Conclusion

The general consensus of final report is that the Partners are satisfied especially in terms of Relevance of the selected services. It seems that all services were considered to have a high degree of relevance both from the SMEs and partners point of view.

When asked about the Efficiency and effectiveness of the implemented activities, which refers to the uniqueness, and applicability of each service, the answers suggest that both partners and SMEs were globally satisfied with some improvements necessary for service n.2 and n.3.. On the whole, the answers of the partners showed that despite the success of the activities, more efficacious ways could have been found and they broadly agreed that there is space for improvement (language of the modules, access to the service, promotion among SMEs, cooperation between FIDIAS consortium...).

In term of impacts, the results of the final reports showed that partners were globally pleased but struggled sometimes to evaluate the concrete results of the activities. Only service 4 and 5 (Training for crowdfunding and One stop shop window) already yielded some concrete benefits and everyone acquiesces to the fact that further promotion and continuation of the activities is to be implemented in order to have enduring results.



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INNOVATIVE FINANCIAL INSTRUMENTS FOR  
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