



EIP Implementation Report 2011

EIPC of 15 March 2012

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I. INTRODUCTION

I.1. THE 2011 WORK PROGRAMME IMPLEMENTATION REPORT

This Implementation Report has been set out in seven chapters following the structure of the 2011 work programme.¹

Chapters A to F reflect the six EIP objectives. Chapter G concerns support measures undertaken by the Commission pursuant to Article 24 of the CIP Decision (1639/2006).

The report focuses on how far the objectives established in the annual work programme have been met. It also includes the budget allocations in the 2011 work programme as approved by the EIPC and reviews the budget execution by the Commission over the year.

Where possible, the report already refers to impacts and evaluations using performance indicators. In many cases, however, the impact will only be measurable after some time, as some activities are carried out over several years and their impact is therefore not yet addressed in this report.

Where available, addresses of websites providing detailed information on the different measures have been included.

I.2. OVERVIEW OF EIP ACTIVITIES IN 2011

The 2011 EIP work programme was based on the following actions:

(1) The **financial instruments** pursue the overall objective of improving access to finance for the start-up and growth of SMEs and investment in innovation activities, including eco-innovation, by:

- increasing the amounts invested by risk capital funds and other investment vehicles;
- providing leverage to SME debt financing instruments and thus increasing the supply of debt finance to SMEs.

The CIP Decision provides the basis for three financial instruments for SMEs, two of them being operated by the European Investment Fund (EIF) together with international financial institutions on behalf of the Commission:

The High Growth and Innovative SME Facility (GIF) aims to increase the supply of equity for innovative SMEs in their early stages (GIF1) and in the expansion phase (GIF2).

This facility has been operational since November 2007 and is implemented by the European Investment Fund (EIF) on behalf of the Commission. By the end of 2011, 31 GIF transactions with venture capital funds targeting investments in 19 participating countries had been approved, of which 8 in 2011, committing EU investments of €383.4 million (including eligible costs for the respective financial intermediaries). Four of these venture capital funds are investing fully in eco-innovation across Europe and, in addition, two funds are investing at least 30% in eco-innovation, supported by EU commitments of about €72.7 million.

¹ The EIP annual work programme for 2011 was established by Commission Decision C(2011) 91 of 18 January 2011 following the favourable opinion given by the EIPC via written procedure on 5 November 2010. It was first amended by Commission Decision C(2011) 2921 of 3 May 2011 following the favourable opinion given by the EIPC via written procedure on 7 April 2011, and it was subsequently revised by Commission Decision C(2011) 5054 of 18 July 2011 following the favourable opinion given by the EIPC at its meeting of 14 June 2011 and by Commission Decision C(2011) 9017 of 8 December 2011 following the favourable opinion given by the EIPC at its meeting of 10 November 2011.

The SME Guarantee Facility (SMEG 07) provides counter- or co-guarantees for schemes operating in eligible countries, and direct guarantees to financial intermediaries, in order to increase the supply of debt finance to SMEs.

SMEG has been operational since September 2007 and is implemented by the EIF on behalf of the Commission. By the end of 2011, 38 transactions with financial intermediaries from 19 countries had been approved, of which 17 in 2011, including extensions of existing contracts. The EU commitments amount to €395.08 million (including eligible costs for the respective financial intermediaries). Most of the SMEG 07 deals are under the Loan Guarantee window. There are 10 deals under the Microcredit window (in France, Ireland, Spain, Norway, Poland, Serbia, Montenegro, Croatia and Turkey — two deals) and one Equity window deal (Spain).

By the third quarter of 2011, 155 350 SMEs had received financing supported by SMEG 07, through nearly 175 925 loans.

The Capacity Building Scheme (CBS) originally aimed to boost the capacity of financial intermediaries by improving the investment and technology expertise of funds and other financial intermediaries investing in innovative SMEs or SMEs with growth potential. This instrument was provided for in the CIP Decision. However, there has been no response from the market, so the Commission has been using the budget originally earmarked for the CBS to support mainly eco-innovation and technology transfer under the GIF.

For operations regarding the Financial Instruments, all available funds have been fully committed. Total commitments in 2011 were more than €188 million, of which €165 million were the initial appropriations. Additional appropriations came from EEA contributions and contributions from other non-EU countries participating in the EIP.

(2) The Enterprise Europe Network offers support and advice to businesses across Europe and beyond and helps them make the most of opportunities in the European Union. The services are specifically designed for SMEs. By the end of 2011, there were 78 framework partnership agreements in place from the EU-27 and 14 from CIP participating countries with specific grant agreements signed to cover the current operational period 2011-2012. Three additional consortia were added in 2011 (Ukraine, Moldova, Western China), resulting in 18 cooperation agreements signed with third countries. The Network now covers EU-27 countries, EEA countries and major economic areas like the United States, Russia, South Korea, Japan and China. It is present in 50 countries and has nearly 600 partners in total. An amount of €45.63 million has been committed to cover part of the network grants for the second operational cycle under the same framework partnership agreements. An amount of €3.2 million was committed for Network support (including IT systems development). Nearly 100% of this budget has been committed.

(3) The **innovation projects and eco-innovation first application and market replication projects** fall under the following objectives of the programme:

- C: All forms of innovation in enterprises;
- D: Eco-innovation;
- E: Entrepreneurship and innovation culture.

Actions in this area cover several fields, such as support for innovation, e-skills, e-business, clusters or studies.

Regarding **eco-innovation**, the call for first application and market replication projects was launched in April 2011, focusing on a list of non-exclusive priority areas: buildings, food and drink; green business; recycling and water. By the deadline for the call, 280 proposals had

been submitted. 279 of them were considered eligible and almost 67% of the participants involved in proposals are SMEs. The budget committed for this measure is €37.4 million.

As mentioned before, the eco-innovation objective was also covered in 2011 through one of the CIP Financial Instruments — the High Growth and Innovative SME Facility (GIF) — where cumulatively, from 2007 to 2011, more than €72.7 million has been committed for the eco-innovation specific objective.

(4) The **policy analysis, development, coordination and twinning measures** mainly fall under the following objectives of the programme:

- B: the creation of an environment favourable to SME cooperation, particularly in the field of cross-border cooperation;
- E: entrepreneurship and innovation culture;
- F: enterprise and innovation-related economic and administrative reform.

These areas are covered by several actions, such as analysis, studies and conferences. One of the key studies is the ‘Study on market monitoring’ with a committed budget in 2011 of €297 000. Its aim is to analyse the structural and micro-economic factors affecting the competitiveness of individual sectors, and competitiveness and cross-sectoral issues in general, in order to gain a better understanding of the drivers of European industrial competitiveness and the factors holding it back.

I.3. OVERVIEW OF EIP BUDGET EXECUTION IN 2011

The total amount committed under the EIP in 2011 was about €351 million, leading to a rate of execution of the total budget allocated to the EIP for 2011 of 99.3%. An overview of the budget available and committed is provided in the summary table below.

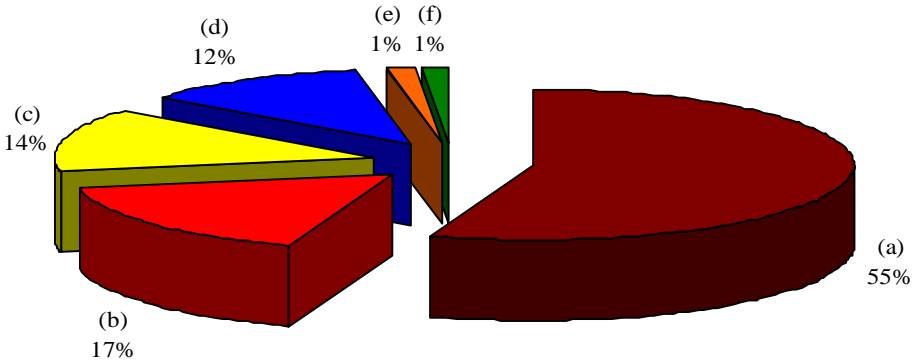
Out of the total budget committed, some €188 million was allocated to the EIP financial instruments for SMEs. Out of the remaining €163.1 million committed, €154.3 million was spent on the work programme and €8.8 million on support measures under Article 24 of the CIP Decision. €16.8 million was added to the initial budget of the EIP by way of contributions from non-EU countries and EFTA/EEA countries participating in the programme.

In 2011 the following non-EU countries participated fully in the EIP: Croatia, the former Yugoslav Republic of Macedonia, Montenegro, Serbia, Iceland, Liechtenstein, Norway and Turkey; Albania and Israel were involved in some parts of the programme.

Summary table: EIP budget 2011

Budget available		Budget committed	
Measure	(‘ 000 €)	Measure	(‘ 000 €)
Financial instruments	188 047	Financial instruments	188 047
Implementing measures	154 741	Implementing measures	154 339
		Of which:	
		- Enterprise Europe Network and Network animation	45 634
		- Eco-innovation first application and market replication projects	38 000
		- Tourism	4 594
		- Innovation analysis and promotion	1 510
Support measures	10 720	- Promotion and development of world-class clusters in Europe	5 214
		- Others	59 387
		Support measures	8 790
Total without Financial Instruments	165 461		163 129
Total with Financial Instruments	353 508		351 176

Graph 1 BUDGET BY OBJECTIVES



- (a) Access to finance for the start-up and growth of SMEs and investment in innovation activities

- (b) Creation of an environment favourable to SME co-operation, particularly in the field of cross-border co-operation

- (c) All forms of innovation in enterprises

- (d) Eco-innovation

- (e) Entrepreneurship and innovation culture

- (f) Enterprise and innovation related economic and administrative reform

II. EIP ACTIONS IN 2011

A. ACCESS TO FINANCE FOR THE START-UP AND GROWTH OF SMES AND INVESTMENT IN INNOVATION ACTIVITIES

A.1. EIP FINANCIAL INSTRUMENTS FOR SMES

ENT/CIP/11/AN01S00

Main objectives & activities

The EIP Financial Instruments for SMEs are the High Growth and Innovative SME Facility (GIF) and the SME Guarantee Facility (SMEG 07). The overall objective of the Financial Instruments is to improve access to finance for the start-up and growth of SMEs and investment in innovation activities, including eco-innovation, by:

- increasing investment volumes of risk capital funds and investment vehicles promoted by business angels;
- providing leverage to SME debt financing instruments and thus increasing the supply of debt finance to SMEs.

There are three Financial Instruments for SMEs foreseen in the CIP/EIP Legal Basis:

- § the High Growth and Innovative SME Facility (GIF), operated by the European Investment Fund (EIF) on behalf of the Commission, aims to increase the supply of equity for innovative SMEs in their early stages (GIF1) and in the expansion phase (GIF2). Investment proposals by Financial Intermediaries are selected on the basis of an open call for expression of interest (OJ C 302 of 14 December 2007), with an initial budget allocation of €550 million.
- § the SME Guarantee Facility (SMEG 07), operated by the EIF on behalf of the Commission, provides counter- or co-guarantees to guarantee schemes operating in eligible countries, and direct guarantees to Financial Intermediaries, in order to increase the supply of debt finance to SMEs, with an initial budget allocation of €506 million.
- § the Capacity Building Scheme (CBS) was foreseen in the CIP legal basis, with an initial budget allocation of €73 million. This instrument has, however, shown no response from the market, and has therefore been closed down. The Commission has been using the budget originally earmarked for the CBS to support mainly eco-innovation and technology transfer under the GIF.

RESULTS AND IMPACT in 2011

- High Growth and Innovative SME Facility (GIF)

From the start of the Facility to the end of 2011, 31 GIF transactions with venture capital funds targeting investments in 19 participating countries had been approved, of which 8 in 2011, committing EU investments of €383.4 million (including eligible cost for the respective Financial Intermediaries). Four of these venture capital funds are investing fully in eco-innovation across Europe and two other funds are investing at least 30% in eco-innovation, supported by EU commitments of about €72.7 million.

- SME Guarantee Facility (SMEG 07)

From the start of the Facility to the end of 2011, 38 transactions with Financial Intermediaries from 19 countries had been approved, of which 17 in 2011 including extensions of existing contracts. The EU commitments amount to €395.08 million (including eligible cost for the respective Financial Intermediaries). Most of the SMEG 07 deals are under the Loan Guarantee window. There are 10 deals under the Microcredit window (in France, Ireland, Spain, Norway, Poland, Serbia, Montenegro, Croatia and 2 deals in Turkey) and one Equity window deal (Spain).

By the third quarter of 2011, 155 350 SMEs had received financing supported by SMEG 07, through nearly 175 925 loans.

- The Capacity Building Scheme (CBS)

A further financial instrument, the Capacity Building Scheme (CBS) was foreseen in the CIP legal basis. However, this instrument has shown no response from the market. Therefore, the Commission has been using the budget originally earmarked for the CBS to support mainly eco-innovation and technology transfer under the GIF.

The EIP final evaluation, finalised in April 2011, concluded that the CIP Financial Instruments:

- are achieving their objectives of facilitating access to finance for the start-up and growth of SMEs.
- The GIF facility and SMEG 07 loan and microcredit windows are relevant to the needs of European SMEs; they fulfil a demand for finance which otherwise would not have been met and contribute to the start-up and growth of SMEs.
- Although it is particularly early in the case of the Financial Instruments to assess outcomes, the performance of both GIF and SMEG 07 so far suggests that they are on track to achieve the outcomes anticipated in the CIP Decision.
- One of the most noticeable effects of the instruments is the leverage effect.
- Substantial numbers of SMEs are reached through both SMEG 07 and GIF, including (eco)-innovative SMEs.
- Over half of the funds participating in GIF, invest in more than one country. The large majority of GIF beneficiaries are active on a European or worldwide market.
- The Financial Instruments are administered efficiently. Stakeholders in policy-making and potential Financial Intermediaries perceive the procedures to be more complicated than do the intermediaries actually participating.
- There is limited synergy or overlap with Financial Instruments at a national level. The various Financial Instruments of the Commission are still seen to be fragmented and overlapping. EIF has developed a deal allocation policy.
- In relation to Eco-innovation support the findings indicate a positive contribution to eco-innovative activity from both GIF and SMEG 07 schemes resulting in the development of new products and services and environmental benefits primarily in the form of energy-savings and CO2 emission reductions.

The initial overall objectives of the Financial Instruments as set out in the Work Programme have therefore been achieved.

Web addresses:

CIP website: <http://ec.europa.eu/cip> providing links to reference documents like implementation for reports and work programmes.

EIF website: <http://www.eif.org> (containing CIP application pack for prospective Financial Intermediaries)

Access to finance website: www.access2finance.eu (providing information on Financial Instruments for final beneficiaries and a link to the selected Financial Intermediaries where they can apply).

OUTLOOK: What remains to be done after 2011?

2011 was again marked by the effects of the financial crisis and its impact on the economy.

Regarding GIF, after the 2010 slow-down in EU venture capital markets, stemming from the overall economic prevailing conditions by that time, a strong revival of market demand for venture capital financing was observed in 2011 and this trend is expected to continue in 2012.

SMEG 07, on the other hand, is a partly counter-cyclical instrument and the demand for guarantees coming from Financial Intermediaries remained quite stable throughout 2011. The same trend is expected in 2012.

IMPLEMENTATION TIMETABLE

GIF & SMEG 07: open call from 2007 until 2013.

Example of implementation: Clean Tec Venture Capital under GIF (Source — CIP Final Evaluation by CSES)

One of the venture capital funds supported through the Financial Instruments now has a capital base of €112 million to invest in companies developing clean technology.

The fund currently invests in 16 companies, both start-ups and established companies. These are all SMEs, ranging from micro to medium-sized enterprises, and all have a high growth potential. Over €50 million have now been invested and the companies are based in 7 Member States, plus one associated country and one investment in the United States, though this is now leading to the creation of a branch in Europe. Equity holdings range from around 12% to over 40% and as well as finance, support for the enterprises includes board membership, detailed advice, introductions and support for marketing.

The fund approached the EIF initially because at the time it was difficult to raise investment in clean technology. The support provided through the Financial Instruments (€15 million) not only had a direct effect on the fund's ability to support enterprises developing clean technology but the EIF's backing also triggered further investments to the tune of around €22 million. There has therefore been a significant leverage effect.

FINANCIAL IMPLEMENTATION

Aggregate of commitments in 2011 for CIP were more than €188 million.

This amount was committed to the EIF for both the Financial Instruments (GIF and SMEG07) and includes initial voted appropriations of €165 million, EEA contributions of €3.92 million (2.38% on top of the voted appropriations) as well as Entry Tickets of €3.8 million paid by third countries for the participation in the programme. The remaining amount of €15.3 million is covered by the appropriations obtained in the Global transfer procedure of 2011.

ENTR D3

ECFIN L2

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A.2. IMPROVING POLICIES ON FINANCING INNOVATION AND SMES

ENT/CIP/11/A/N02S00

Main objectives & activities

The measure aims to encourage the development of a single market in venture capital by reducing obstacles and to improve the environment for stock exchange listings. For this purpose, workshops and other events with stakeholders, leading to recommendations on regulatory and policy improvements, are regularly organised.

Within the action, the SME Finance Forum is organised and managed in order to discuss and make proposals concerning SME finance at European level.

The measure aims also to improve the matching of investors and firms through enhancing investment-readiness training and through matching forums targeting spin-offs from EU-financed research projects.

Other objectives of this measure are the analysis of developments in SME finance and further development of the Enterprise Finance Index to contribute to evidence-based policy-making, in cooperation with the OECD, Eurostat and the ECB; and the dissemination of the results of these actions through the web, reports, publications, seminars, workshops and similar events.

Overall, the actions seek to improve the functioning of the single market, to engage all stakeholders in a European dialogue on improved policies, and to provide policy-makers with comparable data about conditions of access to finance.

RESULTS AND IMPACT in 2011

Single market in venture capital: the Action Plan to improve access to finance for SMEs was presented in December 2011. It includes both a number of steps to address the immediate difficulties in the market, as well as a wide range of medium to long term measures. The proposed regulatory and other measures aim to maintain the flow of credit to SMEs and to improve their access to capital markets, by increasing the visibility to investors of SME markets and SME shares, and by reducing the regulatory and administrative burden. At the same time a legislative proposal was presented that aims to facilitate cross-border fund-raising and investments for venture capital funds. A workshop on fund-raising from Business Angels was held in the context of the SME week. Another workshop regarding funds-of-funds was held in the context of preparing for the CIP successor. In addition, a contract for a study evaluating EU Member States' Business Angels markets and policies was signed. Moreover, the study on SME accounting requirements was completed and published. Its purpose is to facilitate cross-border SME cooperation.

SME Finance Forum — in 2011 the Forum had two High Level meetings and 7 working group meetings. It provided stakeholder input on various policy aspects related to SME access to finance, such as the preparation of the Access to Finance Action Plan, the exchange of best practice, the improvement of financial statistics and of the Enterprise Finance Index, Basel III etc. A special meeting in November 2011 brought together the SME Finance Forum with high level African financial market and SME stakeholders, addressing access to finance issues in Africa and approaches to bring together European and African SMEs. On this occasion a MOU was signed with the African Union covering collaboration and exchange of good practices on SME policy issues.

Analysis of developments in SME finance and further development of the Enterprise Finance Index: Data collection and overview of existing information sources was carried out. The test

website remains to be finalised. A new contract was signed to update existing information, analyse it so as to identify trends and draw diagnostics and to expand the website. The Eurobarometer Survey on EU SMEs access to finance coordinated with the ECB was carried out and final results were delivered and made public. A study has been launched (contract signed) on SME asset-backed securitisation/covered bonds in the context of the revision of the Capital Requirements Directive (Basel III) and the interim report is due in February 2012.

Creation of a marketplace for Intellectual Property Rights: The final report of the study has been delivered. An IP experts group has been created and delivered its conclusions. A leading figure has been appointed and an expert group on the cross-border matching of innovative firms with suitable investors established and held its first meeting.

The overall impact of these actions in terms of making more debt and equity finance available to SMEs and reducing the related administrative burden can only be assessed over the longer term.

OUTLOOK: What remains to be done after 2011?

The Commission will continue monitoring the evolution of lending and capital markets, encouraging the exchange of good practices among Member States and exploring together with stakeholders the most appropriate actions to ease access to financing sources for SMEs. The implementation of ongoing actions (such as the SME Finance Forum, the access to finance survey, the development of the Enterprise Finance Index) will continue and workshops and other events with stakeholders will be organised to provide input and recommendations on regulatory and policy improvements.

In the context of implementing the SME access to finance Action Plan, work will start on a new single portal bringing together all relevant information about SME access to finance (existing framework contract) and thus improving financial research by SMEs, so as to reduce information asymmetries (call for tenders). The matching of investors and firms will be improved in cooperation with the Enterprise Europe Network.

IMPLEMENTATION TIMETABLE

January 2011 — December 2011.

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: €1 132 000

ENTR E3

Desk Officer: Georgios Lemonidis

B. CREATION OF AN ENVIRONMENT FAVOURABLE TO SME COOPERATION, PARTICULARLY IN THE FIELD OF CROSS-BORDER COOPERATION

B.1. ENTERPRISE EUROPE NETWORK

ENT/CIP/11/B/N01C01

Main objectives & activities

The objective of the Enterprise Europe Network is to ensure the support of business and innovation — in particular for SMEs — by offering information, feedback and business cooperation services, innovation, technology and knowledge transfer services as well as services encouraging the participation of SMEs in the Community framework programmes for R&D. (art.21 of the CIP legal base).

Two EIP measures were implemented in 2011 where the first measure relates to the activities and further development of the Enterprise Europe Network. The second measure relates to the activities put in place to organise the Annual Conference and to animate the Network. It includes services needed to operate the IT tools and to organise trainings, working groups, meetings, communication activities and services to the Network partners. The implementation of the two Network-related EIP measures was entrusted to the Executive Agency for Competitiveness and Innovation (EACI).²

The operational objectives of the Enterprise Europe Network are the following:

1. help enterprises finding partners outside their own country for developing their business, export, technology and knowledge;
2. provide services encouraging the participation of SMEs in the Community Framework Programme for RTD and promote EU policies and SMEs access to EU programmes;
3. develop Network recognition and awareness locally; ensure that the Network and its services are known by SMEs in the geographical areas covered;
4. develop an integrated service range, where services towards business development are balanced with services towards technology and knowledge transfer, and synergies among network partners are increased;
5. guide clients towards the most appropriate service provider; implement the ‘no wrong door’ concept
6. and build synergies with other relevant service providers within the Network as well as in the region, to offer complementary services;
7. continuously increase the quality and effectiveness of the integrated services provided by the Network;
8. contribute to the SMEs Feedback function by consulting businesses and obtaining their opinion on Community policy options;
9. build an efficient management system in reducing the administrative burden for all parties, for planning, reporting and monitoring.

² The EACI was created through the Commission Decision of 31 May 2007. The EACI is responsible for the management of Community actions in the fields of energy, entrepreneurship and innovation, and sustainable freight transport.

RESULTS AND IMPACT in 2011

There are 78 framework partnership agreements in place from EU27 and 14 from CIP participating countries with specific grant agreements signed to cover the current operational period 2011-2012. Three additional consortia were added in 2011 (Ukraine, Moldova, Western China) resulting in 18 cooperation agreements signed with 3rd countries. The Network covers EU27 countries, EEA countries and major economic areas like USA, Russia, S-Korea, Japan and China. Also Morocco, Brazil, Argentina, India, Australia and Canada have expressed their interest to join the Network as third country. Additionally, conditional terms for Associated and Affiliated membership have been signed with 11 (+2) and 9 organisations respectively as well technological partnership agreements with JRC, EUREKA (in 2011), CERN and ESA. All framework partnership agreements are managed by the EACI who is also responsible for the signature of the specific agreements, the follow-up of the budgetary workflows and all operational aspects related to the work programmes and animation of the Network. The EACI also prepared the specific grant agreements with work-programmes for the next operational cycle (2011-2012) and evaluated the final reports submitted by Network partners for the period 2008-2010. For some countries, we noticed difficulties for partners to obtain co-financing for their activities, especially in the UK.

The Annual Guidance Note 2011 (AGN) to the Network, which gave Commission's main political messages to the partners to promote and focus their activities on during 2011, was circulated at the end of 2010, following an internal consultation with other Commission services. The Network's main policy priorities for 2011 were: Tourism, Chemicals (Reach), Space and Business & innovation support in the services sector, Health and Safety at Work, Corporate Social Responsibility, Skills and Consumer Protection.

Strategic decisions on the role, operations and future of the Network were discussed in 3 Steering and Advisory Group meetings. More specific working groups were finalised and started implementing their conclusions notably for the Network branding Toolbox, Financing SMEs, Code of Conduct, SME Feedback and public procurement.

Various training sessions have been organised with special attention to the newcomers' trainings. About 680 Network staff participated to one of the centralised, local training sessions or e-learning in 2011. A communication strategy, guidelines and graphical material were made available and promoted throughout the Network. New Network brochures, newsletters, promotion packs and success stories were edited and distributed. Promotion videos produced in 2009 and 2010 on Network success stories were further disseminated in 2011 through major EU and local TV channels with about 9 million viewers reached so far. Two issues of the NetWorth brochure for external stakeholders like host organisations; MEPs and selected Commission staff were created. Network partners received about 40 Services Bulletins informing them on the latest EU programmes, legislation and initiatives which were taken up by Network staff and further disseminated to their client SMEs.

The IT partnership tools and databases were further exploited by the Network with an increasing number of business and technology opportunities of about 13.500 active cooperation profiles. The development of the new IT platform tools took its first steps with an initial testing by Network partners (IT Champions) on the first modules developed and based on the new architecture of the databases (Microsoft Sharepoint). The purpose is to come to a modernised, enhanced and streamlined IT system supporting all major business processes for collaboration, business cooperation and technology transfer. A working group on Partnership Tools delivered its specifications on the future business requirements and assisted to the assessment of the newly created platform.

The fourth annual conference was organised in Warsaw in liaison with the Polish Presidency were about 900 Network partners took stock of the year 2011 activities and had an outlook to the main directions for 2012.

About 4000 companies were involved in 6 SME-Panels on subjects such as e-signature & e-identification, patent valorisation, alternate dispute resolution, business obstacles in the Internal Market or the SBA implementation in the Balkan countries.

The reporting of the Network partners on the delivery of their services during the first 30 months of operation show a steady increase of Network activities with a better focus and increase of efficiency. A summary of the most important results give an impression on the number of SMEs and the variety of services delivered by the about 3.000 staff in the Network. Services range from information on EU matters, company visits and awareness raising campaigns to specialised advisory services, company missions and brokerage events.

Actual number of SMEs (based on latest know figures- 12 months period):

- involved in Promotion & information local events	250 112
	(via 6417 organised events)
- contacted via (e-)newsletters etc.	2.38 million
- helped with queries on EU matters	127 000
- receiving specialised advisory services	60 000
- consulted via SME Panels& Feedback database	4 000 (incl. 6 Panels)
- involved in brokerage events	16 827
	(via 957 co-organised events)
- for whom partnership proposals were produced & disseminated	13 500
- with expressions of interest on partnership proposals	32 400
- that signed a partnership agreement	1 947
- total workforce providing services (full time equivalent)	1 473
	(with about 3 000 staff involved)

Other Network qualitative indicators:

Staff participating in trainings & working groups 725

Services most appreciated by clients (Benefits survey) — top 3:

1. Possibility to make contact / meet with potential foreign partners
2. Possibility to participate in company missions or any other brokerage services which are difficult or impossible without the Network
3. Good databases with many partnership possibilities

Network partners have been further stimulated to contribute to the continuous improvement of the Network's value chain and benefits for SMEs. Evaluation data has been obtained by organising a benefits survey and as part of the external evaluation of the CIP.

Web addresses:

Enterprise Europe Network Website: ec.europa.eu/enterprise-europe-network

EUTube video clip: <http://www.youtube.com/user/enterpriseurope>

OUTLOOK: What remains to be done after 2011?

The current specific grant agreements cover the operational period 2011-2012 and have been signed early 2011. A few more cooperation agreements with 3rd countries are expected to be signed after receiving their successful application.

IMPLEMENTATION TIMETABLE

Preparation work for the last operational period 2013-2014 will start in January 2012. This is in line with the projected planning (no slippage is expected).

FINANCIAL IMPLEMENTATION

An amount of €45.63 million has been committed to cover part of the network grants for the second operational cycle within the same framework partnership agreements and part of the third operational cycle. An amount of €3.2 million was committed for Network animation (including IT systems development). Nearly 100% of this budget has been committed.

ENTR E2

Desk Officer: De Smedt Patrick

B.2. ENHANCING COMPETITIVENESS AND SUSTAINABILITY IN THE TOURISM SECTOR

ENT/CIP/11/B/N02S00

Main objectives & activities

The 2011 EIP budget for tourism actions was devoted mainly to enhancing the socio-economic knowledge base on tourism at European level with regard to aspects such as demographic and climate change and trends in tourism demand and supply, and supporting transnational cooperation projects with a view to enhancing and ensuring the visibility of emerging tourist destinations and thematic tourism products.

The budget was implemented through two calls for proposals (on European Destinations of Excellence — EDEN and Cultural Itineraries), existing framework contracts for two Eurobarometer surveys and a study, several expert meetings and one Joint Management agreement with the OECD. The budget also covered three calls for tenders for (1) the feasibility of a European tourism indicator system for sustainable management at destination level, (2) the development and implementation of a communication strategy to raise the profile of Europe as a world tourist destination, and (3) a feasibility study on setting up a 'Virtual Tourism Observatory'.

The main objectives of the tourism actions were: to foster sustainability-driven innovation in the tourism sector and enhance the socio-economic knowledge base on tourism

transnationally with a view to facilitating, in the long term, the establishment of a virtual tourism research and innovation observatory; to facilitate wider transnational cooperation among tourism offices and administrations; and to increase the level of awareness of enterprises about Europe's diversity and its touristic potential.

RESULTS AND IMPACT in 2011

The call for proposals on emerging destinations of excellence attracted interest from 18 CIP countries,³ which started developing transnational cooperation projects for promoting EDEN destinations. The projects will continue in 2012 and their impact will be to enhance the visibility and raise the awareness of EDEN destinations.

The April 2011 Eurobarometer survey analysed the attitudes of tourists towards holidays and helped to enhance the socio-economic knowledge base with regard to trends in tourism demand. A further Eurobarometer survey will be carried out at the beginning of 2012.

The study of the impacts of EU policies on tourism started in September 2011. The final report will help to consolidate the tourism knowledge base, especially with regard to the interconnection/interdependence of the tourism sector with other sectors and EU policies, and will provide a guide to funding possibilities for tourism-related projects across the EU financial instruments that will be extremely useful, especially for tourism enterprises.

The Joint Management with the OECD started in July 2011 for 18 months. As a result a joint EU-OECD publication on 'Tourism Trends and Policies 2012' will be published as a contribution to the international tourism policy debate. The cooperation allowed those EU Member States and candidate countries which are not members of the OECD to be included in the scope of the publication.

The feasibility study on setting up a 'Virtual Tourism Observatory' started in December 2011. The study will determine the needs, scope and content of the Virtual Tourism Observatory which is planned to be set up in 2012/2013.

Feasibility testing of a European tourism indicators system for sustainable management at destination level will start in January 2012. The result should be the validation of a viable and functional system of indicators for sustainable destination management.

The grants for the winning projects under the call for proposals on Cultural Itineraries and transnational thematic products will be signed in early 2012. The projects should trigger better integration of SMEs into the transnational tourism product supply chain along the Cultural Itineraries.

The service contract for the development and implementation of a communication strategy to raise the profile of Europe as a world tourist destination will be signed in early 2012.

The calls for proposals on transnational cooperation projects (on EDEN, thematic tourism products and Cultural Itineraries) covered most of the CIP countries but not Iceland, Liechtenstein and Israel, which were not involved in any of the partnerships that sent in proposals.

The results of the Eurobarometer survey were well received by public and private tourism stakeholders, who considered that it was very useful and provided additional information for the industry.

³ Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Estonia, Spain, France, Croatia, Hungary, Ireland, Italy, Lithuania, Latvia, Malta, Poland, Slovenia and Turkey.

Several events were organised on tourism-related topics (one conference under the Hungarian Presidency on ‘Sustainable and responsible tourism as a contributor to quality of life’, three workshops on quality in tourism services, one conference on tourism and ethics, one high-level event on ICT and tourism). The events were well attended and raised interest among tourism stakeholders. The results and conclusions reached were much appreciated by the tourism industry; the quality of the events was rated highly.

The transnational cooperation projects and the events, surveys and study should make for a good level of best practice uptake.

Web addresses:

Report on the Eurobarometer survey on the attitudes of Europeans towards tourism (wave 3): http://ec.europa.eu/public_opinion/flash/fl_328_en.pdf

High-Level Conference on ‘Sustainable and responsible tourism as a contributor to quality of life’: <http://www.tourism2011budapest.eu/en/program.php>

First International Congress on Ethics and Tourism: <http://www.ethicsandtourism.com/>

OUTLOOK: What remains to be done after 2011?

Generally, implementation of most of the actions started in 2011 and will continue in 2012.

The grants for the winning projects under the call for proposals on Cultural Itineraries and transnational thematic products will be signed in early 2012.

The service contract for the development and implementation of a communication strategy to raise the profile of Europe as a world tourist destination will be signed in early 2012.

IMPLEMENTATION TIMETABLE

Call for proposals on emerging destinations of excellence: publication May 2011; start of implementation of projects November 2011; end of implementation of projects August 2012.

Call for proposals on Cultural Itineraries and other transnational thematic tourism products: publication August 2011; signature of grant agreements February 2012; start of implementation of projects March 2012; end of implementation of projects September 2013.

Call for tenders for a feasibility test on a European tourism indicators system for sustainable management: publication July 2011; signature of contract December 2011.

Call for tenders for a feasibility study on setting up a ‘Virtual Tourism Observatory’: publication May 2011; signature of contract December 2011.

Call for tenders for the development and implementation of a communication strategy to raise the profile of Europe as a world tourist destination: publication September 2011; signature of contract February 2012.

Joint Management with OECD: start July 2011; end December 2012.

Eurobarometer Survey (Phase 1): publication of report May 2011.

Eurobarometer Survey (Phase 2): publication of report February 2012.

Study on impact of other EU policies on tourism: start September 2011; end April 2012.

Events

Conference on ‘Sustainable and responsible tourism as a contributor to quality of life’ — 12/13 May 2011

Workshops on quality in the tourism sector — 2 March, 25 May and 30 June 2011

Congress on ethics and tourism — 15/16 September 2011

High-level event on ICT and tourism — 9 November 2011

FINANCIAL IMPLEMENTATION

The budget committed up to the end of 2011 is €4 585 723.

The call for proposals on destinations of excellence (EDEN) was divided into two sections. As proposals were received for only one of the sections, no more than €850 551 was used out of the budget of €1 500 000. Part of the remaining budget was used to meet funding needs in other sub-actions (i.e. Eurobarometer survey, call for proposals on Cultural Itineraries, call for tenders for the communication strategy).

ENTR F1 and F2

Desk Officers: Iuliana Aluas (F1); Krista de Spiegeleer (F2)

B.3. SUPPORTING SME AND CRAFT ENTERPRISE PARTICIPATION IN THE EUROPEAN STANDARDISATION PROCESS

ENT/CIP/11/B/N03S00

Main objectives & activities

Promoting SMEs in the European standardisation area and providing support for the involvement of SMEs through a Framework Partnership Agreement and action grants:

- Providing information to SMEs and craft businesses on standardisation and exploiting feedback;
- Organising SME and craft enterprise participation and representation in national, European and international standardisation bodies: NSOs, CEN-CENELEC, ETSI, ISO/IEC/ITU;
- Appointing experts to sit on Technical Committees (TCs) of the ESOs in order to represent SME and craft interests;
- Participating in strategic meetings, committees and conferences to promote SME interests;
- Extensively disseminating information (position papers, training seminars, website, newsletter, etc.);
- Stepping up cooperation with the national standards organisations (NSOs);
- Reporting back to the Commission.

RESULTS AND IMPACT in 2011

- 54 SME experts participating in around 64 technical committees (TC) and Working Groups of the main standardisation bodies;
- 6 newsletters, 12 position papers, 10 awareness events;
- 10 meetings with National Standards organisations;
- Website up to date in 6 languages (EN, FR, DE, IT, PL, ES).

Web addresses

[http://ec.europa.eu/enterprise/policies/sme/market-access/standardisation/index_en.htm#h2-external-evaluation-\(2008---2009\)](http://ec.europa.eu/enterprise/policies/sme/market-access/standardisation/index_en.htm#h2-external-evaluation-(2008---2009))

http://ec.europa.eu/enterprise/policies/sme/market-access/standardisation/index_en.htm

OUTLOOK: What remains to be done after 2011?

Specific grant agreements for 2012 to be signed (an extension of the 2011 actions from July until December 2012). The draft of a new Framework Partnership Agreement is foreseen in 2013.

IMPLEMENTATION TIMETABLE

Two specific grant agreements were signed with Normapme in August 2011. Final reports to be received in August 2012

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: €1 780 628.69

ENT E4

Desk Officer: Isabelle Augustin

B.4. EU ACCESSIBLE INTELLECTUAL PROPERTY (EU IPORTA)

ENT/CIP/11/B/N04S00

Main objectives & activities

This measure (IPorta) will reinforce cooperation of the National Intellectual Property Offices (NPTOs) among themselves and with OHIM and EPO to:

- create or improve IPR support services, including awareness raising activities to better address SME needs, in particular on IPR enforcement. To better reach SMEs, these services should be carried out in cooperation with business support organisations (chambers of commerce, sectoral associations, etc.), especially the Enterprise Europe Network;
- expand further and update the single EU website www.innovaccess.eu with national and European level information on IPR in an SME-friendly manner;
- improve the resolution of cross-border queries and expand the competences of helpdesk staff through an active network of national office helpdesks;

RESULTS AND IMPACT in 2011

The ad-hoc call for proposals addressed to national central IP offices of all countries participating in the CIP has been launched, the offer has been evaluated and the contract successfully signed in December 2011.

The project has just started. It has 15 participants and 11 associated members. This means an increase compared to the previous IPEuropeAware project, which involved 19 National IP offices. The project participants intend to improve at least one IPR support services for SMEs per year, they would like to expand the network of their relations with business support organisations, increase the website visits by at least 10% and organise at least two networking and training events per year for National IP offices staff.

The project will maintain, expand and possibly link the project website with other European and International IP organisations.

OUTLOOK: What remains to be done after 2011?

The project needs to be fully implemented in the years 2012-2014. It should provide as mentioned above improved support services, enlarge the links with business support organisations, improve the website and its use as well as build support capacity in national IP offices.

IMPLEMENTATION TIMETABLE

The Call for proposal has been launched in April 2011. The Contract has been concluded in December 2011. The Project will end in December 2014.

FINANCIAL IMPLEMENTATION

Total amount committed in 2011 is €1 499 473.

ENTR B2

Desk Officer: Katerina Chekerova

B.5. YOUR EUROPE BUSINESS

ENT/CIP/11/B/N05S00

Main objectives & activities

The Business section of the Your Europe portal is a practical information guide for companies looking for cross-border engagements in another Member State. Information is centred around 26 life-cycle events from setting-up a business via management issues (e.g. taxation) until winding-up procedures. Information is provided at two levels on Your Europe Business; for each life cycle event users can find national provisions, rules and also the corresponding EU rules. EU-level information is available in 23 languages, whereas national information is available in the national language(s) plus English. The Business section provides also direct links to further business support services with physical structures like the Enterprise Europe Network. This measure concerns the provision and update of EU and national content, as well as maintenance, IT development, translation and promotional activities.

The subsequent national update has been finalised for 21 countries (including replacement of old broken links) and their translations into English.

The new EU-level update has been finalised for the 26 chapters and the translated versions are due early January 2012 from DG-T.

RESULTS AND IMPACT in 2011

The content of EU-level information has been extended by incorporating information on the Product Contact Points. The content of the Services Directive has been redrafted in cooperation with DG MARKT and cross-links have been established with the national EU.GO-sites. With regard to national content, an up-date has been carried out. The feasibility study on possible ways to enable automated information exchange between Your Europe and national portals has been finalised. The follow-up of this feasibility study is a pilot project that will be realised by DG MARKT for the ‘Citizens’ section’ of the portal.

A new navigation menu has been prepared following the results of a user-test carried out in the first half of 2011. The new menu, which will be implemented by the end of March 2012, will be more user-centric.

As for the promotion of Your Europe Business (YEB), there were several activities carried out: one of them was the participation in business related tradefairs — Start-up days in London, where 1 200 visitors were registered at the stand of YEB. The participation in the Annual Conference of the Enterprise Europe Network in Warsaw was also remarkable, with 700 visitors at the stand of YEB.

For the social media presence, YEB already had a LinkedIn profile before 2011. YEB is active in feeding this profile with relevant information to the business community (e.g. information about up-coming calls and new initiatives). The frequency of information feeding has been increased from once a week to five times a week.

With regard to the traditional on-line promotion, a banner-campaign has been prepared and will be carried out in 12 Member States as of March 2012. Hereby, the banner of YEB will be displayed in different online business media.

In terms of statistics about YEB, in 2011 almost 1.3 million page-views have been registered on more than 745 000 visits to the web-site. Compared to 2010, the number of page-views has dropped slightly by 3.2%, whereas the number of visits went up by 5.5%

OUTLOOK: What remains to be done after 2011?

The current contract expires only at the beginning of July 2012, so there will be some actions that will be realised in 2012:

- Online campaign in 12 countries to promote Your Europe Business;
- The finalisation of the two promotional video-clips;
- Implementation of the new navigation structure;
- Migration to the inter-institutional domain with DG MARKT;
- Uploading of the received translated versions for the EU content.

IMPLEMENTATION TIMETABLE

Implementation end date is July 2012, then an already existing Framework Contract of DG MOVE will be used to ensure the continuation of the action (July 2012 – July 2013)

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: €650 000.

ENTR E2

Desk Officer: Janos Schmied

C. ALL FORMS OF INNOVATION IN ENTERPRISES

C.1. E-SKILLS FOR COMPETITIVENESS AND INNOVATION

ENT/CIP/11/C/N01C01

Main objectives & activities

This measure addresses the competitiveness and innovation skills shortages faced by European enterprises, especially SMEs, in all sectors. It is aiming at:

- Developing a coherent vision and roadmap as well as foresight scenarios on the supply and demand of e-skills and digital competence for competitiveness and innovation;
- Developing quality labels for ICT industry-based training and certification compatible with EQAVET⁴ based on the needs of enterprises of all sectors (with a focus on cloud computing);
- Supporting awareness raising campaign and best practices (European e-Skills Week).

These activities are part of the overall skills strategy of the Commission in line with the ‘Digital Agenda’, ‘Innovation Union’, the ‘Agenda on New Skill and Jobs’ and the ‘Integrated Industrial Policy for the Globalisation Era’ putting competitiveness, innovation and growth at centre stage.

RESULTS AND IMPACT in 2011

Three open calls for tenders have been prepared in close cooperation with other Commission services. The call for the European e-Skills Week was published in May and a contract has been awarded in October 2011 to a large consortium led by DIGITALEUROPE and the European Schoolnet (EUN) with partners in most CIP participating countries. A meeting with representatives of governments (Steering Committee) took place on 23 November. A detailed roadmap, the media plan and communication strategy and a prototype of the central website were delivered in December and a conference⁵ was organised on 13 December 2011 (200 participants) involving relevant stakeholders. Progress is very good. The call related to quality labels was published in June and a contract was awarded in December 2011 to the research and consulting firm Empirica (with a large number of sub-contractors including EXIN, e-

⁴ European Quality Assurance Reference Framework for Vocational Education and Training

⁵ <http://www.eskillsweek-events.eu/>.

Skills UK, BCS, AICA, CEPIS etc.). The call related to vision, roadmap and scenarios was published in June and a contract was awarded to a consortium led by Empirica and IDC as well as INSEAD. For these two actions, activities started on 6 January 2012 for a total duration of 12 months.

OUTLOOK: What remains to be done after 2011?

The management will be assured with a view to involve as many stakeholders and policy makers as possible.

IMPLEMENTATION TIMETABLE

European e-Skills Week: 26-30 March 2012.

Quality labels for ICT industry-based training and certification: December 2012.

e-Skills for competitiveness and innovation: Vision, roadmap and foresight scenarios: December 2012.

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: €2 988 409.

Service contract — European e-Skills Week: €1 989 159

Service contract — Quality labels: €499 900

Service contract — Vision, roadmap and foresight scenarios: €499 350

ENTR D3

Desk Officer: André Richier

C.2. ASSISTING SMES TO PARTICIPATE IN GLOBAL DIGITAL SUPPLY CHAINS (EBSN)

ENT/CIP/11/C/N01C02

Main objectives & activities

Better connecting smaller enterprises with their business partners along their supply chains via smart use of information technology can contribute to enormous efficiency gains by enterprises, in particular SMEs. This action aims to modernising industrial value chains and improving information flows via the efficient application of information technology, in the tourism industry and the food supply chain, two sectors of crucial economic importance for Europe. This action will offer business support services for entire business sectors, to assist enterprises exploit advanced ICT.

RESULTS AND IMPACT in 2011

The Commission services together with Member States had agreed on the sectors to be supported by this initiative, namely the Tourism and Agro-food sectors. A call for tenders

with two lots was published in June 2011 and was very well received by industry. Nine tenders had been received for the lot on Tourism and four tenders for the lot on Food supply chain. They had been evaluated by the respective Evaluation Committees. As a result, two service contracts were awarded in December 2011 to:

- Tourism: a consortium led by ECTAA, and with the participation of HOTREC, the ITH (Istituto Tecnologico Hotelero), the University of Bocconi and ZN.
- Agro-food industry: a consortium led by AGRO EDI Europe, and composed by A.R.E.F.L.H., the Food Processing Initiative, IBA, SisTrade, DPA (The Dutch Produce Association), Inova, and INESCPORITO.

Both actions started on 1 January 2012 and will run for 30 months.

Web addresses:

http://ec.europa.eu/enterprise/sectors/ict/ebsn/digital_supply_chains/index_en.htm

OUTLOOK: What remains to be done after 2011?

The management of the two projects will be assured with a view to involve as many industry stakeholders as possible, in large-scale demonstration projects. Dissemination of the results will be enhanced with a view to promote breakthrough implementation by enterprises in Tourism and Food industry, at local level.

IMPLEMENTATION TIMETABLE

January 2012: start of both projects.

June 2012: analysis report on the current situation in the Tourism and Agro-food supply chains in terms of smart use of information technology.

December 2012: delivery of the common framework for interoperability, setting a set of data flow standards and interoperability principles among them; A detailed plan for the demonstration projects.

January 2013: start of the demonstration projects.

June 2014: delivery of final reports ‘eBusiness Guide for SMES’ in the Tourism value chain and the Agro-food supply chain. End of project.

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: €3 714 887.18

ENTR D3

Desk Officer: Dana Eleftheriadou

C.3. EUROPEAN MOBILE AND MOBILITY INDUSTRIES ALLIANCE

ENT/CIP/11/C/N01C04

Main objectives & activities

The European Mobile and Mobility Industries Alliance (EMMIA) is a cross-sectoral initiative that promotes service innovation and the modernisation of the European economy in general and helps better addressing the societal challenge of more sustainable solutions in the field of transport and logistics, thus contributing to the further implementation of the Europe 2020 Strategy. The EMMIA will bring together regional, national and European actors supporting innovative service solutions in mobile and mobility industries.

The Alliance will

- establish an open cooperation platform to elaborate better policies (roadmaps) through open working groups in the fields of framework conditions, trends and foresight, innovation support, incubation and access to finance for SMEs, standards and interoperability and links with other sectors;
- provide an information and guidance service for SMEs in liaison with the Enterprise Europe Network about relevant information and support programmes in fields relevant to service companies operating in this area;
- launch pilot actions in the areas of innovation support (innovation vouchers), access to finance and interoperability to explore and test better ways of supporting innovative services in the mobile industries and fostering links with other industries.

RESULTS AND IMPACT in 2011

A joint call for proposals for the European Mobile and Mobility Industries Alliance (EMMIA) and the European Creative Industries Alliance was published on 21/03/2011 with a submission deadline of 24/06/2011, resulting in the submission of 11 proposals under EMMIA.

The Evaluation Committee selected 4 proposals and recommended that another 2 be placed on a reserve list in case additional funding would become available. Additional funds were made available in the 3rd revision of the EIP 2011 work programme in December and a global commitment made.

The resulting projects commenced their activities on 01/12/2011, apart from the 2 from the reserve list which will start their activities on 01/02/2012.

OUTLOOK: What remains to be done after 2011?

The projects will run until the end of 2014/mid 2015 requiring ongoing project management, including monitoring, extraction and validation of deliverables and outcomes.

IMPLEMENTATION TIMETABLE

Implementation start date: 21/03/2011. Implementation end date: 30/09/2015

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: €5 287 650

An additional amount of €1 287 650 was made available to support projects on the reserve list.

ENTR D2

Desk Officer: Lisbeth Bahl Poulsen

C.4. FEASIBILITY STUDY FOR AN EU MONITORING MECHANISM ON KEY ENABLING TECHNOLOGIES

ENT/CIP/11/C/N01C04

Main objectives & activities

The feasibility study will provide a proposal on the monitoring mechanism (an observatory) to follow-up, measure and appraise the deployment of Key Enabling Technologies (hereinafter referred to as 'KETs') in the EU.

The objective of this study is to provide EU, national and regional policy makers with information to better develop and implement industrial policies regarding the deployment of KETs. Further, it will provide stakeholders with relevant information of the impact of KETs on the competitiveness of the industrial sectors in the EU, with reference to that of other competing economies (e.g. USA, Japan, Korea, China, Taiwan).

RESULTS AND IMPACT in 2011

A call for tenders was published in June 2011. Two tenders had been received and evaluated by the respective Evaluation Committee. As a result, a service contract was awarded in November 2011 to a consortium with IDEA, TNO, ZEW and CEA.

The project started on 8 November 2011 and will run for 12 months.

OUTLOOK: What remains to be done after 2011?

The monitoring mechanism on KETs shall be implemented on the basis of the methodology developed and the preliminary test carried out within the feasibility study.

IMPLEMENTATION TIMETABLE

8 November 2011: start of the project

28 November 2011: kick-off meeting

8 May 2012: proposal for the methodology

Beginning of September 2012: test on the carrying out of the methodology

7 November 2012: submission of the final report on the feasibility study.

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: 426.292 Euros

ENTR D3

Desk Officer: Stavroula Vassilouni

C.5. SUPPORTING PUBLIC PROCUREMENT OF INNOVATIVE SOLUTIONS

ENT/CIP/11/C/N02C01

Main objectives & activities

The general objective of this action is to support public procurers in purchasing new and improved solutions, products and services in areas of societal challenges. This shall increase the demand for innovation and enhance innovation of public services in relation to the improvement in quality and efficiency of public services in support of Innovation Union commitment 17.

The action consists of two strands. Strand 1 supports the creation of various buyers' groups and their procurement of innovative solutions. Strand 2 establishes a European-wide platform that gathers all relevant organisations in this field.

RESULTS AND IMPACT in 2011

The call for proposals was published on 27-28 June 2011 and Information Day had been organised in Turin, Italy. The deadline for the submission of proposals was 27 September 2011. Project applicants across Europe have responded with good proposals and two Commission Evaluation Committees have established merit lists showing the best of them.

Nine projects with a combined overall budget (EU plus beneficiaries' contributions) of more than €28 million were selected for funding. Of this total amount, it is envisaged that more than €14.5 million will be spent on the purchase of innovative goods and services thus creating a promising market for innovative SMEs in this field. The purposes of the envisaged procurements are to combat climate change, improve care for senior citizens, foster energy efficiency, supply better mobility infrastructure, provide quality healthcare, create more healthy working conditions. In addition, a platform for networking among the projects and disseminating information will be created. Organisations from 12 Member States and Norway are involved.

OUTLOOK: What remains to be done after 2011?

Following the award decision and contract signatures, the projects will commence in March 2012.

IMPLEMENTATION TIMETABLE

Several projects will run for 48 months so that the action will, according to current forecasts, be completed in February 2016. While all projects were originally foreseen to start in January 2012, they will most likely begin their work with a delay of up to eight weeks.

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: €14 880 000

ENTR D1

Desk Officer: Frank Knecht

C.6. REINFORCING PROCUREMENT OF ECO-INNOVATION — NETWORK OF GREEN PUBLIC AND PRIVATE PROCURERS

ENT/CIP/11/C/N02C02

Main objectives & activities

The action sets up groups of public and private procurers with an interest in an innovation with environmental characteristics, e.g. resource and energy efficiency (for instance, improved treatment of industrial wastewater). These buyers set out what they would need from an innovation, in terms of its function, characteristics and price. The buyer group must constitute a considerable market share in order to influence manufacturers assessing whether there is a sufficiently large commercial market for their eco-innovation. This ‘bundling of future demand’ is a key aspect of the approach. Bundling public and private sector demand at this stage of pre-commercial procurement can form a ‘critical mass’ that gives technology developers a strong incentive to develop and commercialise new environmentally friendly products. This approach would be particularly relevant in the sectors of wastewater treatment, waste reuse and recycling, chemical components, bio-based products, and other sectors with particular benefits for the resource efficiency of procured products or services.

RESULTS AND IMPACT in 2011

No results yet. The measure has been postponed for implementation until 2012 so as to align its implementation with the Eco-innovation Action Plan (adopted December 2011). Despite the change of implementation date the approach will not change.

OUTLOOK: What remains to be done after 2011?

The measure will be implemented in 2012. The call will be published by mid-2012.

IMPLEMENTATION TIMETABLE

The measure has been postponed until after the adoption of the Eco-innovation Action Plan as it is one of the key actions of the Plan. The measure will be implemented in 2012.

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: €2 000 000

ENV E4

Desk Officer: Igor Jelinski

C.7. EUROPEAN CREATIVE INDUSTRIES ALLIANCE (ECIA)

ENT/CIP/11/C/N03C01

Main objectives & activities

The European Creative Industries Alliance (ECIA) is a cross-sectoral initiative that will contribute to the modernisation of the European economy and to the implementation of the Europe 2020 Strategy. It will bring together regional, national and European actors supporting the creative industries to mobilise additional public and private funding in supporting innovation in creative industries and to facilitate the spill-over effects into other sectors.

It will:

- establish a cooperation platform to elaborate better policies (concrete roadmaps) through working groups in the fields of foresight and research, cluster excellence and cooperation, innovation support services, access to finance and the experience economy and tourism;
- establish a guidance tool for SMEs in liaison with the Enterprise Europe Network on relevant, existing and new programmes and initiatives;
- launch pilot actions on innovation support mechanisms, access to finance and cluster excellence and cooperation with other industries to explore and test better ways of supporting innovation in creative industries and their interaction with other industries.

RESULTS AND IMPACT in 2011

A joint call for proposals for the European Creative Industries Alliance (ECIA) and the European Mobile and Mobility Industries Alliance was published on 21/03/2011 with a submission deadline of 24/06/2011, resulting in the submission of 15 proposals under ECIA.

The Evaluation Committee selected 9 proposals. The resulting projects commenced their activities in December 2011.

OUTLOOK: What remains to be done after 2011?

The projects will run until the end of 2014 requiring ongoing project management, including monitoring, extraction and validation of deliverables and outcomes.

IMPLEMENTATION TIMETABLE

Implementation start date: 21/03/2011. Implementation end date: 30/06/2015

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: €6731 338

The Evaluation Committee did not consider that any further proposals were of sufficient quality to be funded, so an amount of €768 662 was unspent equalling 10% of the foreseen budget of €7 500 000 and reallocated in the 3rd revision of the EIP 2011 work programme.

ENTR D2

Desk Officer: Carsten Schierenbeck

C.8. JOINT ACTIONS FOR NON-TECHNOLOGICAL, USER-CENTRED INNOVATION

ENT/CIP/11/C/N03C02

Main objectives & activities

Objectives of the measure are the implementation of the Innovation Union commitment number 19 and the support to the European Design Innovation Initiative, in particular with a view (1) to develop a joint vision, joint priorities and joint actions for non-technological, user-centred innovation with participating countries and stakeholders; (2) to mainstream design into innovation and better integrate design and user-centred innovation approaches into innovation projects, policy, support across Europe; (3) to raise the awareness of design and user-driven innovation and the use of design for economic, environmental and social purposes; (4) to improve the circulation of experiences and good practices in the area of user-centred innovation and design in innovation policy.

The envisaged activities are: to set up or connect the specialised trans-national peer-learning platforms/networks in different countries; to foster bi-lateral and multilateral exchanges of good practices and experiences; awareness raising activities targeting policy-makers, SMEs; disseminating activities towards non-participating stakeholders; analytical work for instance to quantify the potential values of design for enterprises.

RESULTS AND IMPACT in 2011

The call for proposals under the European Design Innovation initiative was published in July 2011. Proposals were evaluated and the merit list was established. The response rate to the call was very high: 14 proposals were received involving 96 partner organisations coming from 24 EU Member States and Serbia with a requested EC contribution of €9.5 million. Four selected proposals cover 35 consortia members originating from 17 EU countries, thus a very good achievement in terms of the performance indicators on participation and geographical coverage can be reported.

OUTLOOK: What remains to be done after 2011?

The projects will start their implementation in 2012 and impact is expected as of 2013.

Two additional good proposals from the reserve list consisting of 6 proposals will be awarded grants under the 2012 work programme, provided that a revision to that effect is adopted. This will involve 11 additional partner organisations and cover 2 additional countries.

IMPLEMENTATION TIMETABLE

The selected 4 projects will start running as from March 2012 (the 2 additional ones from the reserve list in June/July 2012) for a period between 24 – 36 months; an extension by 6 months is possible, thus a maximum duration of this action is 42 months. There is a slight delay with the start of the projects (by one month). The estimated end date for the projects is then around mid-2014.

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: €3 116 002

Only a minor up-wards adjustment under the 10% ceiling: a 3.8% increase beyond the initial budget of €3 million to fund the 4 best ranked projects instead of only the 3 best ranked.

ENTR D1

Desk Officer: Martina ORSULOVA

C.9. PROMOTION OF THE INTERNATIONALISATION OF CLUSTERS

ENT/CIP/11/C/N04C01

Main objectives & activities

The action aims at further supporting the development of more world-class clusters in Europe by complementing existing national and regional efforts and promoting a stronger international orientation of clusters in Europe. This action will be prepared in close cooperation with the European Cluster Alliance in order to ensure that a maximum number of Member States will take advantage of it.

The action will support national and regional schemes promoting cluster internationalisation with the view to opening them up for the benefit of partners from other CIP participating countries. The Community funding will be limited to cover the costs for adding and implementing new activities into existing national and regional programmes that will allow other public authorities from CIP participating countries to be associated to the implementation of national and regional cluster cooperation programmes, in particular in support of cluster cooperation with EU neighbouring countries.

RESULTS AND IMPACT in 2011

A joint call for proposals for the Promotion of the internationalisation of clusters and the Promotion of excellence in cluster management was published on 10/03/2011 with a submission deadline of 10/05/2011 for stage one in which 22 proposals were received. Following evaluation of the submitted concept notes, 10 applicants were invited to submit full proposals in a second stage by 28/09/2011.

The Evaluation Committee selected 4 proposals. The resulting projects commenced their activities in December 2011.

OUTLOOK: What remains to be done after 2011?

The projects will run until the end of 2013 requiring ongoing project management, including monitoring, extraction and validation of deliverables and outcomes.

IMPLEMENTATION TIMETABLE

Implementation start date: 10/03/2011. Implementation end date: 30/06/2014

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: €2 321 050

ENTR D2

Desk Officer: Christophe Guichard

C.10.PROMOTION OF EXCELLENCE IN CLUSTER MANAGEMENT

ENT/CIP/11/C/N04C02

Main objectives & activities

This action aims at raising cluster excellence by promoting the professionalisation of cluster management across all CIP participating countries. It will build upon and further promote the use of the results of the current European Cluster Excellence Initiative. This action will be prepared in close cooperation with the European Cluster Alliance in order to ensure that a maximum number of Member States will take advantage of it.

The action will provide financial incentives to national and regional authorities to use the common tools developed under the European Cluster Excellence Initiative to improve cluster management and the benchmarking of cluster excellence Europe-wide. This will include support for the customisation of the deliverables, translation needs and 'train the trainers' schemes. The Community funding will not cover the further implementation of training schemes and related operational costs. Preference will be given to those CIP participating countries where cluster management is least developed.

RESULTS AND IMPACT in 2011

A joint call for proposals for the Promotion of excellence in cluster management and Promotion of the internationalisation of clusters was published on 10/03/2011 with a submission deadline of 10/06/2011, resulting in the submission of 6 proposals under this action.

The Evaluation Committee selected 4 proposals. The resulting projects commenced their activities in November/December 2011.

OUTLOOK: What remains to be done after 2011?

The projects will run until the end of 2013 requiring ongoing project management, including monitoring, extraction and validation of deliverables and outcomes.

IMPLEMENTATION TIMETABLE

Implementation start date: 10 March 2011. Implementation end date: 30 June 2014

FINANCIAL IMPLEMENTATION

Total amount committed in 2011 €1 542 295

ENTR D2

Desk Officer: Jose Freitas

C.11.PROMOTION OF BETTER POLICIES TO DEVELOP WORLD-CLASS CLUSTERS

ENT/CIP/11/C/N04C03

Main objectives & activities

The action will support the establishment of an open policy learning space under the European Cluster Observatory that will allow policy makers from CIP participating countries to share experience on cluster policies and evaluation practices from national and regional initiatives. A specific task is the preparation of a roadmap on how to better streamline the different cluster actions implemented at regional, national and EU level, with the view to consolidating them in full respect of the subsidiarity principle, thus fostering the emergence of more world-class clusters in Europe.

RESULTS AND IMPACT in 2011

An open call for tenders was published on 26/02/2011 (OJ 2011/S 40-064722) with a submission deadline of 19/04/2011, resulting in the submission of 6 bids.

The resulting service contract entered into force in September 2011 and was followed by a kick-off meeting with the contractor.

OUTLOOK: What remains to be done after 2011?

The service contract will run until September 2013 requiring ongoing project management, including monitoring and validation of deliverables.

IMPLEMENTATION TIMETABLE

Implementation start date: 26/02/2011. Implementation end date: 31/03/2014

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: €964 800.

ENTR D2

Desk Officer: Nikos Pantalos

C.12.SME INTERNATIONALISATION THROUGH CLUSTERS

ENT/CIP/11/C/N04C04

Main objectives & activities

This action will support the preparation and organisation of 5-6 events in 2011-2012 offering matchmaking opportunities for European cluster organisations, on behalf of their member SMEs, with international partners outside Europe in areas of strategic interest. This action will build upon and further develop collaboration agreements signed by the European Cluster Collaboration Platform (ECCP) established under the European Cluster Excellence Initiative. The ECCP has already signed Memoranda of Understanding (MoU) with partners in India, Japan and with Brazil in May and more such collaboration agreements may be envisaged in other third country markets. This action will support the search for international partners to host matchmaking events, the identification and selection of a delegation of clusters from CIP participating countries and coverage of their related travel expenses, the facilitation and 50 organisations of the events and the necessary preparatory documentation, communication and reporting activities.

RESULTS AND IMPACT in 2011

An open call for tenders was published on 27/08/2011 (OJ 2011/S 164-270056) with a submission deadline of 14/10/2011, resulting in the submission of 1 bid.

The resulting service contract entered into force in December 2011.

OUTLOOK: What remains to be done after 2011?

The service contract will run until January 2014 requiring ongoing project management, including monitoring and validation of deliverables.

IMPLEMENTATION TIMETABLE

Implementation start date: 27/08/2011. Implementation end date: 30/06/2014

FINANCIAL IMPLEMENTATION

Total amount committed in 2011 €249 750

ENTR D2

Desk Officer: Christophe Guichard

C.13.PARTNERSHIP WITH THE OECD ON INNOVATION POLICY

ENT/CIP/11/C/N05C01

Main objectives & activities

The action aims to establish a long term comprehensive partnership with the OECD in order to fully exploit the synergies and commonalities existing between the two organisations' strategies on innovation. The partnership will primarily consist of analytical work to support the EC strategies and tools on innovation and includes the following four Work Packages:

1. Measurement of Innovation — The Headline Indicator on High Growth Innovative Enterprises
2. Public Sector Innovation: comprehensive conceptual framework and harmonised concepts
3. Demand driven Innovation- Public Procurement for Innovation: review of existing evidence on the contribution of these measures to innovation performance; development and testing of a measurement framework
4. Non technological innovation — review of indicators of non-technological innovation in business with the purpose of (a) improving cross-country comparisons; (b) delivering more robust quantitative information on expenditures for innovation and its impacts on business performance; (c) achieving increased efficiency of resources in data collection; and (d) providing an in-depth look into the role of design as a source of non-technological innovation.

RESULTS AND IMPACT in 2011

A grant of €1 million (Contribution Agreement under Joint Management procedure) has been signed on 18 November 2011 for the duration of 38 months. Analytical work as started for packages 1 & 2. For WP 2 the kick-off meeting took place in October 2011 in Brussels to discuss the first two deliverables: a report on rational for measuring innovation and a report on methodological issues regarding measurement.

In addition, the OECD expert participate in a meeting on European Public Sector Innovation Scoreboard (EPSIS) with the EC and external consultants in order to receive additional feedback as well as to create synergies between the deliverables of the OECD contract with other work being prepared within the EPSIS contract. The first deliverables are expected at the beginning of 2012.

OUTLOOK: What remains to be done after 2011?

- Submission of the first synthetic report for WP 1 and 2. Testing of the indicators for WP1.
- Start of activities for WP 3&4.

IMPLEMENTATION TIMETABLE

OECD started working on Work package 1 since January 2011. A retroactivity clause was included in the agreement accordingly (the official start date for the implementation is 18/01/2011)

The synthetic report for WP 1 and 2, expected for December 2011, have been postponed to beginning of 2012 due to the belated signature of the agreement.

The implementation of WP 3&4 required the recruitment of an additional OECD staff with specific expertise. The relevant procedure will be finalised in the first quarter of 2012. This will imply a slippage of about 6 months in the submission of the first report of WP3&4.

FINANCIAL IMPLEMENTATION

Total amount committed in 2011 €286 600

ENTR D1

Desk Officer: Alberto Licciardello

C.14.STAKEHOLDER INVOLVEMENT IN THE IMPLEMENTATION AND EVALUATION OF THE INNOVATION UNION

ENT/CIP/11/C/N05C02

Main objectives & activities

Objectives: Foster interaction between different actors (enterprise, research, finance, education, users, etc.) and areas (research, industry, education, environment, public sector, civil society, etc.) and relevant policy-makers and implementers to synchronise different policies and tools (demand & supply side measures, different departments, etc.) and to facilitate effective involvement of innovation stakeholders to get their input to strategy development (including regional smart specialisation strategies), implementation and evaluation of policies. The measures and the choice of topics reflect the orientations and new actions proposed in the Innovation Union that concern DG Enterprise and Industry.

RESULTS AND IMPACT in 2011

- Polish Presidency Conference on the future of the LMI and Innovation Partnerships (26 October 2011, Warsaw): About 150 participants mostly from industry, policy makers, federations, academic networks and public-private partnerships. The conference report served as a Presidency report to the Competitiveness Council in December 2011. See: http://ec.europa.eu/enterprise/policies/innovation/policy/lead-market-initiative/index_en.htm
- Social Innovation Europe initiative: Kick-off event (16-17 March 2011, Brussels): The event attracted over 200 participants, and had huge media coverage. Participants came from a wide diversity of organisations that are engaged in social innovation: from business, charities, cooperatives, social economy, regional policy makers and 7 different EC DGs. Thanks to the creative organisation and moderation style, feedback from participants was that this was the most ‘Commission unlike’ event they had ever been too.
- Stakeholder meeting on smart specialisation (10-11 March 2011, Brussels): The workshop was organised to inform the regions on the Smart specialisation concept (S3) and platform to support evidence-based innovation strategies in regions through Structural Funds, and to consult the regions on these orientations, define areas of work for the S3 platform. Around 120 people attended. The organisation of the workshop was fully satisfactory for the Commission and was appreciated by the participants. See: http://ec.europa.eu/regional_policy/conferences/smart_sustainable/home_en.cfm

– Two external experts attending the Design Leadership Board Meetings to exchange views with the members of the Board on two specific subjects: 1a university Professor on the measurement of the impact of design on business and innovation; 1 institutional representative to present the Danish national policy on design and innovation. See: http://ec.europa.eu/enterprise/policies/innovation/policy/design-creativity/edii_en.htm

Due to the shift of the main responsibility for the Innovation Union flagship implementation from DG Enterprise and Industry to DG Research and Innovation, a number of events were implemented by them under the FP7 budget. The CIP-EIP budget was reduced accordingly.

IMPLEMENTATION TIMETABLE

All the activities were finalised in 2011.

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: €161 827

Polish Presidency Conference: €153 327

Stakeholder meeting on smart specialisation: €4 945

Social Innovation event: €2 258

Experts for Design Leadership Board Meeting: €1 300

ENTR D1

Desk Officer: Katja Reppel

C.15.INNOBAROMETER

ENT/CIP/11/C/N05C05

Main objectives & activities

The Innobarometer captures innovation phenomena at specific target group level (firms, public administrations or citizens). It is a poll based on the Eurobarometer framework contract with interviews based on a questionnaire developed by the Commission services. The data is not available from Eurostat or other sources and provides immediate information which allows direct trans-national comparisons across EU27 on the activities and opinions of the specified target group.

The topic of the survey for a reference year 2011 will support the implementation of the Innovation Union: the development of the future European Public Sector Innovation Scoreboard (EPSIS). It will seek to analyse the views of companies on the 'Innovation in the public sector: its perception in and impact on business'. Countries covered by the survey are all EU 27 MSs and Iceland, Norway, Croatia, FYROM, Turkey and Switzerland (countries which are relevant for EPSIS and covered by the framework contract).

RESULTS AND IMPACT in 2011

A specific contract for Innobarometer 2011 was concluded under the new Flash Eurobarometer Framework contract of DG COMM. A questionnaire has been designed in close cooperation between DG ENTR, DG COMM, the Flash Eurobarometer framework contractor and the contractor working on the EPSIS methodology, as part of the Innovation Union Scoreboard contract. .

Web addresses

Analytical reports for all Innobarometers can be found here: <http://www.proinno-europe.eu/page/innobarometer>

OUTLOOK: What remains to be done after 2011?

A survey has to be conducted with more than 10000 companies and the analytical report with the outcome of the survey will be produced by April 2012.

IMPLEMENTATION TIMETABLE

The specific contract was signed in December 2012 and the final analytical report will be presented by April 2012.

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: €346667.

ENTR D1

Desk Officer: Martina Orsulova

C.16. INNOVATION PARTNERSHIP ON RAW MATERIALS

ENT/CIP/11/C/N06S00

STUDY ON INNOVATIVE-TECHNOLOGIES & POSSIBLE PILOT PLANTS

Main objectives & activities

In line with the Europe 2020 goals, the overall objective of Innovation Partnership on Raw Materials is to achieve smart, sustainable and inclusive growth for Europe, and in particular to help Europe deploying its innovation capacity along the entire raw materials value chain, including exploration, extraction, processing, recycling and substitution of these materials as well as land use planning.

The preparatory work for an Innovation Partnership on Raw Materials for a Modern Society will start in 2011 and includes a comprehensive study on innovative technologies and possible pilot plants in three different areas 1) mining technologies and safe extraction; 2) mineral processing technologies and recycling; 3) substitutes for three critical raw materials.

RESULTS AND IMPACT in 2011

The call for tender was launched in mid-2011. The contract was signed on 15 December 2011.

OUTLOOK: What remains to be done after 2011?

As foreseen in the contract, the project started on 1 January 2012. The kick-off meeting took place on the 17th of January 2012.

IMPLEMENTATION TIMETABLE

The project is expected to end in April 2013 (total duration of 16 months), including the final report and executive summary.

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: €856 348

ENTR G3

Desk Officer: Antje Wittenberg and Stefan Lorenz Meyer

STUDY ON DATA NEEDS FOR A FULL RAW MATERIALS FLOW

Main objectives & activities

In line with the Europe 2020 goals, the overall objective of Innovation Partnership on Raw Materials is to achieve smart, sustainable and inclusive growth for Europe, and in particular to help Europe deploying its innovation capacity along the entire raw materials value chain, including exploration, extraction, processing, recycling and substitution of these materials as well as land use planning.

The specific objective of the study is to support the European Commission to identify the information and data needs for a complete raw materials flow analysis (MFA), act as technical input into the discussions of the future Innovation Partnership and provide the evidence base for future options to support innovation in the entire raw materials value chain.

RESULTS AND IMPACT in 2011

A first desk analysis of the existing data was carried out by the consultant. Questionnaires to further assess the availability and quality of data across the whole raw materials value chain were sent out in December 2011 to a number of public authorities and industry associations.

The contract of this preparatory study has been concluded prior to launching the Innovation Partnership, which is foreseen early 2012.

Web addresses

RMI: http://ec.europa.eu/enterprise/policies/raw-materials/index_en.htm

OUTLOOK: What remains to be done after 2011?

Analysis and conclusions on data availability and quality for the selected materials.

Recommendations for the improvement of state-of-play.

Assistance with preparation of report.

IMPLEMENTATION TIMETABLE

Contract signed on 26 September 2011. Draft final report by end of February 2012, end contract in May 2012.

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: €97 810

ENTR G3

Desk Officer: Anne Auffret

D. ECO-INNOVATION

D.1. ECO-INNOVATION: FIRST APPLICATION AND MARKET REPLICATION PROJECTS

ENT/CIP/11/D/N01S00

Main objectives & activities

Eco-innovation first application and market replication projects are concerned with the first application or market replication of eco-innovative techniques, products, services or practices of Community relevance, which have already been technically demonstrated with success but which, owing to residual risk, have not yet penetrated the market. Supporting such innovative eco-technologies should help to remove obstacles to the development and wide application of eco-innovation, create or enlarge markets for related products, and improve the competitiveness of EU enterprises on world markets. The projects should also be aimed at reducing the environmental impacts or improving the environmental performance of enterprises, in particular SMEs. This measure is implemented by the Executive Agency for Competitiveness and Innovation (EACI).

RESULTS AND IMPACT in 2011

The call for proposals for eco-innovation first application and market replication projects was published on 28 April 2011 and closed on 8 September 2011.

By the deadline, 280 proposals had been submitted. This is a similar number to the 287 proposals submitted for the 2010 Call. Only one of the submitted proposals was considered ineligible. A total of 860 participants from 34 countries took part in the proposals. The total funding request is roughly €200 million.⁶ Almost 67% of the participants taking part in proposals are SMEs. Regarding the structure of the proposed projects, approximately half (48%) of the proposals involve participants from different countries.

⁶ Nine proposals do not request any EU funding but they are included in the calculations. The same goes for the ones that requested more than 50% per project.

In accordance with the aim of this measure, the 280 proposals submitted in the 2011 Call were arranged into five sectors:

- Buildings
- Food and Drink
- Green Business
- Recycling
- Water

Green Business (29%) and Recycling (21%) are the sectors that received the highest number of proposals, followed by Buildings, Food and Drink and 'Others' (a collection of proposals from different sectors — about 14% each). Almost 7% of the proposals relate to the new priority area 'Water'. Of the Green Business proposals, 7.5% were for Clean Production.

Number of proposals: 280

Number of participants: 860

SME participation rate: 67%

Other performance indicators are defined and included in the grant agreements with beneficiaries (as environmental and economic benefits linked to projects financed, contribution of projects to innovation). However, since none of the projects under the 2011 Call have yet been implemented, no performances have been measured.

Web address

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

The website contains information on the measure (including information on ongoing projects) and gives detailed instructions on 'How to take part' (Call documentation, FAQ, Guide for proposers, link to proposal submission system, eligibility).

OUTLOOK: What remains to be done after 2011?

Evaluation of the proposals is ongoing and will continue until February 2012. This will result in a decision on which projects will receive funding. Thereafter, the selected projects will be negotiated from March to August 2012 with the first projects starting in April 2012.

IMPLEMENTATION TIMETABLE

Publication of the Call: 28 April 2011. Closing date: 8 September 2011.

Evaluation of the proposals for 2011 will be finished in February and proposers informed as of March 2012. Implementation of the first projects could start in April 2012.

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: €37 440 000

ENV E4

Desk Officer: Maciej Szymanowicz

D.2. SUSTAINABLE INDUSTRY LOW CARBON SCHEME (SILC) — SILC I: SHORT TERM INNOVATION MEASURES (1ST BATCH)

ENT/CIP/11/D/N02S00

Main objectives & activities

SILC is an EU grant scheme that aims at finding technological and non-technological innovation measures in order to help energy intensive manufacturing industries reduce their greenhouse gas emissions. Through SILC, the EU co-finances sector-specific industrial projects which are carried out by consortia of industrial stakeholders.

The overall objective of SILC is to provide specific support to actions that will focus on manufacturing and process industries covered by the EU ETS Directive so as to enable these to cope with the challenges of a low carbon economy and to maintain their competitiveness, with a particular view to tackling the stringent requirements resulting from the ETS-Directive by 2020.

As for the implementation of SILC, two fundamentally distinct activities can be distinguished: The first one (SILC I, 2011-2013 — funded under the EU's Competitiveness and Innovation Framework Programme (CIP)) deals with innovation measures which can be implemented in the short term in industrial installations. The second one (SILC II, 2014-2020 — funded under Horizon 2020) will be spurring further progress on measures or possible breakthrough solutions that require pilot and demonstration programmes prior to their industrial implementation.

As regards the implementation of SILC I, three calls for proposals are foreseen in the years 2011 to 2013 respectively.

RESULTS AND IMPACT in 2011

In 2011, the first batch of the three calls for proposals under SILC I was implemented, with the following main actions and milestones:

- 26 May 2011: Publication of the call for proposals
- 30 August 2011: Deadline for submission of proposals
- Sep & Oct 2011: Evaluation of the admissibility, selection and eligibility criteria
- 27 September 2011: Evaluation of the award criteria against the criteria set out in the call for proposal
- December 2011: Formal award decision taken: Out of the 5 proposals received under the 2011 call for proposal, 2 were retained for funding. Notification of the successful applicants & signature of the grant agreements

As the formal starting date of the two retained projects was only in late December 2011 following the counter-signature of the grant agreements by the EC representative, any results or impacts for 2011 cannot be reported.

The original plan as approved in the 2011 Work Programme would have allowed the funding of up to three projects, whereas only two projects were actually retained for funding. The reason for this deviation is due to the fact that out of the 5 proposals received, two did not pass the necessary minimum thresholds set for the award criteria, whereas one did not fulfil the eligibility criteria.

At the current stage, neither the ‘result indicators’ nor the ‘longer term outcomes/impacts’ can be determined.

Web addresses

http://ec.europa.eu/enterprise/newsroom/cf/itemlongdetail.cfm?item_id=5161&lang=en

OUTLOOK: What remains to be done after 2011?

- For SILC I, two further calls for proposals will be published in the years 2012 and 2013 respectively, with a view to selecting two further batches of projects
- As announced in the 2011 Work Programme, an administrative arrangement with JRC Petten shall be set up for:
 - ensuring an overarching technical/scientific coordination of all ongoing SILC I projects
 - providing assistance for the evaluation and selection of proposals under the forthcoming calls in 2012 and 2013
 - ensuring the effective dissemination and multiplication of results obtained (‘cross-fertilisation’ and ‘market replication’ of results)

IMPLEMENTATION TIMETABLE

Implementation start date: 26 May 2011 (publication of the call for proposals).

Implementation end date: 21 December 2013 (due date for final report of the first project) and 21 June 2014 (due date for final report of the second project) respectively.

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: €818213 for the two projects

The approved 2011 Work Programme would have allowed a total funding of up to €2 850 000 for up to three projects. As outlined above, only two projects were eventually retained for funding. Also, both projects claimed budgets for their respective work plans which are below the maximum allowable amounts set out in the financing decision.

ENTR B1

Desk Officer: Philipp Troppmann

D.3. EU ENVIRONMENTAL TECHNOLOGY VERIFICATION (ETV) PRE-PROGRAMME

ENT/CIP/11/D/N03S00

Main objectives & activities

The EU ETV pre-programme aims — on a voluntary basis — to generate independent and credible information on new environmental technologies by verifying that performance claims put forward by technology developers and vendors are complete, fair and based on reliable test results. Small and Medium-sized Enterprises (SMEs) are expected to be among the main

beneficiaries of these ETV services, but costs may be dissuasively high unless subsidised initially by public budgets, i.e. as ‘seed investment’ to help establish the utility and credibility of an EU ETV scheme.

The actual verification of environmental technologies under ETV will be done by Verification Bodies (VBs), which will be specifically accredited in terms of ISO standards by national accreditation bodies. In order to reduce the costs of ETV application for technology owners/vendors, in particular SMEs, grant agreements will be proposed to accredited VBs in order to cover the ‘fixed costs’ of the ETV. In exchange, the VBs will commit to participating actively in setting up the ETV pre-programme and will facilitate access to verification procedures under ETV for companies, in particular Small and Medium-sized Enterprises.

The ETV pre-programme is to be implemented through a call for proposals restricted to organisations accredited to implement ETV procedures, in conformity with the protocol governing the ETV pre-programme. After an evaluation of the proposals according to criteria including quality, potential to meet key ETV objectives and cost-effectiveness, Partnership Framework Agreements (PFAs) will be concluded with successful applicants. The PFAs will last three years, with grant agreements being concluded on an annual basis. This leaves the Commission the option of tailoring the level of grants to actual conditions of implementation. Any ensuing adjustments will take into account the technology scope covered by Verification Bodies, the number of technologies under verification, and the number of SMEs benefiting from their assistance.

RESULTS AND IMPACT in 2011

The call for proposals could not take place in 2011 as originally planned. The policy paper setting out the objectives and the rationale of the ETV pilot programme was aligned with the Eco-Innovation Action Plan adopted in December 2011. Consequently publication of the call for proposals was postponed and is now planned for the first quarter of 2012.

A global commitment was established in 2011 for this measure: actual implementation will take place during 2012, together with the implementation of 2012 appropriations.

The approach does not differ substantially from the original plan, except that the starting date has been delayed a few months from 2011 to 2012.

OUTLOOK: What remains to be done after 2011?

The call for proposals for running Verification Bodies, evaluation of those proposals, and completion of framework and specific agreements with the selected beneficiaries will all be in 2012. Some ETV grant agreements will be operational in 2013.

IMPLEMENTATION TIMETABLE

Call for proposals: Q1 2012

Evaluation of proposals: Q2 2012

Conclusion of Framework Partnership Agreements: Q3 2012

Conclusion of grant agreements and specific financial commitments: Q4 2012

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: €1 000 000

ENTR F4

Desk Officer: Pierre Henry

E. ENTERPRISE AND INNOVATION CULTURE

E.1. PROMOTING ENTREPRENEURIAL CULTURE AND ENTREPRENEURSHIP EDUCATION

ENT/CIP/11/E/N01C01

Main objectives & activities

This activity started with the joint organisation (with the European Training Foundation — ETF) of a Symposium on training teachers for entrepreneurship education, involving countries from the EU pre-accession and Southern Mediterranean regions, that was held in Istanbul in July 2011.

The activity continues with the organisation of two transnational workshops ('Laboratories') where practitioners will be able to exchange experience and good practice on how to prepare school teachers for the task of bringing entrepreneurship education into the classroom.

Good practice examples will be collected (from the two workshops, from participants themselves and from other possible sources) and will be used by the Commission for the publication of a Manual for teacher education and training in entrepreneurship.

RESULTS AND IMPACT in 2011

The Istanbul Symposium was attended by representatives from 17 countries. The outcome was a report that brought together the main conclusions and good practice examples from the Symposium and from a previous event that took place in Budapest in April 2011 (under the WP 2010 budget). The report can be downloaded from the website.

Two workshops (Laboratories) will be organised in the course of 2012. The first Laboratory is planned for April 2012, the second one for July 2012. Precise dates have not been fixed yet. Specific contracts have been signed with service providers that will help the Commission in organising the events.

Web addresses

http://ec.europa.eu/enterprise/policies/sme/promoting-entrepreneurship/files/education/teacher_education_for_entrepreneurship_final_report_en.pdf

OUTLOOK: What remains to be done after 2011?

- Two workshops to take place during 2012.
- A Manual for teacher education and training in entrepreneurship to be published.

IMPLEMENTATION TIMETABLE

Implementation start date: July 2011 (Istanbul Symposium)

Implementation end date: December 2012 (publication of the Manual for teacher education and training in entrepreneurship).

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: €518279

An additional budget of €118279 has been committed (earmarked for the exchange of good practices in entrepreneurship education as part of the European SME Week 2011 budget) in order to expand the activity, in terms of countries participating in these exchanges and the expected number of participants in the two Laboratories.

ENTR E1

Desk Officer: Simone Baldassarri

E.2. EUROPEAN SME WEEK

ENT/CIP/11/E/N01C00

Main objectives & activities

This measure covers the preparation and organisation of the European SME Week as a pan-European campaign consisting of events and other relevant promotional activities.

Qualitative objectives:

- Provide information on what the EU and national, regional and local authorities are offering by way of support to micro, small and medium-sized businesses;
- Promote entrepreneurship so that more people, and in particular younger people, seriously consider becoming an entrepreneur as a career option;
- Give recognition to entrepreneurs for their contribution to Europe's welfare, jobs, innovation and competitiveness.

Quantitative objective:

- Preparation and organisation of European SME Week and related European, national, regional and local events and activities.

RESULTS AND IMPACT in 2011

A total of 1476 events and activities taking place across the 37 participating countries were published on the ESW website.

The central ESW event, the European SME Week Summit, took place in Brussels at the European Parliament's premises. The exhibition on 6 October was followed by a conference on 7 October, with 450 entrepreneurs from all over Europe and 250 policymakers and administrators from the European and national level participating.

Quantitative indicators:

- Number of countries participating in SME Week events: 37
- Number of events organised under the SME Week umbrella: 1 476
- Number of participants at the ESW Summit: 700

Actions were delivered as planned in terms of timing and allocated budget; see: <http://ec.europa.eu/sme-week>

OUTLOOK: What remains to be done after 2011?

The planned activities were finalised in 2011. There will be a similar campaign in 2012.

IMPLEMENTATION TIMETABLE

January 2011–December 2011

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: €1 265 458.68

ENTR E1

Desk Officer: Rosemarie Hensley

E.3. EUROPEAN ENTERPRISE AWARDS

ENT/CIP/11/E/N01C03

Main objectives & activities

The European Enterprise Awards aim to:

- Identify and recognise successful initiatives taken by Europe's policymakers to promote entrepreneurship;
- Showcase and share examples of best SME policies and practices;
- Raise awareness of entrepreneurship and SME policies.

RESULTS AND IMPACT in 2011

The fifth (2011) edition of the awards continued to attract interest from across Europe, with 399 entries competing in national competitions and 54 entries competing at European level. The winners were announced at a high-level ceremony organised in Budapest with the Hungarian EU Presidency. The national nominees were invited to the event and finalists were able to present their practices at a special session and attend the subsequent conference on the implementation of the SBA. More than 350 participants attended the event, mostly from national and local authorities, business organisations and the media. The winning practices have been promoted via a special compendium on the finalists available in all EC languages, a website and a network of promoting organisations that work in relevant areas.

All Member States participate actively in the competition and in addition Norway, Iceland, Turkey and Serbia have joined the scheme (see above for details on entries and finalists).

Publicity for the awards was very good and managed to sustain the interest in the competition. Visibility for the winning practices is achieved mainly through the network of promoting organisations such as the Committee of the Regions, Eurochambres, Eurocities and Eurada as well as the media.

Media coverage of the winners has been good, with the number of articles ranging between 250 and 300 every year. The articles appear in both print and electronic media and most of them are found in the countries whose projects have won an award.

National contact points express each year their satisfaction and wish to continue the project. A survey of past winners has shown that the recognition and publicity they gain from the awards has helped them expand further within their countries and has inspired similar initiatives in other countries.

Web addresses

http://ec.europa.eu/enterprise/policies/sme/best-practices/european-enterprise-awards/index_en.htm

OUTLOOK: What remains to be done after 2011?

The 2011 EIP work programme includes a measure for organising the 2012 and 2013 editions. The award ceremony will continue to be held in conjunction with a major conference on SME policy.

IMPLEMENTATION TIMETABLE

The call for tenders for a new secretariat was completed as planned and the contract was signed in December 2011.

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: €907 215

ENTR E4

Desk Officers: Mireille Busson, Victoria Petrova

E.4. ACTIONS TO PROMOTE AND SUPPORT FEMALE ENTREPRENEURSHIP

ENT/CIP/11/E/N01C04

Main objectives & activities

This measure covers the call for proposals and the female entrepreneurship event during the Polish Presidency at which the European Network of Mentors for Women Entrepreneurs was inaugurated.

The actions to promote and support female entrepreneurship aim to provide encouragement, advice and support to women entrepreneurs in setting up, managing and growing their own business and to identify successful national and European initiatives for promoting entrepreneurship among women and exchanging good practices.

In order to promote and support female entrepreneurship a mentoring scheme will be set up in at least ten countries and will involve identifying mentors, preparing and running the scheme and reporting back to the Commission regularly. Mentors are expected to assist women entrepreneurs by providing advice and support with the start-up, functioning and growth of their enterprises.

Qualitative objectives:

- Create the European Network of Mentors for Women Entrepreneurs
- Organise a female entrepreneurship Presidency event
- Inaugurate the European Network of Mentors
- Organise WES meetings

Quantitative objective:

- Mentoring schemes for women entrepreneurs at least in 10 countries

RESULTS AND IMPACT in 2011

The European Network of Mentors for Women Entrepreneurs was inaugurated in Warsaw on 15 November 2011 at a Polish Presidency event on ‘Female Entrepreneurship in Europe’.

Two WES meetings were held in 2011: one in Brussels on 22 March 2011; one was the Polish Presidency event for Mentors which was attended by WES members.

Quantitative indicators:

- Number of countries participating in the Mentors’ Network: 17.
- Number of participants at the Polish Presidency event on Female Entrepreneurship (inauguration of the Mentors’ Network): 450.

Web addresses

Actions were delivered as planned in terms of timing and allocated budget; see:

http://ec.europa.eu/enterprise/policies/sme/promoting-entrepreneurship/women/index_en.htm

OUTLOOK: What remains to be done after 2011?

There will be a similar event organised in 2012 for mentors and ambassadors during SME Week. Female entrepreneurship will be the main event in SME Week.

2012 will be the first year that the Network of Mentors will be running. Two further meetings of the WES network will be organised.

IMPLEMENTATION TIMETABLE

January 2011–December 2011

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: €570 697

ENTR E.1

Desk Officer: Anna Danti

E.5. PROMOTION OF CORPORATE SOCIAL RESPONSIBILITY

ENT/CIP/11/E/N02S00

Main objectives & activities

The measure comprises three strands: 1. Analysis of the implementation in Europe of the UN framework on business and human rights; 2. Capacity building on CSR for SMEs and SME intermediaries, especially in the fields of human rights and the disclosure of environmental, social and governance information; 3. Capacity building for investment actors and other stakeholders to improve the valuation of non-financial performance.

RESULTS AND IMPACT in 2011

Main achievements:

- Grant agreement signed with the International Corporate Governance Network, the UN Principles for Responsible Investment Initiative and the European Association of Financial Analysts Societies to build investors' capacity to take account of social and environmental concerns. Implementation started November 2011. See <http://bit.ly/o1K1Y4>.
- Two service contracts agreed to develop guidance for companies in the field of human rights: one for SMEs, and one for three business sectors (sectors to be decided first quarter 2012). Implementation started January 2012. See <http://bit.ly/yF7Os0>
- Service contract signed for networking initiative between people and organisations who advise SMEs in the field of CSR, with the aim of improving the quality and availability of such advice.

In total the different calls attracted over 60 proposals, showing the high degree of interest that different organisations attach to these themes. Because all initiatives started recently, there are not yet any concrete results or information regarding the performance indicators.

The proposed 'Analysis of the implementation in Europe of the UN framework on business and human rights' was reshaped into an initiative to provide operational human rights tools for enterprises. This is more immediately useful for EU enterprises and will more directly contribute to their competitiveness.

OUTLOOK: What remains to be done after 2011?

The actions that have been launched now need to be implemented. There are no additional actions to be launched.

IMPLEMENTATION TIMETABLE

Implementation started in January 2012. Final results will be available by end-December 2012, with the exception of capacity building for investors, which will run until April 2013.

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: €816377

The initial estimated budget amounted to €1 000 000. The open call for tenders made it possible to use a budget a little lower than the initial forecast.

ENTR F2

Desk Officers: Tom Dodd, Iris Kroening

F. ENTERPRISE AND INNOVATION RELATED ECONOMIC AND ADMINISTRATIVE REFORM

F.1. SME PERFORMANCE REVIEW

ENT/CIP/10/F/N01C01

Main objectives & activities

The measure aims to provide empirical and analytical foundation for SME policy measures and enable the Commission to effectively monitor the implementation of the SBA as well as the SME-related policies elements of the EU2020 strategy (as a sequence to the Lisbon partnership for growth and Jobs).

RESULTS AND IMPACT in 2011

In 2011, the following activities have been effectively started and carried out:

- The 2011/2012 SME annual Report and SBA fact sheets
- A Eurobarometer business survey on ‘SMEs and the Environment’
- An information event on green markets & business opportunities for SMEs’ scheduled for 27 March 2012 (based on the results of the Eurobarometer)
- In addition, two workshops had been organised in the context of the preparation of mainly the SBA country fact sheets.

As the impact of all of the above activities are still ongoing: hence, evidence on the effective impact is not yet available. On other qualitative indicators, the draft terms references for each of the above studies were designed to fully take into account the quality of data treatment as well as estimation and analysis policy relevance of the analysis, an improved understanding of the situation of the European SME and a dedicated focus on policy developments. In addition all studies also take into account — to the extent it is possible and appropriate — a comparison against the large enterprises sector.

This is particularly the case with the Annual SME Report. Particular attention is paid in the implementation of each project so as to ensure that these issues are taken into account

appropriately. The final versions of the Annual report and SBA fact sheets are due in July and October 2012, respectively. They will be posted on the Report's homepage (see below) alongside with previous years' version of the report and the fact sheets. The results of the Eurobarometer survey will be made available by the end of March 2012. The latter as well as the launch of the EU- SME annual report in June will be accompanied by special information events for selected journalists from Member States.

As for the SBA fact sheet launch in October 2012, this is timed to occur during the SME week which is expected to maximise the visibility of the results and the media echo. This will be further enhanced by planned launching events in the Member States (depending on the offers by national partners).

As for the above mentioned workshops the following evidence is already available. All workshops envisaged for 2011 have been also actually implemented. In addition, they were well attended. For the first one, in June 2011, a total of 37 experts –representing Ministries as well as dedicated SME research institutions from 27 different countries participated; for the second one the figures were 30 and 27, respectively. These figures imply that about three quarters of all eligible countries were present. The continuity of this high level of participation and the feedback during and after the workshops suggest a high degree of satisfaction with the workshops among the target group. Various delegates underlined during the workshops the usefulness of the SPR, especially as regards the SBA fact sheets.

The only change to the planned execution was the inclusion of the information event on green markets & business opportunities for SMEs' scheduled for 27 March 2012 (based on the results of the Eurobarometer) with a view to increase the visibility of the results and facilitate their interpretation among specialist journalist from EU Member States.

Web addresses

http://ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/performance-review/index_en.htm

OUTLOOK: What remains to be done after 2011?

The final version of the Annual report is due in June 2012 and of the fact sheets in October 2012, they will be posted on the Report's homepage (see address above) alongside with previous years' version of the report and the fact sheets.

The results of the Eurobarometer on 'SMEs and the environment' are to be published on 27 March in the framework of a SMEs envoy meeting and a dedicated event for EU-journalists specialised in this domain.

IMPLEMENTATION TIMETABLE

- The 2011/2012 SME annual Report and fact sheets (date of contract signature: 7 September 2011 and 4 December 2011; date of final delivery: 27 June and 19 October 2012, respectively)
- Eurobarometer business survey on 'SMEs and the Environment' (date of contract signature: 9 December 2011, duration date, date of final delivery: 27 March 2012)
- The information event on green markets & business opportunities for SMEs' is scheduled for 27 March 2012

- Meetings of the expert group on SME policy research discussing the SME annual report and the SBA country fact sheets: on 15 June and 5 December 2011

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: €1 491 562

ENTR E4

Desk Officer: Ludger Odenthal

F.2. PROMOTION OF REFORM AND BETTER REGULATORY ENVIRONMENT (SBA IMPLEMENTATION)

ENT/CIP/11/F/N01C02

Main objectives & activities

In order to monitor and exchange good practices of the SBA implementation, activities to draw attention to good practices in SBA implementation collected all over in Europe: in particular, expert meetings of the SBA national contacts to contribute towards identifying and validating good practices from around Europe in implementing the SBA; an Annual conference on SBA implementation to track progress and showcase the best practices in implementing the 10 SBA principles at local, national and European level (integrating the European Enterprise Awards ceremony).

The Catalogue of Good Practices, the online database which is already available, will be further adapted to include the good practices identified from around Europe and presented in an accessible and searchable format.

RESULTS AND IMPACT in 2011

An agreement was reached on the co-financing of the annual conference ('SME Assembly') with the Cyprus Presidency, to take place in Nicosia on 15-16 November 2012, and on its overall structure. Using an existing framework contract for travel and conference organisation, a contract was signed in December 2011 for the organisation of travel logistics for the conference participants.

Using an existing framework contract, a contract was also signed to update the on-line database of good practices, and to address some maintenance and accessibility issues.

The Network of SME Envoys was set up and the first formal meeting took place in September 2011, with funds from this measure used exclusively for the reimbursement of participants' travel costs.

Three meetings of the national SBA contacts, responsible for identifying good practice examples and preparing the meetings of the Network of SME Envoys, took place in June, September and December 2011, with funds from this measure used exclusively for the reimbursement of participants' travel costs.

- Number and quality of good practice examples collected, validated and presented in on-line catalogue: 57 new good practice examples collected in 2011 (of which 36 validated and translated by end 2011), in addition to the validation and translation in 2011 of the 90 good

practice examples proposed at the end of 2010; collection will continue during 2012 in connection with the annual conference, so that a full evaluation is not yet possible.

- Range (countries & SBA principles covered) of good practice examples collected, validated and presented in on-line catalogue: good practice examples collected and validated in 2011 from 15 Member States, in addition to the validation and translation in 2011 of good practice examples proposed at the end of 2010 by 18 Member States; evaluation of good practice examples collected and validated in connection with the annual conference not yet possible, since this will take place during 2012.
- Feedback from users on take-up of good practices in other countries based on a survey: not yet done — will be implemented in parallel with 2012 conference.

Web addresses

The searchable catalogue of good practices is available here:

<http://ec.europa.eu/enterprise/policies/sme/best-practices/database/SBA/index.cfm?fuseaction=welcome.detail>

OUTLOOK: What remains to be done after 2011?

Meetings of the Network of SME Envoys (funded under the 2011 legal base) are scheduled in Luxembourg on 26 January 2012, in Brussels in March and June 2012, and in Cyprus (in parallel with the SME Assembly) in November 2012. Meetings of the SBA national contacts, to prepare these meetings and to exchange good practices in SBA implementation, are scheduled in February, May, and October 2012.

The annual conference ‘SME Assembly’, co-organised with the EU Presidency, will take place in Cyprus on 15-16 November 2012. The conference and the parallel SME Envoys’ meeting will include a survey on take-up of good practices in the Member States.

IMPLEMENTATION TIMETABLE

Implementation start date: January 2011; Implementation end date: November 2012.

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: €579 252.60 (i.e. €399 252.60 for the conference, €20 000 for the database, €160 000 for expert groups)

ENTR E4

Desk Officers: André Mayer, Victoria Petrova

F.3. SBA COMMUNICATION ACTIVITIES ON SBA IMPLEMENTATION

ENT/CIP/11/F/N01C03

Main objectives & activities

Produce communication tools at Directorate level to communicate SME policy, particularly the SBA and its implementation, to SMEs and stakeholders (SMEs and their representatives).

RESULTS AND IMPACT in 2011

– Radio advertisement campaign to promote the Enterprise Europe Network (E2): a contractor was selected, a media plan was agreed and the campaign was launched on 37 radio stations in 14 countries, in cooperation with DG Communication.

– Editorial programme (audiovisual) — A communication strategy reviewed the overall objectives, was approved first half 2011. Audiovisual options were investigated and the Innovation programme of RTD/INFSO was viewed as a benchmark in terms of quality and cost-effectiveness to be emulated. Implementation focused on complementing the Small Business Portal with an editorial programme presenting SBA best practices across Europe.

The Framework Agreement signed by DG COMM with EURONEWS was selected as the most cost-effective way to get multi-lingual video production with a journalist editorial angle, broadcast on a pan-European and Middle-East level, videos hosted on Internet with editorial written outline, distribution over EUROVISION integrated in the package and ability to distribute the content further as seen fit. In August 2011, the request to change mode of implementation was made to EIP 3rd meeting, and the grant agreement was signed before end 2012.

– Printing of the 2010 revised visitor pack in PL and IT.

Performance indicators

– Timely production: the radio campaign was broadcasted during 1 week for all countries, except for Italy where it was broadcasted during 2 weeks (broadcasting started last week of November)

– Radio campaign to promote the Network services was launched in 14 countries; the target audience were entrepreneurs, company owners, SME managers and individuals planning to become entrepreneur.

– Number of communication products created and distributed: 6000 brochures, messages recorded in 13 languages for radio campaign; production of 24 videos and broadcasting every 2 weeks over one year.

– Number of people reached:

Radio campaign reached a target audience of 9 million (12% of adult population);

Broadcasting and editorial campaign: in Europe, EURONEWS can be viewed in 208 million households, and 5.7 million people watch it every day (viewership is evaluated every quarter). The key targets, such as business decision makers and influential opinion leaders, are well represented.

Web addresses

<http://www.euronews.net/programs/innovation/>

OUTLOOK: What remains to be done after 2011?

The series of magazines on Best practices will be started after appointment of a producer within EURONEWS for this series, will be launched in Q1 2012, and regular production will be done according to broadcasting schedule (every 2 weeks for 12 months).

IMPLEMENTATION TIMETABLE

Radio campaign — Implementation start date: July 2011 (reopening of competition within a DG COMM framework contract). Implementation end date: broadcasting November 2011.

Editorial programme on EURONEWS — Implementation start date: December 2011. Implementation end date: March 2013.

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: €1 013 703. Breakdown: €499 553 radio campaign; €503 960 editorial programme; €10 190 printing visitor pack.

ENTR E4

Desk Officers: Mireille Busson, Victoria Petrova

F.4. SBA FOLLOW-UP CAMPAIGN

ENT/CIP/11/F/N01C04

Main objectives & activities

The measure aims to communicate and promote the Small Business Act (SBA). The ultimate objective of the campaign is to increase the knowledge of entrepreneurs of what the EU is doing for small businesses and to inform them on how to better access information for business support.

RESULTS AND IMPACT in 2011

A communication strategy reviewed the overall objectives, was approved first half 2011. Implementation focused on complementing the Small Business Portal with an audiovisual communication campaign. EURONEWS was selected as the most cost-effective multi-lingual, pan-European and Middle-East broadcasting option. The procurement procedure was implemented, the project kicked-off in November.

Performance indicators

- Timely production of videos (90 seconds) to present key SME policies in accordance with selected targets (Decision-makers, entrepreneurs or would be entrepreneurs, general public);
- Number of communication products created: 6 videos;
- Evaluation report of viewership — post campaign implementation (for information, EURONEWS can be viewed in 208 Million households in Europe, 5.7 million people watch EURONEWS every day in Europe, where key campaign targets of business decision makers and influential opinion leaders are well represented.);
- Traffic generation on the Small Business Portal (estimated on average at 15 000 unique visitors/month);
- Continuous monitoring of users' needs, particularly through comments via the Small Business Portal.

The implementation differed from original plan by shifting channel from web to broadcasting, in order to maximise reach and optimise budget.

Web addresses

Site of contractor: www.euronews.net

Small business portal: <http://ec.europa.eu/small-business>

OUTLOOK: What remains to be done after 2011?

Video production and broadcasting is planned in Q1/2 2012.

IMPLEMENTATION TIMETABLE

Implementation end date: May 2012.

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: €442 500

ENTR E4

Desk Officer: Mireille Busson, Victoria Petrova

F.5. HLG OF INDEPENDENT STAKEHOLDERS

ENT/CIP/11/F/N04S00

Main objectives & activities

The Group has continued to advise the Commission on the Action Programme for Reducing Administrative Burdens in the EU (-25% by 2012). The HLG adopted opinions supporting reduction ideas coming from the Commission, consultants or stakeholders or proposing its own ones. To prepare those opinions, the input of service providers was sometimes required to map and measure information obligations and IT tools were developed.

RESULTS AND IMPACT in 2011

The Group met 9 times in plenary in 2010, one of them in Amsterdam and one in Warsaw, in cooperation with the Polish Presidency. In addition, the Chair went on 5 visits outside Brussels, meetings and conferences to prepare the Group's opinions and promote specific reduction ideas, for example with high ranking officials in Member States or through interventions in the European Parliament.

The Group adopted 6 opinions covering specific policy areas, reduction suggestions sent by stakeholders or Commission initiatives. Those opinions used measurement results on 19 acts completed by consultants. The further development of IT tools (e.g. an 'Administrative Burden Calculator) in 2010 will facilitate in-house quantifications in the future. In addition,

follow-up of the advice of the Group with regards to reduction programmes at national level has been facilitated by 2 meetings with experts from national ministries.

Concerning communication activities, progress was made on the preparation of a new website of the Group to make it more accessible to stakeholders and link it better with the Commission pages on Better Regulation.

The activities of the Group supported the adoption or progress of important reduction recommendations (e.g. facilitation of e-invoicing, representing in itself no less than €18 billion annual savings for businesses). In addition, the Group continued to make the Action Programme known to stakeholders and follow-up on their reduction recommendations (an overview was compiled showing the follow-up given to almost 300 suggestions).

OUTLOOK: What remains to be done after 2011?

2012 will be the last year for the HLG. The Group will continue advising the Commission on simplification issues. It will also continue to support the adoption of administrative burden reduction initiatives throughout the legislative process (i.e. in European Parliament and Council). It will prepare a final report of its work and promote the Best Practice Report (see above).

IMPLEMENTATION TIMETABLE

Eight HLG meetings are provisionally planned for 2012. The related supporting activities will be spread throughout the year.

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: €300 000

SG C1

Desk Officer: André Meyer

F.6. FINAL EVALUATION OF THE CIP

ENT/CIP/11/F/N04S00

Main objectives & activities

The final evaluation aimed at assessing the relevance, effectiveness, efficiency, sustainability, usefulness and consistency of the actions implemented in the framework of the CIP. It is based on the results of the final evaluations of the three specific component programmes (EIP, IEE, and ICT-PSP).

RESULTS AND IMPACT in 2011

The evaluation has been carried out in line with the timetable agreed in the contract. All the deliverables were submitted on time and they have been approved by the steering group. All steering group meetings were held as planned.

The final report was delivered, in accordance with the contractual deadlines, in December 2011 (approved on 7 February 2012).

OUTLOOK: What remains to be done after 2011?

The results of the evaluation will be presented to the joint committee meeting in March 2012.

IMPLEMENTATION TIMETABLE

Implementation start date: 15 June 2011. Implementation end date: 14 March 2012.

FINANCIAL IMPLEMENTATION

Total amount committed in 2011: €59 800

ENTR A4

Desk Officer: Małgorzata Zambrzycka

G. SUPPORT MEASURES

In accordance with Article 24 of Decision 1639/2006 establishing the Competitiveness and Innovation Framework Programme (2007-2013), the Commission has to regularly undertake the following:

- (1) Analysis and monitoring of competitiveness and sectoral issues, including for the Commission's annual report on the competitiveness of European industry;
- (2) Preparation and publication of impact assessments of measures of particular relevance for the competitiveness of enterprises with a view to identifying areas of existing legislation requiring simplification or the need for new legislative measures to make innovation more attractive in the EU;
- (3) Evaluation of specific aspects or specific implementation measures in relation to the Entrepreneurship and Innovation Programme;
- (4) Dissemination of appropriate information in relation to the Entrepreneurship and Innovation Programme.

These objectives are achieved through support measures which, as stated in Article 25 of Decision 1639/2006, are not covered by the annual work programme and do not involve the procedure referred to in Article 46(2) of the same Decision. In 2011, five types of support measures were included:

- Competitiveness and cross-sectoral studies, such as the annual competitiveness report;
- Sectoral studies in several areas of European industry, such as raw materials, shipbuilding, chemicals or pharmaceuticals;
- Preparation of impact assessments of EU measures such as assessment of the impact of the REACH Regulation on the innovativeness of the European chemicals industry;
- Conferences, study groups and technical support such as the International Conference on the Raw Materials Initiative and the workshops and expert meetings to support the implementation of the Innovation Union flagship initiative;
- Communication and information activities, such as websites, newsletters and other publications.

Some of the most relevant activities listed above are the studies on market monitoring and the Third High Level Conference on Industrial Competitiveness Policy.

The aim of the study on market monitoring is to analyse the structural and micro-economic factors affecting the competitiveness of individual sectors, and competitiveness and cross-sectoral issues in general.

The objective of the High Level Conference: 'Delivering an Integrated Industrial Policy for the Globalisation Era' is to enhance dialogue among various stakeholders in order to discuss how to address the challenges of the EU economy; to build and disseminate sectoral knowledge; to increase coherence and cooperation between Member States; and to put forward possible policy recommendations.

Another important support measure implemented was the Review of the IPR enforcement support for SMEs, which aims to assess progress in the development of IPR enforcement support services to SMEs in the EU and other CIP countries.

A total of €8.4 million was committed for such activities in 2011.