

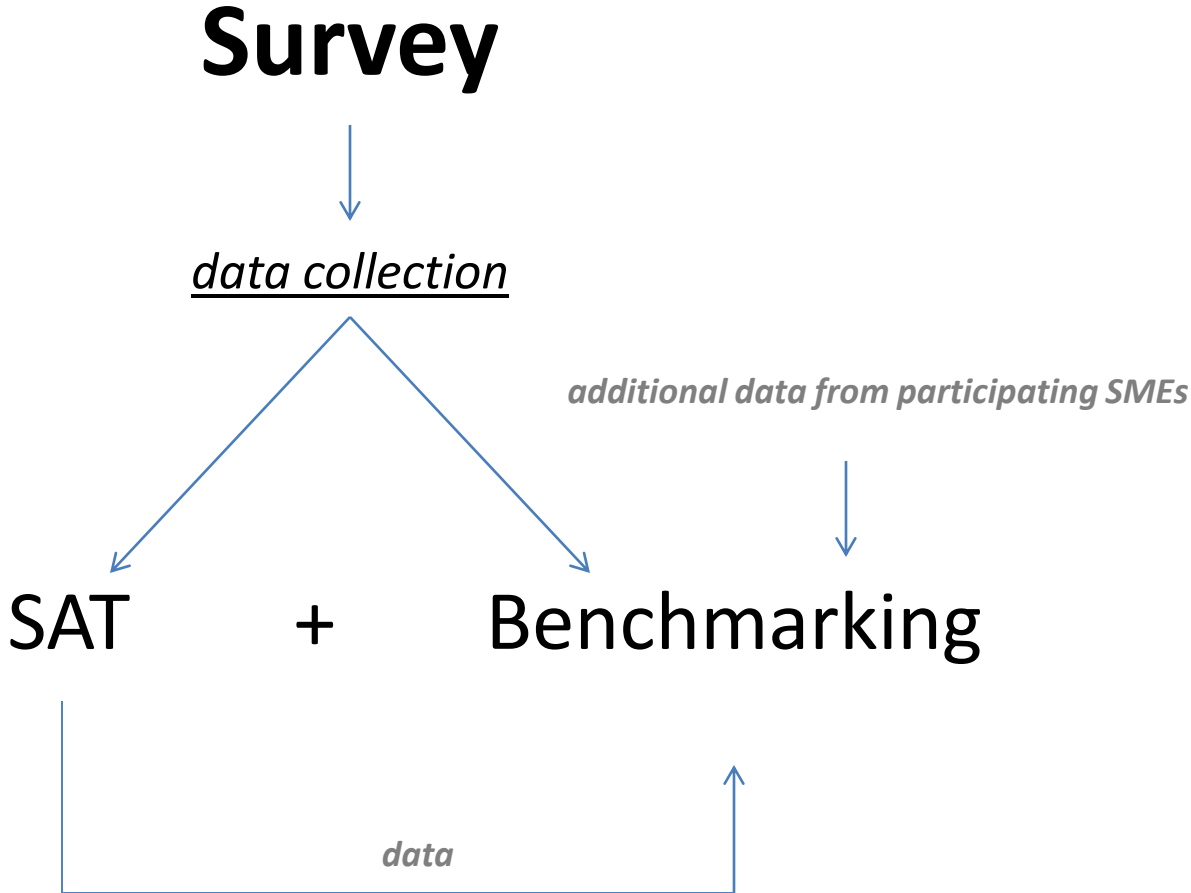
Benchmark for SAT Interim meeting, Ohrid

PP8 - Foundation For Research & Technology



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Benchmark for SAT: the idea



Benchmarking model

- **Benchmark at the national level**
 - measure performance among companies within the same partner country
- **Benchmark at the sub-national level (e.g. regional)**
 - measure performance among companies within the same region (e.g. NUTS2)
- **Benchmark according to the area of specialisation**
 - measure companies' performance across sectors, e.g. In ICT sector
- **Cross-national/regional Benchmark**
 - measure companies' performance across countries/regions, e.g. Company from country/region A is benchmarked with datasets from country B
- **Benchmark in general**
 - measure companies' performance combined any data suggested

What benchmarking reports will say

The report will show weaknesses and strengths of companies:

1. Ranks overall company's performance according to the average
2. Ranks company's performance for each set of indicators, e.g. Finances 5/10 or 50%
3. Ranks company's performance for each selected indicator, e.g. Innovative capacity
4. Provide aggregate rankings and performance per partner country, region (NUTS3 level..?), sector
5. Recommendations for improvements (e.g. what participated companies should consider in order to improve performance)

What benchmarking reports will show

1. Graphs illustrating company's position compared to average, e.g. Bar charts, pies
2. Recommendations generated automatically (text)
 - Competitive advantages
 - Gaps and weaknesses
 - Actions for improvements

5 Sections

- A. Innovation-related business strategies and R&D structure
- B. Networking and Clustering
- C. Conditions for innovation and institutional support
- D. Intellectual Property Rights
- E. Finances

How to participate in benchmarking

- **The idea:**
 - to continuously attract SMEs
 - to create a permanent benchmark online tool accessible for all SMEs

Simple steps for users

1. Access online benchmark URL
2. Provide details (name, sector ...)
3. Fill in questions in each section
4. Submit for results
5. Receive recommendation document

SME Innoboost Questionnaire

* Απαιτείται

A. Innovation-related business strategies and R&D structure

1. Does your company have a comprehensive innovation strategy? *

- Yes
- Partly
- No

If answered different than Yes: Try to prepare an innovation strategy.

2. How important for your company to innovate is the availability of internal finance? *

- 1 2 3 4 5
- Not Important Very Important

In progress...

- Collaboration with Ctm Developer and project lead partner for the design and creation of benchmark e-tool (e.g. How to effectively link SAT with Benchmarking tool)
- Open call for graphic design experts to develop benchmark outline

Future actions...

- Selection of expert
- Pilot action
 - Preparation of first edition (www)
 - How benchmark tool looks like
 - Proposals on benchmarking reports
- Upon finalisation, translation in Greek
- Decision for host services?
 - During project implementation
 - After completion

Thank you



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