

Project N:BMP 1/1.2/2481/2017
"SME Innovation Capacity Boost" of the Cooperation
Programme "Interreg V-B
Balkan-Mediterranean 2014-2020



„SMEINNOBOOST project results“

Innovation in Action!

Athens, Greece - 18.12.2019

Eleonora Negulova - Project Manager



национално сдружение на малкия и среден бизнес

BMP area



SMEInnoBoost Project Partners

- ▶ LP - National Association of Small and Medium Business (NASMB) - Sofia, **Bulgaria**
- ▶ PP2 - National Statistical Institute of the Republic of Bulgaria (NSI-BG) - Sofia, **Bulgaria**
- ▶ PP3 - State Statistical Office (SSO-MK) - Skopje, **North Macedonia**
- ▶ PP4 - Institute of Statistics Republic of Albania (INSTAT-AL) - Tirana, **Albania**
- ▶ PP5 - Regional Enterprise Support Centre (RESC) - Skopje, **North Macedonia**
- ▶ PP6 - Foundation Regional Development Agency S.M.E. (RDA-Korce) - Korce, **Albania**
- ▶ PP7 - Institute of Information and Communication Technologies (IICT) - Bulgarian Academy of Sciences - Sofia, **Bulgaria**
- ▶ PP8 - Science & Technology Park of Crete (STEP-C) - Foundation for Research & Technology Hellas - Crete, **Greece**
- ▶ PP9 - OP1. Software Engineering and Internet Technologies Lab (SEIT) - University of Cyprus - Nicosia, **Cyprus**
- ▶ PP10 - OP2. Fund for Innovations and Technology Development (FITD) - Skopje, **North Macedonia**

SMEInnoBoost project – PA1: “Entrepreneurship & Innovation”; SO1.1: “Competitive territories”

Balkan-Mediterranean Programme Priorities & Specific Objectives									
	PA1: Entrepreneurship & Innovation					PA2: Environment			
Specific Objective (SO)	SO 1.1:	SO 1.2:	SO 1.3:	SO 2.1:	SO 2.2:	SO 2.3:			
	Competitive territories: stimulating business performance and extroversion through transnational linkages, clusters and networks	Innovative territories: unleashing territorial potential to improve the transnational innovation capacity of the business sector	Territories of knowledge: entrepreneurial learning and knowledge transfer for more competitive SMEs	Biodiversity: promoting ecological connectivity and transnational ecosystems' integration	Sustainable territories: fostering transnational cooperation for resource efficiency and climate change resilience	Delivery on environmental legal framework: improving transnational governance capacities			



The overall objective of the project is to boost transnational innovation capacity of SMEs from selected priority sectors and support them to make sustainable network formations with other SMEs from the BM region in order **to share know-how and develop innovations**, through bringing together triple helix partners from all 5 BM countries, and equipping SMEs with relevant data, tools and systems.

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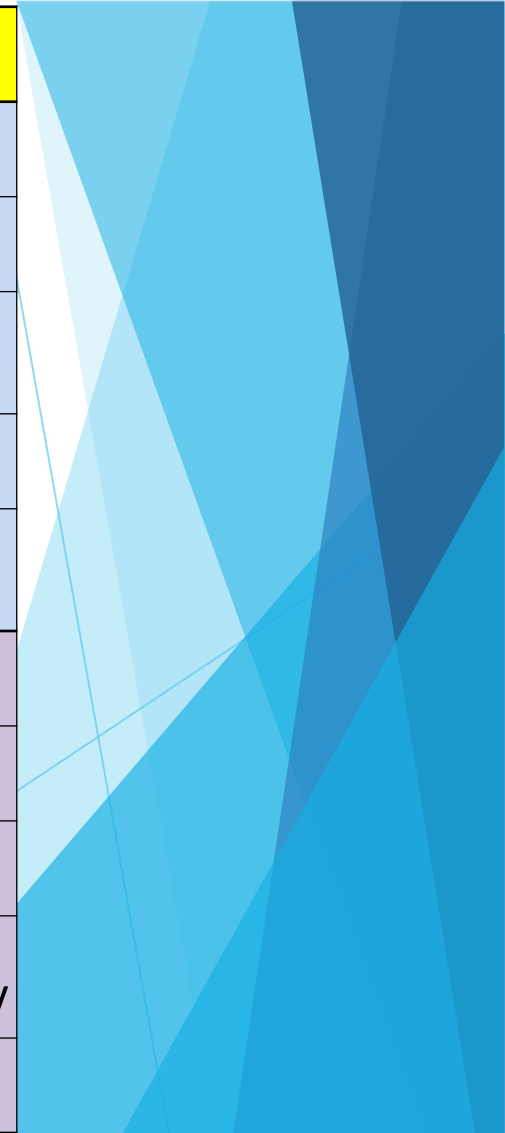
Project Partner	Budget
LP - NASMB - Bulgaria	169 326.02
PP2 - NSI - Bulgaria	138 150.50
PP3 - SSO - North Macedonia	78 101.90
PP4 - INSTAT - Albania	92 780.00
PP5 - RESC - North Macedonia	86 803.96
PP6 - RDA - Albania	102 281.73
PP7 - IICT - Bulgaria	111 490.08
PP8 - FORTH - Crete, Greece	100 570.00
Total	879504.18

Work packages and main deliverables

WP	Deliverables
WP1 Project Management & Coordination	Project Application Package
	Meetings
	Project documents
	Progress and Final Reports
	Audits
WP2 Project Communication & Dissemination	Project resource platform (web-page)
	Events (Opening Conferences; InnoSummits)
	Newsletters for events
	Print materials

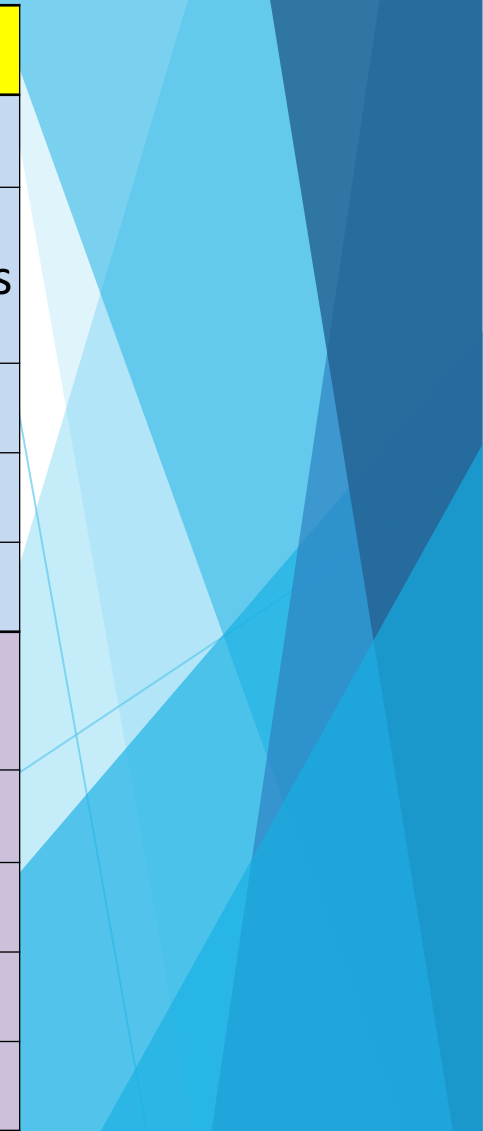
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WP	Deliverables
<p>WP3</p> <p>Statistical information for benchmarking</p>	Information needs analysis report
	Workshop for statistical survey
	Developed questionnaire and methodology
	Collected and processed data
	Dataset with matched data and tabulation
<p>WP4</p> <p>Self -assessment tool (SAT)</p>	Best practices analysis report
	SAT and Guide for application
	Benchmarking reports
	Developed criteria and assessment methodology
	Innovation Action Plans



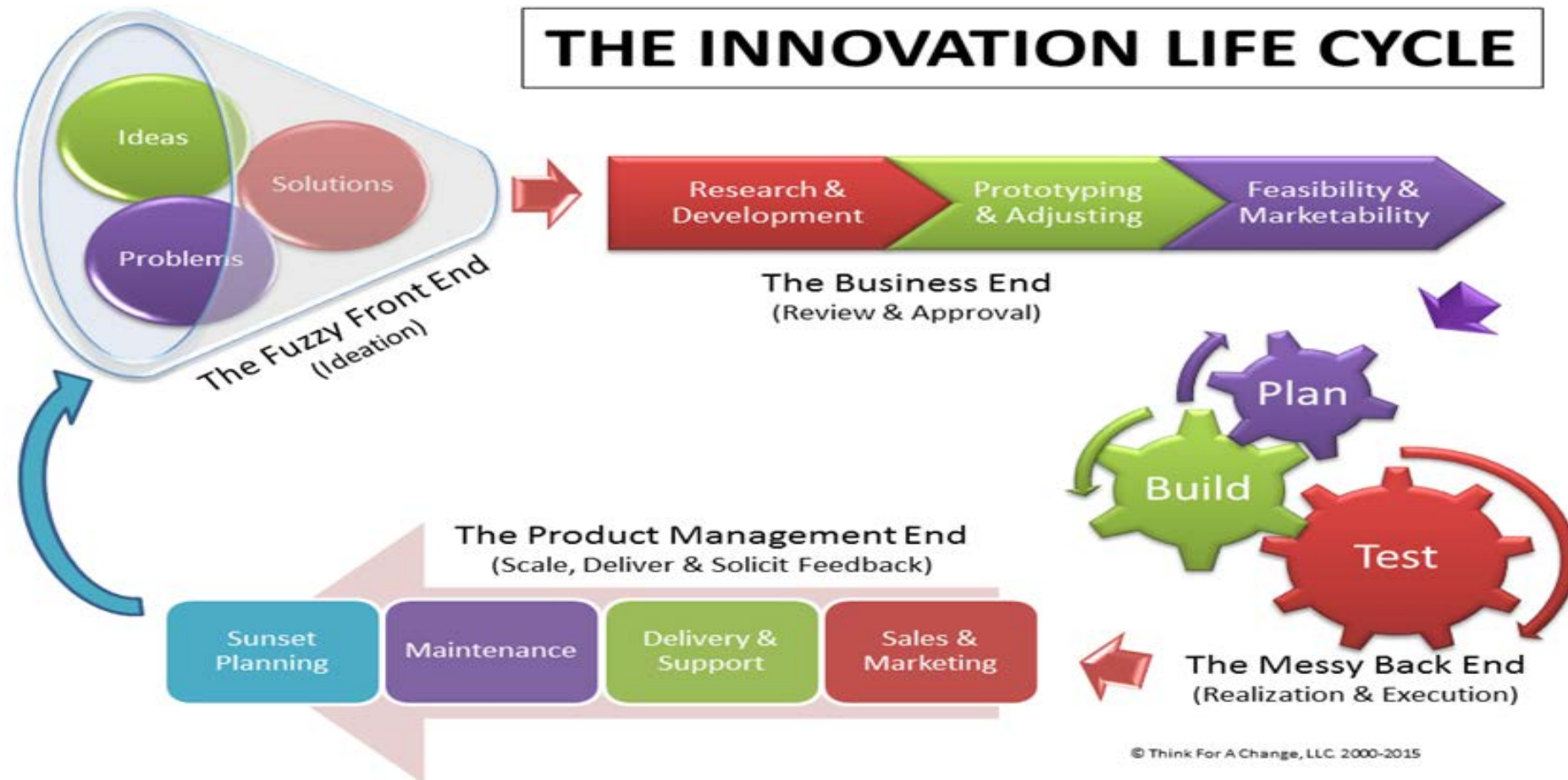
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WP	Deliverables
<p>WP5 Transnational Innovation Clusters</p>	Recommender cluster system
	Report on recommended transnational clusters
<p>WP6 Enabling factors for the successful innovator</p>	Report of transnational enabling factors
	Guide of the Successful Innovator




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Needs analysis - The Innovation Life Cycle



Needs analysis - Metrics of innovation

<i>Entry measures of innovation</i>	<i>Intermediate measures of innovation</i>	<i>Exit measures of innovation</i>
The number of new ideas you generate for a certain period of time	The average time that goes into the company from the approval of an idea to its actual application	The number of new goods or services placed on the market for a certain period of time.
The resources devoted to new ideas in the form of people and budget	The number of ideas that have been approved and the number of ideas actually implemented in practice	Revenue from sales of new goods or services
	The number of unrealized ideas	Return on investment in innovation
	The value of the proposed ideas	The way the market perceives the company
		The number of new customers

Needs analysis - key enabling factors for MSMEs to innovate - part 1

Owner characteristics (manager)

Ability to manage company growth and early identification of new growth opportunities through innovation.

Intense innovative relationships with trust-based external partners (eg, trade associations are an option for additional capabilities and commitments).

Using innovative knowledge, skills and experience not only for family / management team members, but also for all employees.

Clear understanding of the role of talents in innovation process and capability to attract/support talents

Company strategies

Developed a common corporate strategy and functional strategies that reflect business opportunities and market needs.

The main goals of the overall strategy are growth and competitiveness through active innovation development.

Correspondence between general and functional strategies and commitment to the necessary resources in time and volume.

Resource provision:

- Appropriate organizational structure and management style;
- Assurance with the necessary resources;
- Availability of efficient communication and distribution channels;

Innovation strategy



Needs analysis - key enabling factors for MSMEs to innovate - part 2

Staff

The presence of qualified personnel with knowledge, experience and readiness for development. Cultural readiness for innovation. Capacity for innovation

Applying an effective staffing system and an innovation training scheme for the employed.

Adequate individual characteristics of the innovators (knowledge, professional habits and experience, creative, communicative and organizational abilities, interests, loyalty to the enterprise).

Intense exchange of technological and manufacturing experience

Effective forms of interaction between innovators, between them, management and other employees.

Staff knowledge of languages of partners and export markets

Enterprise Innovative behavior

Set high goals - "global" product (one version for the whole world) or "glocal" product (one direction of development and product concept, but in the form of several product variants for different international markets).

Focusing on product / service differentiation in niche markets to avoid or protect against price competition.

Using the specifics of innovation and the specificities of their distribution as a way of differentiating between enterprises.

Focusing on the key determinants of success: differentiating the benefits and achieving excellence.

Preliminary formulation of the criteria and indicators for measuring results with the possibility to change them in the process of innovation.

Design management as a lever for innovation:



Needs analysis - key enabling factors for MSMEs to innovate - part 3

Innovation process

Clear definition of the stages, activities, resources and potential "critical points" of the innovation process through efficient internal and external communication channels

Systematic idea generation and Effectively functioning system for managing innovative ideas and activities related to R&D

Life cycle per innovation to be developed and launched

-time-to-market

-time-to-profit

Optimal allocation and targeting of resources to a specific innovation process and its individual stages; accurate and preliminary determination and allocation of innovation costs

Success rate of incremental innovation projects; Success rate of radical innovation projects

Co-operation and partnership

Existence of partners with close goals, innovation risks, income, production and market power

Active participation in various forms of innovation cooperation and adequate selection of innovative partners

An effective system of innovative relationships and relationships with business partners, educational institutions or other organizations

Similar supply networks (distribution)

Exploitation of external sources through informal partnerships

Membership in innovative clusters or other similar entities



Needs analysis - key enabling factors for MSMEs to innovate - part 3

Market & Sales

Strong market orientation & presence on international markets;

Market monitoring on design, construction and product development;

Maintaining uninterrupted contact with the customer and the ability to quickly identify and respond to consumer expectations

Growth in income; Incomes from sale from new products or services; Growth in operational profit; Operational profit from innovation; Allocation of operational profit from innovation; Profit growth drivers

Past expenditures for innovation; Cost reduction

Institutional support

Adequate support from state institutions;

Active regional policy to support enterprise innovation

Successful development of a significant part of the enterprises in the region; Pooling regional resources into a cooperative network to stimulate innovation activity and economic development of the enterprise.

Well-established cooperative ties with industry associations, national and regional research and project-design organizations, and local industrial enterprises

Existing funding instruments to support innovations generation; development and launching on the market (funds, programs, etc)

Good institutional and innovative practices to motivate enterprises to innovate



Statistical survey of appr 15 000 SMEs

A survey on innovations and innovation capacities of micro, small and medium-sized enterprises (SME). It covered micro (1-9 employees), small (10-49 employees) and medium-sized (50-249 employees) enterprises

From the following divisions:

- 26 Manufacture of computer, electronic and optical products;
 - 61 Telecommunications;
 - 62 Computer programming, consultancy and related activities and
 - 63 Information service activities, in accordance to NACE Rev.2, on national level
- Statistical survey of innovation activity of over 15 000 SMEs /more than 80 % micro-companies/ in ICT sector in Albania, Bulgaria & NMacedonia - a database which could be used for policymaking at regional, national and branch level.

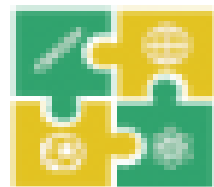
Self - Assessment Tool - SAT of innovation capacity of SMEs

- ▶ <http://smeinnoboost.bas.bg/sat/index.php?route=account/register>
- ▶ To benchmark SMEs innovation capacity
- ▶ Instrument for business development
- ▶ Testing phase passed in Bulgaria, forthcoming in North Macedonia and Albania
- ▶ Action plans for 10 ICT SMEs for increasing innovation capacity per country - BG, AL, NM



Software development consultancy for Internet-based decision-making support system for the creation of innovative clusters

- ▶ Establishment of an **Internet-based system to support SME** from the Republic of Bulgaria, the Republic of North Macedonia, the Republic of Albania, the Republic of Greece and the Republic of Cyprus with regard to:
 - ▶ 1. Creating a database of SMEs with intentions for innovations;
 - ▶ 2. Supporting decision-making to build international clusters of SMEs providing co-operation in innovation / clusters for innovativeness /;
 - ▶ 3. Offering solutions for improvement of the innovativeness of SMEs on the basis of evaluating of their innovativeness and multicriteria analysis.



RECOMMENDER
SYSTEM

SMEInnoBoost's success is the result of a consolidated partnership effort. Our thanks to all of the team members of **Project Consortium**

- ▶ We are also grateful to the **network partners** that contributed to the success of SMEInnoBoost by testing its approach with SMEs across Europe.
- ▶ The project benefited from the innovative spirit of more than **15,000 SMEs** that were involved in this action. It was a win-win situation; the companies gained valuable insights into their Innovation performance while SMEInnoBoost received valuable new information for its platform and database /see <https://nasmb-bg.org/sat/>.
- ▶ We extend our deepest appreciation to the **members and partners of the National Association of Small and Medium Business** - Lead partner of SMEInnoBoost project. They proved to be enthusiastic champions for action, supporting the project with their belief in innovation to change for a better life in our BM countries

Thanks to the BMP Technical Secretariat team and the Managing Authority for their support and commitment to work on the project!

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