



Intalnire nationala

Consortiile ENTERPRISE EUROPE NETWORK din Romania

12 -13 noiembrie 2015, Cluj-Napoca

Participanti :

Au participat 49 de persoane, reprezentanți ai celor 4 consorții regionale ale Enterprise Europe Network din Romania.

Din partea EASME, au participat dl. Jose Puigpelat Valls, Head of Unit și dna Anna Sibilla, Project Adviser EASME, Responsabilul EASME pentru consorțiile EEN din Romania
Lista participantilor în cele două zile ale evenimentului se regăsește atașat.

Agenda: atasată

ZIUA I, 12 noiembrie 2015

Opening:

- **Ioana Pavel**, coordinator of BISNet Transylvania, representative of North-West Regional Development Agency, host of the national event.
- welcome note
- silent moment for the pass-away of Rodica Belteu, former coordinator of ERBSN Consortium
- Cluj information on population, tourist attractions, economy and foreign investments

Consortium presentations:

- **Cristian Ormindean, PROSME Consortium**, CRIMM Foundation – consortium with 12 partners:
 - brief history of CRIMM Foundation as among the oldest business support organization in Romania
 - pointing out Ministry of Economy in Romania as main governmental player in the national business support system, including supporting schemes and export facilities
 - 2 RDAs from Southern Romania
 - ACAROM, national automotive association, representing mainly Dacia and Ford suppliers and other companies along the value chain

- ARIES, ITC and electronics association
- IPA, ITC and industrial robotics
- INMA, national institute of agricultural machines
- UPB, Technical University of Bucharest
- CEC Bank, national bank
- INPULSE, company supporting international fairs&events and clusters
- CCI Prahova, chamber of commerce

In 2015, the consortium organized around 15 brokerage events and company missions. Support to H2020 has been increased by transforming local EEN promotion events in information provider session for potential beneficiaries.

➤ **Irina Frigioiu, ERBSN Consortium**, Constanta Chamber of Commerce - presentation of the Consortium, 6 partners, 3 of them involved in H2020 project, covering area South-East Romania, split on competence area

- 3 Chamber of Commerce: Constanta, Galati and Bacau
- North-East RDA
- Tehnopolis Iasi, science and technology park
- IPA SA – private research institute for automatisisation

Among the planned activities for 2015-2016, there are 30 cross-border partnering events, 4 KAM services, 55 EIMC services. *Imp3rove* tool has been transferred from PROSME Consortia to ERBSN, adapted and ready to be applied in North-East Romania. Intense use of promotion instruments: consortium website, infowatch, e-bulletin and printed newsletter, factsheets.

➤ **Carla Hategan, RO-Boost SMEs Consortium**, since 2015, 5 partners

- 2 RDAs
- 2 R&D organizations: TehImpulse and Craiova University
- Arad Development Center, business support organization

Socio-economic information on the West and South-West Regions, the covered area

Consortium focuses on smart specialization sectors (automotive and machine building, textile, agro-food, energy efficiency, tourism and ITC), business support including start-ups and spin-offs and cluster enhancement towards European value chains.

During 2015, over 400 companies were reached through promotion and services delivered by the Consortium (out of which 100 were visited and interviewed, 50 profiles filled), also by participation to local events such as Annual Regional Innovation Fair in Arad (56 international B2Bs) and Arad Biotechnologies Brokerage Event.

4 companies from South-West Romania participated in May to the organized ITC Company mission in Ireland.

No winners in SME instrument made not available the KAM service. 6 *Imp3rove* reports on the run. 10 winners at the Annual Regional Innovation Fair in Arad (under Regional Innovation Competition) are currently closely followed for further SME Instrument applications and other innovation support services.

Western Cluster related initiatives and infrastructure were also presented in automotive and ICT sectors.

➤ **Ioana Pavel, BISNet Transylvania Consortium**, 7 members, 2 new ones:

- 2 RDAs from North-West and Central regions
- Technical University of Cluj-Napoca
- CENTI Technology Transfer Center, ICIA INOE 2000, national R&D institute

Planned 2015-2016: 40 experts involved, 75.000 hours and 64 achievements for 2 years
 InnoCap Transylvania H2020; 1 SME from NW Region has recently won the latest SME Instrument competition, therefore hopefully it will be one interested eligible client.
 21 organised events, 34 brokerage events, 6 registration in Sector Groups (ICT, Energy, Agro-Food and Creative Industries), 62 cooperation profiles produced.
 Among the events list: county SME Instruments/H2020 workshops organized by CENTI-ICIA, participation to 6th Balkan Cluster Conference, EEN B2B and SME financing support information, 165 participants from 16 countries from Eastern Europe.

EASME:

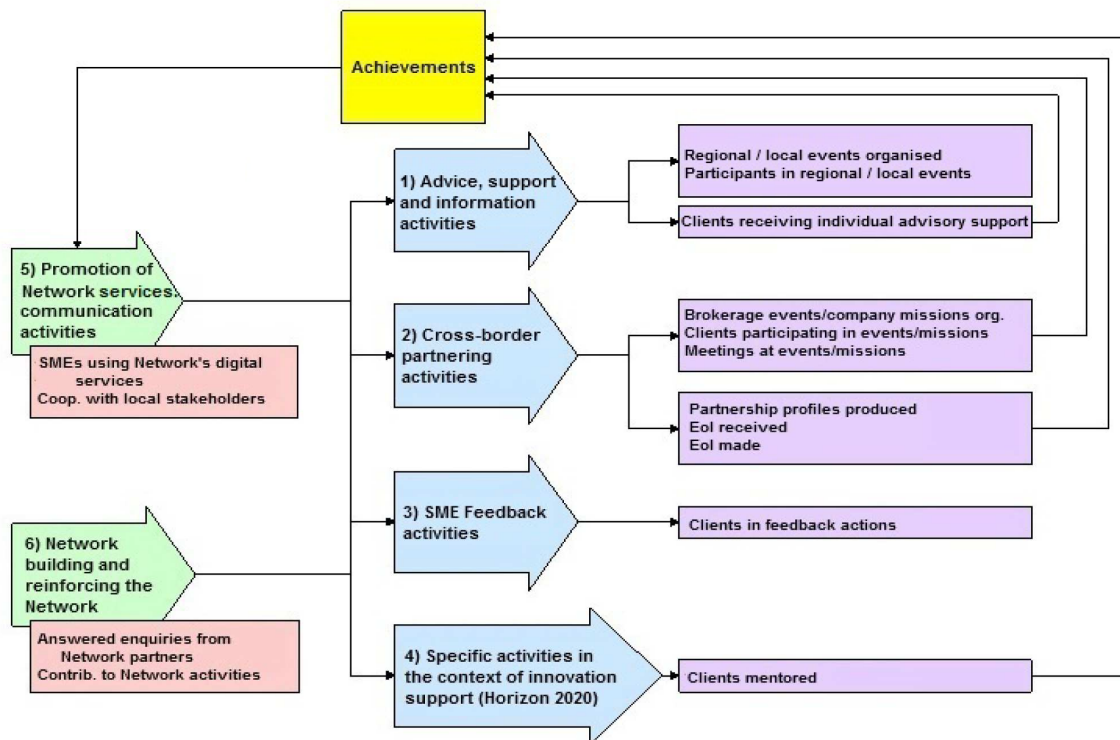
- **Jose Puigpelat Valls**, Head of Unit, EASME > **EEN Code of Conduct:**
- first voluntary, now more binding, part of the Grant Agreement
- **8 core values** and **3 main principles:**
 - ✓ Providing professional service for the benefit of clients
 - ✓ Adhering to the “NO WRONG DOOR” principle
 - ✓ Being a cooperative and loyal member of the Network

Professionalism
 Adding European Value
 Responsiveness
 Trust
 Network
 Encouragement
 Relationships
 SME Focus

Invite to fill the NEW Code of Conduct Questionnaire! – to be uploaded in January together with the Progress Report

- **Jose Puigpelat Valls, EEN New Quality Approach**
- Quality vs Quantity
- Indicators monitored (of output – 15 PES, outcome – Pas and ASOs, impact-5); first, 50 indicators issued one year after the Network launching
- Outputs are not enough for the core goal of the network, really serving the companies with high quality services => PAs and ASOs
- Impact indicators: 1. Market improvement, 2. Cost savings, 3. Job creation or maintenance, 4. Quality improvement, 5. Innovation.

Output indicators:



- New monitoring indicators: ratio no of Partnership profiles versus PAs, clients receiving individual advisory support versus ASOs
- New methodology: when concluding a PA or ASO, client fills a questionnaire on the expectations of the company, the impact of the EEN service (15 yes/no questions); after 1 year, the client fills it again

➤ **Anna Sibilla**, Project Adviser EASME, - **Advisory Services Outcomes (ASOs)**

- should have international or European dimension
- ex: assisting the SME Instrument winner from Romania becomes an ASO
- ASO has 4 steps:
 1. Client assessment (Client intake, new client or existing one)
 2. Draft an Advisory Plan (no mandatory form until now, but mandatory items; there is a *template* in the updated EEN guidelines, in order to ease the reporting afterwards; suggestion if adapting, incorporate all elements); Mandatory items are: Planned actions and follow-up, Expected impact from the service on the client's business, justification
 3. Implement an Advisory Plan
 4. Report

*From 12 oct, Excellence Seal – given to SMEs which did not win but were close – gives further opportunities for finance (in this case, Advisory Plan is partially done, so it can be considered ASO)

It is never an ASO:

- proposal writing for a client
- services provided for submission in calls under national programmes

YES, an ASO- service provided for submission in calls under EU Programmes, incl. SME Instrument, only if the proposal is winning

- Questionnaire compulsory before submitting the ASO + confirmation on the completed service
- New Achievements Guidelines of ASO – check it !
- Statistics of Romanian Consortium:
 - 29 achievements (28 PAs and 1 ASO) out of 259; usually the PAs are registered towards the end of the year.
 - 99 profiles from 1208 targeted
 - 9 B2B and Co missions events out of 128 (7% of the target)
- ! An activity can never be reported twice (ASO and PA)- you should choose the more appropriate.- PAs are easier to report, as ASO has also this Advisory Plan.

➤ **Gabriela Macoveiu**, ERBSN, Reprezentant România in **EEN Communication Working Group**

- începând din sept 2015 România a fost acceptată în Grupul de Comunicare al EEN (1 participare în septembrie și urmează o alta în decembrie)
- matrice a aptitudinilor, în pregătire
- posibilitatea de mentoring si coaching intre parteneri EEN
- Yammer Network Group – retea formata din reprezentanții naționali pe Comunicare, pana cand intranetul va permite
- program de branding: identitate vizuală (curba, culorile: se recomandă albastrul!), slogan, terminologie
- sloganuri: „Ajutăm companiile să crească internațional” plus „Inovăm, creștem”
- se lucrează la un Ghid pt utilizarea prescurtărilor rețelei, cu reguli explicite și stricte
- Inițiativă Locală de Vizibilitate în anul 2015, se așteaptă raportul
- se dorește un training pe Social Media, datorită creșterii frecvenței – Decembrie, 2015
- EEN se poate folosi:
 - in social media # EEN_EN
 - Website address
 - ppt (primul slide are neaparat numele întreg)
 - în textele mai lungi
- legătura cu **Your Europe Business Portal** (24 de limbi) - One Stop Shop pentru IMMuri care au nevoie de informații pentru a face afaceri în Europa; îl promovăm și ne promovează; de verificat corectitudinea datelor de contact al Punctelor Naționale de Contact.
- exemplu: Campanie de Informare a DG Growth a programului COSME, aplicată în 5 țări în 2015; campania următoare în 2016 în alte 5 țări: Ungaria, Danemarca, Irlanda, Polonia, Portugalia
- exemple de bună practică privind Comunicarea în diferite consorții
- conlucrarea si comunicarea echipei EEN cu organizația gazda, prin diferite metode (ex: staff exchange inter-organizațional, filmulețe reprezentative pt social media, tricouri EENB, punctarea avantajelor organizației gazdă – vizibilitate, Euronews Planet)
- produceți și diseminați povești și evenimente de succes, testimoniale!

Laurențiu David, (ADR Centru)solicită recomandare pt template-ul materialelor formaționale, care să fie unul care să permită editarea cu mai multe programe de specializate, sa nu fie restricționat .

Laurențiu mai punctează Accesul la Disclaimer!

Gabriela Macoveiu recomandă coordonarea între parteneri și între consorții pt organizarea de evenimente, pentru a nu exista suprapuneri și mai ales pentru reducerea costurilor prin complementaritate.

Filmuleț de promovare a susținerii financiare în Regiunea Nord-Est (un exemplu prin POSCCE).

TO DO: Pana la sfarsitul lunii noiembrie (27 noiembrie 2015), fiecare Consortiu va desemna 1-2 reprezentanti, care sa conlucreze intr-un WG national Comunicare (coordonare Gabriela Macoveiu).

➤ **Remus Erdei**, Consorțiul BISNet Transylvania , **Campioni Merlin**

- modificări privind keywords (Keywords update – fiecare partener este rugat să acceseze platforma și să actualizeze manual cuvintele-cheie din profilele proprii, întrucât actualizările automate s-au făcut doar la Nivelul I)

- suggestion box – pe baza de consultări și de vot, campionii vor avea posibilitatea de a transmite și de a influența ..

- baza de date – premergător introducerii unui profil pentru un client nou, faceți căutare pentru match-making prealabil, poate sunt șanse de un PA fără introducerea unui nou profil

- se poate seta pentru alerte săptămânale, care pot veni automat când sunt noi profile postate din aceeași categorie

- sfaturi pt scrierea de profile de calitate

- se recomandă utilizarea de instrumente de înglobat in website-urile consorțiilor, precum *Query* (odata facut pentru un client, primește alerte pe subiect la updates), *Partner widget* cu sau fără *Client Management* (din meniul de *Dissemination Tool*, printr-o linie de cod html)

- EoI - Se poate realiza în 2 moduri: anonim, client înregistrat prin *Partner Widget* și modul clasic prin punctele de contact EEN – întrebările diferă

➤ **Remus Erdei** , **Validarea Evenimentelor** – B2Buri si Company Mission (Brokerage Event Management Tools)

- 3 săptămâni înainte se anunță Company Mission, între 3-6 luni se notifică evenimentele B2B

- 7 softuri disponibile la alegere pentru programarea intalnirilor

➤ **Simona Bârsan**, BISNet Transylvania, CENTI-ICIA, **Parteneriat EEN – EU-OSHA**

- EU-OSHA: Agenția Europeană pentru Sănătate și Securitate în Muncă

- Simona Bârsan – ambasador al EU-OSHA pentru Consorțiile EEN din România

- NAPO – mascota EU-OSHA, omuleț – element vizual de promovare

- Prin abonare la OSH-mail, se transmit informații (traduse deja în română) prin EEN newsletter local

- Evenimente cu specific de sănătate și securitate în muncă sunt eligibile începând din 2015 a fi organizate prin proiectele EEN (inclus în 2015 Annual Guidance Note)

➤ **Elisabeta Butoi**, BISNet Transylvania, UTCN **Scrierea profilelor**

Internal review + External Review (cine scrie profilul – cine revizuieste profilul)

=> se insistă pe calitatea profilelor

- va participa la instruire pe acest subiect în 25 noiembrie și va reveni cu informații concrete

ZIUA II, 13 noiembrie 2015

➤ **Anna Sibilla, EASME, SME Instrument**

- aim: to support SMEs with innovative capacity
- detailing the 3 phases of the financing scheme, with points of intervention of the Network
- sector limitation/eligibility for companies applying
- proiecte cu minim 13 puncte din 15 sunt considerate castigatoare
- statistics of economic data as criteria for SME applicants (for Phase2)
- Romanian statistics: 147 participation from 128 companies during 2014/2015 (88% applied to Phase1, 12% applies directly to Phase 2); only 1 winner in 2015, november, Phase 1
- Analyzing the reasons for rejections
- Noutatea: Seal of Excellence, launched in 12th October 2015 – allows the selected best rejected applications to apply for finance from other sources
- Obs: no Romanian evaluator included in the evaluators list for SME Instrument! (see CODA)

➤ **Cristian Ormindean, CRIMM, Experienta IMP3ROVE** – Auditul si interventia de consultanta pentru imbunatatirea managementului inovarii in IMM

- misunderstandings in Romania: concepts (and practice) of innovation – technological development..
- referinta> Manualul Oslo – definirea inovarii!
- Innovation standard! – pay attention, Romanian Innovation Standard (available for the past 5 years) is not the same as European Innovation Standard (written ICS on top)
- Manual for Innovation Standard – has crucial information which might help understanding the Improve Instrument
- Advice: give the interviewed company examples!! (interview minimum 2 hours)
- (Horizon Consulting Network – consultancy company that write the only SME Instrument Romanian winner)

➤ **Cristian Ormindean, CRIMM, Promovarea exporturilor** prin colaborarea cu Ministerul Economiei (Punct de Contact EEN)

- legatura cu facilitatile MEC privind participarea firmelor la targuri si expozitii internationale

➤ **Cristian Goția, RO-BoostT SMEs, Position paper on innovation in Romanian regions**

- in contextul in care dupa intalnirea cu Sven Schade la Bucuresti cu ocazia Forumului Inovarii din oct 2015, s-a sugerat punerea in scris a problemelor cu care se confrunta consortiile EEN din Romania, inclusiv din pdv a co-finantarii, a identificarii si sustinerii companiilor inovative, etc.

- RO-BoostT SMEs, prin ADR Vest, a inițiat acest demers, propunând un prim draft al documentului, structura capitolelor

Toate consortiile sunt încurajate să transmită completări și observații la structura documentului de poziție, acesta va fi transmis în format Word tuturor coordonatorilor în decursul săptămânii viitoare

- structura propusă a documentului este următoarea:

1. Innovation in Romania – general framework

1.1. Facts and figures (short - Ro Boost SMEs)

1.2. Innovation policy – institutional framework and financing (*short - Ro Boost SMEs*)

2. Regions role in innovation policy

2.1. Regional Innovation Strategies / Smart Specialisation strategies (S3) – (*short - Ro Boost SMEs*)

2.2. Regional study case – *short contribution of each region according to its situation*

- Facts on SMEs and innovation
- S3 – vision and major tools
- Cluster support – sector and major successful activities
- Relevant pilot project

3. EEN role supporting innovation in Romanian regions – 3 correct questions:

CONCEPT - The correct question are:

- How Consortia can boost innovation with EEN tools?
- What does a company need to perform innovation?
- How can we increase the number of clients?

Toate consorțiile sunt solicitate să contribuie la elaborarea documentului de poziție. Se va înainta un deadline și specificații detaliate în acest sens. Constituirea unui grup de lucru pentru acest subiect. Termen: 27 noiembrie 2015.

Observații: Scopul documentului să fie trecut la debut, folosirea macro-regiunilor poate fi mai oportună decât a regiunilor, întrucât consorțiile EEN sunt grupate pe Macro-regiuni.

➤ Jose Puigpelat Valls: **Wrap-up - Concluzii**

- the EEN tools are now connected to the ones of the RDT - Horizon
- Eligibility Guidelines are published, Financial Guidelines will be published yet
- EEN forms system has been improved (content, review procedure, etc)
- Merlin has considerably improved, few aspects left to be fixed
- The role of providing innovation services is almost exclusively in Romania for the EEN contact points, so take advantage and develop competences, in few years the market will become more and more competitive in this sector

➤ Ioana Pavel – closing, thank you note, group picture

Next host for Romanian national meeting 2016 might be RO-Boost-SMEs (in Timișoara) or ERBSN (in Constanța) .



Servicii de consultanță la dispoziția
întreprinderii dumneavoastră

Intocmit,

Ioana Dragos
ADR Nord-Vest, BISNet Transylvania