



# network

## enterprise europe

**SG ICT – Geneva 12/13.06.2014**

# **NCP&EEN Collaboration**



*Business Support on Your Doorstep*



*By Sarah van Haelst*

# Overview

- **Update on the collaboration with Idealist**
- **Save the dates**

# NCP/EEN COLLABORATION 2011- May 2014

Joint BROKERAGE EVENTS  
(CEBIT, ICT  
PROPOSERS'DAY, MWC)

Information sharing

Joint  
trainings/workshops

Cross-publishing  
of PS



# Joint Workshops/presentations

- A joint Idealist – EEN workshop was organized at the ICT proposers' day 2012, Warsaw on September 27<sup>th</sup>
- In total, 6 presentations were given by Idealist at EEN events

## OUTCOMES

- Workshop is useful to get the insights from both networks on the collaboration
- Presentations & workshop constitute a means of communication between both networks, and more particularly on the collaboration
- Presentations & workshop contribute to the visibility of both networks



# Cooperation on Partner Searches

- Ideal-ist and EEN do exchange at present relevant Partner Searches (PS); nevertheless, it is done manually and the process has not proven to be very efficient (survey)
- Database compatibility issue
- Quality criteria
- Anonymity criteria

**→ Survey was conducted with both networks to assess the cross-publishing of PS**

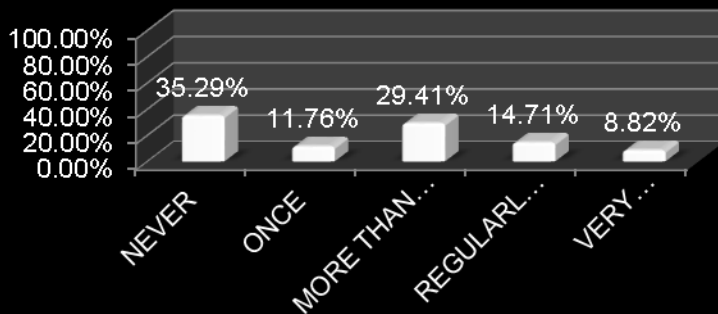
## • **OUTCOMES SURVEY on PS\***

\*The response rate to the survey of the Idealist members approximates 52% and the response rate for EEN SG ICT members 25%.

- ✓ some collaboration
- ✓ the process is not spontaneous though, not considered as an integral part of the day-to-day business.
- ✓ lack of knowledge/reluctance on the functioning or use of the EEN/ID database
- ✓ willingness and intent to use and enhance the cross-publishing
- ✓ represents an added value

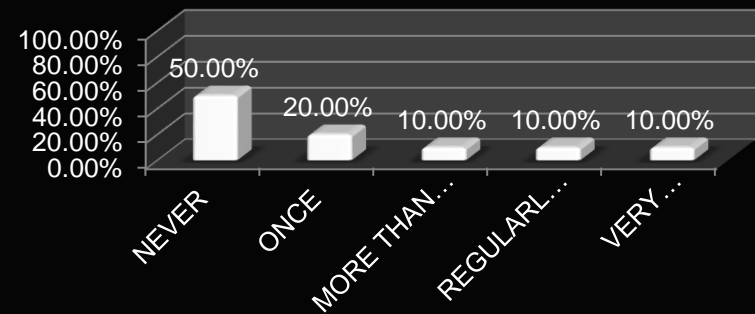
## IDEALIST

To which extent have you proposed to your clients to publish their partner search also in **Enterprise Europe Network** when relevant?



## EEN

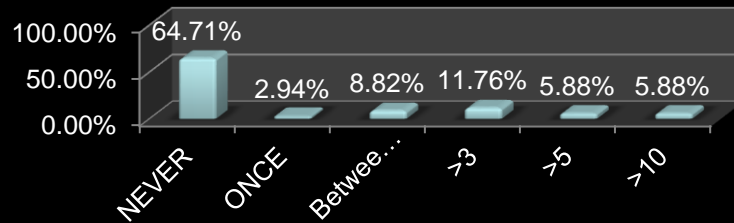
To which extent have you proposed to your clients to publish their partner search also in the **Idealist database** when relevant?



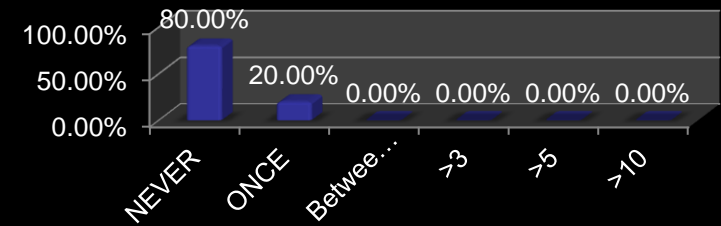
## IDEALIST

## EEN

How many times have you been contacted by an Enterprise Europe Network advisor to publish a partner search in Idealist



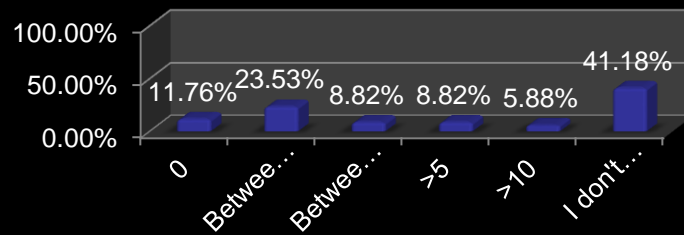
How many times have you been contacted by an Idealist representative to publish a partner search in the EEN database



## IDEALIST

## EEN

Please give an estimate number of partner search from your country/region that you know were...



Please give an estimate number of partner search from your country/region that you know were published both in...

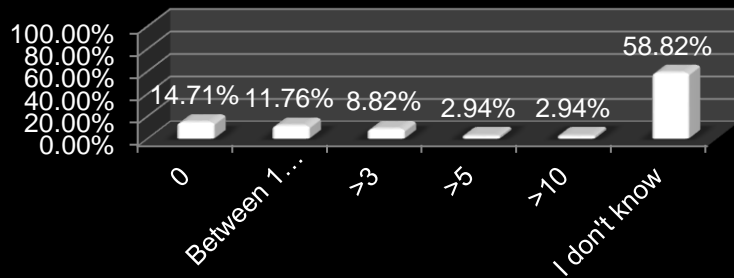




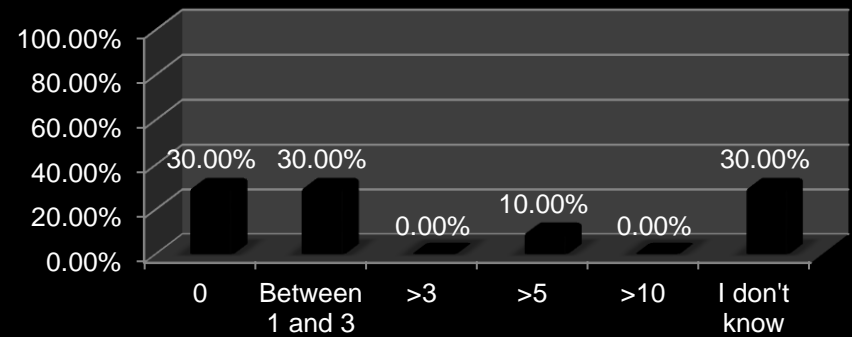
## IDEALIST

## EEN

Please indicate how many clients of you found a partner through Enterprise Europe Network



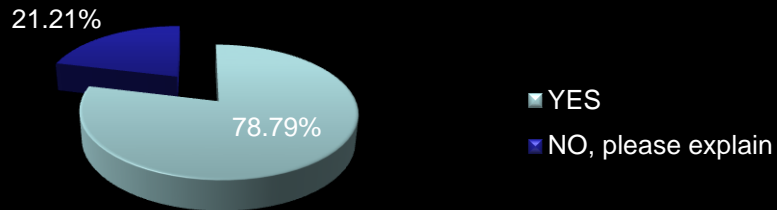
Please indicate how many clients of you found a partner through Idealist



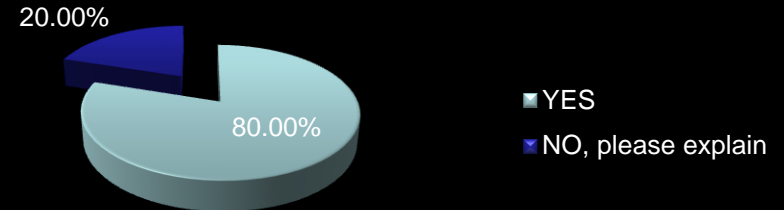
## IDEALIST

## EEN

**Do you think the cross-publishing of Partner searches in Idealist and Enterprise Europe Network has/could...**



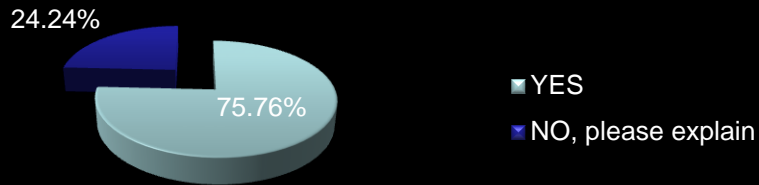
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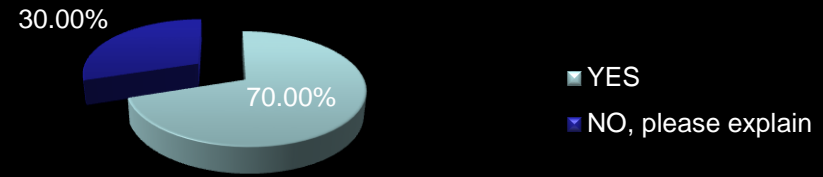
## IDEALIST

## EEN

Do you envisage to use or recommend the Enterprise Europe Network database (in addition to other existing...)



Do you envisage to use or recommend the Idealist database (in addition to other existing PS databases,...)





- ✓ key aspect of the collaboration or not?
- ✓ If it is an objective of the collaboration in the future: current PS process is not sufficient → clear strategy needed
- ✓ added value for clients, but both networks would only accept to do so under certain conditions
- ✓ decide for the future if cross-publish PS is key priority and allocate the resources to find and implement a solution (both networks!)

# Joint Brokerage Events

## a) Ideal-ist participation in EEN Brokerage Events

- *Future Match brokerage event at CeBit 2012 (Hannover, 6-9 March 2012)*
- *Future Match brokerage event at CeBit 2013 (Hannover, 5-8 March 2013)*
- *Future Match brokerage event at CeBit 2014 (Hannover, 10-14 March 2014)*
- *Brokerage Event at Mobile World Congress (Barcelona, 25-28 February 2013)*
- *Brokerage Event at Mobile World Congress (Barcelona, 24-26 February 2014)*

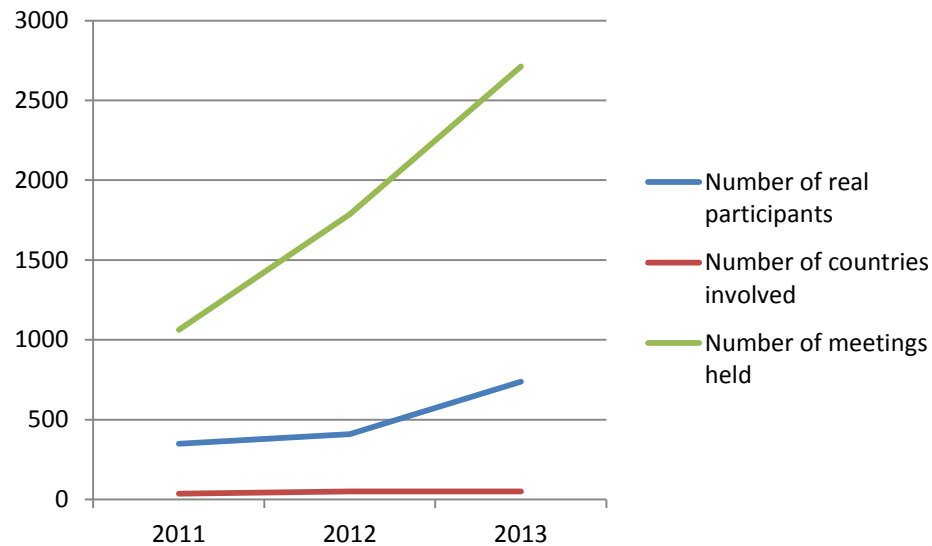


## **b) Idealist Brokerage Events in collaboration with EEN SG ICT**

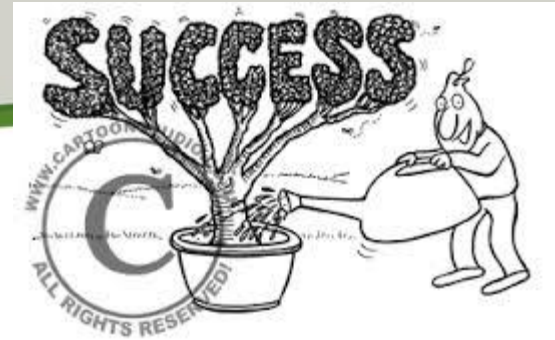
- *Brokerage Event at ICT Proposers' Day 2012 (Warsaw, 26-27 September 2012)*
- *Pre-Vilnius brokerage event, (Luxembourg, 26 September 2013)*
- *Brokerage Event at ICT2013 (Vilnius, 7-8 November 2013)*

# OUTCOMES

- ✓ **Number of participants and number of meetings held have significantly increased thanks to the combined efforts of Idealist and EEN**



# OUTCOMES



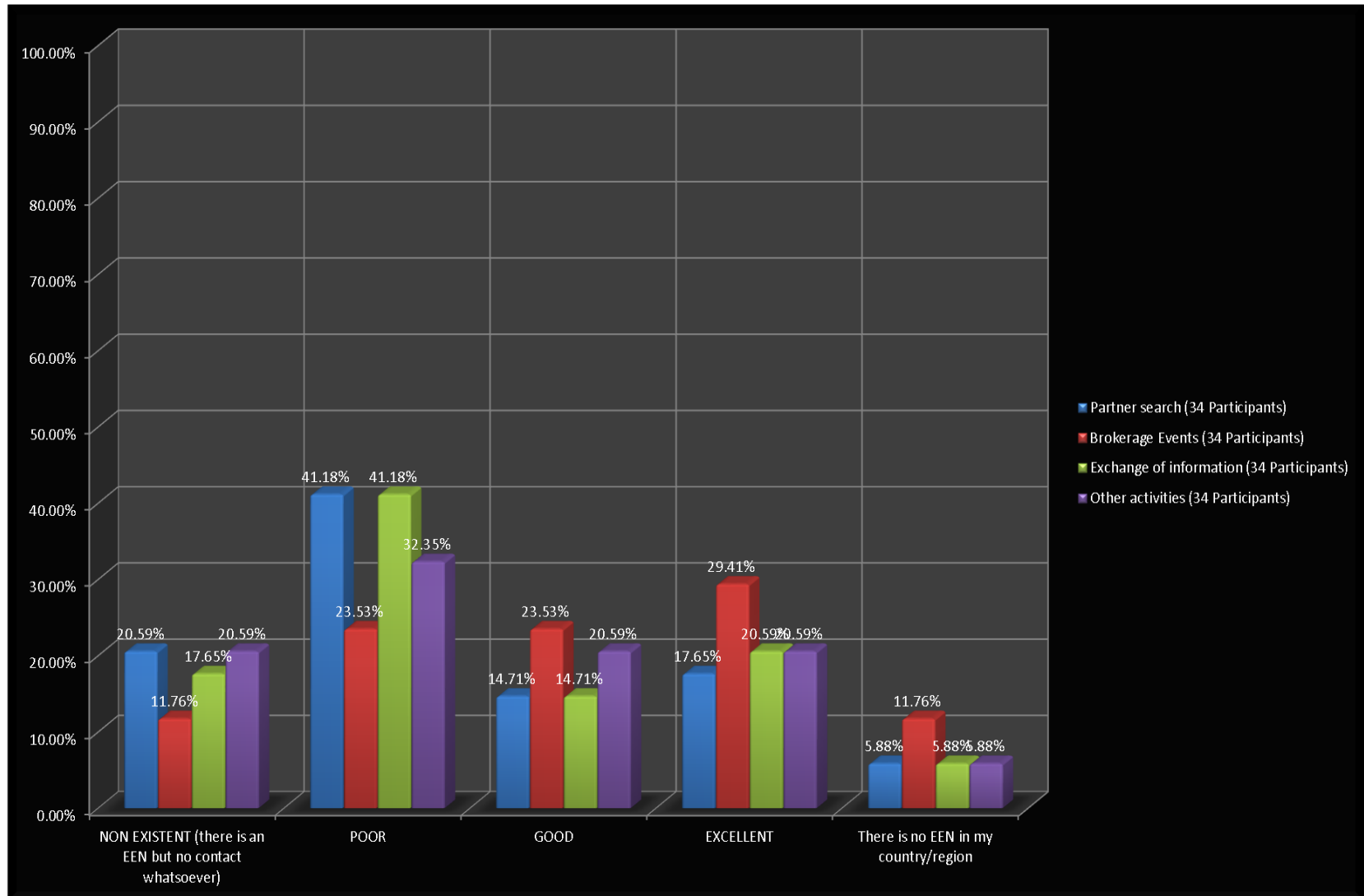
- ✓ Increased visibility for both networks
- ✓ Target a larger audience
- ✓ Involving more SMEs
- ✓ Broaden the offer for the clients
- ✓ Reduce costs for the EC thanks to combined efforts
- ✓ Increased results (PA RDR, # successful proposals)



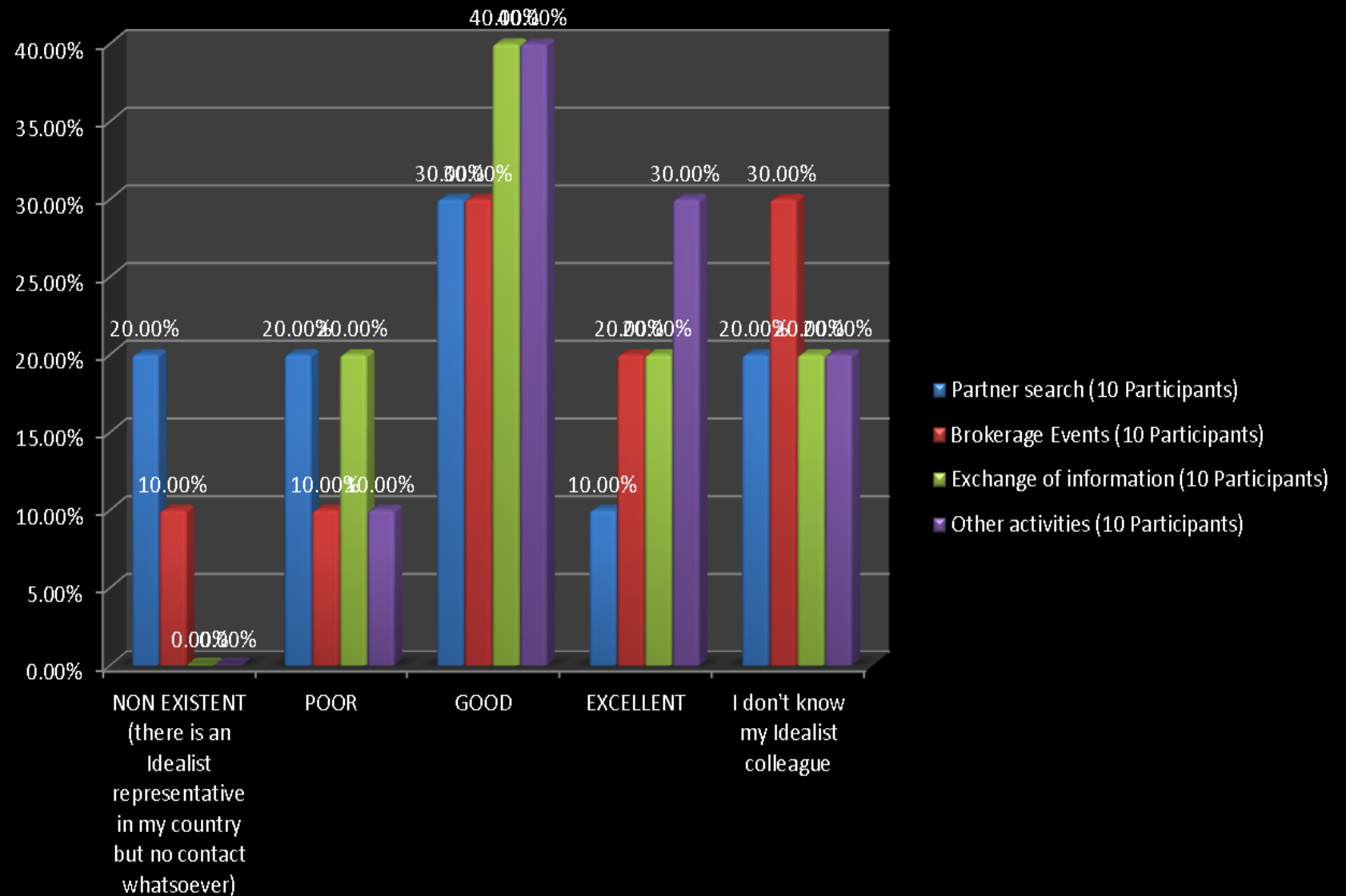
# How do we evaluate our collaboration with each other (Idealist/EEN)



## Please rate your collaboration with your EEN colleague on partner searches, Brokerage events, exchange of information and other activities



Please rate your collaboration with your Idealist colleague on partner searches, Brokerage events, exchange of information and other activities



# WHAT'S NEXT?

**JOINT EEN SG ICT & Ideal-Ist ACTION PLAN**





## Four main axes (1)

### ➤ **Day-to-Day collaboration**

- joint Task Force
- the appointment of Idealist/EEN ambassadors
- apply for the Best practice award
- implementation of an annual assessment of the collaboration



## Four main axes (2)

### ➤ **Cross-publishing of Partner Search**

- insertion of Idealist/EEN check box in PS of both databases
- database compatibility
- anonymity and quality criteria



## **Four main axes (3)**

### **➤ Collaboration of events**

- annual meeting
- participation in each other's events
- organisation of joint workshops
- joint brokerage events.

## Four main axes (4)

### ➤ **Communi cation**

- common communication channels
- social media





# VOTE by Idealist


Likely to be pursued / undertaken <u>under the current project</u> , after taking into account comments and adapt current draft accordingly and upon final approval of OB and EEN (implies budget availability)	Likely to be pursued / undertaken <u>under the future project</u> , after taking into account comments and adapt current draft accordingly and upon final approval of OB and EEN (implies budget availability)
<b>DAY TO DAY COLLABORATION</b>	
1. a) Idealist/EEN Task Force	1. a) Idealist/EEN Task Force
d) Annual Assessment of the collaboration	d) Annual Assessment of the collaboration
<b>CROSS PUBLISHING OF PS</b>	
–	2. a) Insertion of ICT NCP & EEN fields in PS profiles of both DB
–	b) Database compatibility
<b>COLLABORATION WITH EVENTS</b>	
3. a) Annual meeting	3.a) Annual meeting
b) participation in each other's events	–
c) co-organising events for both networks	c) co-organising events for both networks
d) joint BE	d) joint BE
<b>COMMUNICATION</b>	
4. a) common communication channels	4. a) common communication channels
b) social media	b) social media



save the  
date!

- **Next ICT proposers' Day : Firenze, 9-10 October 2014**
- ✓ Joint Idealist/EEN Brokerage event ***Starting on 9 October at 10h and ending on 10 October at 17h***
- ✓ Will cover ***ICT across H2020***
- ✓ FET (and specifically FET Flagships) and HPC across H2020 will be covered

➤ **Interested to become a co-organizer? Contact [Thomas Röblreiter](#) or [Antonio Carbone](#)**



save the  
date!

- Idealist and EEN are co-organizing a side event on ICT for **AAL on 9-10 September 2014** (the brokerage would probably take place on the 9<sup>th</sup> in the PM) during the [AAL Forum 2014](#), Bucharest
- Also in collaboration with AAL NCPs

### **The objectives of this joint BE are:**

➤ **Interested to become a co-organizer? Contact [Thomas Röblreiter](#)**

- ✓ Connecting ICT and AAL communities through networking.
- ✓ Bringing together developed solutions, products and services in order connect them with markets and investors.
- ✓ Partner search for the development of new AAL ICT projects.



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**THANK YOU!**