



# CLUSTERIX 2.0

Interreg Europe



European Union  
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Development Fund

## Innovation audits

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# Assessing innovation and internationalisation capabilities for clusters and cluster SMEs members

## Trigger point:

According to the last Innovation Scoreboard, Romania is a modest innovator and this is to be explained by the low skill-low tech level of the enterprises. The innovation audit aims to support SMEs in raising their innovation level through tailor made support. The innovation audits/business reviews activity aims to assess the potential for innovation and the substantiation of strategic decisions on technology development for companies, as well as providing recommendations on improving key aspects regarding their further development and internationalization.

# 3 phases

## PHASE 1 – The Interview

The first phase consists in carrying out the audit process:

- 45 questions (1.5-2 hours)
- 8 vectors evaluated:
  - Innovation Culture
  - Innovation Strategy
  - Innovation Management
  - Networking
  - Development of new products
  - Research and development
  - New markets
  - Technology management

## PHASE 2 – The Analysis

The second phase consists in analysing the questionnaires and the elaboration of audit reports. The reports reflect the current situation of the companies assessed and propose recommendations and tools available to SMEs to improve those aspects considered deficient or having the potential for particularly development.

## PHASE 3 – Results & recommendations

The third phase consists in scheduling a new round of meetings with the audited organisations in which the results of the audit report including aspects considered poor or having a special development potential are discussed as well the recommendations and specific tools that can be addressed for further development.

# Results

## Outputs

This in-depth approach offers a better understanding of the organisations assessed which assures better fitted and tailored services for each and every one. Around 40 innovation audit have been performed over the last 2 years financed either by EEN, cluster support programme in the frame of SF Competitiveness OP or by ow resources of the Romanian Cluster Association.

## Outcomes

It is too early to draw a final conclusion on the results. Still, 1 H2020 proposal has already been submitted and 2 SME Instrument Proposals will submitted until the end of the year.



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## Thank you!

Questions welcome



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