

ANNEX I: Good Practice Template

COLLECTION OF PRACTICES TEMPLATE

FOR THE GOOD PRACTICE GUIDE

This template will be used to collect practices from the INTRA partner regions. These practices will be analyzed and selected in order to compile the “INTRA GOOD PRACTICE GUIDE”.

Partners are requested to provide as much information and references as possible about a practice they consider to be good and transferable to other regions. The basis for selection of practices is the self assessment, guided through this template that each partner does on his /her own practice.

What are the minimum requirements of an INTRA practice?

An action/project/initiative is an INTRA practice if:

- It is an action/project/initiative/service that promotes/enforces/helps/supports SME Internalisation
- Final beneficiaries of the action/project/initiative are SMEs that are interested in international activities
- The action/project/initiative is focused on the SME internationalisation or can be implemented within a broader scope where the SME support is included (such as partner searches, funding, brokerage services ...).
- According to the compiler, the action/project/initiative has some element/feature/tool that can be transferred to another region/area/context
- Is a type of action/project/initiative listed in question number 7 (see below)

Selection criteria of the final good practices will consider topics such as:

- Transferability
- Coverage of the range of practices (see practice type list in question number 7)
- Geographical range (9 from each region)

Actions, projects, policy, initiatives will be called “practice” from now on.



1. Name of the organisation owner of in charge of the practice

2. Region/country where the practice takes place

3. Title of the case/practice

4. Website (If available)

5. Description of the case/practice (around 2000-2500 characters)

5.1. Duration (start-end)



5.2. Goals

5.3. Partners involved

5.4. Total cost of the practice

6. Why do you think this could be a good practice?

7. Type of practice (multiple response)

POLICY/REGULATION	
<input type="checkbox"/>	policy + successful implementation
<input type="checkbox"/>	observatory/benchmarking/monitoring the SME Internalisation activities
<input type="checkbox"/>	dissemination (please specify)
<input type="checkbox"/>	event/festival
FUNDING	
<input type="checkbox"/>	funding measure
<input type="checkbox"/>	financial measure (e.g. tax relief, grant for exports, etc)
<input type="checkbox"/>	investment attraction measure
KNOWLEDGE & INNOVATION	
<input type="checkbox"/>	entrepreneur training, coaching, mentoring, consultancy
<input type="checkbox"/>	access to knowledge
<input type="checkbox"/>	technology transfer
<input type="checkbox"/>	open innovation
<input type="checkbox"/>	cross-sectoral networking
MARKET	
<input type="checkbox"/>	internationalisation (e.g. creation of international partnerships, access to foreign markets, ...)
<input type="checkbox"/>	cluster development
<input type="checkbox"/>	incubator/ promotion of start-up
<input type="checkbox"/>	networking, matchmaking, ...
OTHER (please specify)	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

8. How does the practice support and help enhance the SME Internalisation?

9. Which problems/challenges/needs is the practice addressing? Please tick the appropriate objectives (multiple response)¹

Challenges	OBJECTIVES	Tick where appropriate
Human Resources / Managerial Capacity	Export coaching course	
	Incentives to foster internationalization activity	
	Exports forums	
	Improving interregional technology transfer bodies and mechanisms	
	Trade visits	
	Internationalization/Export Academies	
	Other: please specify	
SME Internalization support infrastructure and services	Developing technology incubators	
	Developing technology parks	
	Market research support	
	Export/Internalization observatory facilities	
	IPR support/ Institutional protection of intellectual property	
	Account management support	
	Developing technology centres/competence centres/applied research centres as a key tool for competitive improvement in businesses	
	Diversifying and specializing technology centres and services	
	High level consultancy support (eg advisors who help innovative SMEs to boost R&D output and identify adaptations that might make a product suitable for new overseas markets)	
	Other : please specify	

¹ Based on OECD report on ‘ Top Barriers and Drivers to SME Internalization’



Financing	Insurance solutions & risk management (e.g. covering of exporters and foreign buyers of exports against commercial and political risks of non-payment)	
	Financing short-term exports	
	Pre-Shipment financing	
	Post-Shipment financing	
	Loans	
	Credit guarantee scheme	
	Funding/grants for recruitment of advisors, researchers, accountants	
	Funding to attend international trade events and exhibitions	
	Grants to support any stage of the internationalization activity	
	Other: please specify	
Information provision and networking	Improving interregional technology transfer bodies and mechanisms	
	Creation of thematic critical masses and cluster development	
	Establishing interregional innovative business clusters and mega-clusters	
	Fostering the transferability of innovative technologies overseas	
	Export promotional activities/marketing	
	Regularly updated analysis reports on foreign markets	
	Trade missions	
	Partner search & alliances	
	One stop customer centre to assist SME exporters with foreign market information and contacts	
	Trade centres abroad (that can offer market research information, trade fair support etc)	
	Market intelligence services	
Other: please specify		
Indirect actions: proactive measures to stimulate SME internationalisation	Venture capital funds that finance innovative and high-growth companies	
	Public funding schemes for start-ups	
	Improvement of technological capabilities of export-oriented SMEs	
	Other : please specify	

10. Source of funding (multiple response)

<input type="checkbox"/>	regional funds
<input type="checkbox"/>	national funds
<input type="checkbox"/>	EU funds – H2020
<input type="checkbox"/>	EU funds – ERDF
<input type="checkbox"/>	EU funds – other (please specify)
<input type="checkbox"/>	private funding (self-financed)
<input type="checkbox"/>	private (e.g. financed by business angels)
<input type="checkbox"/>	crowdsourcing
<input type="checkbox"/>	other (please specify)

11. Focus (choose the most relevant one)

<input type="checkbox"/>	focused on the SME Internalisation
<input type="checkbox"/>	focused on SME support sector
<input type="checkbox"/>	focused on sector specific SME Internalisation
<input type="checkbox"/>	focused on other sector (please specify)

11. Is the practice linked to a specific policy? Please add a short description of the policy and its link to the strategy/programme here.

12. If this practice is not focused on the SME Internationalisation, why do you think it is applicable in this field?

--	--

13. Geographical focus (choose one answer)

	local
	regional
	national
	European
	international

14. Actors involved in the practice (multiple response)

	regional government
	national government
	development agency
	university or research institution
	SME, enterprises
	association of enterprises/professionals
	other (please specify)

15. Outputs: direct consequences of the practice. Depending on the practice goals, please provide quantitative indicators that are available for your practice. Some examples are listed below:

QUANTITATIVE INDICATOR	TIMEFRAME (during which time?)	INFO SOURCE (if available)
<i>e.g. number of enterprises exported</i>	<i>e.g. in n years of the practice lifetime</i>	
<i>e.g. number of enterprises supported</i>	<i>e.g. in n years of the practice lifetime</i>	

<i>e.g. number of entrepreneurs involved in any overseas cooperation</i>	<i>e.g. in n years of the practice lifetime,</i>	
<i>eg number of technology agreements signed</i>		

16. Please state if this practice is transferable in terms of:

organisational model / implementation process
specific tools (e.g. training, financial support,)
policy making process
definition of financial feasibility
methodology for the assessment of the problem to be address
methodology for the involvement of the targeted stakeholders
risk management strategy involved
exit strategy involved
review and maintenance methodology
metrics for the evaluation of the implementation process
marketing strategy
other (please specify)

17. List main success factors referred to the context where the practice took place

SUCCESS FACTOR DESCRIPTION	IS THE SUCCESS FACTOR RELEVANT FOR TRANSFERABILITY IN A DIFFERENT LOCAL CONTEXT?	
<i>e.g. efficienct laws on public support of enterprises.</i>		Very relevant
<i>Region AAA is committed in SME Internationalisation support thanks to a Competitiveness Plan (www.region.aa.com)</i>		Relevant
		Party relevant
		Not relevant
<i>e.g. positive perception of public funding mechanisms</i>		Very relevant

	Relevant
	Party relevant
	Not relevant
<i>e.g. social capital and competent HR available</i>	Very relevant
	Relevant
	Party relevant
	Not relevant
<i>e.g. strong training organisation already existing on the area</i>	Very relevant
	Relevant
	Party relevant
	Not relevant

18. Further materials and reference available (paper, PPT, information sheet, leaflet, video, press releases, articles, blogs, photos,...). Please list and enclose

19. REFERENCES:

Contact Details: contact person of the practice (name, e-mail, ...)

Contact Details: person compiling this form (name, e-mail, ...)



OTHER RELEVANT INFO

