



## OFFICIAL ROADMAP



## Thematic Pole 2. Competitive SMEs Support Services

With over 20 million SMEs in the EU representing 99% of businesses, they are key for economic growth, innovation, employment and social integration. The European Commission is clearly focused in its aims to promote successful entrepreneurship and the South East Europe Programme is supporting this in the region by addressing deficits with improved supporting structures and processes for SMEs. Projects on the programme include topics around SME financing; IPR; clusters/business parks; social enterprises; technology platforms; ICT support. With a wide range of complementary SME support measures necessary for a developed innovative SME sector there exists capitalization and synergy possibilities between projects but also other initiatives and programmes that project provider organizations are involved with.



## Objectives

Based on the main evidences of the SEE Annual Conference 2013 as well as the contributions that have been sent after it, the thematic pole has decided to plan its activities around three main pillars. Specifically:

### **PILLAR 1: FINANCE**

Access to or implementation of financial services is one of the most relevant keywords of the thematic pole. Thematic pole members have identified this topic as the one to be dealt with in a dedicated paper/document which could provide recommendations/guidance at policy level and programme level bodies.

### **PILLAR 2: BUSINESS SERVICES**

The analysis, design, implementation and – where relevant – testing of SME's targeted services will be at the core of almost all projects involved in the thematic pole. Despite the potential heterogeneity of the sectors and technicalities which are at the heart of these services, thematic pole members see this as a **concrete focus area** where knowledge can be shared in terms of design (how services are designed, analyzed before their implementation, etc.), implementation strategies, effectiveness.

### **PILLAR 3: CAPACITY BUILDING**

All projects will provide a wide range of services, contents and in-depth analysis reports on relevant areas of SMEs. In order to allow interested stakeholders to leverage on this wide knowledge base, thematic pole members agreed to think about a sort of "one stop shop" where other results and evidences of our projects will be available for further analysis.

#### **Main outputs**

The See Thematic Capitalization concept document sent by the JTS to all thematic pole members suggested to work on the following outputs:

- 1) Develop 1 capitalization roadmap per thematic pole
- 2) Organize at least 1 joint thematic event for each thematic pole (minimum 2 SEE projects involved)
- 3) Carry out at least 1 other joint capitalization activity within each thematic pole
- 4) Develop 1 set of thematic policy recommendations to policy makers and programming bodies

The table below summarizes the details of the outputs which will be implemented.

Pole members are invited to provide evidence of the Thematic Pole working sessions and results on their web sites and provide evidence (at least through cross-linking each other's projects) of the connections with the projects that have been identified during the first part of our work (Collection of complementarities)

#### **Main target groups**

- 1) SMEs Support Service Providers (private and public)
- 2) SMEs
- 3) Local, Regional and National Authorities
- 4) Financial institutions
- 5) Commission

## Members contributions

| SUGGESTED OUTPUT  | OUR PROPOSAL  | TOPIC   | MEMBERS CONTRIBUTION   | LEVEL OF CONTRIBUTION  | DEADLINES  |
|---|---|---|--|--|--|
| <b>Capitalization roadmap</b>                           | This document   |   | Review and approve document  |  | Finalized by November 15 <sup>th</sup> 2013 with final action plan |
| <b>1 joint thematic event (PILLAR 2 OF OUR ROADMAP)</b> | <p>Arrange a seminar to be held in Venice (this proposal is due to the fact that quite many thematic pole members are based in Veneto). The seminar will be <b>targeted</b> to SMEs, service providers and policy makers. The <b>goal</b> is to share practices and facilitate cross-fertilization between different SEE regional areas.</p> <p>The seminar will also</p> | <p>Main topic of the seminar will be: Reviewing Competitive SME's Support Services in the SEE Area. The topic belongs to the second pillar which has been identified during the Annual Conference</p> | Contribute to define the agenda                                    | <b>MANDATORY FOR ALL POLE MEMBERS:<br/>provide feedback to the agenda</b>  | The seminar should be arranged by June-July 2014                   |
|   |   |   | Join and prepare presentations according to the agenda             | <b>POLE MEMBERS:<br/>will have to inform the Pole Leader if they will join and if they will contribute with presentations</b>                    |  |
|   |   |   | Contribute to run – where relevant – a workshop within the seminar | <b>POLE MEMBERS:<br/>will have to inform the Pole Leader if they are willing to run – where relevant – a workshop session within the seminar</b> |  |

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|   | be used to review the recommendation document, possibly within a dedicated working session. |  | Contribute to arrange an SME's support service fair within the seminar | <b>POLE MEMBERS:<br/>will have to inform the Pole Leader if they are willing to contribute to arrange a "fair" like session within the seminar</b> |   |  |
| <b>1 thematic policy recommendation (PILLAR 1 OF OUR ROADMAP)</b> | Work on a <b>shared document</b> focused on finance and SMEs.                               | The document should provide concrete guidance and recommendations in terms of strengths and weaknesses of current financial mechanisms and tools for SMEs and suggest policies as well as thematic priorities for future projects in this field. Where relevant, the document should provide a sort of review of | Index shared by Pole Leader  |  | Index will be circulated by the end of November 2013.<br><br>Final structure and list of contributing partners should be approved by end of January 2013.<br><br>First draft ready by April 2014<br><br>Final version (could be eventually considered as an advanced draft version) ready by SEE Annual conference 2014 |  |
|   |   |  | Review and approve index   |  |   | <b>MANDATORY FOR ALL POLE MEMBERS:<br/>review and approve index</b>        |
|   |   |  | Contribute to specific sections  |  |   | <b>MANDATORY FOR ALL POLE MEMBERS:<br/>contribute to specific sections</b> |

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|   |  | the mechanisms, experiences which have been implemented during the project implementation | Review Final Version<br>Upload the document on their web sites                  | <b>MANDATORY FOR ALL POLE MEMBERS:<br/>review final version and upload document on institutional/project web site</b>              |   |
| <b>1 other joint capitalization activity (PILLAR 3 OF OR ROADMAP)</b> | Set up a <b>light tool / platform / document</b> which summarizes all those contents, products, deliverables which have been highlighted as potentially relevant to SMEs as well as Service Providers. | One stop shop / knowledge archive for capacity building of Service providers and SMEs.    | Pole Leader extends the pages of its web site to include thematic pole contents | <b>POLE MEMBERS:<br/>provide contributions to be published online (official documents, links to other synergic projects, etc.)</b> | Pole Leader opens a dedicated section on its main project web site where <ul style="list-style-type: none"> <li>1) A summary of all projects will be published</li> <li>2) A categorized list of publications, materials and other relevant contents produced by member projects and "affiliated" projects will be made available</li> </ul> <p>If there are other proposals, pole members will work on it throughout 2014.</p> |

## ACTION PLAN

|  | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Capitalization Roadmap</b>                  |     |     |     |     |     |     |     |     |     |     |     |     |
| Delivery of Final Roadmap                      | X   |     |     |     |     |     |     |     |     |     |     |     |
| <b>Thematic Policy Recommendation</b>          |     |     |     |     |     |     |     |     |     |     |     |     |
| LP: Deliver Index proposal                     |     |     | X   |     |     |     |     |     |     |     |     |     |
| PM: Feedback on Index                          |     |     | X   |     |     |     |     |     |     |     |     |     |
| LP and PM contribute to content                |     |     |     | X   | X   | X   | X   |     |     |     |     |     |
| Share first draft (during Seminar in Venice)   |     |     |     |     |     |     |     | X   |     |     |     |     |
| Deliver Final Version                          |     |     |     |     |     |     |     |     |     |     | X   |     |
| <b>Joint Thematic Event</b>                    |     |     |     |     |     |     |     |     |     |     |     |     |
| LP: Deliver shares agenda proposal             |     |     |     | X   |     |     |     |     |     |     |     |     |
| PM provide feedback and announce participation |     |     |     |     | X   |     |     |     |     |     |     |     |

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| <i>LP and PM<br/>arrange seminar</i>   |   |   |   |   |   | X | X | X |   |   |   |   |
| <i>Seminar</i>   |   |   |   |   |   |   |   |   | X |   |   |   |
| <b>Additional Capitalization concept: extension of LP web site</b>                           |   |   |   |   |   |   |   |   |   |   |   |   |
| <i>LP extends web<br/>site structure</i>   | X |   |   |   |   |   |   |   |   |   |   |   |
| <i>PMs provide<br/>contents based on<br/>LP requests</i>                                     |   | X | X | X | X | X | X | X | X | X | X | X |
| <i>LP updates<br/>dedicated web<br/>site pages</i>   |   | X | X | X | X | X | X | X | X | X | X | X |
| <i>PMs review<br/>exhaustiveness of<br/>published<br/>contents</i>                           |   |   |   |   |   |   |   | X | X | X | X | X |
| <i>PMs provide<br/>evidence of these<br/>pages by cross-<br/>linking their web<br/>sites</i> |   | X |   |   |   |   |   |   |   |   |   |   |