Enterprise Europe Network
Update on activities in 2017 and a vision for post-2020

ERRIN WORKING GROUP
INNOVATION & INVESTMENT
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I Enterprise Europe Network

The world's largest support network for SMEs, created in 2008. Now under the EU's Competitiveness of Enterprises & SMEs Programme (COSME)

* Combines international business expertise with local knowledge
* Helps ambitious European businesses at their doorstep
  - to innovate
  - to increase their competitiveness
  - to expand their business in Europe and beyond

and now also delivers some innovation services under the Horizon 2020 Program.

• EEN services are free of charge
  • All EEN services must have a European dimension & provide EU added value to clients.
EEN's services

Advice on new markets in Europe & beyond

Advice on Access to finance
EU funding, other finance, readiness assessment, how to apply?

Innovation services

Business & tech. partnership (profiles & B2B events)

Advice on Single Market
EU legislation, standards, overcoming obstacles...

Resource efficiency

Moving towards an integrated set of services
To help SMEs become more competitive & grow

1. Assessment of SME's overall situation
2. Action plan for a set of EEN services
3. Follow-up

Transitional phase: services not fully integrated yet

+ SME Feedback
Organisational structure

Host organisations
• Diversified entities: Chambers of commerce, Innovation or Enterprise Agencies, Regional development Agencies, Research institutes, Universities, Technology centres, innovation centres.

Network partners
• Deliver – as a consortium - the full range of Network services in a defined geographical region.
• Ensure proximity to local SMEs;
• Receive between 40% and 60% co-funding from the EU budget.
Achievements of the Network 2008-2014

On a yearly average, the Network has, i.a.:

• Reached 2,500,000 European SMEs (this is more than 1 out of 10);
• Welcomed 230,000 participants at its local or regional events;
• Welcomed 22,600 clients at its brokerage events and company missions.
• Facilitated the conclusion of 2,500 Partnership Agreements between companies from different countries.
EEN global presence

EU Member States + Albania Iceland Armenia FYROM Montenegro Turkey Moldova Serbia

625 partner organisations

4,500 professional advisers

Business Cooperation Centres (BCCs)

*BCCs do NOT receive funding from the EU - they participate on a win/win basis*

- New Zealand
- Japan
- China
- Switzerland
- Brazil
- Norway
- Egypt
- Israel
- Russia
- Singapore
- Taiwan
- Bosnia-Herz.
- Paraguay
- Ukraine

*not funded by EU

full list on: http://een.ec.europa.eu
EEN - update

- Annual policy guidance for 2017 focuses on EEN's core service areas (Single market, innovation, regional integration, internationalization, green entrepreneurship...)
- New flagship service to support scale-ups starting shortly
- Delivering impact is a top priority (also reflected in the indicators)
- The network has invested considerably in its innovation services, and these are showing good results
- At policy level we have invested considerably in helping to strengthen EEN's regional positioning, and its positioning vis-à-vis the macro-regional strategies
- Two new Business Cooperation Centres have opened (Cameroon & Nigeria) - but our main focus is now on consolidating & strengthening the existing BCCs
II. Enterprise Europe Network Vision

1. Why a new EEN vision

A recent evaluation report confirms that EEN is effective and provides clear added value:

- The most important services for EEN's client SMEs are business and innovation cooperation and support in accessing H2020

- EEN clients experienced 3.1% higher growth than the control group of non-EEN supported SMEs

- The more EEN services used by one client, the greater their effectiveness and impact

These results give backing for moving towards higher end services, and more service integration
Why a new EEN vision

SMEs challenges

- The rapidly changing and highly competitive environment, and the rapid pace of digitisation in industry
  
  New needs, challenges and opportunities require agility, increased awareness and constant innovation at multiple levels

- The long-standing market deficiencies (access to finance, access to markets, innovation uptake, skills, starting and scaling up a company)

- Lack of integrated approach to business support services

- Emerging policy drivers at EU and national level

- Threats created by globalisation
EEN response: meeting SMEs' future challenges

- Better assess SMEs’ evolving needs and translate them into customised/tailor-made impact-generating services (move from business support to business development)
- Help SMEs to unlock the innovation/internationalization potential (including their potential for scaling-up)
- Support SMEs’ capacity building, access to skills (i.e. innovation, international capability, resource efficiency) and resources (i.e. knowledge, risk sharing, networks)
- Attract SMEs with the right potential (to produce or absorb innovation, willingness to take action to change)
- Develop a constant dialogue with SMEs
2. New policy orientations

COSME + and H2020/FP9 (European Innovation Council - EIC)
Market creating innovation

- SMEs investing in R&D and innovation need to consider their customers' needs in all development phases from the initial concept to market exploitation (co-creation, open innovation, business model innovation)

- **EEN has access to SMEs and innovators that generate innovative products/services**

- **EEN has the skills to assist them to internationally scale-up and focus on market creating innovation**
**SME instrument**

EEN Services such as Key Account Management (KAM) for innovative SMEs are highly appreciated as well as coaching

**Preliminary results of the interim evaluation (not yet public):** 336 KAMs, 2300 KAM cases, 2000 coaching cases

**Way forward:**

- Continue and further develop EEN's KAM services
- *More emphasis on customised coaching and mentoring to help SMEs scale up their innovation management and innovation uptake capacities.*
- **Phase III:** logical extension of KAM services to help SMEs realise and develop their business plan, exploiting the EEN's experience in internationalization, access to investors, access to finance and Single Market

EEN's EIMC services to SMEs outside the SME instrument will also be continued
Access to finance services

- Businesses need the support of the Network in understanding the range of funding options open to them, including the newer finance options such as crowd funding.

**EEN can facilitate SMEs' access to finance (EU, public and private)**

- EEN can help SMEs understand the range of funding options open to them, assess their level of readiness, provide customised advice (including advice on preparations they need to make), matchmaking.....

- EEN can have good links to investors and investor networks.
Single market and Single Digital Gateway

- The Commission is working on a proposal for a Single Digital Gateway.
- This will provide easy access to information and assistance on the single market, integrating & building on existing services.
- EEN's future services will focus on an over-arching service package to help SMEs generate impact – Single market will be a small part of this.
- Users of the Single Digital Gateway will be able to contact their local EEN partner for these strategic over-arching services (the starting point will be an intake assessment).
- EEN will signpost businesses with more traditional SM requests to relevant components of the Gateway.
Start-ups, Scale-ups

Tuned with the EC start up initiative EEN will provide start-up and scale-up companies with:

- Innovation and internationalisation services
- Support and advice on access to finance and access to markets and identification of potential business and technology partners across COSME participating countries and beyond.

Emphasis on cooperation in the eco-system, complementing existing services, and making use of EEN's specific capacities and expertise
Towards a future positioning—Challenges for EEN

- Growing Network integrating diverse regional needs
- Fewer resources demanding high quality of services and higher impact
- Insufficient integration within consortia – scattered effort - still working in silos
- Need to adapt services to fast changing entrepreneurial environment
EEN evolution

- Adopt a *client-centric* approach:
  - Integrated business & innovation support *services that deliver measurable impact* for SMEs (e.g. growth)
  - Develop a constant dialogue with clients

- Liaise with *regional SMEs support eco-systems* and join forces *(build on what EEN is best qualified deliver, avoid duplicating efforts)*

- Best use of resources, skills and knowledge *at consortium level* and Network level

- *Upscale* services, skills, tools and processes

- Stay tuned with emerging *policy priorities*
EEN Vision 2025

To achieve high impact for our client businesses, for the regions in which it operates and for Europe; to create connections to lead markets, lead customers, finance and innovation partners; to be acknowledged as the global Business Support Network of excellence.
EEN vision document - Roadmap

- Updates on new policy orientations and internal consultations
- Individual consultation with selected EU stakeholders: until end of March
- Available in Q2
Thank you for your attention

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