

## PILOT PROJECTS MONITORING SHEET

### Brief identification of the pilot project

Title	Point of Purchase (POP) Diagnosis.
Brief Description	Analysis of the situation from the point of sale and delivery of a report with proposals for improvements
Action field	Training, marketing, innovation.

### Evaluation criteria of pilot project execution

QUANTITATIVE CRITERIA	IDEAL SCORE	PROJECT SCORE
Number of SMEs involved	22	22
Number of SMEs trained	22	22
Number of diagnosis on SMEs	22	22
Number of SMEs that developed Innovation activities (I+D, machinery & equipment acquisition, hardware & software acquisition, consultancy & technical assistance hiring, industrial design & engineering activities, staff training, marketing)	22	To be confirmed
Number of transference of Good Practices	220	220
Number of training/information actions organized	22	44 (store visits)
<ul style="list-style-type: none"> <li>▪ Number of flyers/brochures delivered</li> </ul>		
<ul style="list-style-type: none"> <li>▪ Date of celebration</li> </ul>	juny-october 2011	
<ul style="list-style-type: none"> <li>▪ Place of celebration</li> </ul>		
TOTAL COMPLETED BY THE PROJECT		
DIFFERENCE BETWEEN IDEAL AND REAL TOTAL		

QUALITATIVE CRITERIA	
Type of innovation: product, process, organization, commercialization	Organization
Describe the main products/results/services achieved by the development of your pilot project:	
<ul style="list-style-type: none"> <li>▪ Methodology</li> </ul>	A professional consultant on trade visit, ask questions, observe various aspects of point of sale and takes photographs. Then, with a specific computer program which introduces the data collected, prepares a final report

	with recommendations for improvement.
▪ ICT tools	
▪ Diagnosis	Final report with recommendations for improvement and an annex with interesting information about the most efficient allocation for a point of sale
▪ Webs/ blogs	
▪ Others	
Fit the results above mentioned according to the following fields of action:	
▪ ICT	
▪ Energy	
▪ Marketing	x
▪ Innovation	x