

PILOT PROJECTS MONITORING SHEET

Brief identification of the pilot project

Title	Lyon Shop WEBdesign
Brief Description	Awards for websites
Action field	Stimulate the quality of websites and increase the effects of trainings - Reward the global performance of websites.

Evaluation criteria of pilot project execution

QUANTITATIVE CRITERIA	IDEAL SCORE	PROJECT SCORE
Number of SMEs involved	100	130
Number of SMEs trained	120	140
Number of diagnosis on SMEs	65	65
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)	65	65
Number of transference of Good Practices	10	10
Number of training/information actions organized	2	2
▪ Number of flyers/brochures delivered	1000	1000
▪ Date of celebration	21/11/ 2011 & 31/05/ Mai 2012	
▪ Place of celebration	CCI of Lyon	
TOTAL COMPLETED BY THE PROJECT	65	
DIFFERENCE BETWEEN IDEAL AND REAL TOTAL		

QUALITATIVE CRITERIA	
Type of innovation: product, process, organization, commercialization	Innovative website
Describe the main products/results/services achieved by the development of your pilot project:	
▪ Methodology	Incite and promote the collaboration between retailers and web designers; reward the global performance of websites
▪ ICT tools	
▪ Diagnosis	
▪ Webs/ blogs	
▪ Others	
Fit the results above mentioned according to the following fields of action:	
▪ ICT	X
▪ Energy	
▪ Marketing	X
▪ Innovation	X