

PILOT PROJECTS MONITORING SHEET

Brief identification of the pilot project

Title	Innovative in-store and mobile technologies, omnichannel strategies
Brief Description	Raising awareness workshops on the theme of new technologies
Action field	Merchandising, point-on-sale promotion, stock control

Evaluation criteria of pilot project execution

QUANTITATIVE CRITERIA	IDEAL SCORE	PROJECT SCORE
Number of SMEs involved		39
Number of SMEs trained		39
Number of diagnosis on SMEs		/
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)	20	10
Number of transference of Good Practices	10	10
Number of training/information actions organized	2	2
<ul style="list-style-type: none"> ▪ Number of flyers/brochures delivered 	100	100
<ul style="list-style-type: none"> ▪ Date of celebration 	17/10/2011 & 18/06/2012	
<ul style="list-style-type: none"> ▪ Place of celebration 	Gegid Innovation Store (Lyon) & CCI of Lyon	
TOTAL COMPLETED BY THE PROJECT		
DIFFERENCE BETWEEN IDEAL AND REAL TOTAL		

QUALITATIVE CRITERIA	
Type of innovation: product, process, organization, commercialization	Organization, commercialization
Describe the main products/results/services achieved by the development of your pilot project:	
<ul style="list-style-type: none"> ▪ Methodology 	workshops with external experts in new technologies applied to retail, Web3.0
<ul style="list-style-type: none"> ▪ ICT tools 	
<ul style="list-style-type: none"> ▪ Diagnosis 	
<ul style="list-style-type: none"> ▪ Webs/ blogs 	
<ul style="list-style-type: none"> ▪ Others 	
Fit the results above mentioned according to the following fields of action:	
<ul style="list-style-type: none"> ▪ ICT 	
<ul style="list-style-type: none"> ▪ Energy 	
<ul style="list-style-type: none"> ▪ Marketing 	X
<ul style="list-style-type: none"> ▪ Innovation 	X