

PILOT PROJECTS MONITORING SHEET

Brief identification of the pilot project

Title	Pilot project A: Test the new tool created for retailers.
Brief Description	 <p>The Andalusian Council of Chambers of Commerce created a self assessment tool for retailers, available online in the website. The tool gives information to improve the potential that ICT offers to shopkeepers. The tool is specially created for the sector. It has been used the large and wide experience with the sector and different studies and articles published during the last 3 years. The Council of Chambers organized a seminar in Andújar (Jaén) where 10 retailers could test the tool and answered the specific questionnaire on ICT use. The comments were really positive (see details in the press release) and in the future the Council will encourage the website tool repeating this sort of seminars and also using video marketing. Retailers who have participated in the test also attended a workshop on innovation that took place the same day. These retailers were really motivated by ICT and by make improvements in their businesses.</p>
Action field	ICT

Evaluation criteria of pilot project execution

QUANTITATIVE CRITERIA	IDEAL SCORE	PROJECT SCORE
Number of SMEs involved	40	40
Number of SMEs trained	10	10
Number of diagnosis on SMEs	10	10
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)	10	10
Number of transference of Good Practices	10	10
Number of training/information actions organized	1	1
<ul style="list-style-type: none"> ▪ Number of flyers/brochures delivered 	All mailing list	All mailing list
<ul style="list-style-type: none"> ▪ Date of celebration 	April 2012	
<ul style="list-style-type: none"> ▪ Place of celebration 	Andujar	
TOTAL COMPLETED BY THE PROJECT		
DIFFERENCE BETWEEN IDEAL AND REAL TOTAL		

QUALITATIVE CRITERIA	
Type of innovation: product, process, organization, commercialization	On line tool, to spread ICT knowledge avoiding time restrictions
Describe the main products/results/services achieved by the development of your pilot project:	
<ul style="list-style-type: none"> ▪ Methodology 	New way to increase the level of ICT knowledge of retailers.
<ul style="list-style-type: none"> ▪ ICT tools 	Online Test to spread on line.
<ul style="list-style-type: none"> ▪ Diagnosis 	Self diagnoses.
<ul style="list-style-type: none"> ▪ Webs/ blogs 	Web dissemination. Andalusian Council of Chambers of Commerce.
<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 	http://www.camarasandalucia.com/testic/index.html 97 people have accessed to the Andalusian Council of Chambers of

	Commerce website to complete the test.
▪ Energy	
▪ Marketing	
▪ Innovation	

Brief identification of the pilot project

Title	Pilot project B: Selection of the best good practices.
Brief Description	<p>The Andalusian Council of Chambers of Commerce contacted, by telephone and by mail, different agents involved in the promotion of local retail in Andalusia (Regional government, CECA, all the provincial chambers of commerce) in order to search and identify retail best practices on use and promotion of the ICT. We also asked them to collaborate in an on line meeting to explain the objective of the pilot project. Then we looked through internet for other best practices. With all this inputs we created a list, about more than 30 retail companies, that used the ICT in an innovative way and we selected 10 best practices. The Council of Chambers chose different kinds of experiences of different sectors. The Council contacted the retail owners to interview them and gather the relevant information about their experience. This information has been used to write the good practices. In order to collect the practices, the Council designed a template to help the interview process. At the end, the Council sent the good practices to validate the article and also to ask to firm the permission to be published.</p>
Action field	ICT

Evaluation criteria of pilot project execution

QUANTITATIVE CRITERIA	IDEAL SCORE	PROJECT SCORE
Number of SMEs involved	30	25
Number of SMEs trained	10	10
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)	10	10

activities, staff training, marketing)		
Number of transference of Good Practices	10	10
Number of training/information actions organized		
<ul style="list-style-type: none"> ▪ Number of flyers/brochures delivered 	All mailing list	All mailing list
<ul style="list-style-type: none"> ▪ Date of celebration 		
<ul style="list-style-type: none"> ▪ Place of celebration 		
TOTAL COMPLETED BY THE PROJECT		
DIFFERENCE BETWEEN IDEAL AND REAL TOTAL		

QUALITATIVE CRITERIA	
Type of innovation: product, process, organization, commercialization	Experiences or good practices
Describe the main products/results/services achieved by the development of your pilot project:	
<ul style="list-style-type: none"> ▪ Methodology 	<p>Selection of innovative best practices considering thematic diversity, geographic diversity, transferability and level of innovation and added Value. In order to write the good practices it was essential to obtain valuable information from the businesses. For that reason, it was important to prepare an outline of the interesting data to obtain. At a minimum, the scheme include:</p> <ul style="list-style-type: none"> · Contact information · Store information (location, opening date, specialties) · Number of town inhabitants · Data about the good practice (results, impact, number of customers, increased revenue after innovation, etc.) · Key elements · Aspects to transfer to other businesses · Pictures of the establishment, businessman or the

	good practice (materials, IT displays, IT tools, visual marketing, etc.) · Authorization signatures to publish the good practice
▪ ICT tools	
▪ Diagnosis	
▪ Webs/ blogs	
▪ Others	Experiences or good practices.
Fit the results above mentioned according to the following fields of action:	
▪ ICT	On line dissemination.
▪ Energy	
▪ Marketing	
▪ Innovation	
