

PILOT PROJECTS MONITORING SHEET

Brief identification of the pilot project

Title	Discount point
Brief Description	Heraklion Chamber of Commerce in cooperation with the Commercial Association of Heraklion and the Port Authority of Heraklion developed a specific and tailor made designed promotional program aiming at the attracting of more cruise ships tourists in visiting the commercial shops of our city.
Action field	Retail sector

Evaluation criteria of pilot project execution

QUANTITATIVE CRITERIA	IDEAL SCORE	PROJECT SCORE
Number of SMEs involved		250
Number of SMEs trained		250
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)		250
Number of transference of Good Practices		1
Number of training/information actions organized		
promotional events (2 during the implementation of the pilot action) that were held in the city center promoting and diffusing the idea to visitors and local entrepreneurs		
<ul style="list-style-type: none"> ▪ Number of flyers/brochures delivered 		
creation and printing of the new indicative promotional map of Heraklion city's center (25.000 copies)		
- creation and printing of the discount signals "Discount Point" that have been delivered (free of charge) to the local enterprises that participate in the pilot action (500 printed 250 distributed)		
- creation of eight new big plates/sings of direction		
- promotional events (2 during the implementation of the pilot action) that will be held in the city center promoting and diffusing the idea to visitors and local entrepreneurs		
- advertising and info material that has been produced and delivered to the public (leaflets of the new action-offer, advertisements to local magazines and newspapers - number of info material to be determined)		
- creation of specific link on chamber's web site that has been promoting the idea to and the registration of new SMEs in the project		
<ul style="list-style-type: none"> ▪ Date of celebration 		May 2011
<ul style="list-style-type: none"> ▪ Place of celebration 		heraklion
TOTAL COMPLETED BY THE PROJECT		
DIFFERENCE BETWEEN IDEAL AND REAL TOTAL		

QUALITATIVE CRITERIA	
Type of innovation: product, process, organization, commercialization	all
Describe the main products/results/services achieved by the development of your pilot project:	
<ul style="list-style-type: none"> ▪ Methodology 	
<p>Heraklion Chamber of Commerce in cooperation with the Commercial Association of Heraklion and the Port Authority of Heraklion developed a specific and tailor made designed promotional program aiming at the attracting of more cruise ships tourists in visiting the commercial shops of our city.</p> <p>Main Idea of the pilot action: A new improved and actualised map of the city of Heraklion has been created, where the way for the entry of visitors/tourists in the city's centre and main commercial streets of the city have been intensively coloured and are explicitly presented. Moreover, the above mentioned streets have been declared as commercial streets in the information section of the map. On this information map appears the signal "Discount Point" that informs the newly arrived tourists that the commercial enterprises with this signal in their windows offer special prices – discounts in the visitors of cruise ships.</p> <p>The "Discount Point" map has been distributed by the service of Port Authority in each passenger that has up to the present moment visited the city while the Municipality of Heraklion intends to use these maps in its re-prints.</p> <p>The discount signal "Discount Point" (point with handing-over) has been created by the Commercial Association and has been placed on the windows of commercial shops that make special offers in the form of either handing-over or discount to passengers of Cruise ships. The signals have been delivered to the targeted commercial enterprises that have signed a relative convention with the Commercial Association of Heraklion. An explanatory booklet that describes in a more meticulous way the operation of the new discount sign has been created as well. The booklet is being delivered with the map in the exit of Heraklion's port.</p> <p>Moreover, eight new big plates of direction have been constructed and put in the way from the port to the city upon which the commercial streets with the new signal "Discount Point" are being presented. An effort -in collaboration with the Municipality of Heraklion - is being made so as places of provisional quartering taxi will serve the passengers that wish to visit the city of Heraklion.</p> <p>Furthemore, two promotional events (during the implementation of the pilot action) will be held in the city center promoting and diffusing the idea to the visitors and to the local entrepreneurs.</p> <p>With the synergies that EBEH materializes, it contributes in the increase of movement of visitors in the commercial shops thus stimulating the marketability of Heraklion.</p> <p>The cost of the implementation of the pilot action has been estimated at 12.000,00 euros that include the:</p> <ul style="list-style-type: none"> - creation and printing of the new indicative promotional map of Heraklion city's center (25.000 copies) - creation and printing of the discount signals "Discount Point" that have been delivered (free of charge) to the local enterprises that participate in the pilot action (500 printed 250 distributed) - creation of eight new big plates/sings of direction 	

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▪ ICT tools	
▪ Diagnosis	
▪ Webs/ blogs	
▪ Others	

Fit the results above mentioned according to the following fields of action:

▪ ICT	
▪ Energy	
▪ Marketing	

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Main Idea of the pilot action:

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Furthemore, two promotional events (during the implementation of the pilot action) will be held in the city center promoting and diffusing the idea to the visitors and to the local entrepreneurs.

With the synergies that EBEH materializes, it contributes in the increase of movement of visitors in the commercial shops thus stimulating the marketability of Heraklion.

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▪ Innovation	
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