

PILOT PROJECTS MONITORING SHEET

Brief identification of the pilot project

Title	SIMPRATTO
Brief Description	Action "ΣΥΜΠΡΑΤΤΩ (COOPERATE)" between Heraklion Chamber of Commerce and Commercial Association of Heraklion targeting at the support of consumers in the form of discounts on the parking sector of Heraklion city with the cooperation of retailers.
Action field	Retail sector

Evaluation criteria of pilot project execution

QUANTITATIVE CRITERIA	IDEAL SCORE	PROJECT SCORE
Number of SMEs involved		116
Number of SMEs trained		
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)		116
Number of transference of Good Practices		1
Number of training/information actions organized		3
<ul style="list-style-type: none"> ▪ Number of flyers/brochures delivered 		
<p>During this period EBEH printed a number of 3000 leaflets, a number of 250 stamps, 9000 photocopies and a number of 7000 three-sided leaflets for the pilot project "SIMPRATTW".</p> <p>In the context of this pilot project a press release was made by the Hreaklion Chamber of Commerce dated 22/11/2011. Moreover, a press interview was given by the President of the Chamber of Commerce in order to present the pilot action to the public, dated 18/11/2011</p>		
<ul style="list-style-type: none"> ▪ Date of celebration 	24/11/11	
<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	Organization, commercialization
Describe the main products/results/services achieved by the development of your pilot project:	

<ul style="list-style-type: none"> ▪ Methodology 	
<p>1. Cooperation of parking owners of Heraklion with commercial enterprises of the city offering:</p> <ul style="list-style-type: none"> • 15-20% special discounts from SMEs to consumers who buy products from these shops and have parked their car in contracted parking spots • Reduced parking ticket to all customers including special categories such as families having more than 3 children and disabled people who have made purchases from affiliated stores <p>The implementation of the action is being carried out as follows: The receipt of entrance to the parking will be used as a discount proof by the discount shops and the purchase receipt from the store will be used as proof for the parking owners. The rate of shopping discount is approximately 15-20%, following a written agreement with the Commercial Association of Heraklion, and the amount of the parking discount is 1 euro following the written agreement of the parking owners with the Commercial Association.</p> <p>2. Creation of information material of «ΣΥΜΠΡΑΤΤΩ» which includes a map of the city contracted with shops and parking space and information material action (the cost will be covered by the chamber through the project "Reinpo-Retail)</p> <p>3. Creation of stickers of the action «ΣΥΜΠΡΑΤΤΩ» that will be placed in prominent locations in affiliated shops and parking areas (the cost will be covered by the chamber through the project "Reinpo-Retail)</p> <p>4. promotion and communication (no ads) of the action through the printed and electronic press (TV and radio, portals of Heraklion Chamber of Commerce and Commercial Association of Heraklion)</p> <p>5. promotion and briefing both of consumers and commercial world through the realization of several events (a minimum of 3 events will be held –July, September, December- (the cost will be covered by the chamber through the project "Reinpo Retail)</p> <ul style="list-style-type: none"> • Event either in the Lions' Square or outside the Loggia (in consultation with the Municipality of Heraklion), including <ul style="list-style-type: none"> - The distribution of a «ΣΥΜΠΡΑΤΤΩ» map to consumers - The distribution of information material regarding the «ΣΥΜΠΡΑΤΤΩ» initiative to local people - Briefing of traders / shopkeepers for this particular initiative aiming both at the registration of new members and the expanding of the entrepreneurs through the participation of restaurants / taverns/ fast-foods - Placement of a table by the Commercial Association in Heraklion, where material can be found 	
<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 	
<p>Fit the results above mentioned according to the following fields of action:</p>	
<ul style="list-style-type: none"> ▪ ICT 	
<ul style="list-style-type: none"> ▪ Energy 	
<ul style="list-style-type: none"> ▪ Marketing 	
<p>1. Cooperation of parking owners of Heraklion with commercial enterprises of the city offering:</p> <ul style="list-style-type: none"> • 15-20% special discounts from SMEs to consumers who buy products from these shops and have parked their car in contracted parking spots • Reduced parking ticket to all customers including special categories such as families having more than 3 children and disabled people who have made purchases from affiliated stores <p>The implementation of the action is being carried out as follows: The receipt of entrance to the parking will be used as a discount proof by the discount shops and the purchase</p>	

receipt from the store will be used as proof for the parking owners. The rate of shopping discount is approximately 15-20%, following a written agreement with the Commercial Association of Heraklion, and the amount of the parking discount is 1 euro following the written agreement of the parking owners with the Commercial Association.

2. Creation of information material of «ΣΥΜΠΡΑΤΤΩ» which includes a map of the city contracted with shops and parking space and information material action (the cost will be covered by the chamber through the project "Reinpo-Retail)

3. Creation of stickers of the action «ΣΥΜΠΡΑΤΤΩ» that will be placed in prominent locations in affiliated shops and parking areas (the cost will be covered by the chamber through the project "Reinpo-Retail)

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▪ Innovation