

PILOT PROJECTS MONITORING SHEET

Brief identification of the pilot project

| | |
|-------------------|--|
| Title | |
| Brief Description | <p>The overall aim of the REINPO RETAIL project is to develop an integrated mobile marketing platform, exploiting fully new media applications and social media, to empower SMEs that are active at the broader retail and tourism sectors. It will enhance the competitiveness of Neapolitan SMEs to maximize their potential in the emerging multi-platform, social-media, location based services era.</p> <p>In the Naples pilot we will pilot a smart-phone application with 21 SMEs in the retail and hospitality sectors from the 7 pearls in the province of Naples.</p> |
| Action field | |

Evaluation criteria of pilot project execution

These have been indicated for Naples

| QUANTITATIVE CRITERIA | IDEAL SCORE | PROJECT SCORE |
|---|-------------------------------|----------------|
| Number of SMEs involved | 50 | 50 (Naples) |
| Number of SMEs trained | 21 | 21 |
| Number of diagnosis on SMEs | 21 | 21 |
| 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) | 21 | 21 |
| 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 | 200 | 200 |
| <ul style="list-style-type: none"> ▪ Date of celebration | 18/01/2012 and 18/07/2012 | |
| <ul style="list-style-type: none"> ▪ Place of celebration | Naples Chamber of Commerce | |

| | |
|---|------|
| TOTAL COMPLETED BY THE PROJECT | 100% |
| DIFFERENCE BETWEEN IDEAL AND REAL TOTAL | NONE |

| QUALITATIVE CRITERIA | |
|--|---|
| Type of innovation: product, process, organization, commercialization | |
| Describe the main products/results/services achieved by the development of your pilot project: | |
| ▪ Methodology | |
| ▪ ICT tools | X |
| ▪ Diagnosis | |
| ▪ Webs/ blogs | |
| ▪ Others | |
| Fit the results above mentioned according to the following fields of action: | |
| ▪ ICT | X |
| ▪ Energy | |
| ▪ Marketing | X |
| ▪ Innovation | |