

# Q-light

Spending Quality Time on Quality Issues



**QS** — In this issue we describe one of EBN's newest services: the Benchmarking Report. Learn how it works and you can benefit with it.

**QI** — Some more insights about the BIC community in 2010. Is there a correlation between the business sector and the type of innovation? Discover in the QI section. Check the EC-BICs in the Google Maps, see their premises in the Google Street View application and update your profile to better inform the almost 5000 visitors/month that come to the EBN website.

**QP** — Take a look at what we are planning until the end of September!

As usual we hope you will enjoy the reading and we do welcome all your inputs.

Giordano, Gonçalo and Chiara

## QS | Quality Services

A tool for supporting BICs improving results and efficiency:

### The Benchmarking service



Giordano Dichter,

EBN Quality Manager

#### What is it all about?

Each year, with deadline 31 march, we ask all the EC-BICs, the full members of EBN, to fill in the self-assessment questionnaire, which is composed of more than 150 questions ranging from the BIC's positioning, to its internal organization, to its financial assessment, to its annual performances and so on. The questionnaire is the main tool on which we perform the quality check with respect to the EC-BIC criteria, but why not use all that available information to provide a real added-value service to the BICs? This year has been the 6th year in which we collect data and information about our community, and the data is now significant as we can see trends and useful statistics, as the ones we yearly show in our observatories (at network and at country level).

#### How does it work?

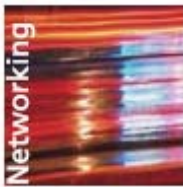
It is fairly easy. BICs might want to benchmark their performances with other BICs bearing similar characteristics, therefore all they need to do, is to point out those characteristics, and the quality team will translate those into parameters on which the database can be filtered. Of course the defined parameters will be agreed upon between the BIC and EBN's quality team. The outcome of this initial phase is the selection of the benchmarks, which in the final report will remain anonymous for confidentiality reasons.

#### And once the benchmarks have been selected?

The quality team will then produce a customized benchmarking report containing all the available information comparing the BIC with the selected benchmarks.

Selected Benchmarks	Benchmarks	Country	Catchment area	Population of Catchment Area	SMEs registered in 2009	N. of Staff
14	Benchmark 1	Italy	Region / province	1224981	114540	10 - 14
15	Benchmark 2	Italy	Region / province	1615389	142648	15 - 25
16	Benchmark 3	Czech Republic	Region / province	570000	80000	10 - 14
17	Benchmark 4	United Kingdom	City	500000	30000	10 - 14
18	Benchmark 5	Belgium	Region / province	1000000	18000	15 - 25
19	Benchmark 6	Italy	Region / province	5000000	130000	15 - 25

Screenshot 1: the selection of the benchmarks



# QS | Quality Services — The Benchmarking Report

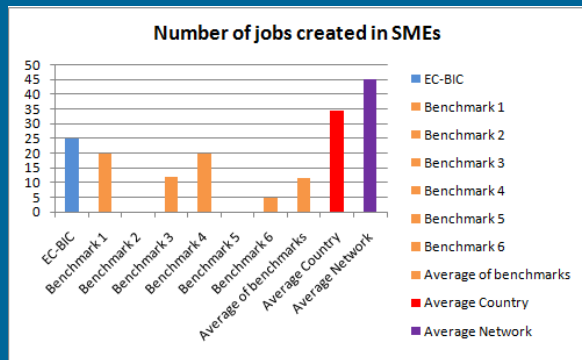
The report is in Excel format, and each sheet contains information deriving from the various sections of the self-assessment questionnaire (e.g. relevant catchment areas, sectors in which the BIC is mostly involved, human resources, expertise, income and expenditures, performance indicators and value for money).

### Has the services been tested already?

Yes, it has been tested and re-engineered, and will go through changes, as we continue to change the yearly questionnaire, in our attempt to boost higher and higher the EC-BIC standards. The service has been tested last year with Dublin BIC, and it has been presented within the quality seminar in Burgos on 30 June 2010. You can download Mr. Desmond Fahey's, Dublin BIC's CEO, presentation on the EBN web site. Furthermore we have delivered another benchmarking report to another BIC this year and we have at present another two in the pipeline.

### How can an EBN full member have his own benchmarking report?

The service is absolutely free of charge, for EBN full members of course. My suggestion is to contact the quality team to express the interest in receiving a benchmarking report. This you can do via email or phone (below the contacts of the quality team). After that, we agree upon the parameters and the filters, and then the BICs can expect to receive the benchmarking report in approximately 5 working days.



Screenshot 2: possible elaboration on performance indicators

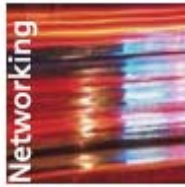
BICs	Cost per job created with support of a BIC	Public financial contribution per job created	Average number of start-ups per 1000€ of BIC income	Average number of jobs created per 1000€ of BIC income	Average number of business plans created per 1000€ of BIC income	Average number of companies created per 1000€ of BIC income	Average number of start-ups per FTE member of BIC staff	Average jobs per FTE
EC-BIC	€ 21.868,18	€ 20.354,47	0,81	2,44	0,81	2,85	0,71	
Benchmark 1	€ 89.400,00	€ 4.250,00	0,00	1,20	0,24	0,11	0,00	
Benchmark 2	€ 21.481,50	€ 10.915,78	-0,23	5,08	0,07	0,09	5,94	
Benchmark 3	€ 39.182,50	€ 13.392,14	0,15	2,07	0,15	1,18	0,08	
Benchmark 4	€ 158.250,00	€ 7.400,00	0,25	0,71	0,21	1,89	1,40	
Benchmark 5	€ 40.838,68	€ 14.448,08	0,86	2,59	1,09	4,45	0,79	
Benchmark 6	€ 31.339,51	€ 18.828,80	0,44	2,81	1,16	2,91	0,14	
Average of benchmarks	€ 55.785,91	€ 13.212,73	0,96	2,71	1,83	3,24	1,29	
Average national	€ 14.994,58	€ 8.681,26	0,85	0,28	1,63	2,03	0,95	
Average Network	€ 13.565,77	€ 7.548,59	2,59	7,74	4,87	5,11	3,92	

Screenshot 3: Value for Money

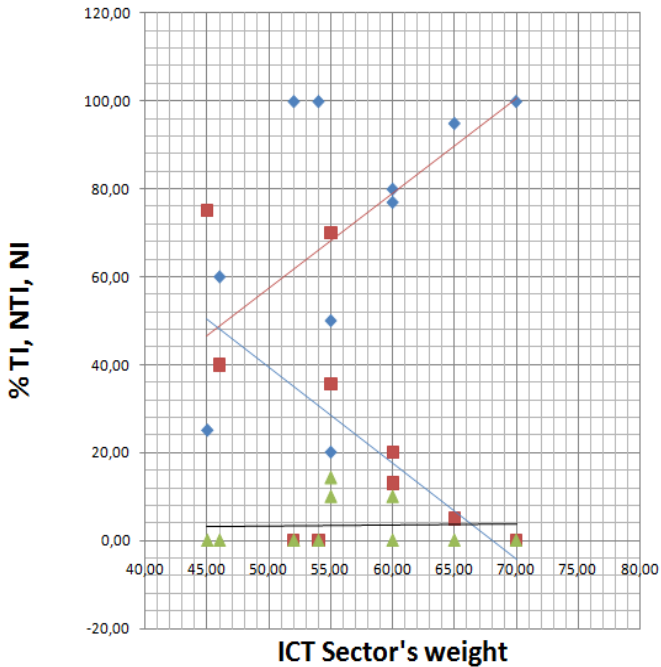
[Are you interested in receiving your own customized Benchmarking Report?](#)

### Contact EBN's Quality Team

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# QI | Quality Info



- ◆ % of technological innovative projects (TI)
- % of Non-Technological Innovative projects (NTI)
- ▲ % of Non innovative projects (NI)
- Linear (% of technological innovative projects (TI))
- Linear (% of Non-Technological Innovative projects (NTI))
- Linear (% of Non innovative projects (NI))

Did you know that in **ten EC-BICs** the ICT sector represents more than 45% of their entire activity?

Did you know that **three EC-BICs** are exclusively dedicated to the development of ICT projects? Do you want to know which ones? Go to the Quality website and discover it by using the **Search Engine**.

Did you know that there is a clear correlation between the % of technological innovative projects developed by the BICs and the weight of the ICT sector?

Did you know that EBN has added a new feature in the Members' Directory? Now you can find all the **EC-BICs in Google Maps** and discover where they are situated.

Did you know that you can use the **Google Street View** application to see the **EC-BICs' premises**?

Did you know that EC-BICs can **update** their information and help the Quality team to deliver better and more accurate services? Please login into the Quality website, select **My profile** and verify/correct your address, verify/modify the contact person and upload the logo of your BIC.

Did you know that the **EBN website** was visited by **4473 viewers** just in July? Did you know that this number corresponds to **twelve times** the **EBN Annual Congress**?

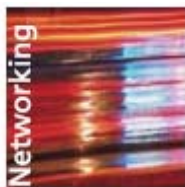
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 Phone: +34 985 980 098  
 Fax: +34 985 265 740  
 E-mail: [redacted]  
 Website: www.ceei.es

Detailed informations are only available to EBN Members. Please click here to login and get access.

**eQ | webography**

1. Muhammad Yunus: Freeing Up Capital
2. Innovation: Kevin Ryan - Business Plans?! Who needs them?
3. Bobby McFerrin hacks your brain with music

skype in



# QP | Quality Program— August/September 2010

The EBN Quality Team is more and more keen to deliver Quality services to our network members, and, since we know how you all are quite busy in the business support activities, we think that letting you know a little in advance our next steps could be of some help. From now on, you will be able to find an update of all the forecasted Quality Events.

Below, a short description of our program which will keep us busy from **August to September 2010**.

## August 2010

### • Publication

BIC Country Observatory 2010

The Quality team prepared the Country Observatories where a minimum of 5 BICs are operating:

**Czech Republic, Belgium, France, Germany, Ireland, Italy, Portugal, Spain and United Kingdom.**

All the 2010 Countries' Observatories can be found here.

**Editable PowerPoint presentations of the 2010 BIC Observatory and 2010 Country Observatories are available upon simple request.**



## September 2010



### "Become an EC-BIC expert"

**Location:** Brussels (Belgium)

**Date:** 29 September 2010 (9:30—17:00)

To become an EC-BIC, and therefore graduate to EBN full membership, it is necessary to undergo a full process which is managed by the quality team in Brussels. Key to this process is the evaluation of the candidate BIC through ad-hoc missions realized by EBN trained experts. If you are interested to undertake these missions for EBN, and others aimed at disseminating the EC-BIC model, you should apply to the EBN talent pool and undergo a full day of training (this one!) to get acquainted with the system and learn the fundamentals!



### BIC Master Class # 2

#### "Increasing market and technological intelligence to better support your SMEs"

**Location:** Brussels (Belgium) at ACCIO – Competitiveness for Catalonia, Brussels

**Date:** 27 - 28 September 2010

Read, analyze, understand what is going around you locally and globally and finally find better means for supporting your SMEs. Information has never been so accessible, therefore it is fundamental to know where it is and how to exploit it at the best. How can the new WEB 2.0 features be used to improve the means by which BICs provide support to new entrepreneurs and the existing SMEs?