

# Q-light

Spending Quality Time on Quality Issues



**Innovation & Quality:** ***BIC<sup>2</sup>—Best-in-Class BIC**, our Quest for the Best continues and this time we visited CEI Navarra to understand the key factors of its success.*

**Quality Talks:** *4 questions from our expert to Carmen Leza, Managing director of CEI Navarra .*

**Quality Information:** *This time is really Questionnaire time. Take a look to the backstage of the Quality Process and see how we collect, compute and feedback Quality Information to you.*

*If you haven't done so, join the **Q-light group on LinkedIn** and share you thoughts and views about Innovative Incubation.*

*We hope you will enjoy this issue of Q-light!*

*Giordano and Gonçalo*

## IQ | Innovation & Quality—BIC<sup>2</sup>

### CEI Navarra—a Best-in-Class

In our continuous look for the best practices around the network, we have asked Mr. **Roberto de Souza**, Managing Director of **Sines Tecnopolo**, to travel to Pamplona (Navarra) to meet **Carmen Leza**, Managing Director of **CEI Navarra**. The one day visit unveiled some of the good practices being implemented in Navarra and resulted in a very useful exchange of experiences and in a **Best-in-Class Report** available now to the EBN community.



Mrs. Carmen Leza, CEI Navarra (left)

Mr. Roberto de Souza, Sines Tecnopolo (right)

### CEIN Values

**Customer focus and focus on results:** We anticipate the needs of our customers maintaining permanent listening channels and trying to exceed their expectations. Goal oriented and dedicating resources efficiently.

**Pro-activity, innovation and dynamism:** To create, to modify, to suggest, to investigate. With the ability to work on continuous improvement. With flexibility and adaptability, multitalented and versatile.

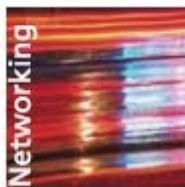
**Ethical and responsible behaviour:** We work professionally, ensuring confidentiality, with integrity, loyalty, assuming our commitments and responsibilities collectively and individually, with respect to all people, both inside and outside CEIN, and maintaining an image according to our position.

**Cooperation, collaboration:** Teamwork is the basis for the implementation of our activities, first internally and working with all actors involved in our business: customers, suppliers, financiers, partners and public and private institutions. Only collaboration makes us grow as an organization.

**Subsidiarity:** We are aware of our instrumental role to positively impact the economic and social development of Navarre covering those aspects that are not being filled by private initiative.

**Concern for people:** people are the engine of our organization: they add, share, create, listen, co-operate, ultimately they build CEIN.

**Socially responsible:** We try to be a regional reference with our philosophy and our policies for action in all areas. Particularly through promoting equality of opportunity and sustainable development.



## QT | Quality Talks - A word from the Director

*From our expert: 4 questions to Carmen Leza, Managing Director of CEI Navarra.*

**Roberto de Souza (RdS):** What are CEIN's main goals?

**Carmen Leza (CL):** CEI Navarra is a public enterprise, 75% owned by the regional government, which counts within their stakeholders' structure with some of the the most important and prestigious institutions of Navarra. The mission [of CEIN] is to contribute to the economic development of the Navarra region, to foster an entrepreneurial spirit in all areas of society and to support entrepreneurs to be more competitive and socially responsible.

**RdS:** What influence has the Navarra Government on CEIN's activity?

**CL:** CEIN's Strategy and Plan of Action is completely aligned with the Strategy of the Government of Navarra; actually, the President of our Board of Directors is a member of the Government himself. The Board is responsible to approve both the Strategy and the Plan of Action of CEIN, although, when approved, CEIN's management has the liberty to propose and develop the programs which will then meet the agreed goals.

**RdS:** Nowadays, with the, so called, « crisis » has CEIN developed any special actions?

**CL:** The fundamental problem which the enterprises are facing is lack of finance. In order to mitigate this issue we are working closely with the Government in some actions. Furthermore, CEIN is promoting some seminars which deal, exactly, with this topic, in order to support companies to overcome this difficult period.

**RdS:** Would you like to leave a final note for all of those that would like to start a business?

**CL:** Get the right support, be prepared for difficulties, believe in your business idea and go for it.

[Download the entire Report here](#)

### CEIN Key Figures

**66** Formal Education Institutions ( Primary, secondary and vocational education) in programs fostering entrepreneurship:

- 15** Primary
- 41** Secondary
- 10** Training Cycles
- 1,592** Students attending

**42** participants in college activities

**99** companies created

**202** new jobs in created companies

**€10,541,674** total investment

**10** companies funded with CEIN's funds

**109** companies in growth & development programs

**73** companies in the Club of Innovative firms

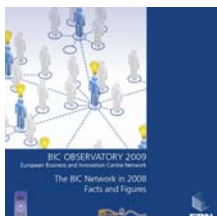
**6** new companies established in nurseries



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## e-Observatory 2009

Change page, zoom in to see the graphs and text in detail, print, download as a PDF file and chose the sections you want to read with the **e-Observatory**, the new technology which allows you to read the Observatory in the internet as if it was printed! We hope you enjoy your reading—click here.




# QI | Quality Info: The *backstage of the* Quality questionnaire

**EBN Questionnaire - 2009 data**  
Giordano Dichter  
Sent: Mon 18/01/2010 13:54



Mr. Uwe Hoppe  
CEO BIC Frankfurt




**BIC Frankfurt**, completed and submitted the questionnaire **1h and 40 min** after the opening of the quality system... therefore...  
**Nothing is impossible!**  
And thank you for this new, very useful, benchmark!

Sent: Mon 18/01/2010 15:34  
To: Gonçalo Reis

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Message

**EC BIC Questionnaire - New submission**  
A new questionnaire has been submitted:  
BIC Name :  
*BIC Frankfurt (Oder) GmbH*



## The Work behind it...

Before validating the questionnaires EBN's Quality Team (Giordano and Gonçalo) will make sure that each one of them is **consistent** and **accurate**. If that is not the case the BIC will be contacted and corrections will be asked until we can't count on a fully reliable database on which to base all our promotional (Observatory), benchmarking and networking services.

## Did you know that...

...This way EBN's Quality team will check **manually** the accuracy, reliability and consistency of more than **22 800 answers?**

## Did you know that...

...The verification process + *reminders* + feedback and corrections + *reminders* + validation + *reminders*... takes us at least 30 working days?

## Did you know that...

*Experience has taught us that the majority of the questionnaires will be **submitted** during the last two weeks of **March** although the system is open from **18 January?***

Submitted Questionnaires	4
Validated Questionnaires	1
BICs Logged into the Quality system	24
<b>BICs <u>Not</u> logged into Quality System</b>	<b>128</b>

Note: Situation on **15 February 2010**

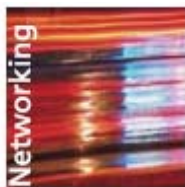
The basic rule applies: **The sooner the better!** The sooner we get the questionnaires the sooner we are able to provide you with improved Quality services... **which ones?**

**Just turn the page!**

## eQ | webography

1. The REMIX project: An arts and cultural incubator
2. Jeff Bezos (Amazon's CEO): After the gold rush, there's innovation ahead
3. Andrew Zacharakis (Babson College): Seven questions about entrepreneurship





## QI | Quality Info: what will we do with the 2009 data?

1. Make sure that Quality is ensured throughout all the network! Indeed we will prepare the 2010 evaluation program and select the best practices to visit and to disseminate to all the members (By the way have you checked out the [best practice reports on BIC Birmingham and CEEI Navarra?](#))
2. Elaborate the 2010 Observatory useful for promoting yourself and the network everywhere (Have you seen the [2009 observatory?](#) Short versions have been printed as well!).
3. Elaborate the 2010 country observatories (did you check the ones prepared in 2009 for [Spain, UK, Italy, Portugal, Czech Republic and France?](#))
4. Prepare benchmarking reports at your request. Would you need to compare your performances and results, we will support you in selecting the relevant cases and prepare for you a benchmarking report (in total confidentiality!).
5. Support the transfer of useful and innovative tools. If you are looking for something to help you better deliver your services, we may be helpful in finding the appropriate tool, which may have been already developed elsewhere!
6. Facilitate networking. The more we know about you the more we can support you with partnering and networking with the other members!

*The Quality team is always available to support you and we are getting more and more accessible!*



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[Look for us on Skype: EBN.Quality \(Skype name\)](#)



[Join us on LinkedIn: Q-Light group](#)

### QOC – Quality Questionnaire Competition:

EBN will send a box of Belgian Chocolate to the **first ten BICs** which will have their **questionnaire fully validated**... of course winners will be announced on **31<sup>st</sup> March!**