

SMART-SPACE –Deliverable D.T3.2.1 “Guideline to implement the pilot actions addressed to the users”



Project Acronym: SMART-SPACE

Project title: ASP478

D.T3.2.2

“KPIs and monitoring system for the piloting activities

WP n°:	T3: Implementing actions to strengthen the AS innovation ecosystem and promote the digital innovation of SMEs
Task n°:	T3.2 Pilot Action Methodology
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1. Deliverable History

This deliverable history should be removed from the document once it has been finalized. It can then be stored as a separate document on the server, next to the final version.

Version	Date	Status	What's new
1	11/05/2018	Draft	First release
2	30/05/2018	Draft 2	Including input from LP
3	30/06/2018	Draft 3	Including input from LP
4	31/10/2018	Final	Including input from LP and finalization

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2. Executive Summary

Within the SMART SPACE project, the task T3.2 “Pilot Action Methodology” aims at providing all necessary information as well as guidelines to be used by the project partners to implement the pilot actions, to monitor the performance and to report the activities implemented. Within work package T3, there are two types of pilot actions, one addressed to SMEs, the other addressed to policy makers and innovation stakeholders.

Whereas the deliverable T3.2.1 main focus is to provide a solid guideline to help the project partners implement the pilot actions, the deliverable T3.2.2 aims at showing them specific KPIs and monitoring systems for the piloting activities to measure the output. All the information will be presented to the project partners as well as the observers in a pilot action kick-off workshop (deliverable T3.2.3).

The deliverable T.3.2.2 (“KPIs and monitoring system for the piloting activities”) focuses on the following topic: The performance of instruments developed will be analyzed according to a set of quality and quantity according to EU measures and PPs' inputs. The KPIs will support the elaboration of the T4 actions.

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4. KPIs and Monitoring System for the Piloting Activities

Within the task T3.2., the deliverable T3.2.2 aims at developing a set of KPIs to test and analyze the performance of the instruments developed. Therefore, a set of quality and quantity indicators should be defined according to EU measures as well as the project partner’s inputs. The KPIs should also support the elaboration of the actions within work package 4.

Within work package 3, the project partners organize pilot actions for SMEs as well as pilot actions for policy makers and innovation stakeholders. Thus, several different KPIs to measure the different types of pilot actions and the different approaches of the project partners are needed. The KPIs should also assist the project partners in organizing their pilot actions as they provide them with a certain framework for measurement. After the pilot actions, there should be clear information on the different approaches and the lessons learnt in order to improve further actions.

All the KPIs can only be measured in context to the certain pilot actions of the project partners (for example, “Number of matches” can of course only be measured if there is a matching event).

The findings of the pilot actions and especially the KPIs will be included in the “pilot action report” (deliverable T4.1.1). The report will summarize main inputs from the pilot actions and their performance according to the KPIs identified. The report will identify some practices and references for the further activities.

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4.1. KPIs for the Pilot Actions for SMEs

Concerning the pilot actions for SMEs, with respect to the different approaches of the project partners, the following KPIs were identified:

KPIs for the workshops:

- Number of traditional SMEs attending the workshop(s): This KPI states the total number of SMEs (per pilot action) attending the workshop(s) organized by the project partners. The term “traditional” refers to SMEs coming from traditional sectors that should be assisted with their digitalization processes.
- Number of digital SMEs/content providers attending the workshop(s): This KPI states the total number of digital SMEs/content providers attending the workshop(s). It refers to the participants assisting the traditional SMEs with their digitalization processes.
- Customer Satisfaction Score (CSAT) for the DIH tools & services: This KPI is supposed to measure the satisfaction of the participants with the tools and services provided within the DIH platform. It can be measured with a scale, ranking from 1 (not satisfied at all) to 5 (very satisfied).¹
- Net promoter score (NPS): This KPI aims at measuring how likely the participants will recommend the DIH platform to others. Usually, like the CSAT, it can be measured with a scale ranging from 1 (*I will not recommend it at all*) to 5 (*I will recommend it for sure*).²

KPIs for the matching events and/or 1:1-matchings:

- Number of traditional SMEs attending the matching event(s): This KPI states the total number of SMEs (per pilot action) attending the matching event(s) organized by the project partners. The term “traditional” refers to SMEs coming from traditional sectors that should be assisted with their digitalization processes.
- Number of digital SMEs/content providers attending the matching event(s): This KPI states the total number of digital SMEs/content providers attending the matching

¹ <https://www.qualtrics.com/experience-management/customer/what-is-csat/>

² <https://www.textbroker.de/net-promoter-score-nps>

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event(s). It refers to the participants assisting the traditional SMEs with their digitalization processes.

- Number of matches/cooperation projects initiated: As the goal of a matching event is to help companies finding a partner for their projects, this KPI counts the number of “matches”, that is traditional SMEs and digital SMEs working together because of the event.

KPIs for the pitching events:

- Number of traditional SMEs attending the pitching event(s): This KPI states the total number of SMEs (per pilot action) attending the pitching event(s) organized by the project partners. The term “traditional” refers to SMEs coming from traditional sectors that should be assisted with their digitalization processes.
- Number of digital SMEs/content providers attending the pitching event(s): This KPI states the total number of digital SMEs/content providers attending the pitching event(s). It refers to the participants assisting the traditional SMEs with their digitalization processes.
- Number of pitches: This KPI states the number of pitches held within the pitching event. Of course, this KPI can be divided further into pitches by traditional SMEs and pitches by digital SMEs, for example.

In addition to these quantitative measures, there should also be qualitative feedback on the pilot actions, as they shall provide learnings for the future. Therefore, qualitative feedback, coming from questionnaires and verbal feedback is very useful.

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4.2. KPIs for the Pilot Actions for Policy Makers and Innovation Stakeholders

Concerning the pilot actions for policy makers and innovation stakeholders, with respect to the different approaches of the project partners, the following KPIs were identified:

- Number of policy makers reached through the pilot actions: This KPI measures the total number of policy makers attending the pilot actions in the different countries. In case the project partners decided to organize more than one event, this is the sum of the policy makers attending at least one of the workshops/events/online forums.
- Number of innovation stakeholders reached through the pilot actions: Like the KPI counting the number of policy makers, this KPI counts the number of innovation stakeholders attending at least one workshop/event/online forum.
- Customer Satisfaction Score (CSAT) for the DIH tools & services: This KPI is supposed to measure the satisfaction of the participants with the tools and services provided within the DIH platform. It can be measured with a scale, ranking from 1 (not satisfied at all) to 5 (very satisfied).³
- Net promoter score (NPS): This KPI aims at measuring how likely the participants will recommend the DIH platform to others. Usually, like the CSAT, it can be measured with a scale ranging from 1 (*I will not recommend it at all*) to 5 (*I will recommend it for sure*).⁴

Like for the pilot actions for SMEs, it is important to also gather qualitative feedback. For the pilot actions for policy makers and innovation stakeholders, however, it is suggested not to use questionnaires, but to ask for verbal feedback during the pilot action and write it down.

³ <https://www.qualtrics.com/experience-management/customer/what-is-csat/>

⁴ <https://www.textbroker.de/net-promoter-score-nps>