



Project no.
FP6-2005-003925

PROJECT ACRONYM
SME Environment

PROJECT TITLE
Supporting the participation of Environmental SMEs from New Member States and Candidate Countries in the Sixth Framework Programme

Instrument: Specific Support Action

Thematic Priority: Sustainable development, global change and ecosystems

Publishable Final Activity Report

Period covered: 1 April, 2005 – 31 March, 2007

Date of preparation: May 2007.

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Duration: 24 months

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Project coordinator organisation name: Geonardo Ltd

Draft 1.

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PROJECT EXECUTION

SME Environment
Project No: FP6-2005-003925
Web: www.sme-environment.org



The overall objective of the project was to establish an **innovative and flexible training tool** for SMEs in the environment and energy sector from New Member States (NMS) and Candidate Countries (CC) in order to facilitate their participation in the 6th and 7th Framework Programmes. In the first period the true needs of environmental SMEs from NMS and CCs were investigated, strategies for their involvement were developed and **web-based e-services** were created, and finalised during the second period, providing all services necessary for their active participation in FP6 and FP7 projects.

Services include **robust e-training solutions** that provide hands-on assistance to managers of environmental SMEs from the proposal-writing phase, through the contracting process until the management of funded projects. The final courses comprised of three e-learning courses on the framework programme, on proposal writing and on successful project management. Special on-line partner search, project matching and forum services were developed to complement the e-learning courses.

SMEs gained assistance to take part in European projects, build international relationships and implement their strategic scopes. The project has created a **special database** and a **guide** for those small and medium sized enterprises, which are active in the field of energy and environment and are interested in participation of projects submitted to FP6/FP7.

The primary result of this project was a practical and tailored service for environmental SMEs, based on an interactive website, started as a **bottom-up initiative**, taking NMS and CC conditions fully into account. The web-based environment has multiple functions and offers the following services to users:

- Providing **practical information** on FP7 and related policies (static data-bases, useful links, help desk)
- Information on actual FP7 calls and deadlines
- **E-learning courses** on proposal writing and project management, how to write proposals under the 7th Framework Programme
- Enhanced **partner search** functions
- Static and interactive **e-training services for SMEs** in all fields related to environmental FP7 projects
- Specific functions and **tools to promote the participation of women** and other special target groups under FP7
- **Forum for discussion** and establishment of partnerships: a platform for discussion for potential project proposers (research centres, universities, and SMEs)

Contactors involved

Coordinator: Geonardo Environmental Technologies Ltd, Hungary

Geonardo is a high-tech consulting firm specialised in environmental, and regional project development and consulting. Over the past few years the company itself has competed successfully for a variety of European environmental funding sources, laying down the ground rules for combining various types of project financing mechanisms, such as domestic and European grants, venture capital and bank loans. The professional competence and experience of the Geonardo crew regarding EC project development is truly exceptional in Hungary.

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Contractors

- INNOSTART National Business and Innovation Centre (Hungary) started its business on 1st April 1994 on the initiative of the Hungarian Innovation Association, as a foundation, on the model of Business and Innovation Centres (BICs), already present in the European Union for more than 15 years. INNOSTART has developed and maintained a wide multifunctional network. www.innostart.hu
- Helsinki University of Technology, The Lifelong Learning Institute Dipoli – TKK Dipoli (Finland) is a separate unit of the Helsinki University of Technology. Currently 20 staff members are working in the area of technology-enhanced learning, its methodology, pedagogy and technology. The Institute organizes courses and professional development programmes. <http://www.dipoli.tkk.fi/english/index.html>
- Vienna University of Economics and Business Administration, Department of Small Business Management and Entrepreneurship (Austria) was established in 1936. The general long-term research policy of this department is designed to increase the knowledge about management problems and solutions for small and medium-sized enterprises following both the traditional, functional and the more recent life cycle perspective. <http://www.wu-wien.ac.at/english>
- The Regional Environmental Center for Central and Eastern Europe – REC (European organisation) is a non-partisan, non-advocacy, not-for-profit international organisation with a mission to assist in solving environmental problems in Central and Eastern Europe (CEE). <http://www.rec.hu/>

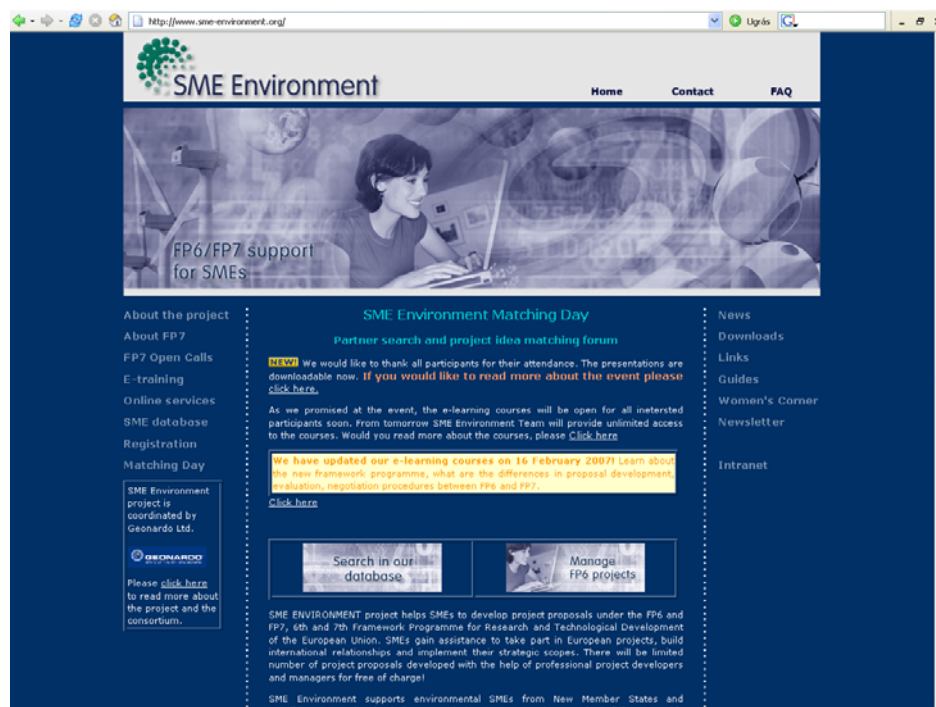
Work performed

The first year of the project was devoted to analysing the needs of the small and medium-sized enterprises from NMS and CC active in the field of energy and environment. Based on the results of the research, the development of the e-learning content and the e-consulting service has been started. Using both direct and indirect channels to reach the target group, thousands of e-mails and leaflets were sent and distributed. Information days were held, and informal discussions took place at many conferences and other external events. The first pilot course was launched in January, 2006. SMEs could use the special partner search database of the project and received assistance from consultants to develop their project proposals to FP6 calls. Three SMEs participated as partners in a project that was finally submitted to one of the

calls. Due to the dissemination campaign, the number of visitors to the website is quite high. The website and the platform of the services were finalised in the second year.

The second year of the project was devoted to further develop the e-learning courses (two updates were done) and develop new e-services (on-line consultation, partner search, project matching, forum). (Using direct and indirect channels to reach the target group, thousands of e-mails and leaflets were sent and distributed. Information days were held, informal discussion were taken on many conferences and other external events.) A final dissemination event introduced the results of the project organised by the Regional Environmental Centre for Central and Eastern Europe in Budapest. Due to the advertising campaign on the Internet, the number of visitors of the website and SME Environment events were high. The website and all services were finalised in Autumn 2006. The e-learning course was updated in February 2007.

www.sme-environment.org



Sample pictures of the e-learning course platform



The following deliverables have been developed during the project duration:

1. In the first work package partners concluded a survey among small and medium-sized enterprises in NMS and CC. As a result, the list of environmental projects with the participation of environmental SMEs (deliverable 1) and a **study about previous project experiences** was composed together with **strategies of SME involvement** in FP6 and FP7 (deliverable 2). The study is available through the website.
2. Based on the research done in WP1, partners developed the **platform of the services and started the dissemination activities**. The description of the system (deliverable 3), the prototype of the website in English (deliverable 5), Users' guide of the e-learning course (deliverable 6), and the first leaflet (deliverable 8) were developed. The final website in English (deliverable 7), the corrected Users' guide of the e-learning course (deliverable 6), and the second leaflet (deliverable 8) were developed in the second year.
3. As an important part of the dissemination activity a huge advertising campaign was elaborated on the Internet. (deliverable 9)
4. SME Environment Matching day held on 12 March, 2007 introduced the results of the project and provided possibilities to match partners and projects all over Europe to the first FP7 calls of Energy and Environment fields. (deliverable 10)
5. As part of the management, the internal report on gender issues (deliverable 11a) were reworked based on the experienced gained in SME Environment.

End results

The Consortium experienced significant and quantifiable results from the **e-training services**. The attendance of the website reached **100** visitors per day on average. Visitors all had access to practical information on project proposal development even without registering to the e-training courses. About **200 SME managers received e-training** during the implementation of the programme, and approximately **20%** of them received further assistance with the help of the e-consultancy services.

Due to the lengthy contract negotiation process and consequently the shorter duration period which is left for FP6 the consortium succeeded to submit **9** proposals to the last FP6 calls. The consortium concentrated its efforts on promoting ACC NMS SME participation in the FP7 programme with similar target objectives. The information days attracted hundreds of SMEs from the region and thousands of research and educational organisations in EU27 were informed about SME Environment database where partners can be found in NMS and CC.

The specific target of the project was that at least 40% of the submitted proposals will be prepared by women managers. The achieved rate was 23% in the training course, almost 40% at the information days and 50% in the submitted proposals.

Publishable results of the plan for using and disseminating the knowledge

D5 Prototype of the website in English

The prototype of the website was set up in July, 2006. It is available for all interested parties with special partner search functions, guest book, practical information, useful downloadable documents and a specific women's corner. Through the site the learning environment is reachable for registered users.

D6 Users' guide of the e-learning course

With this guide the participants are informed how to learn effectively with e-learning material, how to use the platform, what are the buttons for, etc.

D7 Final website in English

The final website was set up in September 2006. It is available for all interested parties with special partner search functions, project and partner database, on-line consultation service, practical information, useful downloadable documents and a specific women's corner. Through the site the learning environment is reachable for registered users.

D8 Leaflet

The leaflet raises the awareness of the stakeholders of the SME Environment project. It was distributed through NCP, BIC and IRC networks, conferences, , information days organised by the partners, and other events.

D9 Advertising campaign

Press releases, banners were published on several portals and websites, FP6 project sites, etc. in order to promote SME Environment services.

D10 Information Day presentations

On the website the presentations held at the information days are downloadable.



SME Environment Matching day budapest, 12 march, 2007

PLAN FOR USING AND DISSEMINATING THE KNOWLEDGE

Introduction

The objective of this document is to define the overall plan for dissemination and spreading of excellence of SME Environment. This plan was adapted and modified during the development and implementation of the project. The plan used inputs from all work packages with regard to their dissemination actions. In the first section, a vision of the expected and achieved results and the strategic impact of types of dissemination actions on target groups in 12 New Member States and 3 Candidate Countries is outlined. These 15 countries were not always targeted all by the project. As Croatia and Bosnia Herzegovina have received the candidate status, the SME Environment target group also extended its dissemination activities.

Section 2 contains reports on the completed and planned dissemination actions such as international workshops, presentations and press releases as well as co-operations with BICs, IRCs, and NCPs. Section 3 presents the publishable results for the second phase of the project (i.e. the second 12 months of the project lifetime), including a short description and a graphical representation of the deliverable plan over time.

Section 1 - Exploitable knowledge and its Use

This section provides a general overview on what the general outputs, knowledge and results, of the project are. These outputs form the base of the dissemination activities.

Using knowledge

SME Environment developed practical tools for SME's based in NMS and CC to become familiar with FP7, prepare FP7 proposals, manage projects based on their own ideas, and to facilitate their joining an evolving consortium in the field of their activity. The **overall objective** of the project can be defined as the development of a new approach for **SME counselling services** by taking full advantage of recent Internet technologies and e-training methods.

Therefore, the knowledge built up within this project was promptly available to the interested community. In addition to that, the knowledge and experiences from practical experiments were also used by the SME Environment partners themselves, mainly to define the next generation of services or strategic orientation for the Consortium.

Overview table

Exploitable Knowledge (description)	Exploitable product(s) or measure(s)	Sector(s) of application	Timetable for commercial use	Patents or other IPR protection	Owner & Other Partner(s) involved
1. Knowledge on how to provide practical assistance to SMEs	SME Environment web page and related services	Environment Energy	After the end of the project 31.03.2007 -	Not required	All partners of the SME Environment project
2. Ready e-learning material	SME Environment	Environment Energy	After the end of the project	Not required	All partners of the SME

Exploitable Knowledge (description)	Exploitable product(s) or measure(s)	Sector(s) of application	Timetable for commercial use	Patents or other IPR protection	Owner & Other Partner(s) involved
on FP7 programme, proposal development and project management	web page		31.05.2007 -		Environment project
3. Database on environmental SMEs from NMS and ACC	SME Environment web page	Environment Energy	It will remain free	Not required	All partners of the SME Environment project

1. This knowledge was exploited in the normal business activity of the partners (consulting, training) and in generating new research projects with the participation of the partners and other SMEs from the region.

2. The e-learning course, based on the feedback and evaluations, was further developed and deployed. There was a potential for extension as well. Partners decided not to form any business cooperation contract. Each partner will use the gained knowledge on its own in the framework of the organisations. The e-learning courses in their present form will remain open.

3. The database will remain in the same form; all interested parties can search for potential partners using the database.

Section 2 – Dissemination of knowledge

This section gives a short structured overview on the multitude of possible dissemination activities.

It was of strong interest to the SME Environment project and its partners to disseminate its ideas and results to a community as wide as possible – while remaining focused on research network users and applications, the project outcome is of generic value and can be applied for other user communities. Dissemination was an important interactive interface for the project for getting continued feedback on ideas and concept refinement. Dissemination was performed whenever possible by exploiting the human network of the Consortium, but more specifically it was done in the following relations:

- The training activity in using and understanding the potential of the SME Environment concept was a very important way to disseminate the results and ideas of the project.
- Dissemination was based on the project deliverables. They are “knowledge sharing” driven, not only from a content point of view, but also from a “formal” point of view thanks to the “Public” status of most of the deliverables.
- Towards the global community, dissemination was pushed with the help of conferences, seminars, workshops etc.
- Finally, dissemination towards different networks (IRC, NCP, EBN, EIC) was also among the major project goals.

Overview table

First year

Planned/actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible /involved
03.2005	Direct e-mailing	SMEs	NMS and ACC	450	Innostart
May 2005	Project website launch	SMEs	NMS ACC, OMS	All environmental stakeholders interested in FP6/FP7	Geonardo
May 2005	Press release	SMEs and stakeholders	Hungary	15000	Geonardo
18.05.2005	Leaflet	SMEs	NMS ACC	25-30000	All partners
July 05	Link from the Institute Webpage to the Project Webpage	General Public	World wide	1.000 p.a.	VUE
July-August 2005	Prototype of the website	SMEs and stakeholders	NMS ACC, OMS	All environmental stakeholders interested in FP6/FP7	Geonardo
Sept 2005	SME Environment first newsletter	SMEs	NMS ACC	300	Geonardo
09.2005	Newsletter of Hungarian Association for Innovation	SMEs and other players of innovation	HU	3000	Innostart
18.11.2005	Leaflet	SMEs	NMS ACC	25-30000	All partners
November	Dissemination of Flyers (hand out at the Institute)	General Public	Austria	400	VUE
15.11.2005	Press release	Stakeholders	NMS ACC	25-30000	All partners
November, December 2005	Direct e-mailing	Women associations, project coordinators	NMS, ACC	15 organisations	HUT
November, December 2005	Direct e-mailing	SMEs, stakeholders	Baltic States	10 000	HUT
Dec 2005	SME Environment second newsletter	SMEs	NMS ACC	600	Geonardo
Dec 05	E-Mailing	potential Multipliers in Eastern Europe	All Eastern European EU Member States and ACC	80	VUE
February/ March 06	Announcement	EU E-Learning Community	All EU Members and ACC	12.000	VUE

Planned/actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible /involved
06 February	Information about project objectives at the meeting of the network Innovation management in Lower Austria /Loosdorf	Members of the network: Researchers, SME managers	Austria	34	VUE
February March	Press, website links, direct mailing	SME and FP6 related organisations	Baltic States	10 000	HUT
March 2006	SME Environment third newsletter	SMEs	NMS ACC	900	Geonardo
March 06	Information about the project objectives at a meeting of the network ECONET	Members of the network: Entrepreneurs, Managers	Czech Republic, Slovakia, Austria	67	VUE
March 06	E-Mailing	potential Multipliers in Eastern Europe	All Eastern European EU Member States and ACC	80	VUE

Second year

Planned/actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible /involved
October 2006 January 2007	Direct E-mail	environmental networks, energy networks, SME networks, women's associations,	EU27, CEE, WBC	>200	Geonardo
Continuous	Banner exchange	ERA-ENV; Integration4Water, MAPO, GREEN horizon	EU27, CEE, WBC	>1500	Geonardo
October 2006 January 2007	Press release	Environmental/ Energy press	EU27, CC	30	Geonardo
November 2006 February 2007	Direct E-mail	Training participants	EU27 and CC	300	Geonardo
October 2006 January 2007	Newsletter information	Partner projects' mailing lists	NMS, CC	>1000	Geonardo

Planned/actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible /involved
10 Jan 2007	ENV NCP meeting	Potential new projects	ENV FP7 NCP		ENV NCP Switzerland
09.2006	Newsletter of Hungarian Association for Innovation	SMEs and other players of innovation	HU	3000	Innostart
02-03. 2007	Direct e-mailing	SMEs	NMS and ACC	500	Innostart
03.2007	e-newsletters	IRC and EBN partners	EU27	250	Innostart
January 2007	Green Net Finland published the information concerning the final conference at its web site.	Organisations and companies interested in environmental issues	Finland	2500	TKK Dipoli
Starting 30th March 2007	Information concerning the e-learning course placed at a public calendar Ylihuominen in the Internet.	Anybody interested	Finland (the information is written in Finnish)	300	TKK Dipoli
April 2007	The Association of Environmental Enterprises newsletter	Entrepreneurs and companies in the environmental field	Finland	Approximately 110 organizations	TKK Dipoli
April 2007	TEKES e-mailing list	People taking part in projects funded by the European Union	Finland	3100	TKK Dipoli

April 2007	The Association of Environmental Enterprises published information concerning the e-learning course that was opened to everybody at its website	Anybody interested	Finland (the information is written in Finnish)	230	TKK Dipoli
April 2007 January 2007 January 2006	Finnish Funding Agency for Technology and Innovation (TEKES) published information concerning the SME Environment project three times on its web site.	-April 2007: Everybody interested in taking part in the e-learning courses -January 2007: Everybody interested in taking part in the final conference -January 2006: entities needed partners for their project from	Website visitors, mainly EU27	2300	TKK Dipoli
January 2007	European housing ecology network – EHEN published the information concerning the final conference at its web site.	People interested in ecological housing	Any country	4000	TKK Dipoli
Jan - Feb 2007	Direct e-mailing to potential participants of the SME Environment Partner Matching Day (12 March 2007)	Relevant SMEs and scientific organisations (including research centres and networks as well as academia)	All EU countries	> 2000	REC
Feb 2007	Media briefs on the Zöldtech thematic environmental news portal and on the site of the National Office for Research and Technology (NKTH)	Relevant SMEs and scientific organisations (including research centres and networks as well as academia)	Hungary	> 1000	REC
March – April 2007	Direct e-mailing about the results of project and the availability of the E-training tool (planned)	Relevant SMEs and scientific organisations (including research centres and networks and academia)	All EU countries	> 2000	REC
March 2007 - ongoing	Flyers, Conferences etc. The REC will continue to disseminate information about the project	Environmental stakeholders	new Member States and South Eastern Europe	> 1500	REC
September 2006 3.week	Dissemination of the Newsletter via E-Mail	potential Multipliers in Eastern Europe	All Eastern European EU Member States and ACC	80	VUE
September 2006	Dissemination of the Newsletter via E-	potential Multipliers in Austria	Austria	10	VUE

3.week	Mail				
October 27.10.2006 Vienna, Austria	Information at TIM, Vienna,	Researchers in the field of innovationmanageme nt	Germany, Austria, Switzerland	40	VUE
January 2007 08.01.2007	Dissemination of Leaflets	New entrepreneurs and managers of SMEs	Austria	18	VUE
January 22.01.2007 Vienna, Austria	Presentation of the project, dissemination of Leaflets	Innovation Managers in SMEs	Austria	15	VUE
February 2007 1.week	Dissemination of the updated newsletter	potential Multipliers in Eastern Europe	All Eastern European EU Member States and ACC	80	VUE
February 2007 1.week	Dissemination of the Newsletter via E- Mail	potential Multipliers in Austria	Austria	10	VUE
February 2007 2.week	Publication of the press release and the banner on the homepage of the Department	Public	Worldwide	p.a. 1000	VUE
February 2007 3.week	Sending the banner and press release to the Austrian multiplier	Austrian multiplier	Austria	10	VUE
February 07.02.2007	European Press release	E-Learning Community	European Members States	12.000	VUE
February 2007 1.week Vienna, Austria	Dissemination of the leaflet via the Chamber of Commerce	SMEs	Austria	250	VUE
February 07.02.2007	Information on the Matching Day on the homepage of the Department	Public	World wide	p.a. 1.000	VUE
February 2007 2.week	Online Dissemination of the new brochure	environmental SMEs	Europe	1250	VUE
March 01.03.2007 Vienna, Austria	Dissemination of leaflets	Representatives of SMEs at the E-day	Austria	100	VUE
March 22/23.03.20 07	Online Dissemination of the letter about the E-Learning course	Environmental SMEs	Europe	1250	VUE
March 26.03.2007	Online Dissemination of the letter about the E-Learning course	Austrian multiplier	Austria	10	VUE
March 28.03.2007	Dissemination of the Newsletter via E- Mail	potential Multipliers in Eastern Europe	All Eastern European EU Member States and ACC	80	VUE

Events

First year

Event	Date	Venue	Partner/Person	What happened? – Presentation, info day, etc.
Initial workshop	04-06/04/2005	Heviz, Hungary	Geonardo	Introduction of SME Environment to the stakeholders
Interactive technology in education conference 2006	5-7/04/2006	Hämeenlinna, Finland	TKK Dipoli	
External event - training	11-13/04/2005	Plovdiv, Bulgaria	Geonardo	Presentation held on SME Environment
Hands on workshop on FP6 24/05/05	24/05/2005	Budapest, Hungary	Innostart/Geonardo	Presentation held on SME Environment
EDEN Conference	June 2005	Helsinki, Finland	TKK Dipoli	Distribution of leaflets
Climate Change – Energy Awareness – Energy efficiency International conference	8-10/06/2005	Visegrad, Hungary	Innostart	Distribution of leaflets, Making interviews
Innovation workshop	June 2005	Szentendre, Hungary	REC	Presentation held on SME Environment
One-day workshop	27/06/2005	Istanbul, Turkey	Geonardo	Introduction of SME Environment
Information day on Global Change priority by HU NCP	12/07/2005	Budapest, Hungary	Geonardo	Distribution of leaflets
ERA-ENV training course	21-22/07/2005	Budapest, Hungary	Geonardo	Distribution of leaflets, discussion with ERA-ENV project partners and participants
External event - training	12/09/2005	Keszthely, Hungary	Geonardo	Introduction of SME Environment
Energy/Environment course	22-23/09/2005	St Julians, Malta	Geonardo	Presentation held on SME Environment
Information day	03/10/2005	Zagreb, Croatia		Distribution of leaflets
Information day	10/10/2005	Bucharest, Romania	Geonardo	Distribution of leaflets
External event - training	26-28/10/2005	Budapest, Hungary	Geonardo	Detailed introduction of SME Environment
One-day workshop	12/12/2005	Zagreb, Croatia	Geonardo	Distribution of leaflets
Meeting of the network Innovation management	06/02/2006	Loosdorf, Austria	VUE	Information about project objectives
Information day on SSP priority by HU NCP	8/02/2006	Budapest, Hungary	Geonardo	Distribution of leaflets
External event - training	9-10/02/2006	Budapest, Hungary	Geonardo	Distribution of leaflets
Renewables workshop	February 2006	Szentendre, Hungary	REC	Information day dedicated to SME Environment
Meeting of the network ECONET	06/03/2006	Austria	VUE	Information about the project objectives
Biofuel Marketplace stakeholder conference	9/03/2006	Budapest, Hungary	Geonardo	Distribution of leaflets

Second year

Event Number of attendants	Date	Venue	Partner/Person	What happened? – Presentation, info day, etc.
FP6 Management training course	4-5 May 2006	Budapest, Hungary	Geonardo	Present SME Environment as a successful FP6 project
FP6 Management training course	25-26 May 2006	Budapest, Hungary	Geonardo	Present SME Environment as a successful FP6 project
CEERES project conference	19-20 June 2006	Warsaw, Poland	REC	Discussion, information on the project
Summer university in Budva	04. September 2006	Budva, Montenegro	VUE	Information about the project
Meeting of the TRIZ Competence Centre, University Leoben	01. September 2006	Austria	VUE	Presentation of the project
FP7 and CIP information Day	12 September 2006	Bratislava, Slovakia	Geonardo	Leaflet distribution
Newworkers conference	18. September 2006	Valencia, Spain	VUE	Presentation of the project
Information day	23 September 2006	Hungary	Innostart	Presentation of the project
Energy & Environment training on future funding sources	21-22 September 2006	Portomaso, St Julians, Malta	Geonardo	Leaflet distribution
IST training on future funding sources	25-27 September 2006	Hévíz, Hungary	Geonardo	Leaflet distribution
Renexpo	28 September – 1 October 2006	Augsburg, Germany	Geonardo	Leaflet distribution, discussions
EU Funding Academy	2-6 October 2006	Budapest, Hungary	Geonardo	Leaflet distribution, Present SME Environment as a successful FP6 project
E-Challenges	25-27 October 2006	Barcelona, Spain	Geonardo	Poster session
Conference of Entrepreneurship at the University of applied sciences	09. November 2006	Graz, Austria	VUE	Presentation of the project
EU Funding Academy	20-24 November 2006	Budapest, Hungary	REC	Leaflet distribution, Present SME Environment as a successful FP6 project
Conference Distance learning at the university of technology for E-Learning experts	Tallinn/Estonia 23. November 2006	Tallinn/Estonia	VUE	Presentation of the E-Learning environment
Launch event of FP7 in Hungary	8 February 2007	Budapest, Hungary	REC	Discussions, information on the project
EU Funding Academy	26 February – 02 March 2007	Budapest, Hungary	REC	Leaflet distribution, Present SME Environment as a successful FP6 project
Information day Energy – FP7	27 February 2007	Budapest, Hungary	Geonardo	Leaflet distribution
Innovation Managers of North Austria	07. March 2007	Pasching, Austria	VUE	Presentation of the project
SME Environment Matching Day	12 March 2007	Budapest, Hungary	REC	Presentation of the final results, partner search event with the presence of the scientific officer

Journals and magazines where the press release was published:

Tranzit
Üzlet & Siker
EU Center Magazine
Figyelő
EU Funding in Brief

EU Funding in Brief
Leonardo da Vinci Community Newsletter
European housing ecology network – EHEN newsletter
Finnish Funding Agency for Technology and Innovation (TEKES)
MAPO network newsletter

Websites where banners/press releases were also published:

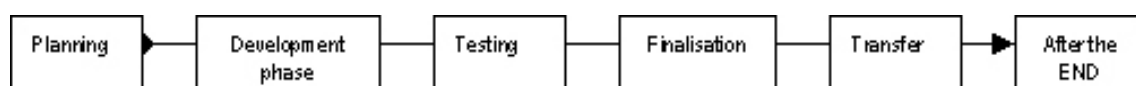
www.cec-wys.org
www.cordis.lu
www.tekes.fi
<http://kkv.mfor.hu/cikk.php?article=799&pat=2>
http://www.keskkonnaveeb.ee/mis_teoksil/mis.php?uritus=734
<http://www.marine-pollutions.org/>
<http://www.greengate.ee/index.php?page=11&id1=12838>
www.dipoli.tkk.fi
<http://equal.lsif.lv>
<http://www.wsstp.org/default.aspx>
<http://www.irc.ee/>
<http://www.eraenv.com/index.php>
<http://greenhorizon.rec.org/>

Dissemination strategy base:

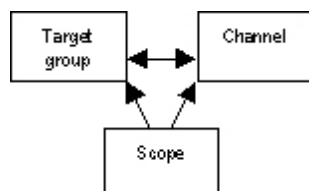
Learning from the experiences of previous project results the consortium developed a competitive valorisation strategy for the entire project period, in order to achieve a great and measurable impact within targeted sectors.

The partners were aware of the fact that it is equally important to spread information about the project to individual persons as to large audiences and that the channels and methods to reach the two groups are slightly different. To ensure quality and effectiveness, the project partners worked out an own dissemination model that took into account the special characteristics of the project, focusing on the target groups and the potential impact the project would achieve.

The **dissemination model** executed was simple. It had three main factors. One was the dissemination process, which follows the project stages from the very beginning until the end and even thereafter:



The second factor was that depending on the specific objective and the target group, different dissemination methods and channels had to be used. The selection of channels also depended on their availability.



The third factor was the level of dissemination. It can be local, national or European/International level. In different stages of the project the different levels had minor or major importance. Based on these factors the members developed the summary table of planned dissemination activities and channels.

Target Groups <i>Primarily:</i> E&E SMEs from NMS and CC <i>Others: from the E&E sector</i> Researchers Coordinators of E&E projects EU Networks Experts and Consultants Universities	Channels <i>Press:</i> Magazines, Newspapers Online magazines and newsletters, portals, EU pages, Cordis, R&D pages, Environmental sites <i>Personal contact with the target group:</i> Information days Other events <i>Indirect, not media:</i> Previous projects, running projects
Means Press releases Newsletter Leaflets, brochures Banner exchange Direct e-mails, regular mails Website Presentations	Scopes 2000 managers for e-learning course 1500 website visitors/day good project ideas to submit

The dissemination activity started during the project but does not end with the end of the financial support of the framework programme. Therefore different strategies were developed for the project phase and for continuation after completion of the project.

The communication media channels were the best for introducing the project results and **raising awareness** in the target SMEs for the training itself. Still, many previous project results have shown that raising awareness is not equal to the adoption of the information. Therefore in communication media (e.g. On-line newsletters, Environmental and business magazines, information portals) we forwarded SMEs attention to special **face-to-face and on-line interaction** possibilities where they could get more information on the training, and could also find other practical and useful information. There were two ways for this interactive process. First was the on-line consultation with the project members (in English and national languages) – there was a demo version uploaded to the website and a multimedia tool which introduced the training itself and its advantages to E&E SMEs. The second was **personal consultation**. For this scope REC and other partners organised information-days for all interested parties, and also participated in events where direct contact was possible.

The **end users** of the products were involved in the evaluation of the dissemination from the very beginning. HUT and VUE developed the system of monitoring and feedback analysis.

Project phase	Task	deadline	Partner	Method	Result
M1-M6	Involvement of SMEs, and make them answer the questionnaire	done	VUE, Geonardo, Innostart, REC	Direct mails, distribution of leaflets on events	49 database members;
	Collection of best practices	done	HUT, Geonardo, Innostart, REC	Direct mail, phone calls	13 best practices
	Website promotion	cont	Geonardo	Banners, newsletter	3 newsletter, visitors some hundred
M 6-12	Collection of training participants, new database members	Done	All	Mailing, indirect channels	2000 managers, visitors for the website, etc
	Involvement of new smes into the database	Done	all	Direct mails, indirect advertisements	60 registered members
	Promotion of the project between indirect target groups	done	all	Direct contact	Achieve awareness

Project phase	Task	deadline	Partner	Method	Result
M12-18	Involvement of SMEs, and make them answer the questionnaire	done	All	Direct mails, distribution of leaflets on events	20 new database members;
	Involvement of EU27 members, not only SMEs, but other environmental stakeholders to participate in the wider SME Environment Community	done	All	Direct mails, events, banners, etc	Hundreds of visitors, thousands of e-mails, 90% participation on events from EU27
	Website promotion	cont	Geonardo	Banners, newsletter	2 newsletter, visitors some hundred
M18-24	Involvement of EU27 members, not only SMEs, but other environmental stakeholders to participate in the wider SME Environment Community	Done	All	Mailing, indirect channels	Hundreds of visitors, thousands of e-mails, 90% participation on events from EU27
	Involvement of new smes into the database	Done	all	Direct mails, indirect advertisements	10 new registered members
	Involve stakeholders in e-learning evaluation	Done	HUT, Geonardo	website	3 answers

Section 3 - Publishable results

The results achieved by project SME Environment have been documented in project deliverables. A list of deliverables realised for the project is given below. Most of the deliverables have a dissemination level of “public” (PU).

The following deliverables have been developed during the project period:

1. In the first work package partners concluded a survey among small and medium-sized enterprises in NMS and CC. As a result, the list of environmental projects with the

- participation of environmental SMEs (deliverable 1) and a **study about previous project experiences** was composed together with **strategies of SME involvement** in FP6 and FP7 (deliverable 2). The study is available through the website.
2. Based on the research done in WP1, partners developed the **platform of the services and started the dissemination activities**. The description of the system (deliverable 3), the prototype of the website in English (deliverable 5), Users' guide of the e-learning course (deliverable 6), and the first leaflet (deliverable 8) was developed. The final website in English (deliverable 7), the corrected Users' guide of the e-learning course (deliverable 6), and the second leaflet (deliverable 8) were developed in the second year.
 3. As an important part of the dissemination activity a huge advertising campaign was elaborated on the Internet. (deliverable 9)
 4. SME Environment Matching day held on 12 March, 2007 introduced the results of the project and provided possibilities to match partners and projects all over Europe to the first FP7 calls of Energy and Environment fields. (deliverable 10)
 5. As part of the management, the internal report on gender issues (deliverable 11a) were reworked based on the experienced gained from SME Environment.

Publishable results

D5 Prototype of the website in English

The prototype of the website was set up in July, 2006. It is available for all interested parties with special partner search functions, guest book, practical information, useful downloadable documents and a specific women corner. Through the site the learning environment is reachable for the registered users.

D6 Users' guide of the e-learning course

With this guide the participants are informed how to learn effectively with e-learning material, how to use the platform, what are the buttons for, etc.

D7 Final website in English

The final website was set up in September 2006. It is available for all interested parties with special partner search functions, project and partner database, on-line consultation service, practical information, useful downloadable documents and a specific women's corner. Through the site the learning environment is reachable for the registered users.

D8 Leaflet

The leaflet raises the awareness of the stakeholders of the SME Environment project. It was distributed through NCP, BIC and IRC networks, conferences, information days organised by the partners, and other events.

D9 Advertising campaign

Press releases, banners were published on several portals and websites, FP6 project sites, etc. in order to promote SME Environment services.

D10 Information Day presentations

On the website the presentations held at the information days are downloadable.

Summary of dissemination activities carried out during the project period

A massive dissemination and marketing strategy was carried out in order to ensure full publicity for the website in all NMS and CC, not only among the SMEs, but also other institutions that are potential proposers of FP7 projects.

To reach the highest possible number of SMEs, information days have been organised to inform the potential users about the existence and progress of the project. The success of the information days is of very high importance, as these occasions provide a good opportunity to get proper feedback from the SMEs and to fully understand the needs of future end-users. The Consortium was cooperating with the EIC IRC and BIC Network in Europe in order to reach the maximum number of interested parties and invite as many participants as possible.

The following projects have been contacted and offered cooperation:

- CEERES (managed by Ecofys Poland, partner: REC) – on renewable energy technology diffusion in Central and Eastern Europe
- SMAQ (managed by Thessalonica University, partner: REC) on Satellite assisted air quality monitoring
- ESTO Waste Prevention (managed by Danish Technical University, partner: REC) on waste prevention
- IMIHWAM (managed by REC) on hazardous waste management in the Western Balkan
- POPA-CTDA (managed by TNO, partner: REC) on clean technology diffusion
- IMPACT (managed by Ecofys, partner: REC) on energy performance of buildings
- MAPO (managed by KIWA in The Netherlands)
- ERA-ENV (managed by FIMAN in Romania)
- TranSMEs (managed by Poznań Science and Technology Park in Poland)
- Detect IT2 (managed by EBN in Belgium)
- EuroTrans (managed by the The French Agency for Innovation in France)

The following conferences were approached for joint dissemination:

- CEERES national conferences
- MAPO dissemination conference

The following organisations were contacted for cooperation in gender issues:

Women Associations Central European Centre for Women and Youth in Science (CEC-WYS) <http://www.cec-wys.org> Association for Women in Science and Engineering (AWiSE) <http://www.awise.org/> www.witec-eu.net - Association for Women in Science and Engineering (AWISE) www.mentornet.net - Mentornet is a non-profit e-mentoring network that addresses retention and success of women in engineering, science and mathematics. www.awis.org - Association for Women in Science : AWIS is an organization for women and girls in sciences, technologies, engineering and mathematics. www.eurochambres.be - Eurochambres Women Network: The Eurochambres Women Network addresses all European Chambers' women and women professionals. Its purpose is to support women professionals regarding the exchange of information and dissemination of "Best practices", the participation in public-private partnerships at local, national and European level.

www.cec-wys.org - Central European Centre for Women and Youth in Science: The CEC-WYS empowers women and young scientists in Central Europe and contributes to achieving gender equality in R&D.

www.fem-pme.com - Central Association of Women Entrepreneurs: FEM is a European umbrella-organization which represents over 35 associations with 270 000 women from small and medium enterprises.

www.prowomen-eu.net - Promotion of Women Entrepreneurship: ProWomEn is an international thematic network. It advances the state of the art of regions to support women to develop their potential in creating innovative ideas and starting their own businesses.