



## Peer Review REPORT

We kindly ask each Host Partner to complete this form after each Peer Review.

<b>Host Partner</b>	Development Agency of Thessaloniki's Eastern Municipalities-ANATOLIKI SA
<b>Date of Peer Review</b>	31 <sup>st</sup> Jan & 1 <sup>st</sup> February 2017   <u>Venue:</u> <i>Thessaloniki Chamber of Commerce and Industry &amp; Centre for Research &amp; Technology Hellas (CERTH),</i>
<b>Format of the meeting</b>	Experts, RSG members and staff of ANATOLIKI participated
<b>PREPARATION</b>	
What was your experience in arranging the Peer review? How was the reaction of the stakeholders? Did you receive any useful inputs from the Peer Review Team/experts during that preparation period?	
<p>Fortunately, the experts corresponded to our call for experts quite fast. Five experts from 5 different countries showed their interest in contributing to our PEER REVIEW. The preparation of the PEER REVIEW was quite demanding. We wanted some key local bodies to present themselves and their good practices during the first day of the Review. This took a lot of communication and description of the project's goals to different bodies and interaction when they were drafting their presentations. A briefing document was prepared and sent to the experts, along with travel and accommodation info. The most demanding issues were organisational.</p> <p>The discussion of the two round tables was very productive and many good practices were described by experts and RSG members as well.</p> <p>Local Stakeholders were positive in participating in our PEER REVIEW (either with a presentation or as members of round tables). Their contribution was of high significance, in order PEER REVIEW to have an actual effect and result to more suggestions.</p> <p>During the preparation of the meeting, CERTH made great suggestions on how to organise a study visit there, that would give a fast overview to experts on Research and Incubational Initiatives in Central Macedonia.</p> <p>Expert findings were delivered through a PowerPoint that shared with local stakeholders the experts' suggestions and good practices from their countries/regions.</p>	
<b>IMPLEMENTATION OF THE PEER REVIEW</b>	
(a) Description of Peer Review focus: key issues that the host partner wanted to address	
<p>During the PEER REVIEW in Central Macedonia, we intended to focus on three themes:</p> <ol style="list-style-type: none"> <li>1. Development of local entrepreneurship Support Centers (hubs) and digital applications (indicative actions: information, training, better communication between the Support Centers and the SMEs, support start-up, e-payment, e-mall, SMEs mapping, incubators etc)</li> <li>2. Development of applications and skills of SMEs in order they have access to the procurements'/supplies' information system (in local, national or European level). Applications development for easier monitoring of a company's obligations, for e-payment platforms and for information on institutional framework changes.</li> <li>3. Creation and support of Private Sector Hubs IT intensive, that offer their services for the support of other SMEs. These companies can outsource their services to other existing enterprises or start-ups.</li> </ol> <p>We tried to exchange good practices on:</p>	



- How can we improve the SMEs information and access to procurements? There are many digital tools in Greece, that give information on procurements, but it is maybe difficult for an entrepreneur to search all engines, all platforms to find a procurement that suits his business activity. This means that a capable business may not be competitive, because it doesn't have easy access to information.
- How can older businessmen, not much familiar with digital tools, get information
- How can we support young people in business creation
- How can we develop the existing Support Centers

**(b) Please list here in bullet points the activities undertook during your Peer Review**

Presentations of:

- local stakeholders for current situation analysis,
- Initiatives that support SMEs
- Growth Hub Birmingham, as a good practice of existing Hub

2 round tables where experts and RSG members exchanged thoughts and suggestions

Study visit in Centre for Research and Technology-Hellas-CERTH:

- We met a start-up called "NTL Chemical Consulting" and were guided to their laboratory
- We were guided to CERTH's incubator
- We were shown a laboratory of experiments on biodiesel.

**(c) Partnership: please list here the **experts****

Name	Organisation
GIOVANNI LIBRICI	Program Manager PURE COSMOS Project Director of the financial department-Municipality of Genoa
Luisa Baldeschi	International networking manager, Vivaio per l'Intraprendenza-Municipality of Florence
Dr. Sophie Kühling	Referee for Innovation and Technology transfer, Chamber of Industry and Commerce Halle-Dessau- Development Bank of Saxony Anhalt, Germany
Ian McLaughlan	Growth Hub Manager, Birmingham City Council
Zdenek Husek	expert in innovation ecosystems, start ups financing and development. Board Member in two innovative start-ups, chairman of supervisory board, Technology Centre Hradec Kralove, Usti Region

**(d) Partnership: please list here the **participants from your region** (including stakeholders)**

Name	Organisation
Sarigiannis Iakovos	ANATOLIKI SA
Athanasiadou Evgenia	ANATOLIKI SA
Kyriakopoulou Dimitra	ANATOLIKI SA



Kivrakidou Eftichia	ANATOLIKI SA
Fallas Ioannis	ANATOLIKI SA
Konstantinou Kostas	ANATOLIKI SA
Magrioti Maria	ANATOLIKI SA
Michailidis Konstantinos	Innovation and Entrepreneurship Directorate-Region of Central Macedonia
Chrysanthi Kiskini	Regional Development Fund of Central Macedonia
Therianos Georgios	Regional Union of Central Macedonia Municipalities
Belidis Athanasios	Alexander Technological Educational Institute of Thessaloniki (ATEITH)
Bouboulas Antonis	Thessaloniki Chamber of Commerce-TCCI
Vlachiogiannis Emmanouil	Thessaloniki Chamber of Commerce-TCCI
Kalapouti Kleoniki	Entrepreneurship centre-Municipality of Kalamaria
Koutsoulianos Christoforos	KEDKA Kalamaria Municipality
Katsiadakis Nikolaos	Centre for Research and Technology-HELLAS
Papadopoulou Katerina	Centre for Research and Technology-HELLAS
Zardava Kiki	NTL Chemical Consulting –Incubator CERTH
Koupkas Michail	Economic Chambers of Greece-Central Macedonia
Papapostolou Menelaos	Tax officer
Lampros Christos	Entrepreneurship Department-Municipality of Thessaloniki
Panagiotidis Lazaros	Municipality of Thessaloniki
Sourmaidou Popi	Ergani Center
Stamkos Neoklis	Microcredit Department of Business and Cultural Development Centre (KEPA)
Skotidas Spyros	Business and Cultural Development Centre (KEPA)
Tramantzas Konstantinos	Alexander Innovation Zone
Xatziyiannis Manolis	Technology Transfer Office-Aristotle University of Thessaloniki
Litsardakis Michail	IT Companies Association -Northern Greece
(e) Recommendations: please list and explain the conclusions and main points of advice you received from the experts	
<b>Recommendations for start ups</b>	
From research to Entrepreneurship:	
1. Work on flexible procedures, provide infrastructure and opportunities, set standards of	



performance and then let the start up free to test and to scale = to develop organically!  
Starting-up is not a linear process

2. Link and connect the key actors: Universities, Research Centers and Enterprises.
3. Focus on the expected result and not on the process. Find a market and clients for the product/service. Start a business following organic process
4. Start entrepreneurial training/ motivational events during university years, showing the "business option" among the other career choices
5. Provide shared spaces and increase intersectoral, international, multidisciplinary connections
6. Disseminate "Business Fails stories" –Fail is part of the final success

**Funding:**

1. Provide a mix of grants, loans, guarantees, crowdfunding
2. Train the start-uppers on the financial aspects
3. "Funnel" financing in Proof of Concept/pre-seed, bottom up approach based on shared services- Clusterization
4. Multistage evaluation and P2P financing platform

**Networking:**

1. Experience international relationships and develop a strong network of contacts
2. Get advantage of creative spaces like pubs and coffee bars where young and creative minds meet.
3. Use networking expats, migrants or create program for young people like Go and Go Back Share labs during "winter schools" for startups/scientists

**Recommendations for existing SMEs**

**Funding & services**

- Create a one-and single OSS- not many smaller OSSs
- Public organizations should only fill in where there are gaps of support that the private sector can't provide- there isn't much public money and should not be wasted
- "Start & Growth" online applications
- Requalify a neighbourhood-Incentivise traditional activities to revive local entrepreneurship
- Focus on the allocation of non-repayable funds without bank guarantees but only on the basis of a guarantee linked to the assessment of the idea made by a public, or private-public body.
- Simplify and digitalise public funding (electronic file, transparency)
- Research of private funds and microcredit should be done by the private sector

**Public Procurement**

1. Strike a balance between fairness and evaluating local impact – add a "social value" or "social impact" measure or criterion
2. Use "Pre-commercial public procurement" (PCP) tool. <https://ec.europa.eu/digital-single-market/en/pre-commercial-procurement>
3. Streamline relationship of enterprises with the Public Administration through online



procedures, e-payment
(f) Please list here the action points and next steps
<p>Next steps:</p> <p>Inform all RSG members for Experts' Suggestions by organising our 3<sup>rd</sup> RSG meeting</p> <p>Exchange experience on one stop shops with Florence (go to study visit)</p>
(g) Exchange of Experience: please list and (briefly describe) any <b>GOOD PRACTICE RECOMMENDED BY THE EXPERTS</b>
<p>For <b>start ups</b></p> <ol style="list-style-type: none"> <li>1. Good Practice on how to link and connect key actors: Universities, Research Centres and Enterprises: Italian Model of Science Parks-very diversified and locally adapted</li> <li>2. Good Practice on entrepreneurial training/ motivational events during university years so that researchers understand there is also the chance to become businessman: JOB in LAB- University of Florence</li> <li>3. "Business Fails stories". Good Practice formed in Mexico. Also started in Prague <a href="http://fuckupnights.com/">http://fuckupnights.com/</a></li> <li>4. Good Practice on networking expats, migrants or create program for young people like Go and Go Back: Molise Italy</li> </ol> <p>For <b>existing SMEs</b></p> <ul style="list-style-type: none"> <li>• Good Practice on "Start &amp; Growth" online applications: Liguria Region makes available funds for 3 million Euros by European Social Fund. 2 phases foreseen. Tutoring systems included in the call</li> <li>• Good Practice on Incentivising traditional activities to revive local entrepreneurship: Genova</li> </ul> <p><u>Other Good Practices</u></p> <p>Greek Good Practice: Existence of Public Consultancy Services (e.g. Chambers, Municipal Agencies)- "face to face" consultancy on the way that financial programs work.</p> <p>Italian Good Practice: Provide Online Services in the filling of applications for calls. "Step-by- step" procedure before the final application, provided by the Public Sector of Liguria to the SMEs.</p> <p>English Good Practice: A platform exists undertaken by public sector which provides information on investment opportunities. Public sector just fills the gaps of the private sector's services.</p> <p>German Good Practice: An Application Lab that belongs to University provides support to SMEs to find the appropriate EU or National financial program.</p> <p>German Good Practice: Central innovation Program for SMEs: Open Funding to all Branches and Technological Sectors-multiple funding variants for custom fit funding-easy application, quick decision process.</p> <p>Italian Good Practice: Regarding the licensing system: there is an online platform which controls and gathers individuals' and SMEs' financial obligations.</p>

**Please also send the agenda and the pictures of the meeting.  
THANK YOU!**