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Bu proje Avrupa Birliđi ve Türkiye Cumhuriyeti tarafından
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Technical Assistance for Turkey in Horizon 2020 Phase-II
EuropeAid/139098/1H/SER/TR

SME Training Needs Analysis

Ankara, 15th March 2019



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SME Expert



A big *Thankyou* to those who completed our survey – and to you all for attending today!

Why a survey?

- New 3-year project
- Structure and number of courses decided through consultation
- We now need to know the preferences of SMEs on:
 - **FOCUS**
 - **CONTENT**
 - **DELIVERY**
- Incorporate views and suggestions into SME training

What did we hope to find out?

- Location
- Size
- Sector
- Use of FP/H2020
- Training course preferences
- Business priorities

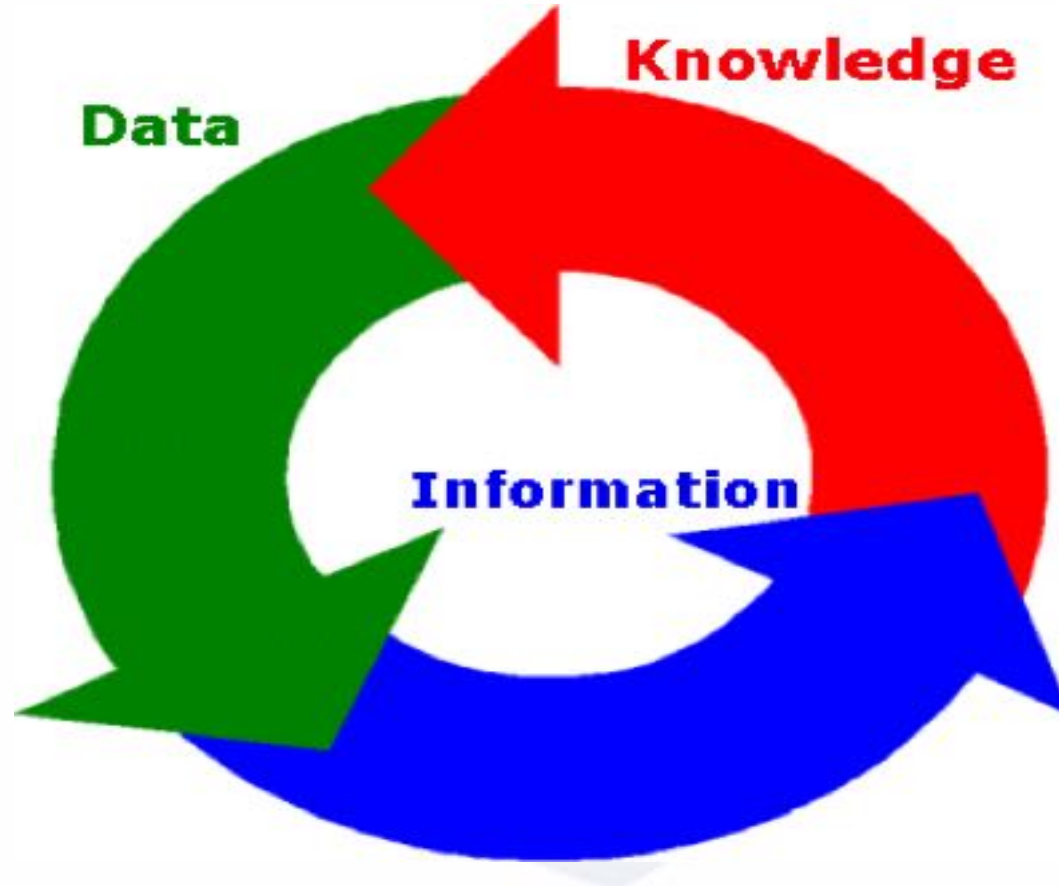


Who did we ask?

- On-line survey
- SME users of Framework Programmes
- Circulated by TÜBİTAK
- 191 responses



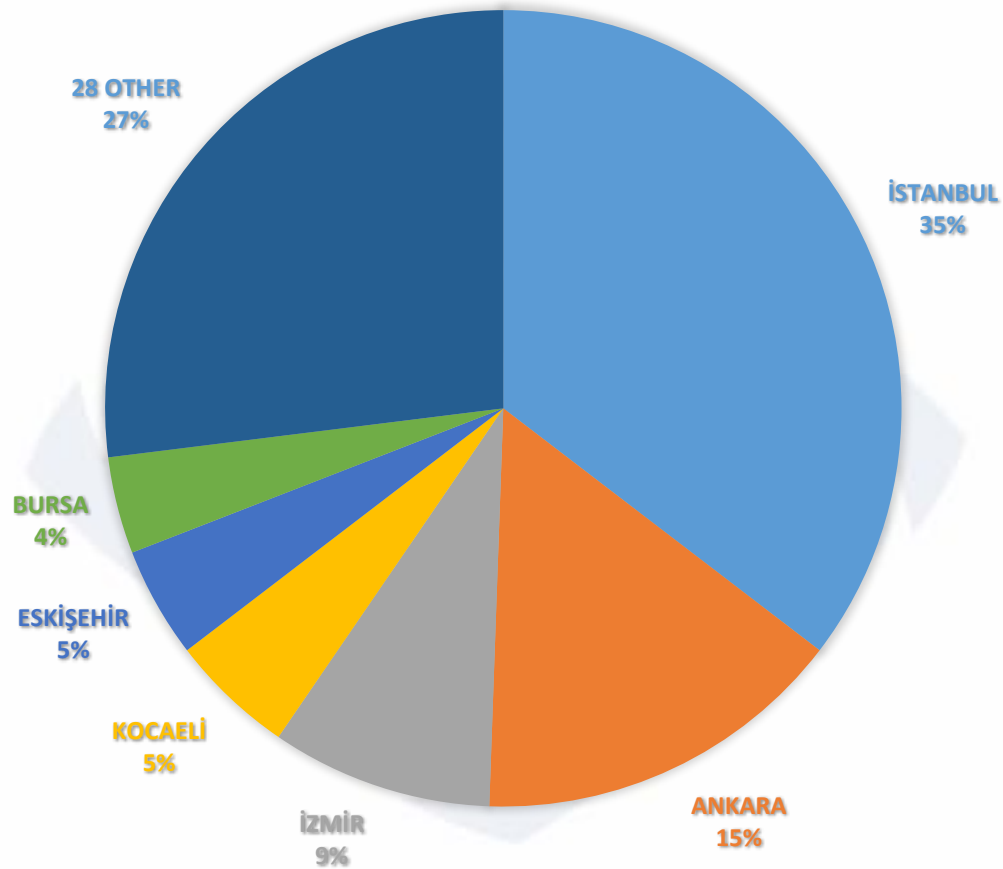
What were the responses?



Where were they from?



Location of Participants



Location of Participants

- Half of responses from Istanbul (35%) and Ankara (15%)
- Good responses from Izmir, Kocaeli, Eskişehir and Bursa (23%)
- 27% from 28 other locations across Turkey

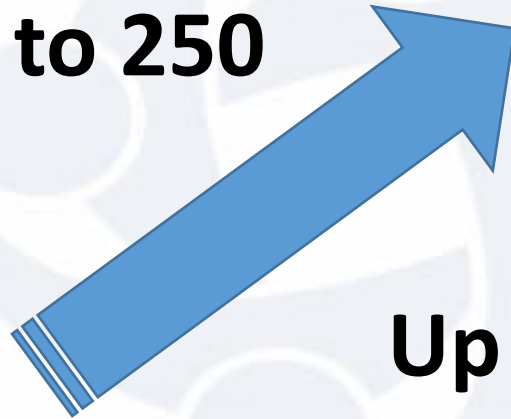


**Survey can be seen as representing
opinions across Turkey**

What size of organisations?



1 to 250



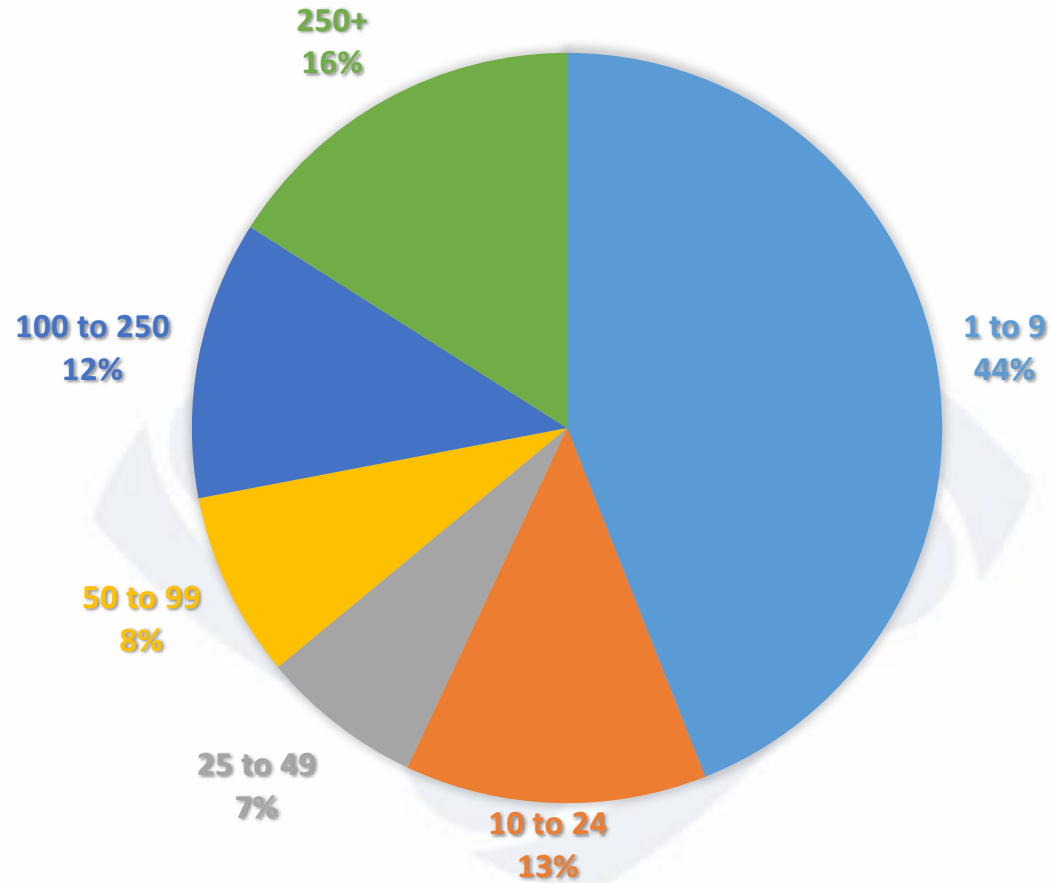
Up to €50m turnover



Most businesses begin as SMEs!



Size of Participating Organisations



Size of Participating Organisations

- Almost half are from smallest business category (1 to 9)
- Two-thirds employ below 50
- Larger participants tend towards academic institutions with strong links to SME needs



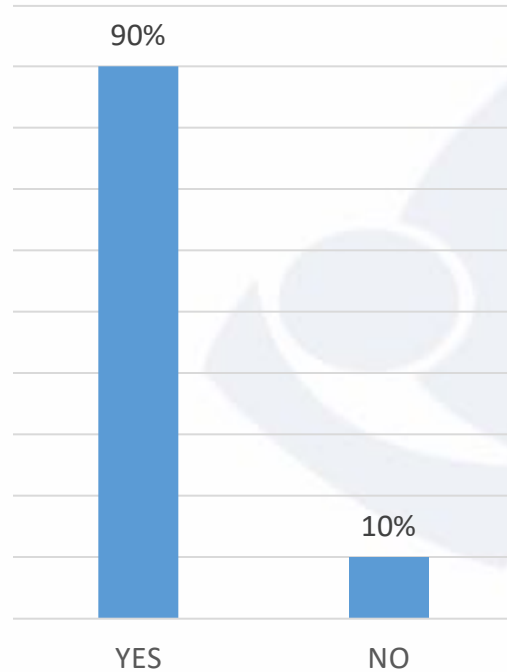
Survey is seen as reflecting SME needs

Experience of Framework Programmes

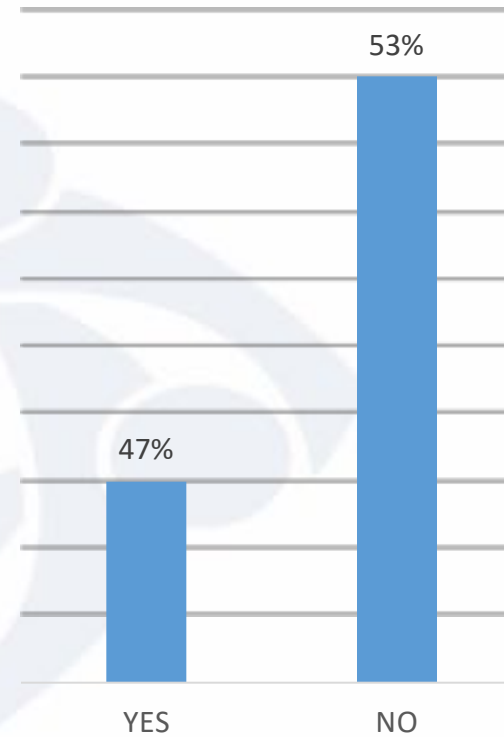


Experience of Framework Programmes

Have you heard of
EU Framework
Programmes?

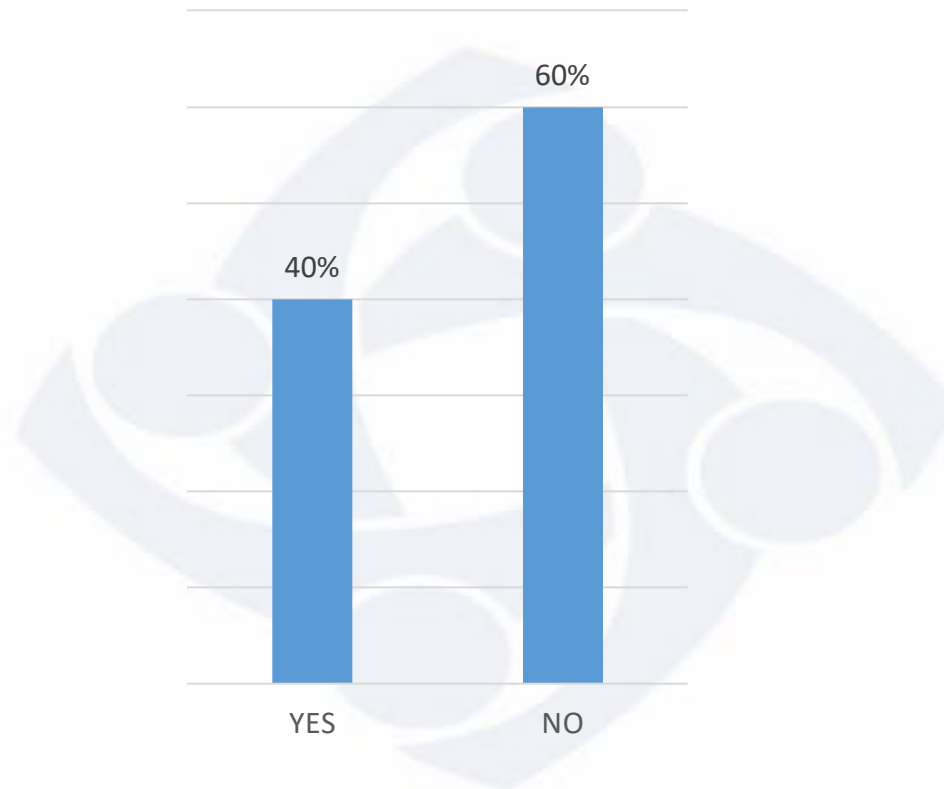


Ever attended FP
Courses?

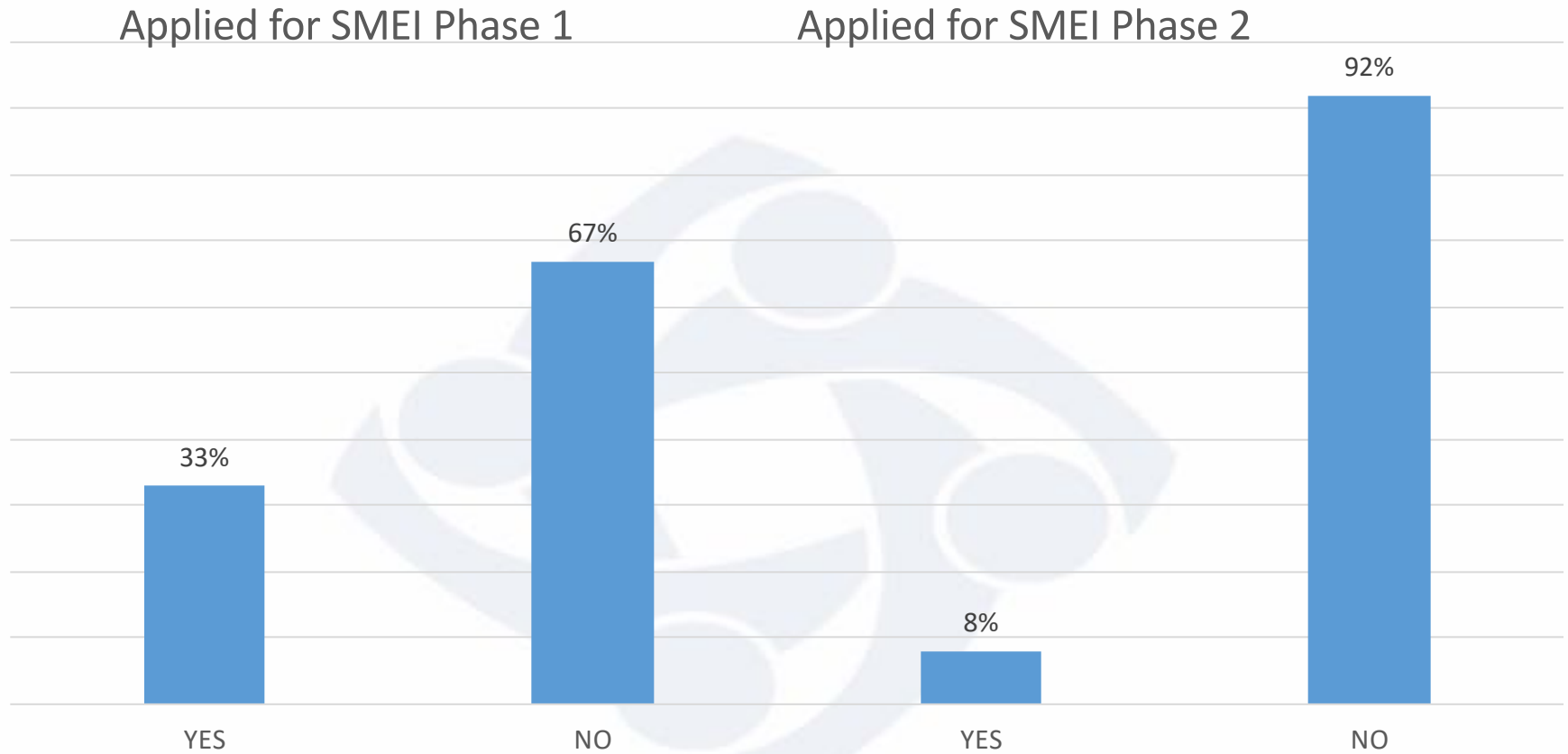


Experience of Framework Programmes

Have you applied for
FP financial support?



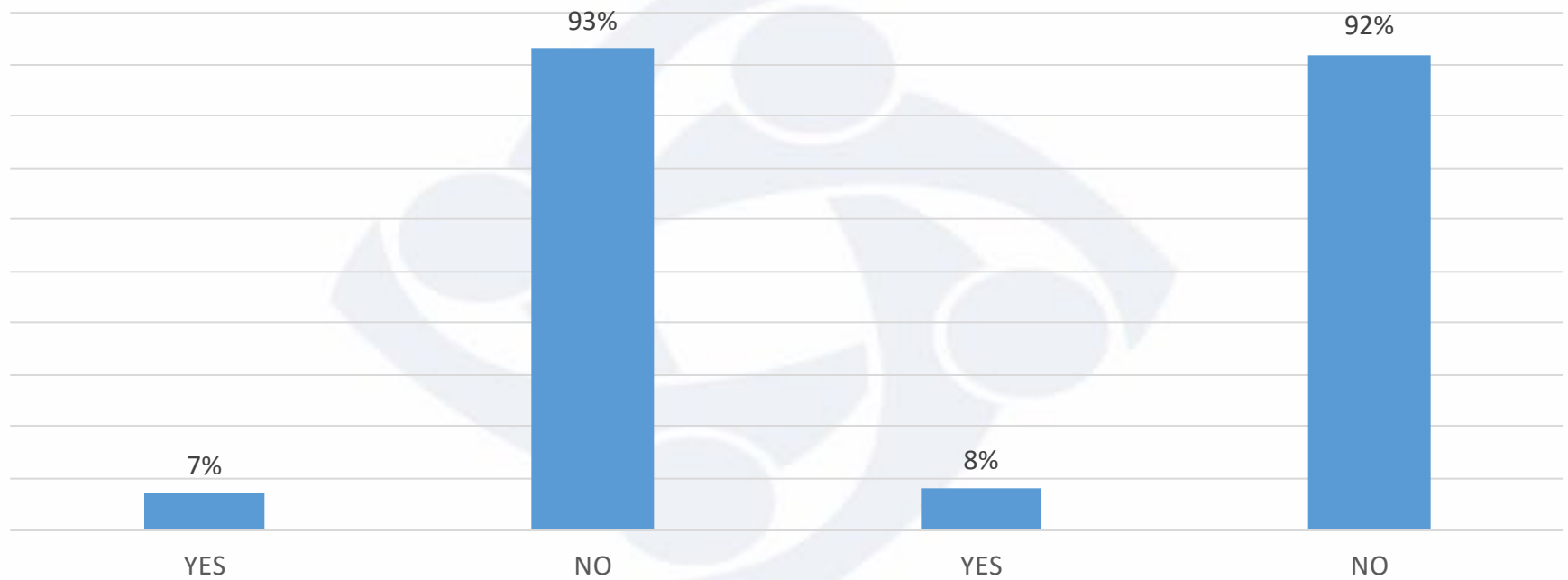
Experience of Framework Programmes



Success in Funding?

Phase 1 Applicants

Phase 2 Applicants



Engagement with FP - Conclusions

Engagement

- Surprising that 10% are not aware of FP – could be due to change of personnel or poor internal communications
- Over half not attended courses – missing out!
- Majority not applied for any funding
 - Lack of awareness?
 - Complexity of applying?
 - Exacting requirements?
 - Attractiveness of national funding?

Engagement with FP - Conclusions

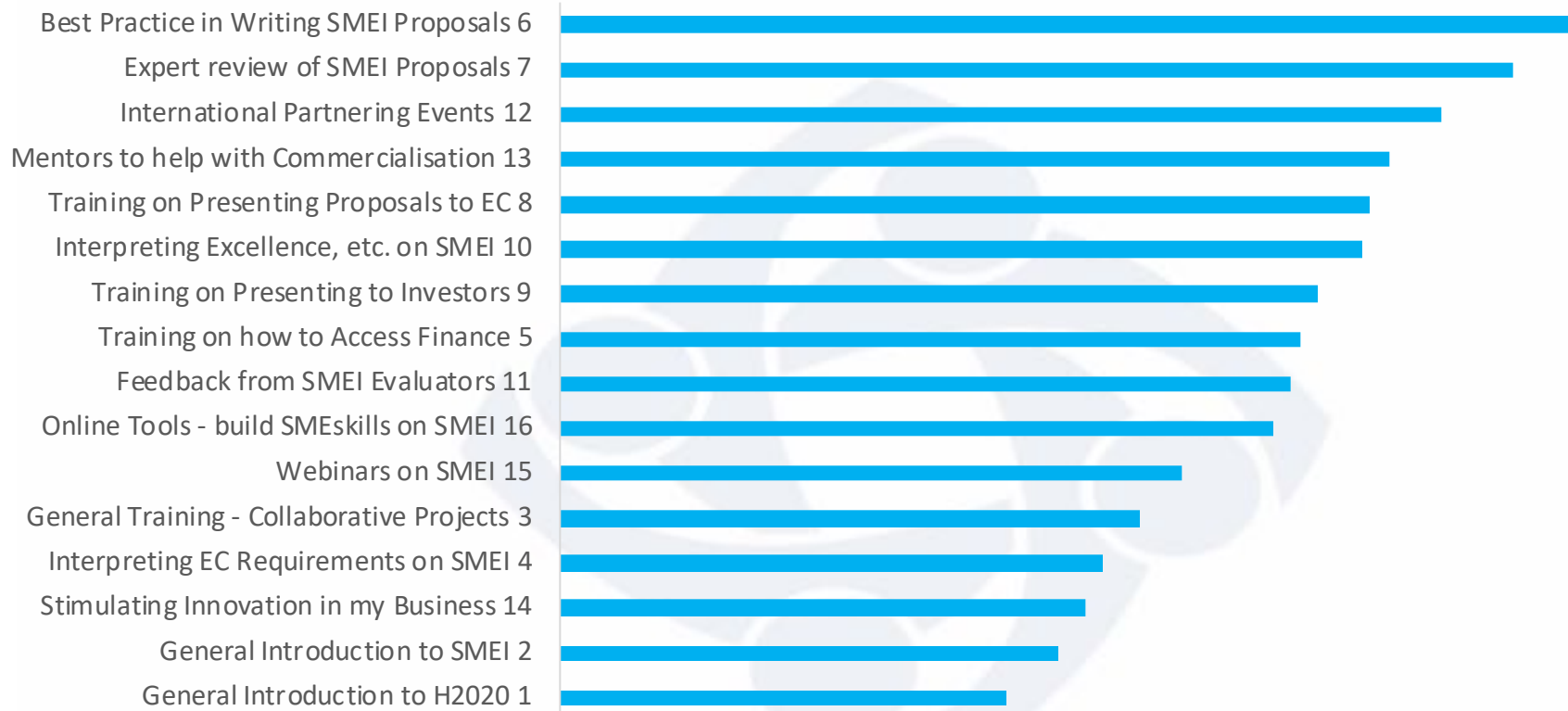
Success rates

- At 7%, a little lower – but average for SME1 is 8.4% and Phase 2 is 5.4%. Highest success rate is only 11.2%!
- It is not just about funding!!
 - More realism about project's potential for commercialisation
 - Better awareness of competitor products
 - Improved readiness for investors
 - Builds proposal writing capabilities
 - Bid team development

Preferences – Training Topics



Preferences - Topics



Prioritisation of Courses



Course Preferences

TOP

Activities that improve ability to understand what's needed and incorporate into proposals

MIDDLE

Supportive activities - mentoring, checking content, presenting, etc.

LOW

General activities not directly linked to proposals.

Priorities - Conclusions

- Less than 10% separates the high and low – so all topics need to be covered
- Priorities move away from general introductory topics towards ‘hands-on’ help
- The interpretation of what is needed, content and effective proposal writing feature highest
- This is backed up by mentoring and guidance on presenting proposals to the EC and investors
- General training has lowest priority

Priorities - Conclusions

Remember!

- These are the views of SMEs who are engaged with H2020, there are still many which are not
- H2020 training is also available from a variety of Turkish sources
- The EC directly offers a wide range of training, awareness, participation and partnering events
- TÜBİTAK NCPs are well informed about these opportunities

FP support is external; have you looked internally?

- **'Absorptive Capacity'** – How able is the business to take advice on board and action it?
- Have you performed a **training needs analysis** on your business?
- Are staff **trained** in proposal writing?
- Do they have too strong a **technical bias**?
- Proposals are in English – how are the **language skills** in the business?
- **External review** is always helpful – both technical and on proposal structure/content
- Do **management** give enough time and priority?

3 Key SMEI Award Criteria...

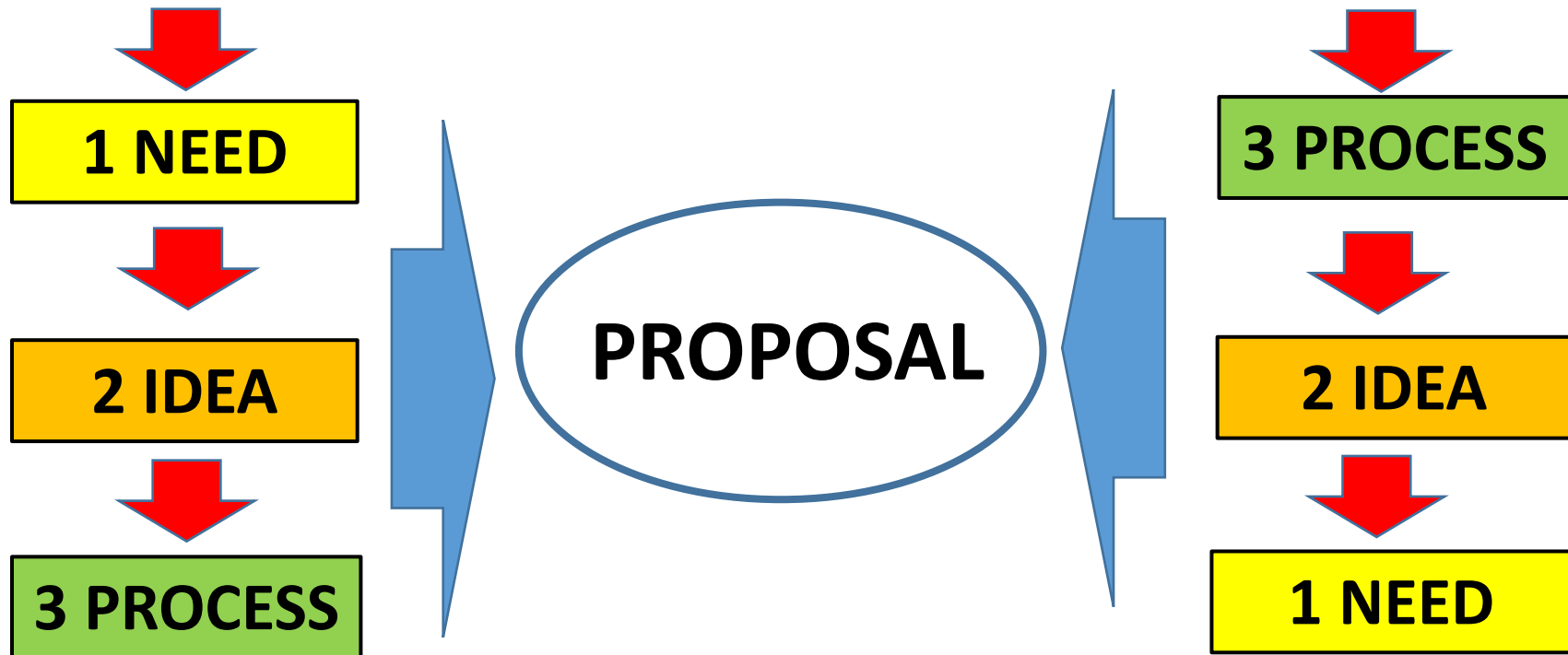
EXCELLENCE: Does your project have high innovation potential beyond 'State of the Art'?

IMPACT: Does your project meet the pressing needs of European and global markets?

IMPLEMENTATION: Does your project have a coherent and efficient workplan?

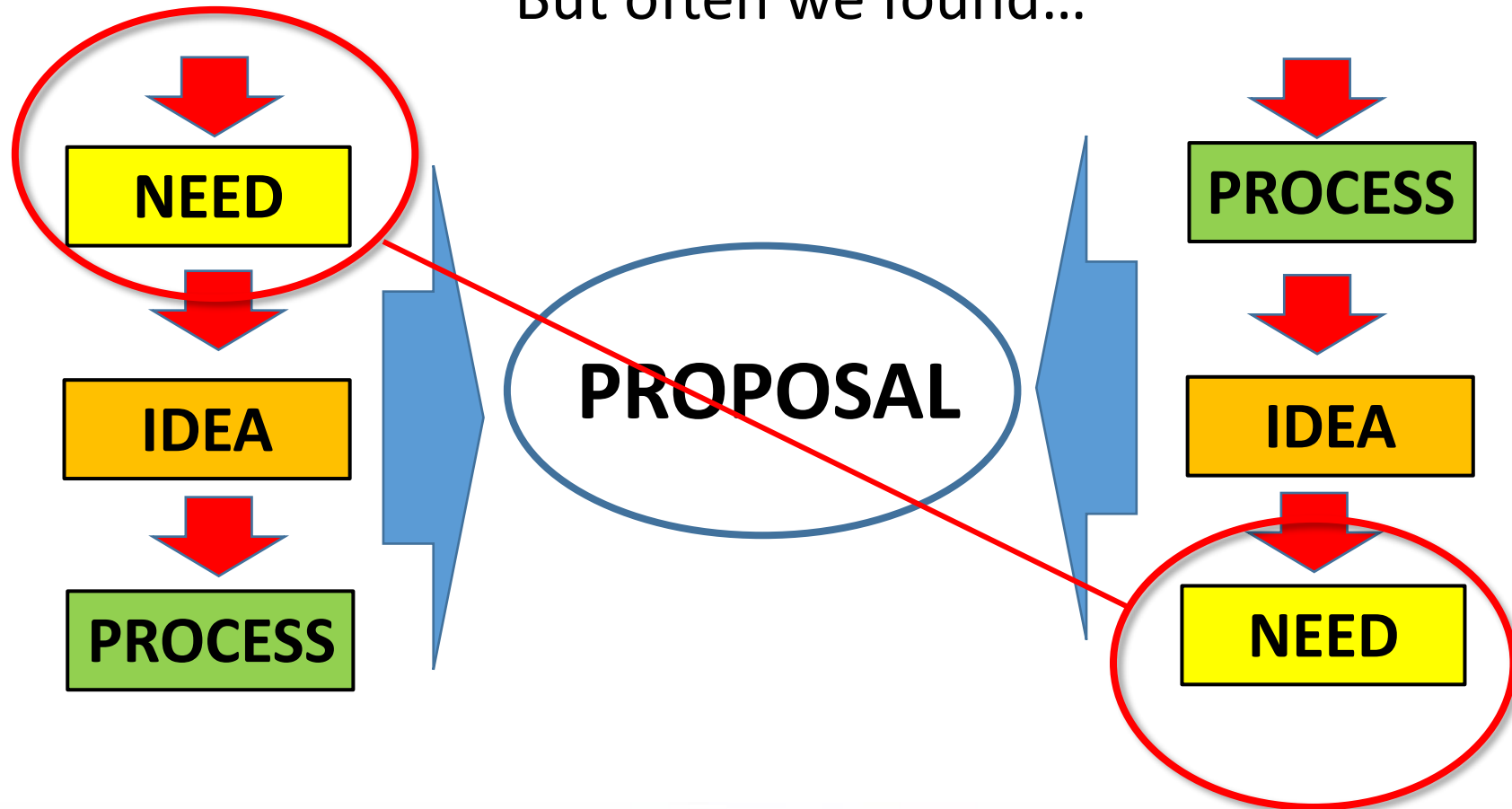
Interpreting these in proposals...

But often we found...



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But often we found...





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Our new project will address these needs.....

Turkey in H2020 Phase II Project...

...will provide a range of courses to help achieve more SMEI success:

- Project writing support for 50 SMEI applicants
- Training on project writing for 12x50 participants
- Project writing 'camps' for 6x20 participants
- 9 Webinars for SMEs, ideally new to SMEI
- Pitching workshop for 30 participants
- Enhanced proposals for 10 'Seal of Excellence' winners
- Investment readiness training for 30 delegates

Turkey in H2020 Phase II Project...

- Events for almost **800** delegates and consultancy support specifically for **60** SMEs over the next 3 years
- PLUS all of the other training and workshops on offer through the main programme; brokerage events in Turkey and Brussels, support on IPR, access to risk finance, study visits to other countries and more...

What would we like from today?

We have the structure, but would like your suggestions on the...

- FOCUS
- CONTENT
- DELIVERY

...of the courses on offer.

- This afternoon's workshop will give you the chance to consider the morning's information and make your suggestions



Any questions?

Thank you for listening