

EURADA BENCHMARKING PROJECT

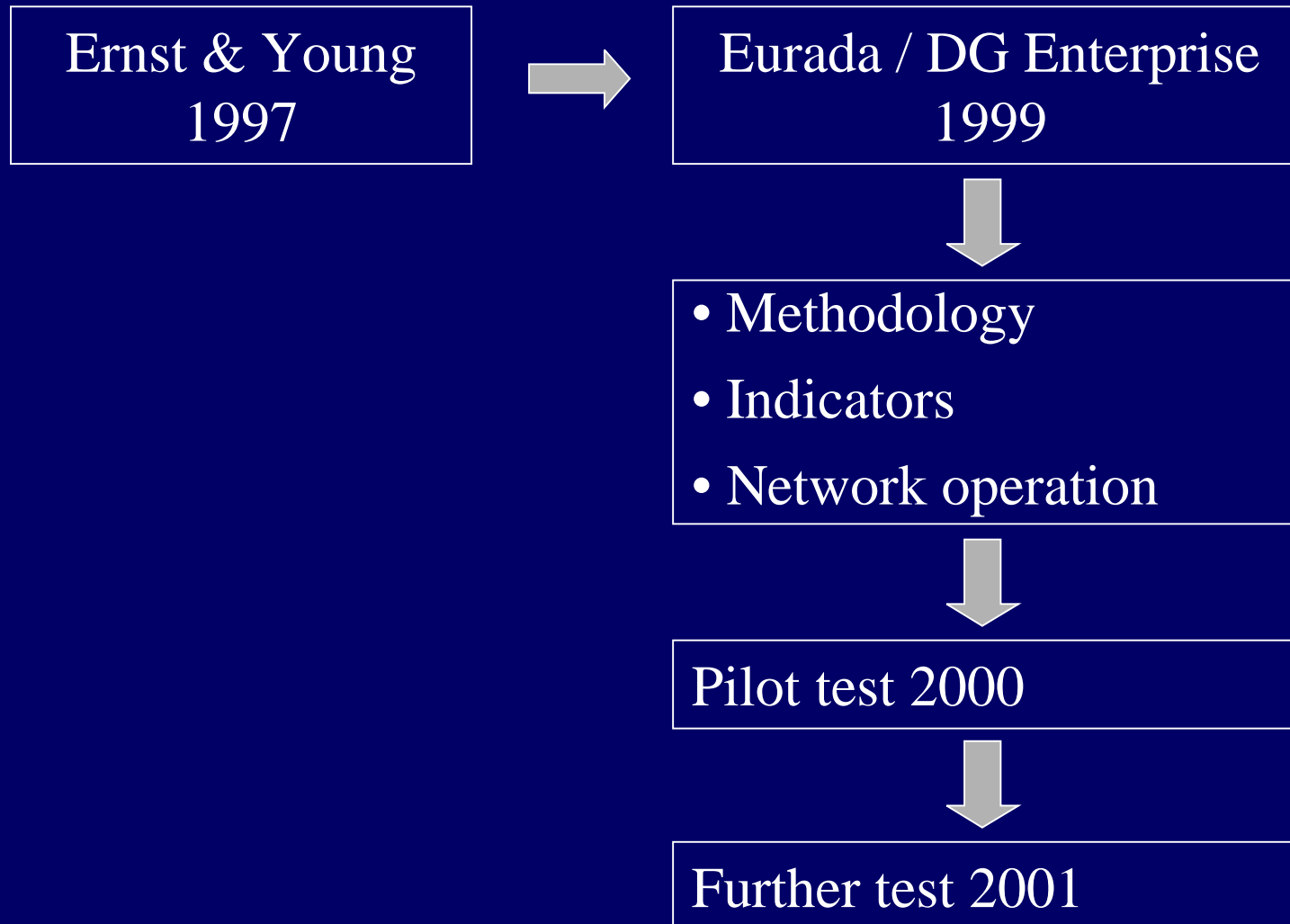
BENCHMARKING REGIONAL COMPETITIVENESS IN THE FIELD OF BUSINESS SUPPORT



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Background



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Overall objective

To develop and test a model which evidences a regions performance across a range of business support measures and which leads to identification, dissemination and transfer of best practice.

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Context - regions

Storstrom (D)

Sevilla Global (S)

Castilla Leon (S)

IDA Virumaa County (Estonia)

Basse Normandie (F)

Emilia Romagna (I)

Vallee D' Aosta (I)

West Ireland (Irl)

Shannon Dev. (Irl)

Vasternorrland (Swe)

Scottish Ent. (Scotland)

West Midlands (UK)

Northwest (UK)

South East (UK)

14 regions / agencies across 9 countries

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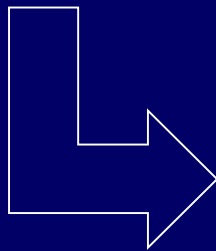
Context - constraints

- **Meaningful** — model should be capable of measuring a regions support measures and ultimately best practice
- **Simple** — easy to start, apply and requiring little maintenance
- **Sustainable** — not requiring 3rd party support

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The Model - principle

Best performance



Best set of indicators

=

Best practice

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The Model – what is it?

There are three primary elements to the model represented by around 50 indicators and qualitative information.

1. Regional competitiveness

Snapshot

Drivers

Regional
profile

2. Direct intervention measures

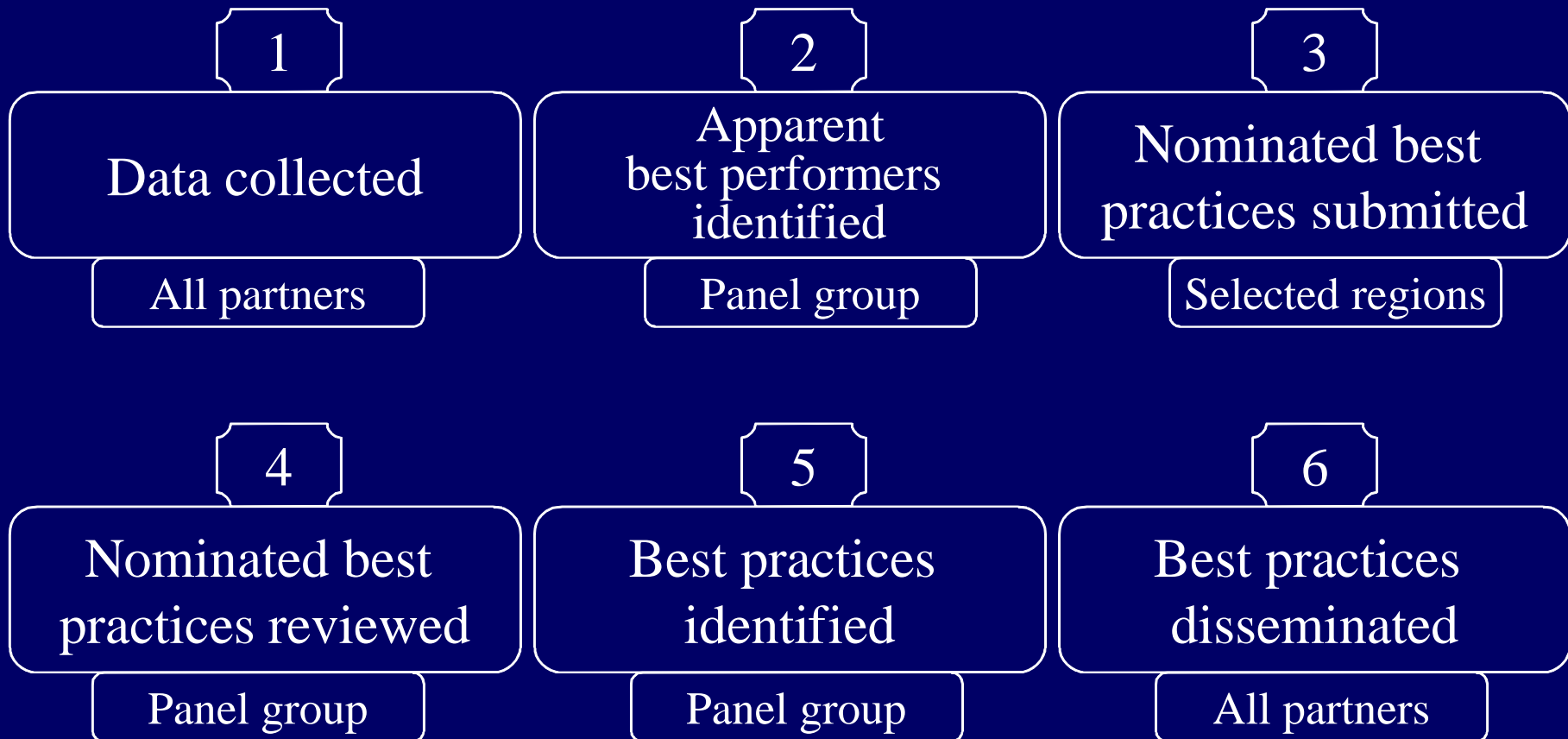
Central & local government policies

3. Indirect intervention measures
(agencies)

Thematic groups chosen by partners

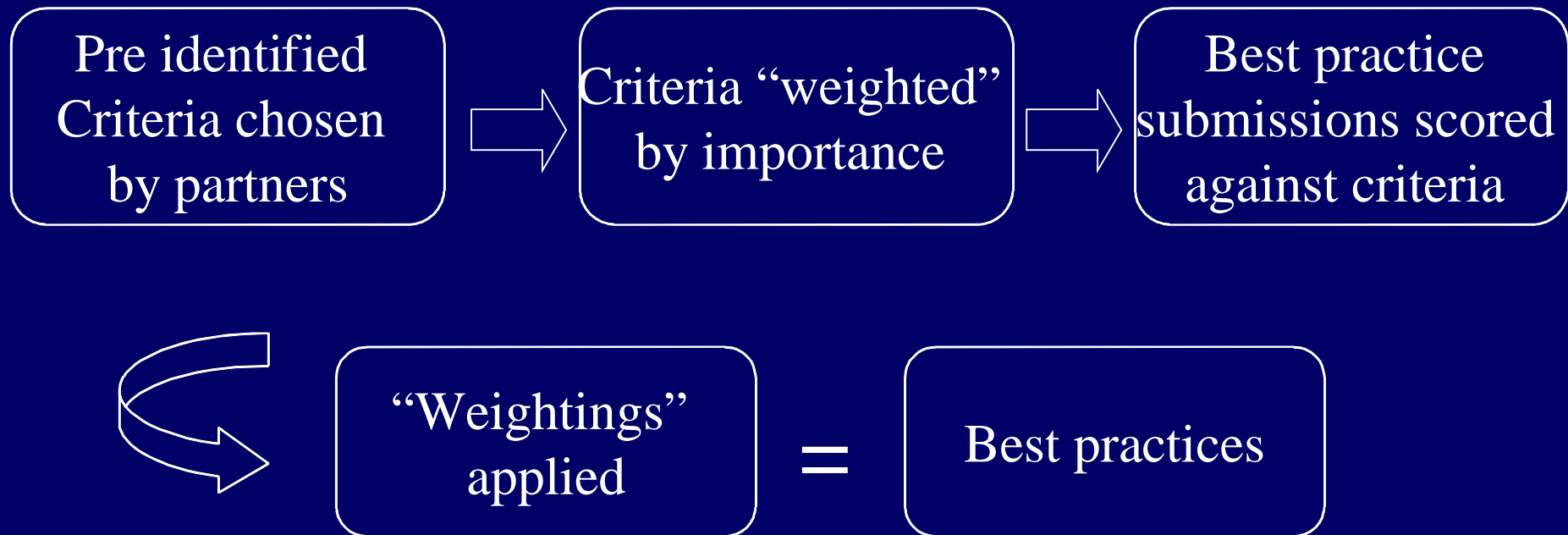
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The Model – how does it work?



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The Model – best practice selection



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Outputs

Leaflets

Regional

Agency

Best Practices

Floppy disk

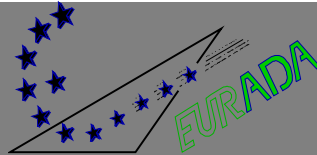
Regional profiles

Best Practice submissions

Charts key

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BENCHMARKING REGIONAL COMPETITIVENESS IN THE FIELD OF BUSINESS SUPPORT SERVICES

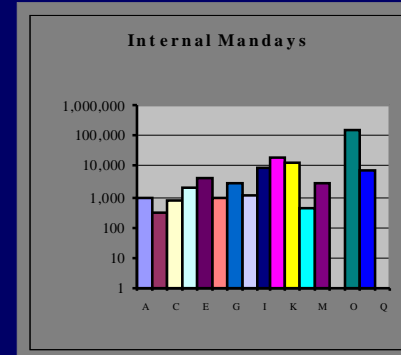
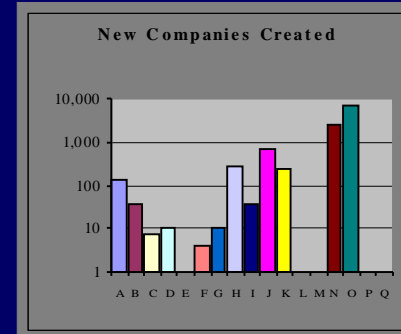
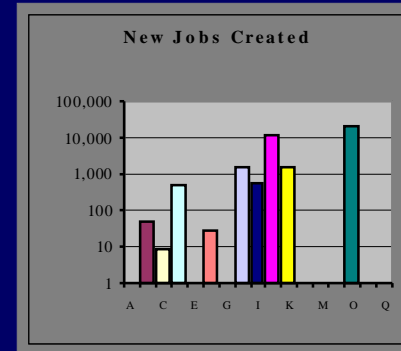


Agency output charts

(The key codes for these charts are available separately to participating partners only)

WARNING

These charts are produced as a guide to identifying apparent best performers as part of a comprehensive benchmarking model and should not be used in isolation or for statistical comparison



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The Future

- Currently establishing network for 2002
- Increased focus on dissemination & transfer
 - use of website for data, best practices, regional profiles etc.
 - dissemination meeting to include field trips
 - “stay & learn” experiments
 - creating a model for best practice transfer

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KEEP IT SIMPLE

&

MAKE IT HAPPEN

