EURADA BENCHMARKING PROJECT

BENCHMARKING REGIONAL COMPETITIVENESS IN THE FIELD OF BUSINESS SUPPORT

PROJECT CO-ORDINATOR
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Background

Ernst & Young
1997

Eurada / DG Enterprise
1999

• Methodology
• Indicators
• Network operation

Pilot test 2000

Further test 2001
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Overall objective

To develop and test a model which evidences a region's 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)                West Ireland (Irl)
Sevilla Global (S)            Shannon Dev. (Irl)
Castilla Leon (S)             Vasternorrland (Swe)
IDA Virumaa County (Estonia)  Scottish Ent. (Scotland)
Basse Normandie (F)           West Midlands (UK)
Emilia Romagna (I)            Northwest (UK)
Vallee D’ Aosta (I)           South East (UK)

14 regions / agencies across 9 countries
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Context - constraints

• **Meaningful** – model should be capable of measuring a region's 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?

1. Data collected
   - All partners

2. Apparent best performers identified
   - Panel group

3. Nominated best practices submitted
   - Selected regions

4. Nominated best practices reviewed
   - Panel group

5. Best practices identified
   - Panel group

6. Best practices disseminated
   - All partners
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The Model – best practice selection

Pre identified Criteria chosen by partners

Criteria “weighted” by importance

Best practice submissions scored against criteria

“Weightings” applied

Best practices
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Outputs

Leaflets
Regional
Agency
Best Practices

Floppy disk
Regional profiles
Best Practice submissions
Charts key

EUROPEAN BENCHMARKING PROJECT 2001

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