

D.3.4.3 B2B INTERNATIONAL FAIRS SERVICE EVALUATION REPORT

Work Package 3

Evaluation

January 2020

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1. Introduction

a. The Green mind project

The Green mind project transnational challenge is the development of economic competitiveness and innovation in the green and smart mobility industry, by strengthening regional and transnational cooperation between businesses, research bodies and authorities.

More in detail, Green mind aims at:

- testing new market intelligence, public funding screening, B2B matchmaking services for SMEs;
- building a transferable model of the tested services for clusters and agencies;
- setting up a transnational innovation network involving authorities, business and research;
- implementing a transfer programme targeted to clusters and agencies to foster their transnational activities; and
- delivering a policy support programme to mainstream the project results based on the Smart Specialization Strategies of the involved regions

Being active in a context of fast technological advancements and stricter environmental policies, Green mind has the objective of strengthening the transnational activities of clusters and agencies to support SMEs systems in exploiting the market opportunities and tapping the raising demand for green and smart mobility products and services in key mobility sectors such as transport and logistics, automotive, energy, and IT.

More specifically, Green mind focuses in the following products and services: clean fuels and infrastructures, green and automated vehicles, Mobility as a Service, new business models for green & smart mobility.

Green mind's transnational approach lies in a joint learning, knowledge sharing and capacity building process for innovation in the MED area and involves eight partners from eight different regions in the Mediterranean, these are– Emilia Romagna, Central Macedonia, Andalucía, Occitanie, Jadranska Hrvatska, County of Istria, Sarajevo, and Vzhonda Slovenija.

b. Purpose of the Testing Work Package

The Testing Work Package (WP3) has the aim of shaping and demonstrating new services for SMEs active in the green and smart mobility industry in the MED area. These services will benefit SMEs in multiple levels, as they intend to support their competitiveness, innovation capacities, and international visibility at the same time.

Alongside with the Transferring Work Package (WP4), WP3 lies at the centre of Green-mind's operations in terms of importance, and allocated time and budget. More specifically, WP3 is responsible for the conceptualization, development, implementation, and evaluation of Green-mind's most important outputs, the service pilots, the model, and the transnational network.

WP3 consists of five distinct activities. These are:

A.3.1 Methodology for Pilots Implementation

A.3.2 Pilots Preparation and Planning

A.3.3 Testing SMEs Services

A.3.4 Pilots Evaluation and Service Model

A.3.5 Green-mind Transnational Innovation Network

More in detail, A.3.1 refers to developing structured guidelines for the set-up, running, and coordination of the pilot activities. In A.3.2 the partners formulate the necessary knowledge background upon which Green-mind will develop its processes. Here, the partners exchange information about their experience, identify the needs of their beneficiaries, the SMEs, analyse the market, identify existing public funding and matching opportunities, and start involving the necessary stakeholders. This preparation stage is crucial for the optimal and unhindered development of A.3.3, the testing of the services, as its final outcome is a transnational pilots plan. In A.3.3, the plan is tested in each country in close collaboration with selected green and smart mobility SMEs and a transnational innovation networked is formulated. A.3.4 is responsible for evaluating A.3.3's produced results and constructing a transferable model for general use in the MED and EU areas. Finally, A.3.5 refers to online and physical events in regards to the transnational network and the exchange of information between project partners and stakeholders.

Upon the completion of WP3, three main outputs should be delivered. These outputs are:

Output 3.1: the delivery of three types of services to 200 hundred MED SMEs

Output 3.2: the development of a transferable model of transnational services for SMEs

Output 3.3: the creation of a transnational innovation network for SMEs

c. Scope of Pilot Testing

Pilot testing of the SMEs services (A3.3) is a vital process to the development of the project as it tests the services that combined will form the transferable service model (D3.4.4). During pilot testing the partners provide the services, in vivo, to mobility SMEs around the Mediterranean. A3.3 draws information from Pilots preparation and planning (A3.2) to develop services in three core business areas: market intelligence, B2B matching and public funding screening.

To this end, A3.3 consists of five deliverables. The former three refer to the testing of selected actions; the fourth refers to the capitalization of the pilot testing processes and knowledge; while the latter deliverable is about the formalization of a transnational network that connects the SMEs that engaged at local level across the participating countries. These deliverables are the following:

D3.3.1 Market intelligence service and testing report

D3.3.2 Public funding screening service and testing report

D3.3.3 B2B matching service and testing report

D3.3.4 Local green & smart mobility stakeholders capitalization

D3.3.5 Formalization of the "green mind" transnational innovation network in green & smart mobility

In every step of the process, each action for each service is developed and tested in all partner countries in close collaboration with selected green and smart mobility SMEs.

d. Focus of Deliverable 3.4.3

This deliverable focuses on presenting, analyzing and discussing the outputs of *B2B international fairs service evaluation report* in all partner countries. The scope of D3.4.3 is to apply the Green Mind

Evaluation Framework that is presented in D3.4.1 for the evaluation of the B2B matching pilots that implemented across the project countries.

All three stages of the evaluation process, namely (1) internal evaluation; (2) external; and (3) comparison of the internal and external evaluations to produce conclusions and suggestions, that are relevant to public funding screening are presented in this document. For more information about the evaluation framework, refer to D3.4.1 Market intelligence service evaluation report.

This document is a living-document, in the sense that always, its latest version presents the evaluation of the pilot to the point that pilot and its actions have already happened. As long as additional actions are planned and implemented, this document is updated accordingly.

D3.4.3 draws input from the pilot implementation deliverables (3.3.1 – 3.3.4) and the aforesaid questionnaires. It provides input to SMEs benefits ongoing evaluation (D1.6.4), as well as to the local pilots and contexts and, more importantly, to the development of the transferable model (D3.4.4 Transferable service model for SMEs services in the green & smart mobility industry).

e. Document's targeted audience

Pilot testing and Market Intelligence service focus on the following audiences and the accomplishment of the respective relevant objectives:

- Green-mind consortium partners: as a tool for the optimal evaluation of all pilot related activities in each Green-mind region
- Stakeholders, and more specifically the SMEs: as a guide through-out the evaluation of the local pilots

f. Document structure

After the introductory part, the common initial pilot actions are described in detail in section 2. Then, in section 3, the locally specified pilot actions are presented for each partner and pilot setting. In this section each pilot is described as a whole, while all action reports that are relevant to market intelligence processes are presented. Finally, all market intelligence actions of all pilots are presented together in an inclusive way through the pilot comparison table.

2. Evaluation Methodology

The Green Mind Evaluation Framework for the service of B2B matching develops in three stages:

(A) Internal Evaluation

- Each partner evaluates their local B2B matching pilot on a basis of an agreed internal evaluation questionnaire with locally specified parts.
- The evaluation happens for the B2B matching pilot.
- Each partner produces a report using the questionnaire results.

(B) External Evaluation

- The participating SMEs evaluate the local B2B matching pilots using the external evaluation questionnaire with locally specified parts.
- The evaluation happens for the B2B matching pilot.
- Each partner produces a report using the questionnaire results.

(C) Comparison of 1 & 2 – Conclusions – Suggestions

- Local public funding screening pilot results, internal and external, are compared.
- Useful findings and conclusions are drawn for the success/failure of different events, services and the pilot as a whole.
- Suggestions and changes are developed for the local B2B matching pilot.
- The updated local services are used as the basis for the development of the transnational service model.

For more information about the evaluation framework, refer to D3.4.1 Market intelligence service evaluation report. For more information about Public funding monitoring service evaluation, refer to D3.4.2.

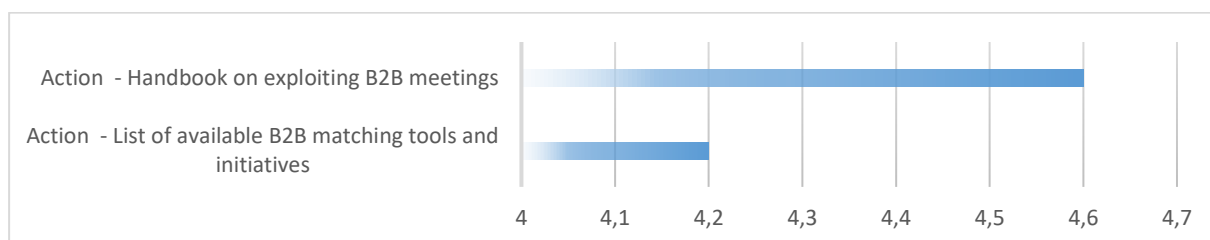
3. B2B International Fairs Pilot Evaluation

a. BiH B2B International Fairs Pilot Analysis

B2B Matching Pilot Evaluation

1. Internal Evaluation Results

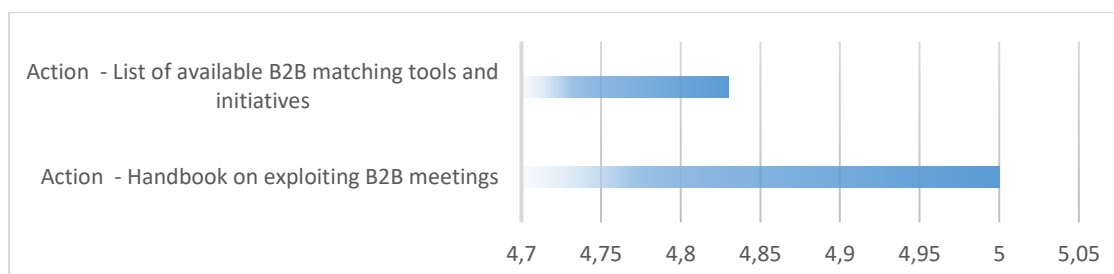
SERDA evaluated B2B Matching Pilot rating the effectiveness of the matching actions they have offered to involved SMEs. B2B Matching Pilot is rated with the average mark 4,4 using Likert scale:



SERDA team pointed out that the high point of B2B pilot was delivered Handbook for B2B and the low point was low knowledge of involved SMEs about international matching events as they were only familiar with local and regional events nearby. Suggestion is to widen the number of B2B events analyzed and agree on one widely useful international fair where all SMEs involved in Green Mind project could participate.

2. External Evaluation Results

Engaged SMEs evaluated the matching of B2B Pilot actions with their needs as company as follows:



SMEs pointed out that with the *Handbook on exploiting B2B meetings* decision making process about which B2B event to attend was easier. B2B Matching Pilot was evaluated with the average high mark 4,91/5.

3. Discussion and Suggestions

For future actions and projects, it is suggested that more events should be analyzed in detailed and shared with all SMEs involved in Green Mind project in order to attend one international fair.

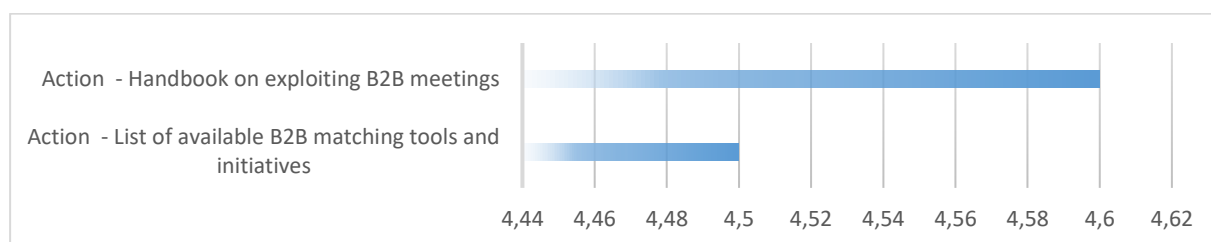
Needs of SMEs were more related with local and regional events as they still don't operate internationally. Presenting the international B2B events seemed to be high point of the pilot. Even though internal average evaluation mark for B2B Matching pilot is 4,4, engaged SMEs rated this pilot with 4,77 mark.

b. CRO (IDA) B2B International Fairs Pilot Analysis

B2B Matching Pilot Evaluation

1. Internal Evaluation Results

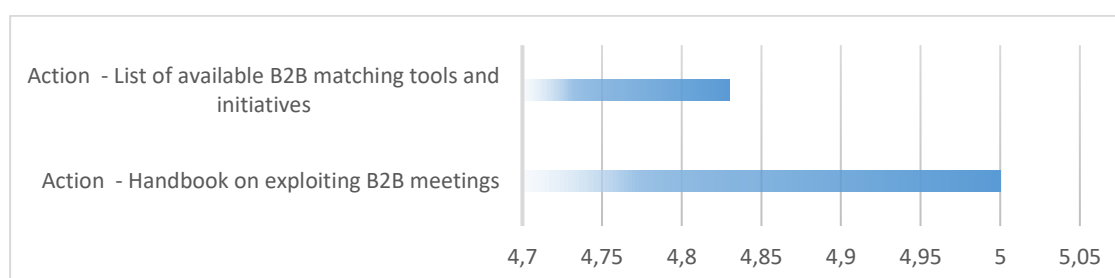
B2B Matching Pilot evaluated by IDAs internal team on effectiveness of the matching actions towards involved SMEs was rated as follows:



Third action that IDA will take toward involved SMEs is related with participation on B2B event. As still the event was not held, it was excluded from rating. Event is planned for early 2020. High point of B2B pilot is Handbook on exploiting B2B events as involved SMEs can easily on one place find all relevant B2B events. Low point is list of tools and initiatives as involved SMEs have already experience with B2B meetings and already know which tools they need to use to present their company among other participants.

2. External Evaluation Results

Engaged SMEs evaluated the matching of B2B Pilot actions with their needs as company as follows:



SMEs pointed out that the Handbook was very useful rating it with mark 5 as in Croatia there is no website which includes all relevant B2B events so it is more difficult to find appropriate one. With this Handbook all events are on one place and the Handbook can be reached offline.

3. Discussion and Suggestions

For future actions and projects, IDAs suggestion is to organize one B2B event for all partners involved in Green Mind project and their stakeholders. This can strengthen bond not just between partners in

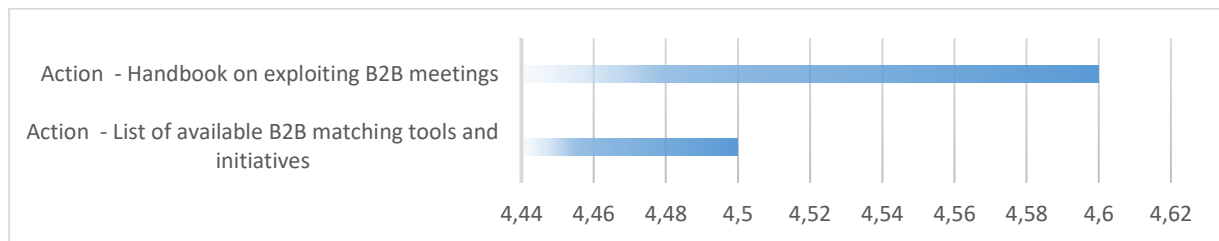
the project but the sector of green and smart mobility industry on international level. New ideas could be presented for new project similar to Green Mind.

c. CRO (SDC) B2B International Fairs Pilot Analysis

B2B Matching Pilot Evaluation

1. Internal Evaluation Results

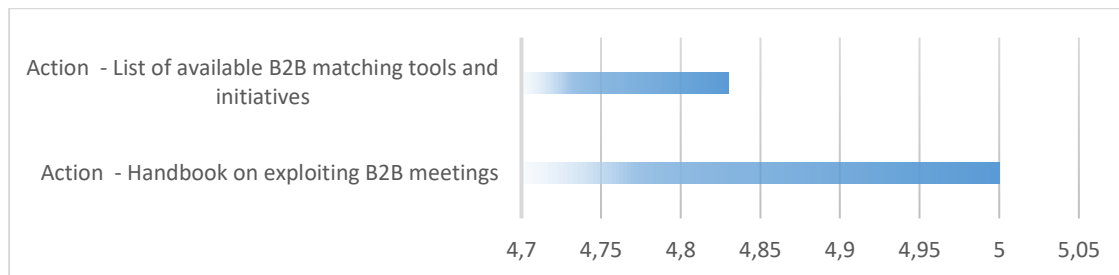
B2B Matching Pilot evaluated by SDC internal team on effectiveness of the matching actions towards involved SMEs was rated as follows:



SDC will take toward involved SMEs is related with developed a set off useful tools for efficient B2B matching. Set of actions were developed to support entrepreneurs with the basic knowledge for successful B2B presentation at fairs and other matchmaking events.

2. External Evaluation Results

Engaged SMEs evaluated the matching of B2B Pilot actions with their needs as company as follows:



SMEs pointed out that the entrepreneurs have been given a guide to preparing fairs and B2B events, and they most like the database of institutions providing networking support and assistance who provide the organization and / or financing of B2B matches in one place

3. Discussion and Suggestions

For future activities, our suggestion is to work on strengthening and networking with the exception of trade shows and through the available web tools for finding partners in the smart and green mobility sector.

d. FR B2B International Fairs Pilot Analysis

B2B Matching Pilot Evaluation

AFT is a French sectoral association in the transport and logistics (T&L) sector which made it naturally important for AFT to engage SMEs from the T&L sector in the Green mind project. In this project, the organisation of the three pilot services made them closely linked one to each other.

One part of the companies engaged in the B2B matching pilot service was the six SMEs engaged in the Market Intelligence pilot service with whom AFT and the external consultants had identified relevant innovative projects. The other SMEs were mainly solutions providers and had been selected based on the MI pilot results in order to respond to the needs of the SMEs from the T&L sector and provide their solutions to them for GSM projects.

In addition to this, AFT published the information about the Green mind project and the services that were tested on its website to ensure public evidence and enable any interested company to their interest. 2 SMEs reacted to this public call and joined the Green mind pilot services testing at the moment of the B2B matching

1. Internal Evaluation Results

The AFT team strongly agrees that the pilot format matched the identified local needs for B2B Matching and is satisfied with the effectiveness of the matching actions that were offered in the Occitanie region.

Weaknesses:

As for the MI and PF pilot services, the main problem of this pilot action was the lack of availability of the SMEs for the different project actions. Several of the SMEs engaged in the MI pilot service quit after the first step and told us to be frustrated during the evaluation interviews due to a restricted benefit for the company.

Strengths:

Thanks to the strong link between the three pilot services (the B2B matching pilot service actions built up on the MI pilot service results and served as the preparation of the public funding screening pilot service), the proposed B2B matchings were targeted to the real needs and interests of the SMEs. This progressive approach enabled us to put into place useful business contacts that will sustain even after the end of the supporting actions of the Green mind project.

2. External Evaluation Results

First, it is important to acknowledge the companies that accompanied us throughout the Green mind project. Indeed, there were 25 companies that decided to engage and participate during part or the entirety of the programme. However, 11 answered fully our external evaluation, making it a 44% representation overall. Out of the 11 companies, 8 were part of the Market Intelligence pilot. You will

find below the list of companies that answered our survey by phone (conducted by members of the AFT) and their main activity.

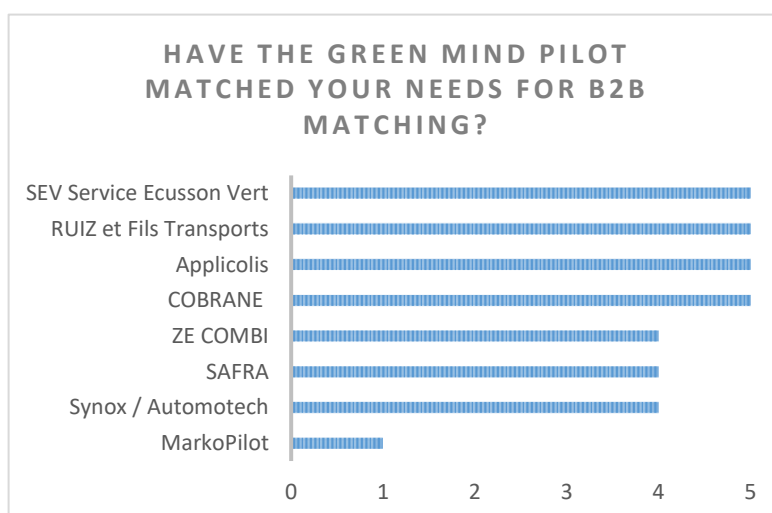
	B2B	
MarkoPilot	x	Applications for driver trainings on the job (improvement of behaviour) and for sourcing candidates for T&L companies
Synox / Automotech	x	IoT solutions provider
SAFRA	x	Manufacturer hydrogen buses
ZE COMBI	x	Manufacturer of containers & vehicles for urban deliveries
COBRANE	x	Manufacturer of vehicles for urban deliveries
Applicolis	x	Online platform to match transporters with retailers
TRANSPORTS SALVA		Road freight transport
MAMTA Transports	x	Road freight transport
LEA LOGISTIQUE		Road freight transport
RUIZ et Fils Transports		Road freight transport
SEV Service Ecusson Vert	x	Urban logistics in Montpellier

x	Participated to two services
x	Participated to three services

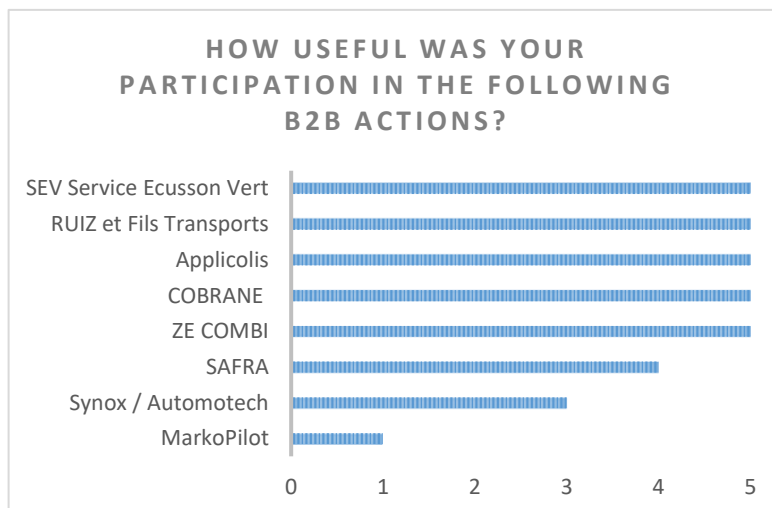
NB: All questions were rated on the Likert scale, which is a rating scale evaluating the level of disagreement (towards 1) to agreement (towards 5).

We start this third external evaluation with the question of fulfilling the B2B matching needs of the respondents. Half of the respondents felt that it was the case “to a great extent”, 38% that it could “somewhat” fill their needs, and 12% that it was “not at all” the case. The last twelve percent are only represented by MarkoPilot, the company that deplored the fact that there were

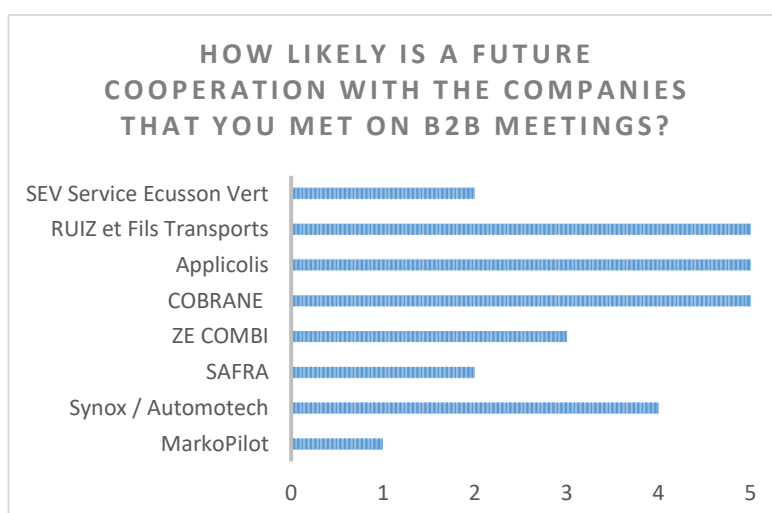
“no companies from the T&L sector & that is our main target”. Hence, we can safely say that this pilot service was a huge hit within the companies, except for MarkoPilot and due to its special target.



The question on the usefulness of their participation in the actions of the B2B service pilot follows the same pattern as we are measuring the quality of the outcome another time. 63% of the respondents are “satisfied”, 12% “moderately satisfied”, and the last 12% “very dissatisfied”. With no surprise we find MarkoPilot with the lowest score, as they could not find clients in their target field. The “moderately satisfied” respondent is Synox / Automotech, that would have wished for the “creation of a directory” to have a greater impact.



For the last question that will be discussed in this external evaluation report, the possibility of a future cooperation with companies met within the B2B matching pilot service yields different answers. 38% said that a cooperation would be likely on “to a great extent”, 12% found it “somewhat” possible, 12% were “unsure”, 24% answered there would be “very little” chance, and the last 12% felt that it was “not at all” the case. The latter was MarkoPilot, which fits with its reason. Ruiz et Fils Tansports, Applicolis and Cobrane gave the highest notes as they could “extend their regional network” or have a “meeting with Applicolis next week” for Cobrane. Ze Combi answered “unsure” as they were “not contacted afterwards” and deplored “individual interests of companies get ahead”. SAFRA and SEV Service Ecusson Vert felt that the chance was quite small as they already knew the company introduced. Their greatest experience on the subject made them a step ahead of others.



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3. Discussion and Suggestions

Here as well, both the internal and external evaluations indicate the same bumps along the way. In terms of the quality of the delivered service, it would have been better to organise several workshops that are even more tailored to the engaged SMEs’ needs. This would enable the experts to accompany and support the SMEs more closely. However, this observation is in conflict with the reality and the lack

of availability of the SMEs. During the pilot testing in the Occitanie region, it showed that it was even difficult to mobilise the stakeholders for only one workshop. However, we took the advice of Synox / Automotech given during the external evaluation on the B2B matching pilot service and created a directory for our latest events, a series of webinars on public funding.

In addition to what was done in the Occitanie region, it would have been interesting to do a benchmark and present (regional) B2B matching tools and initiatives as some of the other Green mind partners did.

Full results for the B2B matching segment of the external evaluation

B2B	MarkoPilot	Synox / Automotech	SAFRA	ZE COMBI	COBRANE	Appicolis	MAMTA Transports	RUIZ et Fils Transports	SEV Service Ecusson Vert
Workshop Montpellier 16/04	X	X	X	X	X	X			X
B2B matching through tel. or visio			X		X		X		X
Have the Green Mind pilot matched your needs for B2B Matching?	1	4	4	4	5	5	NR	5	5
How useful was your participation in the following B2B actions?	1	3	4	5	5	5	NR	5	5
Have you cooperated with that you met during the pilot?	w/ nobody	Matching w/ SEV but already in contact	No	Not contacted afterwards	Meeting w/ Appicolis next week	Not immediately, will probably happen	NR	Not yet, but one in mind	I currently cooperate with Synox
How likely is a future cooperation with the companies that you met on B2B meetings?	1	4	2	3	5	5	NR	5	2
Could you please say a few more words for the matching action(s) you found to be the most useful and effective?	no companies from the T&L sector & that is our main target	creation of a directory?	matched w/ Transports Barrières, learnt a lot	individual interests of companies get ahead	only to extend regional network	working groups, workshop, consortium	NR	project with Marko Pilot	met Synox & Cobrane but needed more workshops & a stronger support of the consultants

e. GR B2B International Fairs Pilot Analysis

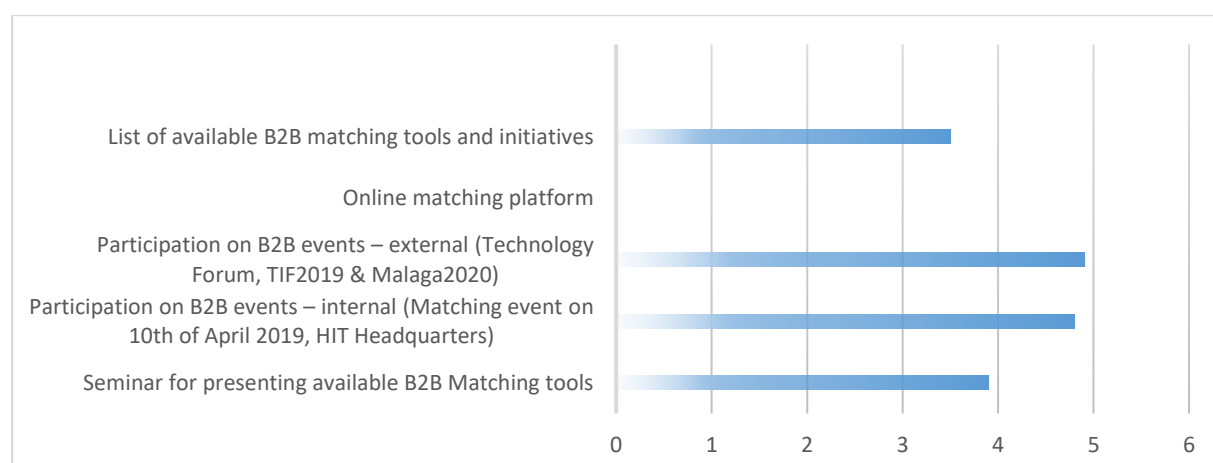
B2B Matching Pilot Evaluation

1. Internal Evaluation Results

The Greek B2B Matching pilot analyzed the concept of B2B matching to identify relevant events and tools and offer them to the engaged SMEs. In Greece, five relevant events have been identified and the local SMEs were supported to participate in two of them. One event is expected to take place in Green Cities, in Malaga (21-22 April 2020). In addition, CERTH organized two related events, one for matching companies and one to present matching tools and methodologies. In the aforesaid actions, 16 local SMEs participated (cumulatively 22).

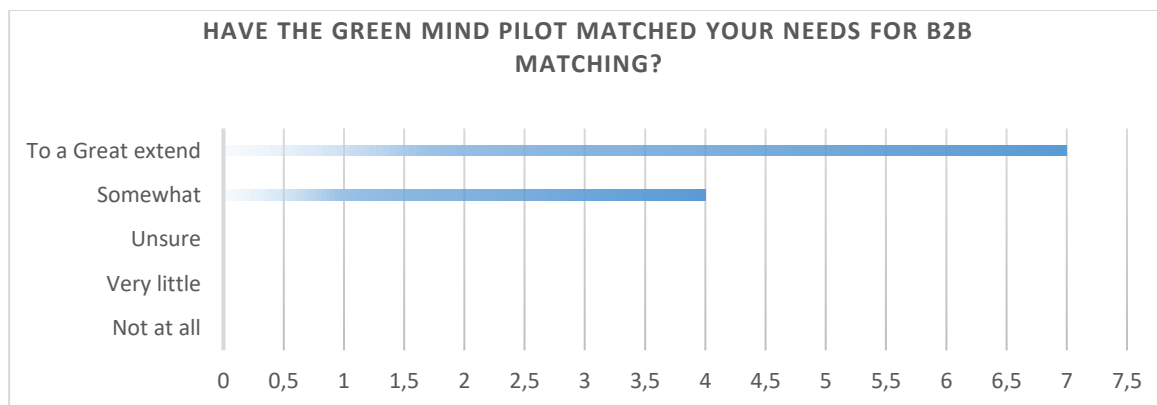
<i>Engaged SMEs in B2B actions</i>	16
<i>Provided B2B actions to SMEs</i>	6

In total, the applied format of the B2B matching pilot is evaluated as highly successful and matching to the local requirements. Equally evaluated the implemented actions. In some cases, though the results could have been more efficient. The results of the B2B Tools workshop and the list of available tools and initiatives are not easy to be measured in such short time. In terms of participation, both ventures can be characterized as moderately successful, while in terms of content were highly successful, however only the application of what was offered can provide concrete feedback. On the opposite side, participation at B2B events was actually a success of the respective pilot. In the internal B2B event more than 14 SMEs participated, while 7 of them participated at Technology Forum and 5 (limited space) at the 84th Thessaloniki International Fair. Participation at Green Cities in Malaga (21-22 April 2020) is also expected to be successful with 3 companies participating. An important outcome of this pilot is also the development of the local green and smart mobility cluster.

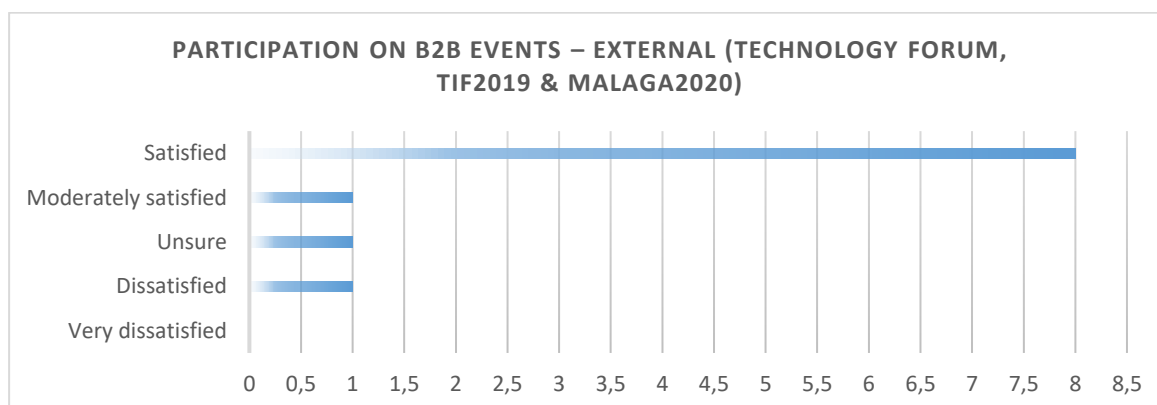
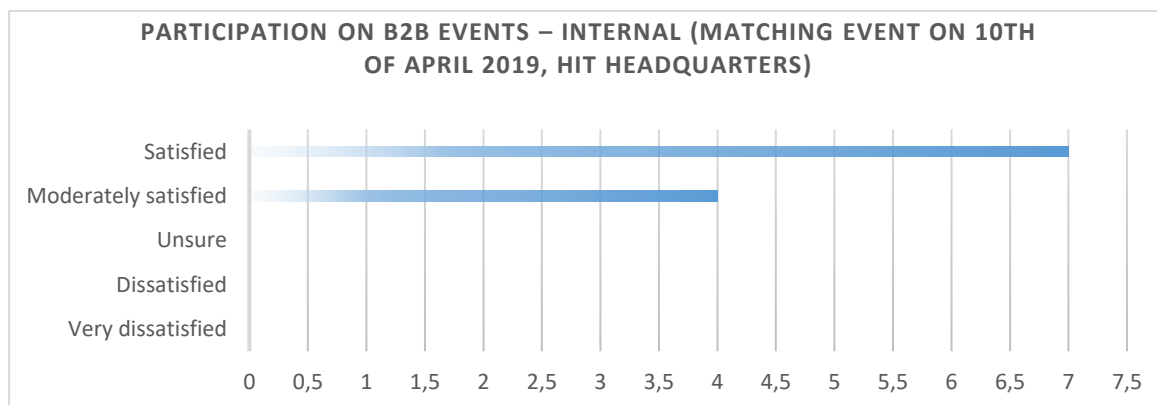


2. External Evaluation Results

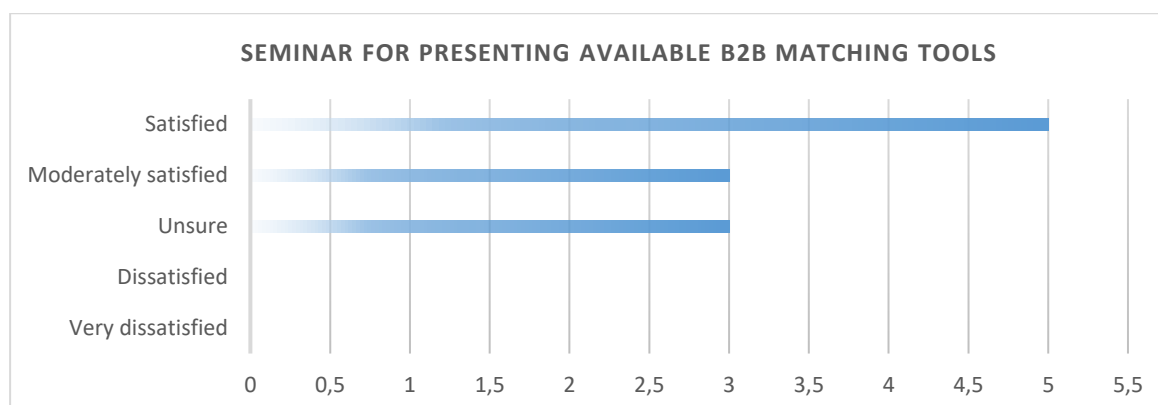
For the external evaluation of the B2B Matching pilot the respondents are first of all asked to provide their general opinion about in what extent the provided actions matched their needs. A percentage of 64% feel to a great extent satisfied and the remaining feel somewhat satisfied.



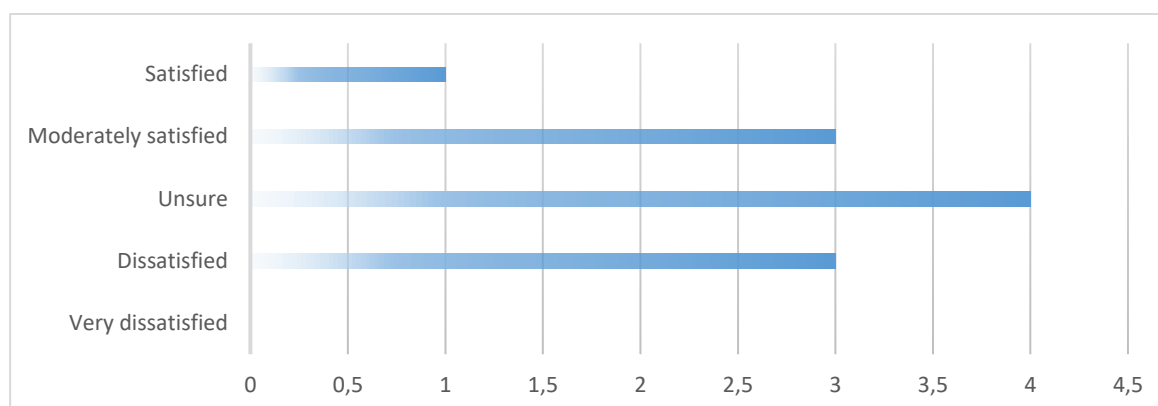
When evaluating the specific actions of the pilot SMEs declare satisfaction and more specifically participation on B2B events like matching and networking event on the premises of CErTH/HIT and participation on Technology Forum 2019, TIF2019. The satisfaction of enterprises shows their willingness to contact and form new collaborations with other enterprises and that the selected events were of high importance for them.



Due to a subsequent change of the initial plan for the development of an online platform and the decision of the consortium to be operated for the whole consortium, its development delayed with a consequence not to be evaluated by the users, at this phase of evaluation. As well as in Market Intelligence pilot, a seminar for presenting available B2B Matching tools was organized and the majority of SMEs are moderately or fully satisfied of the presented solutions.

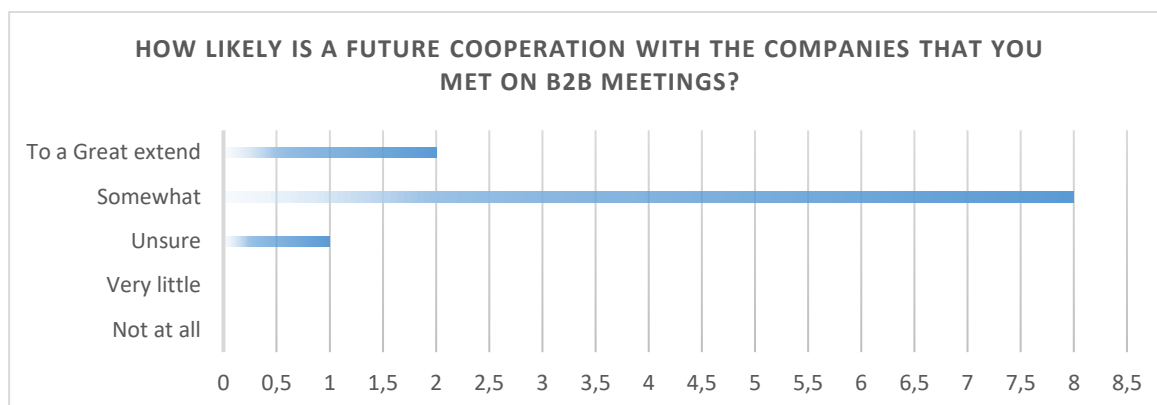


The list of available B2B matching tools and initiatives that is accessible through online platform of the Greek pilot did not satisfied the users that commented that although its wealth of information has to be updated in a more regular basis. This fact is reflected to the following diagram with the 36% feeling unsure to evaluate this action.



In the question on whether an SME had already cooperated with another only two SMEs answered positively which are BPAINBOX S.A. and GEOSENSE S.A. which are active in urban mobility solutions through bike-sharing systems and studies for drones applications and they are going to establish a new company in collaboration.

The other respondents in a percentage of 88% are willing to further discuss and in future cooperate with companies that they met on pilot B2B Matching.



3. Discussion and Suggestions

A few suggestions for the betterment of the Greek B2B matching pilot can be the following:

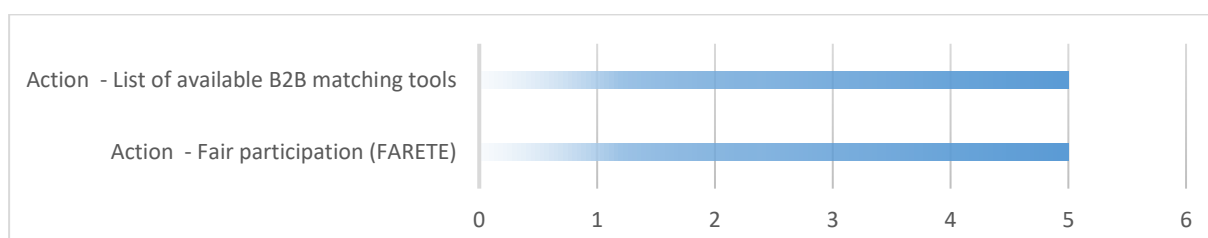
- Even more focus on B2B events and fairs planning and participation. More budget for fair participation outside the regional and national borders and better in advance matching with specific criteria to achieve the best added value for the enterprises
- Development of a short guide that presents tips and guidelines for B2B matching events participation.
- Regular update of the provided information to ensure wider cooperation of SMEs to events and fairs.

f. IT B2B International Fairs Pilot Analysis

B2B Matching Pilot Evaluation

1. Internal Evaluation Results

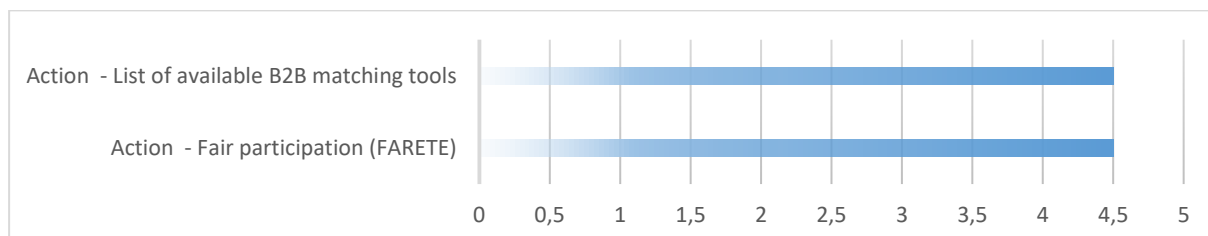
SIPROs internal team evaluated effectiveness of the matching B2B actions towards involved SMEs as follows:



SIPRO involved 40 companies in B2B matching pilot operating in the green and smart mobility sector. The organized Green Mind B2B event had a regional territorial scope and the Green Mind project was presented during a workshop organized on the fair.

2. External Evaluation Results

Engaged SMEs evaluated the matching of B2B Pilot actions with their needs as company as follows:



Overall external B2B pilot satisfaction with provided actions was rated by SMEs with mark 4,5. Organization of B2B event included as well workshop so the SMEs had the chance to present and discuss their ideas with others among green and smart mobility industry.

3. Discussion and Suggestions

SIPRO pointed out that B2B event FARETE held in September in Bologna was great for business cooperation among participants and follow up-events. During the event, Green Mind project benefits were presented to the participants – matchmaking possibilities, exchange of ideas and funding possibilities. SIPRO suggested participation in next transnational event in Malaga in 2020 for all involved SMEs.

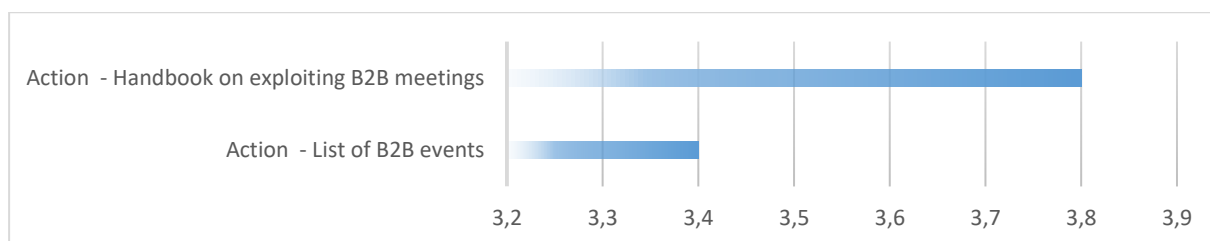
g SL B2B International Fairs Pilot Analysis

B2B Matching Pilot Evaluation

1. Internal Evaluation Results

The B2B matching pilot services have been implemented to a partial extent. The actions are still in development, pending approval regarding B2B matching participation at transnational event in Malaga. With the identification of the need for support in planning and preparation of B2B matching activities for SME's, E-zavod has focused its pilot intervention efforts at the first stage on developing targeted support tools for SME's. The B2B Matchmaking support tool is intended for companies to build their internal capacity to effectively plan and prepare themselves for matchmaking opportunities.

B2B Matching Pilot activities are currently rated with the average mark 3,5 using Likert scale, since it still needs feed-back from SME's and potential consecutive upgrades:

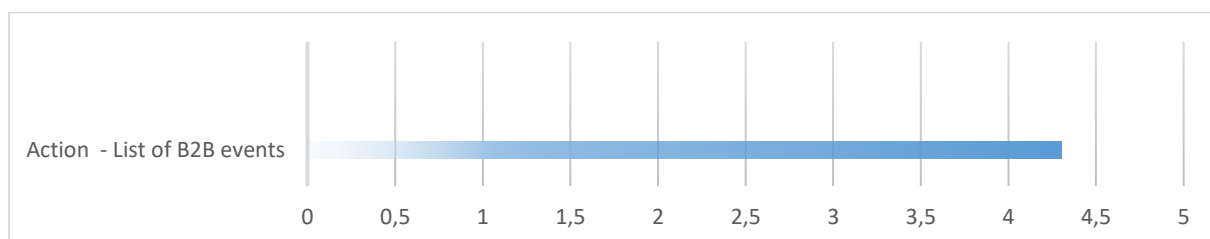


There is no rating for the B2B event, since the final decision on potential transnational event is still pending.

2. External Evaluation Results

External evaluation report is pending completion of the event. As part of the preparation and planning for the events the handbook on planning and exploitation of B2B events will be tested, assessed and adapted based on feed-back provided by SME's.

The list of events was evaluated as follows:



4. Discussion and Suggestions

For analysis of SME's needs and requirements including in relation to B2B matching, 12 companies were engaged (responded to an online survey). The analysis identified some gaps in terms of capacity of SME's for effectively participating at B2B matching events, that the pilot is aiming to address via publicly available guiding tool.

In further steps a specified B2B matching event is planned at an international level. Pending decision of the MA, E-zavod is planning to invite a small number (1-2) of carefully chosen SME's aligned with the context of the fair and shared interest of SME's engaged at the Green Mind project transnational level.

h. SP B2B International Fairs Pilot Analysis

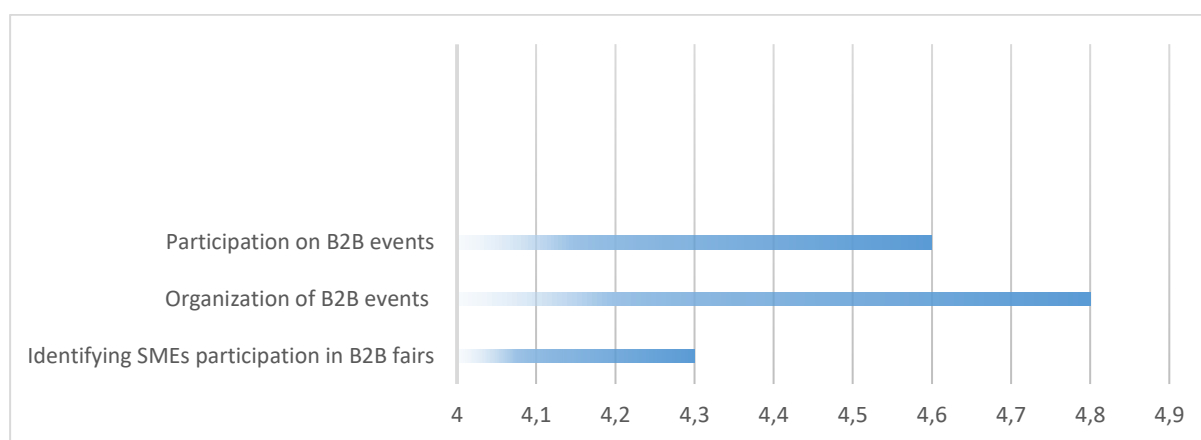
B2B Matching Pilot Evaluation

1. Internal Evaluation Results

To work on the B2B matching pilot service Andalusia Smart City used the results from the one of the actions of the Market Intelligence service: Mobility Market Real Demand. With this information it was proposed an event where SMEs may discuss on the needs and opportunities of the Mobility market to set a roadmap to keep on working under several future mobility challenges. Additionally it was considered of a great value to join to this event and to the B2B meeting Big tractor Companies as those which required to set the pillars for those challenges.

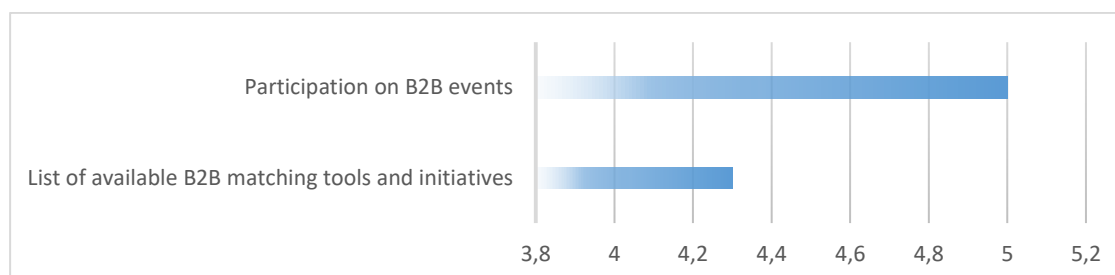
Engaged SMEs in B2B actions	13
Provided B2B actions to SMEs	6

In general, the applied format of the B2B matching pilot is evaluated as highly successful since it has provided a first context where all the participants look for solving future mobility challenges as providers or as users, providing knowledge and technology at different level of development.



2. External Evaluation Results

Engaged SMEs evaluated the matching of B2B Pilot actions with their needs as company as follows:



Mobility SMEs participating in the pilot have been really satisfied with the B2B Matching actions since they have been able to meet potential collaborators such as SMEs, Big Companies (Railway Tractors) and potential users for their products and services.

3. Discussion and Suggestions

The B2B sessions of the Smart Train Smart initiative will continue during 2020 under a collaborative model to get IDEAs into proposals the once will be present to both private and public funding processes to get as soon as possible final products to the market

4. Discussion and Conclusions

a. B2B International Fairs Pilot Discussion

With the help of internal and external questionnaires filled by partners and involved SMEs, both have rated the satisfaction with provided pilot, B2B matchmaking. As companies involved mostly operate on the local market in their country of residence, B2B matchmaking pilot introduced the frames of regional and international market to SMEs. In the first place, partners identified in what extent SMEs participate in B2B fairs. Based on the results, partners have developed several actions concerning B2B matchmaking pilot (provided Handbooks on exploiting B2B events, Lists of tools needed for participation in B2B events, Seminars presenting B2B matching tools, Online matching platforms, B2B bilateral calls and B2B and organized B2B events). Most of the actions are already finished but some partners still need to organize or participate with their SMEs involved in the Green Mind project on B2B event. This action is planned to be finished in early beginning of 2020.

b. Conclusions

Implementation of B2B matchmaking pilot was greatly accepted by SMEs that operate among green and smart mobility industry. New cooperation and partnerships have been made, new ideas have been exchanged and as well future projects are planned. Lack of time caused postponed B2B events to be held in 2020 but all in all great quality service and actions have been provided so far. Suggestion for future B2B pilots is organization of several B2B events which could connect all SMEs and partners that are working on the projects similar to Green Mind to strengthen the international bond and form partnerships among European countries.

5. References

If any, please add them here using APA style.

ANNEX I – B2B International Fairs Pilot Comparison Table

	B2B Matching	ASCC	SIPRO	e- ZAVOD	CERTH	SERDA	AFT	SDC	IDA
1.	Identifying in what extend do SMEs participate in B2B fairs	✓	✓	✓	✓	✓		✓	✓
2.	Seminar for presenting available B2B Matching tools				✓				
3.	Participation on B2B events	✓	✓	✓	✓				✓
4.	Online matching platform				?				
5.	List of available B2B matching tools and initiatives	✓	✓			✓		✓	✓
6.	Organization of B2B working groups / bilateral calls	✓	✓	✓			✓		
7.	Handbook on exploiting B2B meetings			✓		✓			✓

ANNEX II – B2B International Fairs Evaluation Artefact: Internal Evaluation Questionnaire Template

Organization Details – Internal Questionnaire	
Organization details	-- Not mandatory
Sector(s) of operation	
Number of employees	
Country of operation	

B2B International Fairs – External Questionnaire	
Number of identified events for SMEs	
Number of B2B events organized	
Number of B2B events participated in	
Number of fairs participated in	
Number of B2B supportive actions organized (i.e. workshops)	
Number of B2B supportive actions participated in (i.e. workshops)	
Number of engaged/participating/ed SMEs in B2B actions (average of participation)	
Number of engaged SMEs in each market intelligence pilot action	
➤ A list of local actions – specified for each local context ...	
In your opinion, your pilot format matched the identified local needs for B2B Matching. <input type="checkbox"/> Strongly Disagree <input type="checkbox"/> Disagree <input type="checkbox"/> Neither Agree or Disagree <input type="checkbox"/> Agree <input type="checkbox"/> Strongly Agree	

Could you please rate the effectiveness of the matching actions you have offered?

(a) A list of local actions – specified for each local context

☐ Very Dissatisfied ☐ Dissatisfied ☐ Unsure ☐ Satisfied ☐ Moderately Satisfied ☐ Satisfied

Could you please present some examples of the lows and highs of the B2B pilot actions you offered?

Could you please indicate, in retrospect, what would you like to change in the B2B matching pilot?

ANNEX III – B2B International Fairs Evaluation Artefact: External Evaluation Questionnaire Template

Organization Details – External Questionnaire	
Organization details	-- Not mandatory
Sector(s) of operation	
Number of employees	
Country of operation	

B2B International Fairs – Internal Questionnaire
<p>Have the Green Mind pilot matched your needs for B2B Matching?</p> <p> <input type="checkbox"/> Not at All <input type="checkbox"/> Very Little <input type="checkbox"/> Unsure <input type="checkbox"/> Somewhat <input type="checkbox"/> To a Great Extent </p>

<p>How useful was your participation in the following B2B actions?</p> <p>(a) A list of local actions – specified for each local context</p> <p> <input type="checkbox"/> Very Dissatisfied <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Unsure <input type="checkbox"/> Moderately Satisfied <input type="checkbox"/> Satisfied </p>
--

<p>Have you cooperated with companies/organizations that you met during the B2B pilot?</p> <p>How likely is a future cooperation with the companies that you met on B2B meetings?</p> <p> <input type="checkbox"/> Not at All <input type="checkbox"/> Very Little <input type="checkbox"/> Unsure <input type="checkbox"/> Somewhat <input type="checkbox"/> To a Great Extent </p>

<p>Could you please say a few more words for the matching action(s) you found to be the most useful and effective?</p>
