D.T1.2.6

Organisations Validate Model profile

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1. Executive Summary

The KETGATE access points act as trusted bridge to foster the cooperation among companies and KETs service providers (RTOs).
The KETGATE access point model has been first designed, in accordance with the Working Mode agreed, to define a standard set of guidelines for organisations acting as KETGATE Access Point.
The model has been afterwards tested during the Pilot phase by all the KETGATE partners (both Business Support Organisations – BSOs and Research Technology Organisations - RTOs) and their feedback collected to validate or improve the model itself.

2. Introduction

The KETGATE Points (originally mentioned as SKAP) has been described already in D.T1.2.5.

After the pilot period, during which the services have been tested by the KETGATE Points, a structured survey has been launched by the WP T1 Leader and addressed to all the PPs in order to collect their feedback and to proceed with the model validation.

The survey, launched through the "Google modules" digital survey, includes nine questions out of which four were dedicated to validate the KETGATE model both from the BSOs and RTOs point of view. A last open question allowed partners to provide specific suggestions and hints to improve the model.

The following document includes the feedbacks collected through the survey as well as the outcomes of discussions and suggestions grasped during the physical and virtual meetings with the project partners. In addition, this document highlights, with a different colour, any changes or addition added in this document to improve the model profile.

3. The KETGATE Point model in KETGATE

The KETGATE Point[1] is a dedicated access point acting as trusted bridge to foster the cooperation among companies and KETs service providers (RTOs). The KETGATE Points are not seen in our model as individual organisation providing services toward companies but as active hubs operating in the KETGATE network.

3.1. HOST ORGANISATION

Each KETGATE Point is made up of units or departments located within individual host organisations.

These institutions are typically business support organisations with already much experience in providing business and/or innovation support. They are for instance regional/national development agencies, Enterprise Europe Network nodes, technology centres, cluster support organisation or other business support agencies. Each host organisation should have access to a large pool of local clients.

Although the three RTOs Partners of the KETGATE project greatly contributed to the services provisions during the testing phase, acting themselves as KETGATE Points, it is suggested not to mix the role of the two actors. RTOs in this model act as knowledge and service providers, while the KETGATE Points are the ones that provide support toward companies to facilitate the RTOs selection and the relationship building with the knowledge and service providers.

Taking into account the experience of several partners, it seems very helpful to maximise the services quality, cooperating closely with the Enterprise Europe Network. The two networks can benefit from each other whether the KETGATE Point is also an EEN Point or if the KETGATE Point establishes a close cooperation with a close EEN node, avoiding the SMEs of the region are confused by the different services providers and networks present in the area.

3.2. KETGATE Point AVAILABILITY

The KETGATE Point should offer a physical entry point (office) companies could access to receive support in person. Moreover, a telephone and e-mail contact should also be assured and promoted toward the potential clients.

The KETGATE Point should guarantee at least its availability for the public for eight hours per week.

In addition to the physical availability and the face to face meetings, the majority of the partners are in favour to foresee also an online desk available for the clients to collect their inquiries and provide information and support remotely.

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1 In the Application Form the KETGATE Point was mentioned as SKAP (smart KET Access Points). Nonetheless Partners decided to use an easiest and most appealing name to indicate the KETGATE network node

3.3. Ketgate point COMPETENCEs and TASKs

The following competences have to be ensured by each KETGATE Point:

- capacity to reach out to all innovative SMEs interested in receiving KETGATE services i.e. the KETGATE Point should have access to a large and suitable regional client base;
- be able in providing information and advisory services about Key Enabling Technologies and their potentialities for companies, specially SMEs.
- be competent in assisting companies in transnational technology and research oriented partnerships, from identification of specific needs (audit and technology assessment), the preparation of high quality Service Requests[2] to the setting up of long term business and technology cooperation;
- be able to assisting enterprises and research centres in finding information on funding schemes (public and private) available at regional, national and European level
- The KETGATE Point offers its services to the companies in national mother tongue. However, the KETGATE Point personnel (Business Advisor) should be able to transfer the required information in English both toward the other Points and toward the RTOs in the network.
- The capacity to work in team with the other KETGATE Points in order to achieve the common goals has emerged during the pilot as an important feature.

Each Point is called to perform the following tasks:

- Acting as entry point for clients and KETGATE partners (other KETGATE Points and RTOs) that need information about the service offer and methodology used;
- Providing the KETGATE service package toward companies and RTOs (see matrix below) in line with the operative procedures agreed

SERVICES FOR COMPANIES	Evaluating the innovation capacity of your company	Facilitating your cooperation with RTOs	Providing you information on RTO services	Providing you services to bring your idea to the market
SERVICES FOR RTOS	Promoting your latest developments and services	Connecting you with SMEs across Europe	Strengthening your cooperation with other RTOs across Europe	Providing you information on funding schemes

- Collecting the information needed to track and monitor the service quality
- Promoting the KETGATE services toward potential clients (companies), following RTOs and toward their local KET ecosystem.

2 The *Service Request* is the form used by the KETGATE Points to describe the needs of their clients (companies). The information collected and reported should be accurate so that the RTOs in the network can understand if they have the competences to meet such needs and which services they could activate.

3.4. KETGATE POINT STAFF REQUIREMENTS

At least one **Business Advisor (BA) is present at the KETGATE Point**. The BA is a specialised expert with a professional background both able to understand the companies needs and culture and translating these needs toward research institutes and technicians with scientific background. The KETGATE Point should inform the network about the BA availability in terms of competence (qualification, experience and skills) and in terms of capacity (total full-time equivalent, personnel availability).

The Business Advisors in the Point should have been trained on the KETGATE standards.

The Business Advisor should be able to:

- Assess the innovation and the technology needs of companies;
- Draft high-quality technology request;
- Advise their clients (companies) how to improve their innovation capacity;
- Disseminate client's technology requests toward the RTOs registered in the network;
- Provide information about the KET potentialities;
- Active search for matching companies and RTOs;
- Assist and coach companies in the establishment of cooperation agreements with RTOs;
- Provide support to facilitate transnational technology cooperation and the development of joint projects among companies and RTOs;
- Support and provide information services to help clients in finding funding opportunities at regional, national and or European level;
- Cooperate with the other Points of the KETGATE network to ensure an efficient and timely communication flow;
- Track the activities of the KETGATE Point
- Evaluate the feedback of the quality and outcome of the services provided by RTOs

3.5. KETGATE POINT COMMITTMENT

- The business support organisation is accredited as KETGATE Point and undertakes to comply with the standardised procedures established at the network level and to provide the needed information to track and evaluate the services.
- The KETGATE Point is rooted in the KETs ecosystem and is well connected both with local business intermediaries (business association, chambers of commerce, cluster managers) and local RTOs toward which it acts as promoter of the KETGATE network initiatives. Each KETGATE Point has the access to a logged intranet only for Network Partners on the KETGATE web platform. The intranet for KETGATE Points is an essential tool for the service provision.

3.6. KETGATE Points COMMUNICATION and PROMOTION

With communication and promotion activities, four[3] target groups should be reached:
1) Innovative SMEs: initiators of breakthrough innovation
2) Applied RTOs (KET providers): develop and produce new KETs based products for the industry
3) Other BSOs: other business support organisations interested in becoming KETGATE Points
4) Policy makers and regional stakeholders with the role in defining framework conditions in the regional innovation system

To be able to promote the KETGATE network services a proper mix of channels are available including online, print and public relations channels. In the following tables, the communication actions and their regional implementation are described.

3.6.1. Online

Accordingly, to the partners' feedback, after the pilot phase, these are the online tools mostly used and appreciated for the KETGATE Points.

TOOLS / ACTIVITIES	TARGET GROUP(S)	AIM	STAGE of DEVELOPMENT
Web platform	SME, RTO	Provide information on KETGATE Points, available services, RTO profiles and success stories of cooperation	Available https://ketgate.eu/
Slideshows	SME, RTO, BSO	Inform the different target groups on the KETGATE Points and the services	Available in the KETGATE Point Communication package
Video explaining KET potentials for SME	SME	A short video illustrating how KET can upgrade products and processes and how SME can go on about the discovery process and technical implementation.	Available https://youtu.be/65nTsS7A2H4
Short video clips showing technical facilities and	SME, RTO, BSO	To have a short and visual overview on technical facilities	Available https://www.youtube.com/ playlist?list=PLpnU5dAojAJScjWbP-

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3 The target groups have been updated in coherence with the project stage.

		from RTO → Promotion of collaboration between RTO and SME	uC8JnQhmDQMdRsN
featuring statement from RTO and serviced SME			
Interviews (videos) with success stories Partners suggest to underline the added value (new ideas, new perspectives, attractive price-performance ratio) of transnational cooperation to SME and RTO.	SME, RTO, BSO	Promotion of successful collaboration	Available https://ketgate.eu/success-stories/
Newsletter	SME, RTO, BSO	Inform subscribers on the latest activities and news of the KETGATE Points	Available on https://www.interreg-central.eu/Content.Node/KETGATE.html
LinkedIn	SME, RTO, BSO	Inform followers on the latest activities and news of the KETGATE Points	Available https://www.linkedin.com/in/ketgate-network/
Microsoft Teams	All KETGATE points and RTO (also follower) should have access to this	It is imperative to improve the monitoring system of the SME service request in the Network with a good intranet.	New tool suggested and ongoing

3.6.2. Print

The following table provides a concise overview of the main offline tools used to promote the KETGATE Network services

TOOLS / ACTIVITIES	TARGET GROUP(S)	AIM	STAGE of DEVELOPMENT
Final brochure	SMEs, RTOs, BSOs	To show how KET application in SME can be triggered through transnational and collaboration services of qualified RTOs at higher TRL	ongoing
Posters	SMEs, RTOs, BSOs	To promote the KETGATE in a short and visual way.	available

TOOLS / ACTIVITIES	TARGET GROUP(S)	AIM	
Leaflets on KETGATE Points	SMEs	Information on the KETGATE Points installation and the services.	available
Leaflets on Smart KET Access & Service Network	SMEs, RTOs	Marketing of KETGATE Points and Service Network	ongoing

3.6.3. Public Relations

The following table provides a concise overview of the main public relation tools used to promote the KETGATE points

TOOLS / ACTIVITIES	TARGET GROUP(S)	AIM
Matchmaking events	SMEs, RTOs	SMEs should meet RTOs and learn more about their service offers. At the same time, RTOs will learn about the SME´s needs.
KET Info Days for SME	SMEs, RTOs, BSOs	General marketing for KETGATE Points
Roundtables with regional policy and relevant stakeholders	Regional policy makers and other institutions	Information for regional policy makers
Telephone calls	RTOs, BSOs	Expand the network, find new members
Promotion during other events	SMEs, RTOs, BSOs	Find interested SMEs, RTOs and BSOs

3.6.4. Corporate design

The corporate design is based on the one of the KETGATE project. Accordingly, the main colours to be used in promotion and communication activities are the following ones (Interreg Central Europe Project Brand Manual page 26-27):

REFLEX BLUE

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COLOUR CODES
CMYK   : C100 M80 Y00 K00
Pantone : Reflex Blue
RGB   : R00 G51 B153
Web   : #0d428d

INNOVATION AND KNOWLEDGE DEVELOPMENT

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COLOUR CODES
CMYK   : C00 M24 Y93 K00
Pantone : 109 U
RGB   : R253 G198 B8
Web   : #fdc608

Other colours are described in the Interreg Central Europe Project Brand Manual (pages 23-26). It is also recommended to use these colours for the communication and promotion activities.

If available, the font Trebuchet MS should be used for written promotion materials.