



# The Eurostars™ Programme

Funding excellence in innovation

## Guidelines for Final Reports and Market Impact Reports

March 2011  
Version 1.1

The Eurostars Programme is a joint initiative of EUREKA and the European Community



This document provides participants with guidelines on the submission of the Final Report and Market Impact Report for the monitoring of the Eurostars programme.

Further information on the Eurostars Programme is available from the Programme website at <http://www.eurostars-eureka.eu>

## Changes from Version 1.0

Below is a list of changes in the content of this document when compared to its immediate predecessor.

	Page	Section	Change from version 1.0
1	7	Final Report	Addition signature
2	9	Market Impact Report	Addition signature

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# 1. The Eurostars reporting after finalisation of the project

There are two different forms to follow-up the continuation of the Eurostars project during the marketing phase:

- a. Final Report (FiR)
- b. Market Impact Report (MIR)

The ESE dispatches a Final Report (FiR) to all participants after finalisation of the project (when the project is declared 'terminated'). This form is required from all projects whether they are successfully or unsuccessfully finished.

A Market Impact Report (MIR) will be sent by the ESE after the first, second and third year after successful completion of the project to update the information on the development of the organisation.

This will be essential to follow-up the implementation of the project result as well as to evaluate the success of the Eurostars Programme and its importance for the growth of small and medium companies.

FiRs will help to summarise your experience as a Eurostars participant as well as the results obtained while executing the project. It will give an idea on how the market phase is planned. MIRs will be essential to follow-up the success of the companies while introducing the product/process/service to the market.

The outcomes of the reports will be used to evaluate the impact of the Eurostars Programme for the benefits of the SMEs, especially to help growing organizations and adapt the Programme for their needs.

The information of the reporting forms will be used for statistical analysis of the Programme and it will be treated as confidential.

If you are interested, the ESE can give you the opportunity to be selected for communication campaigns (Eurostars Success Stories), including important press coverage and invitation to high-level events. Let us know by answering the appropriate question in the form.

## The process

- > The ESE sends a FiR or a MIR form to all participants
  - o FiR will be sent after completion of the project to all participants
  - o MIR will be sent in a yearly basis to all successful participants
- > All participants are required to return the completed forms **within 20 working days** to: [projects@eurostars-eureka.eu](mailto:projects@eurostars-eureka.eu)
- > The EUREKA Secretariat will acknowledge receipt of the forms and share the information with the relevant EUREKA National Project Coordinator (NPCs) and National Funding Bodies (NFBs).

## Technical information

The Final Report and Market Impact Report form can be filled out using Adobe Reader™ software (free download available at [www.adobe.com](http://www.adobe.com)). These forms can be saved and edited on your computer as a PDF file.

Please always use the electronic form sent by the EUREKA Secretariat. This form is a dynamic document which you can easily fill in. It is very important to use the electronic version sent by the ESE because it is the only document which will be accepted by the Eurostars database. It will also avoid the use of old versions due to an update of the form.

## 2. How do I fill a Final Report?

If you wish to change the company registration code or the contact person for the project, please modify the contact information at the beginning of the Final Report.

### Section 1: Project achievements

Describe any technological achievements of your project following the questions in the form.

The information must give an idea of the development of the product/service/process achieved during the project. Please outline how the project evolved with respect to the initial project plan.

Does the result match your expectations?

### Section 2: Use and dissemination of results

Intellectual Property Rights (IPR): please specify any relevant information.

### Section 3: Economic impact of the project

#### A. Marketing Phase

Please briefly explain the main steps in the marketing phase of your project.

When completing the table, please add a row for each product/service/process/spin-off resulting from the project.

**Investments undertaken (in €):** this includes all investments from the beginning of the project until its completion.

**Investments foreseen (in €):** this includes all investments foreseen in the time leading up to introduction of the product/service/process/spin-off to the market.

**Additional turnover generated (in €):** this refers to additional turnover generated by a given product until the completion of the project.

**Additional turnover expected in 3 years (in €):** this refers to the turnover expected from a given product/service/process/spin-off. The figure is cumulative over the 3 years immediately following project completion.

Please enter full and exact figures, without any abbreviations or additional formatting. For example, "1 million euros" should be entered as "1000000".

## B. Commercial and employment impact

The information requested in this section takes the form of two tables. The first refers to financial information and the second refers to employment information.

Column A (Current year - 1) should contain figures for the previous financial year. If the official figures are not yet available, please include the expected figures in this column.

Column B (Current year - 2) should contain figures 2 years prior to project completion.

Column C (Current year - 3) should contain figures 3 years prior to project completion.

Full-time equivalency (FTE) is a measure of worker involvement in an activity.

*A company with 10 full-time employees has an FTE of 10, while a second company of 10 half-time employees will only have an FTE of 5. Therefore, a fixed percentage of a company's FTE is a percentage of the potential for work across the company, not a percentage of the number of employees.*

### Number formats:

Please ensure that you use the correct units when filling in the table (Euros or numbers or percentages). All number entries must use the format 1234567.89. A single decimal point is permitted, however numbers should not use 'thousands separators', punctuation, letters or currency units. For example, one million one hundred Euros should be written as '1000100.00'.

## Section 4: Project

This section refers to general information about the collaboration between partners, support and management of the project, and administrative problems the project may have faced.

### Signature

Final Reports must be signed by a legally responsible person from within your organisation. It can be signed whether:

- > With an electronic/digital signature: this form must be sent via e-mail to the ESE

Or

- > With manual/traditional signature: this form must be sent to the ESE by post or by e-mail (scanned version) and the electronic version by e-mail.

If you do not have the possibility to sign the FiR digitally, you will have to send the electronic version of the form to the ESE by e-mail in addition to the signed version. Although the signed report will be kept as the official Project Progress Report, the electronic version is essential to update the Eurostars database.

## 3. How do I fill a Market Impact Report?

If you wish to change the company registration code or the contact person for the project, please modify the contact information at the beginning of the Market Impact Report.

### Section 1: Marketing Phase

a) The information must give an idea of the progress made in the marketing phase of the Project, as well as future steps to be taken.

Please outline if the market plan has evolved since the time of the Final Report.

Please briefly explain the main steps in the marketing phase of your project.

b) When completing the table, please add a row for each product/service/process/spin-off resulting from the project.

**Investments undertaken (in €):** this includes all investments from the beginning of the project until its completion.

**Investments foreseen (in €):** this includes all investments foreseen in the time leading up to introduction of the product/service/process/spin-off to the market.

**Additional turnover generated (in €):** this refers to additional turnover generated by a given product until the completion of the project.

**Additional turnover expected in 3 years (in €):** this refers to the amount you are expecting to earn from a given product/service/process/spin-off. The figure is cumulative over the 3 years immediately following project completion.

Please enter full and exact figures, without any abbreviations or additional formatting. For example, "1 million euros" should be entered as "1000000".

c) Intellectual Property Rights (IPR): please specify any relevant information

### Section 2: Commercial and employment impact

The information requested in this section takes the form of two tables. The first refers to financial information and the second refers to employment information.

**Column A (Current year - 1)** should contain figures for the previous financial year. If the official figures are not yet available, please include the expected figures in this column.



Column B (Current year - 2) should contain figures 2 years prior to project completion.

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Full-time equivalency (FTE) is a measure of worker involvement in an activity.

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## 4. Communicating Eurostars

All participants of an approved Eurostars project have the obligation to acknowledge the Eurostars Programme in all external communications about the project.

All participants of approved Eurostars projects are obliged to actively support and spread the spirit of the Eurostars Programme and work to enhance the reputation of the Eurostars Programme during the implementation process.

All participants in the consortium are obliged to acknowledge the Eurostars Programme's support, and display the Eurostars logo in all information and public relations material related to the approved project and its implementation (for example, in event programmes, invitations, press releases, publications, at event premises). The logo must respect the corporate image guidelines published by the ESE.

Participants who have been allocated national funding within the frame of an approved Eurostars project shall acknowledge the support provided through Eurostars online, where the Eurostars Programme's name and/or logo should be prominently displayed on the participants website and link directly to the Eurostars website (<http://www.eurostars-eureka.eu/>). The Eurostars Programme will provide the participants with the logo and other necessary materials for this purpose.

The main participant is obliged to inform the other participants about their duties and is responsible for ensuring the fulfilment of these duties by the participant.

## Eurostars Success Stories

Any socio-economic achievement of participants thanks to the Eurostars project can feature as a Eurostars Success Story. Socio-economic impact is understood as any increase in employment, sales or market shares, as well as the creation of spin-offs or any other elements that make any company grow.

Using the FiR and MIRs you can inform the ESE about achievements of the project (by any member of the consortium) that you feel merit showcasing as a success story. Moreover, you can always send any interesting information related to the project to [projects@eurostars-eureka.eu](mailto:projects@eurostars-eureka.eu). ESE will select the projects that show the most impressive socio-economic success.

Eurostars success stories will be released in the Eurostars website (<https://www.eurostars-eureka.eu/why.do>) as well as in press coverage and any communication campaigns.

## Data Protection Act

The EUREKA Secretariat is situated in the Kingdom of Belgium and as such is governed by Belgian data protection law. More information can be found (in English, Dutch and French) at <http://www.privacycommission.be>.

The information that project participants provide will be used in the monitoring of all aspects of the relevant project. This will include recording on the in-house and the Eurostars-contracted Programme Manager's processing computer and management information systems.

The information will be shared with the relevant EUREKA National Project Coordinator Offices, as well as with the relevant National Funding Agencies.

In addition, information may be used in the generation of output and performance indicators and other management statistics. It may also be used in policy and strategy studies to inform management in carrying out the business of the EUREKA Secretariat and in improving business processes.

Any queries on issues relating to data protection should be addressed to the EUREKA Secretariat, Rue Neerveld 107, 1200 Brussels.