



# The Eurostars™ Programme

Funding excellence in innovation

## Guidelines for Final Reports and Market Impact Reports

Version 2.0

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



This document provides participants with guidelines on the completion of Final Reports and Market Impact Reports as part of the monitoring of the Eurostars programme.

**Guidelines for Final Reports and Market Impact Reports (v.2.0).**

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

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## 0. Changes from Version 1.2

This document has been updated and amended substantially when compared with the previous version. While much of the fundamental content is similar, the layout and explanations throughout the document have been changed and improved.

The number of the changes made to this document is such that each edit is not specifically identified and thus it should be considered to be a new Guideline.

# 1. Introduction

## Eurostars monitoring after project completion

The monitoring of Eurostars projects continues even after the conclusion of the R&D development for which the participants received funding and support through the programme. This information is crucial for two reasons:

- It allows us to identify the most successful Eurostars projects and participants
- It allows us to demonstrate the impact of the Eurostars programme at participant, national and international levels.

After the completion of the R&D phase two different forms are used to monitor Eurostars projects through the commercialisation.

### Final Report (FiR)

Final reports are sent to each of the participants once the EUREKA Secretariat (ESE) has been informed that the project has been completed. This is usually done using the project progress report.

The final report is required from all participants of all projects, whether the R&D phase has been successful or unsuccessful. Final reports focus on the products and developments achieved during the period of Eurostars funding, as well on the effectiveness of the consortium. It also allows you to comment on the interaction with the ESE and relevant National bodies.

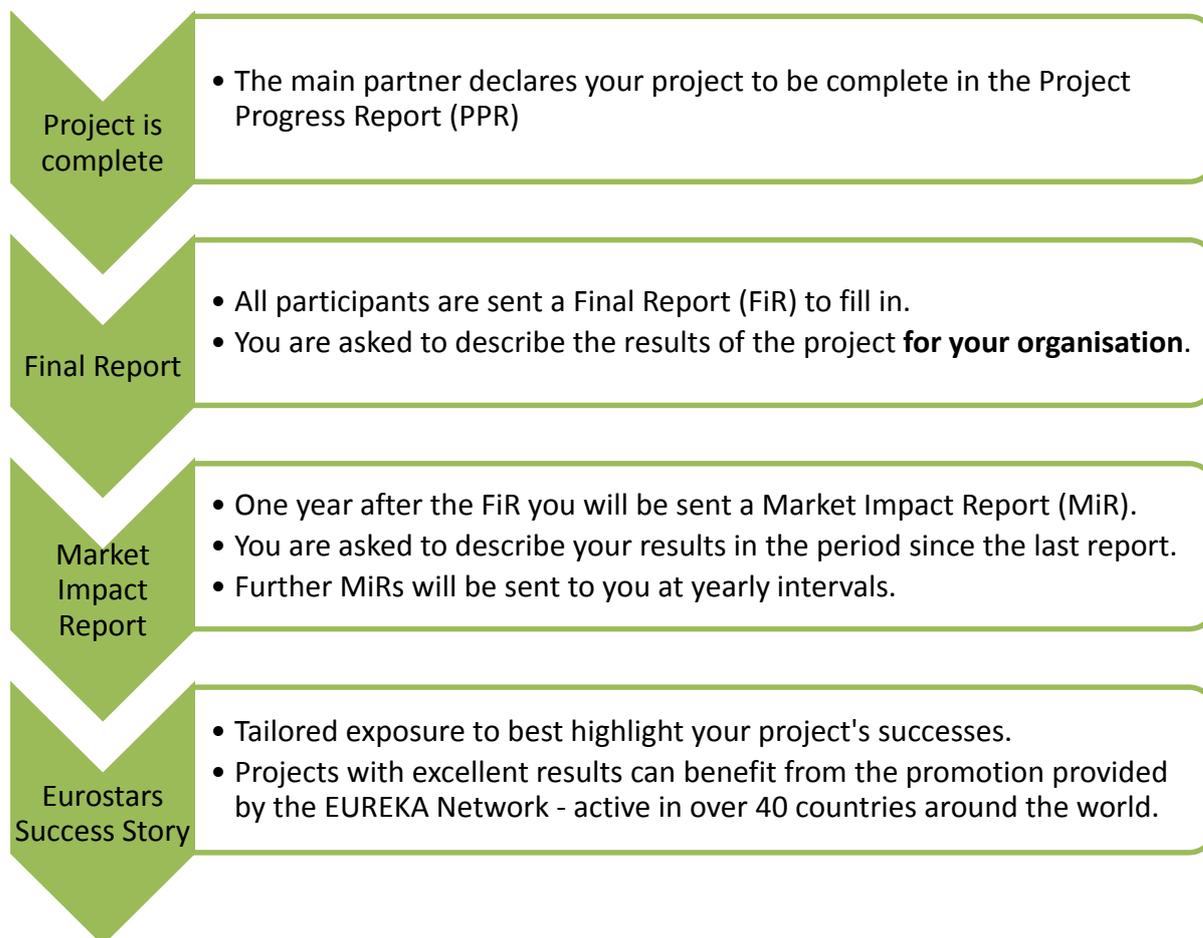
### Market Impact Report (MIR)

Market Impact Reports are sent to each participant at yearly intervals beginning one year after the Final Report and finishing 2 years later. The MIR focuses on the commercialisation of the R&D results which were described in the final report, including the commercialisation strategy adopted by the consortium and the results achieved by each participating organisation.

The information helps us to determine the best-performing Eurostars participants for Success Stories and gives you, the participants, the opportunity to be showcased as part of a communication campaign of targeted relevant press coverage and possible invitations to high-level events.

For our part, the results from Eurostars projects are used in aggregate form to show the overall effectiveness of the Eurostars programme. Results to date show that the Eurostars programme is expected to stimulate €5.9 billion of additional turnover for its participants, create over 13,000 jobs and launch 1,500 new products onto European and international markets.

## The reporting timeline



## Technical information

The EUREKA Secretariat uses custom-built PDF forms that allow participants to enter data into the fields provided. Completed Reports can be saved locally on a computer as editable files, or as traditional PDFs which cannot be changed.

In order to be able to use this tool correctly, please download the latest version of the Adobe Reader™ software which is freely available at [www.adobe.com](http://www.adobe.com).

It is important that you only use the specific electronic form sent by the EUREKA Secretariat because it is the only document which can be accepted by the Eurostars database.

### Number formats:

Please ensure that you use the correct units when filling in the table (Euros or numbers). 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'.

## 2. The Final Report

### The process

- > The ESE sends the final report template to all participants
- > Each participant is required to return the completed form **within 20 working days** to: [projects@eurostars-eureka.eu](mailto:projects@eurostars-eureka.eu). **Please ensure that the appropriate reference code is used in the subject of the email.** The EUREKA Secretariat will acknowledge receipt of the completed form but may ask for clarifications if required.
- > The final report is considered to be an obligatory document.

### Section 1: Project achievements

Refers to the technological achievements made by your organisation when contributing to the development of the product(s)/process(s)/service(s) of your Eurostars project. Please take particular care to outline how the project evolved with respect to the initial project plan, and to highlight whether the result meets the expectations you had at the beginning of the project.

### Section 2: Use and dissemination of results

Refers to development and use of intellectual property by your organisation within the project. Please specify the relevant types of IP (i.e. trademark, registered design, patent, or other) as well as the progress you have made towards obtaining it (e.g. research stage, patent applied for, or granted).

### Section 3: Economic impact of the project

#### Marketing Phase

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

When completing the table, please add a new row for each product/service/process/spin-off resulting from the project. **The figures refer to investments and turnover generated specifically from your participation in the Eurostars project. You should try to report them in isolation from other sources of income and revenue.**

**Market introduction (year):** the observed or expected year that the product/service/process/spin-off was or will be introduced to market.

**Investments undertaken (in €):** all Eurostars project-related investments from the beginning of the project until its completion. This should include private and public funds.

**Investments foreseen (in €):** all Eurostars project-related investments foreseen during the commercialisation phase of the product/service/process/spin-off developed during the Eurostars project. This should include private and public funds.

**Additional turnover generated (in €):** additional turnover generated by a given product/service/process/spin-off during the course of the Eurostars project. The period covered by this item ends at the official date of project completion.

**Additional turnover expected in 3 years (in €):** additional turnover expected during the three years following the completion of Eurostars project. This refers to the lump sum of total additional turnover expected to be generated as a result of your participation in the Eurostars project.

## Commercial and employment impact

This section takes the form of two tables which ask for financial and employment information. The information helps us to determine the best-performing Eurostars participants for Success Stories. We also use the information to calibrate the programme's performance.

In the first table, each column (labelled A, B and C, respectively) is intended to represent one year of your participation in the Eurostars project. **The table should therefore provide an overview of how your organisation evolved during the period of the Eurostars project.**

Please find below a clarification of the column labels in the table on financial information:

**Column A (Current year - 1):** refers to figures from 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):** refers to figures two years prior to project completion.

**Column C (Current year - 3):** refers to figures three years prior to project completion.

**Full-time equivalency (FTE)** is a measure of worker involvement in an activity. For example, a company with 10 full-time employees has an FTE of 10, while a company of 10 half-time employees will only have an FTE of 5.

In the second table, as in other sections, job creation in terms of FTEs is split between what **has been achieved** during the project's duration and **what is expected** in the 3 years following project completion.

## Section 4: Project information

This section refers to 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 using either of the following methods:

- > Electronic /digital signature: this form must be sent via e-mail to the ESE
- or
- > 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 must 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 final report, the electronic version is essential for updating the Eurostars database.

## 3. The Market Impact Report

### The process

- > The ESE sends the market impact report template to all participants
- > Each participant is required to return the completed form **within 20 working days** to: [projects@eurostars-eureka.eu](mailto:projects@eurostars-eureka.eu). **Please ensure that the appropriate reference code is used in the subject of the email.** The EUREKA Secretariat will acknowledge receipt of the completed form but may ask for clarifications if required.

### Section 1: Marketing Phase

#### Commercialisation plan

This section refers to the progress made in the process of commercialising the product / process / service developed during your participation in the Eurostars project. Please describe progress already made and any changes in the commercialisation strategy since you described it in your Final Report.

#### Project results tables

When completing the table, please add a new row for each product/service/process/spin-off resulting from the project. **The figures refer to investments and turnover generated specifically from your participation in the Eurostars project. You should try to report them in isolation from other sources of income and revenue.**

**Market introduction (year):** the observed or expected year that the product/service/process/spin-off was or will be introduced to market.

**Investments undertaken (in €):** all Eurostars project-related investments that are directly related to the commercialisation of the product/service/process/spin-off developed during the Eurostars project. This should include private and public funds.

**Investments foreseen (in €):** all Eurostars project-related investments foreseen during the next three years that are directly related to the commercialisation phase of the product/service/process/spin-off developed during the Eurostars project. This should include private and public funds.

**Additional turnover generated (in €):** additional turnover generated by a given product/service/process/spin-off since completion of the Eurostars project.

**Additional turnover expected in 3 years (in €):** additional turnover expected during the next three years. This refers to the lump sum of total additional turnover expected to be generated by the product/service/process/spin-off created during the Eurostars project.

#### Cooperation between partners

Please describe how cooperation between project participants changed after completion of the Eurostars R&D project.

- > **No cooperation:** all cooperation between participants ended after R&D

- > **Joint activities:** some or all participants continued cooperation after R&D, but without the legal structure of a joint venture.
- > **Joint Venture:** some or all participants continued cooperation after R&D in the form of a legal joint venture.
- > **Other:** cooperation between some or all project participants continued in some other form.

## Intellectual Property Rights (IPR)

Please specify the relevant types of IP (i.e. trademark, registered design, patent, or other) as well as the stage you are at (e.g. research stage, patent applied for, or granted).

## Section 2: Commercial and employment impact

This section takes the form of two tables which ask for financial and employment information. The information helps us to determine the best-performing Eurostars participants for Success Stories. We also use the information to calibrate the programme's performance.

In the first table, each column (labelled A, B and C, respectively) is intended to represent one year of your participation in the Eurostars project. **The table should therefore provide an overview of how your organisation evolved over the period following your participation in the Eurostars project.**

Please find below a clarification of the column labels in the table on financial information:

**Column A (Current year - 1):** refers to figures from 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):** refers to figures one year prior to those in column A.

**Column C (Current year - 3):** refers to figures one year prior to those in column B.

**Full-time equivalency (FTE)** is a measure of worker involvement in an activity. For example, a company with 10 full-time employees has an FTE of 10, while a company of 10 half-time employees will only have an FTE of 5.

In the second table, as in other sections, job creation in terms of FTEs is split between what **has been achieved** since project completion and **what is expected** in the following 3 years.

## Signature

Market impact reports must be signed by a legally responsible person from within your organisation. It can be signed using either of the following methods:

- > **Electronic /digital signature:** this form must be sent via e-mail to the ESE
- or*
- > **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 MiR digitally, you must 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 market impact report, the electronic version is essential for updating the Eurostars database.

## 4. Communicating Eurostars

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

All participants of approved Eurostars projects are expected 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 must 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 EUREKA Secretariat.

Participants who have been allocated national funding within the frame of an approved Eurostars project must acknowledge the support provided through Eurostars online, where the Eurostars Programme name and/or logo should be prominently displayed on the participant's 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 a 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.

## 5. Appendix 1

### 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 applicants provide on the application forms will be used in the processing of all aspects of the relevant application. This will include recording on the in-house and the Eurostars-contracted Programme Manager's processing computer and management information systems and in the preparation of material for applicants and for use by the assessment panels. In addition, information may be used in the generation and collation 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.

### Information provided to national funding bodies & NPCs

All information provided to the EUREKA Secretariat as part of the Eurostars process will be passed by the EUREKA Secretariat to each national funding body and involved NPC.

### Information released into the public domain by the EUREKA Secretariat on confirmation of project funding

The results of R&D activities should be published in the manner agreed between the participants in their project consortium agreement.

The EUREKA Secretariat reserves the right to use any project as a case study or success story to publicise the Eurostars Programme and the benefits of collaborative working. Publicity material will be agreed with consortium members before release.