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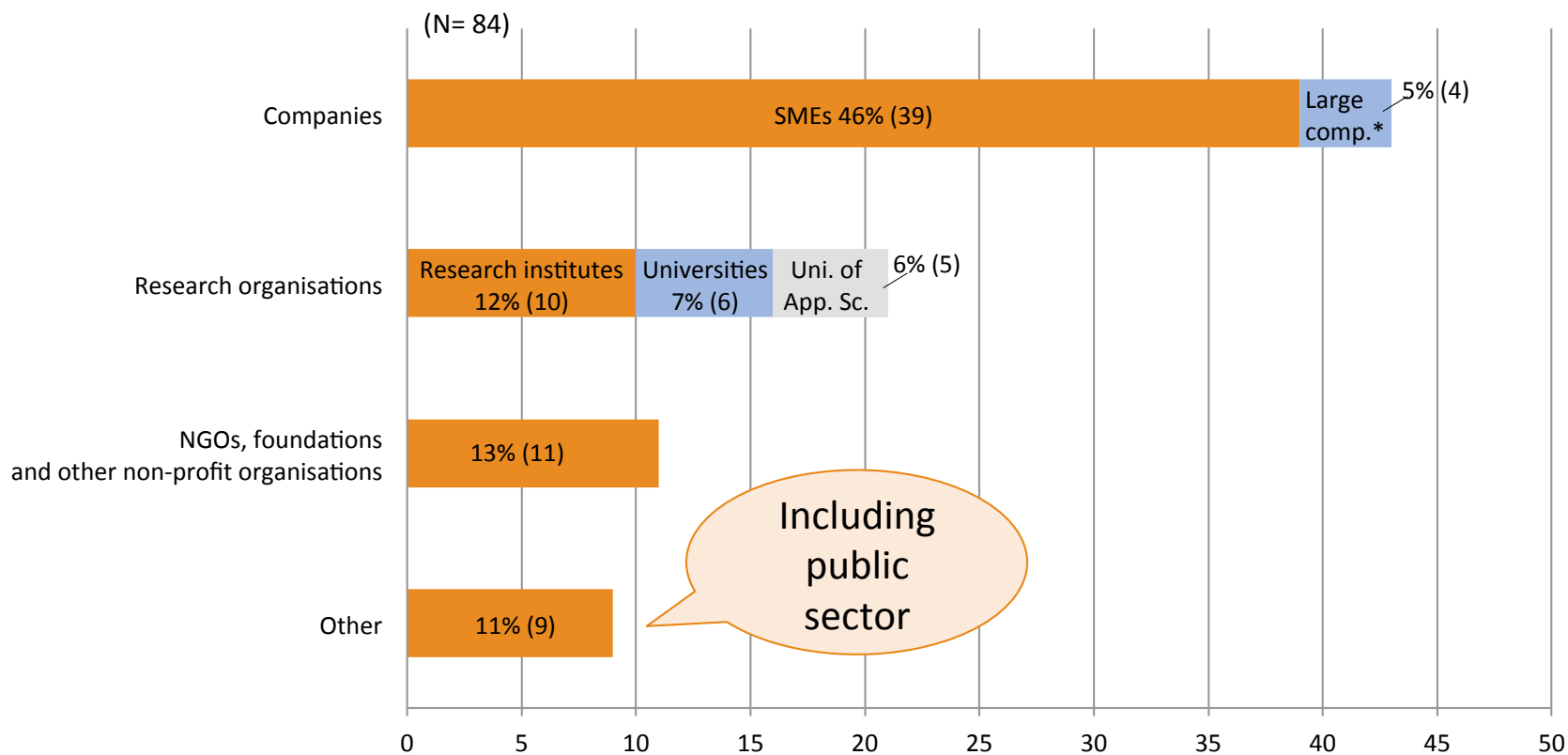
BEAM SURVEY RESPONSES

21 December, 2016

SURVEY FACTS

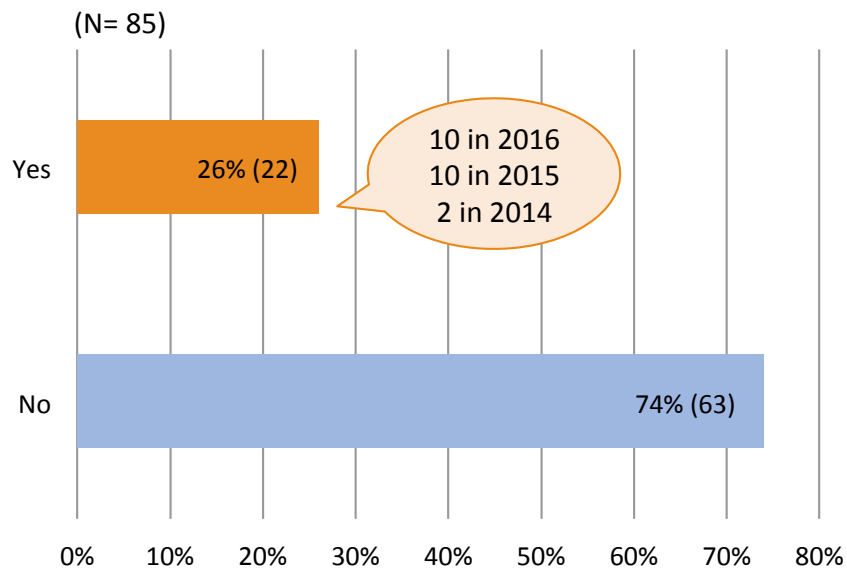
- Survey was carried out to supplement the BEAM portfolio analysis
- The aim of this survey was to collect viewpoints on the application process, information provided on BEAM, and why some of the organisations who have been interested in BEAM have not applied
- Electronic survey was sent to those who participated BEAM info sessions between 2014–2016.
- Out of the 566 people approached, altogether 497 were reached.
- Response rate: 17 % (85/497)

MAJORITY OF RESPONSES FROM COMPANIES

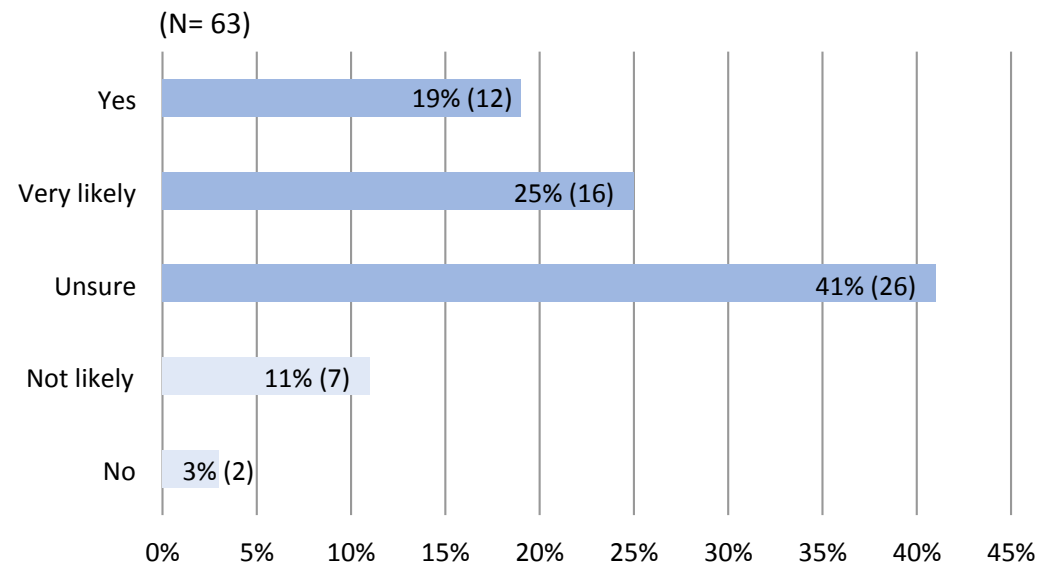


*Large company= personnel over 250 and/or turnover more than 40M€

MAJORITY HAD NOT YET APPLIED FOR BEAM



Q= Has your organisation applied for BEAM funding?

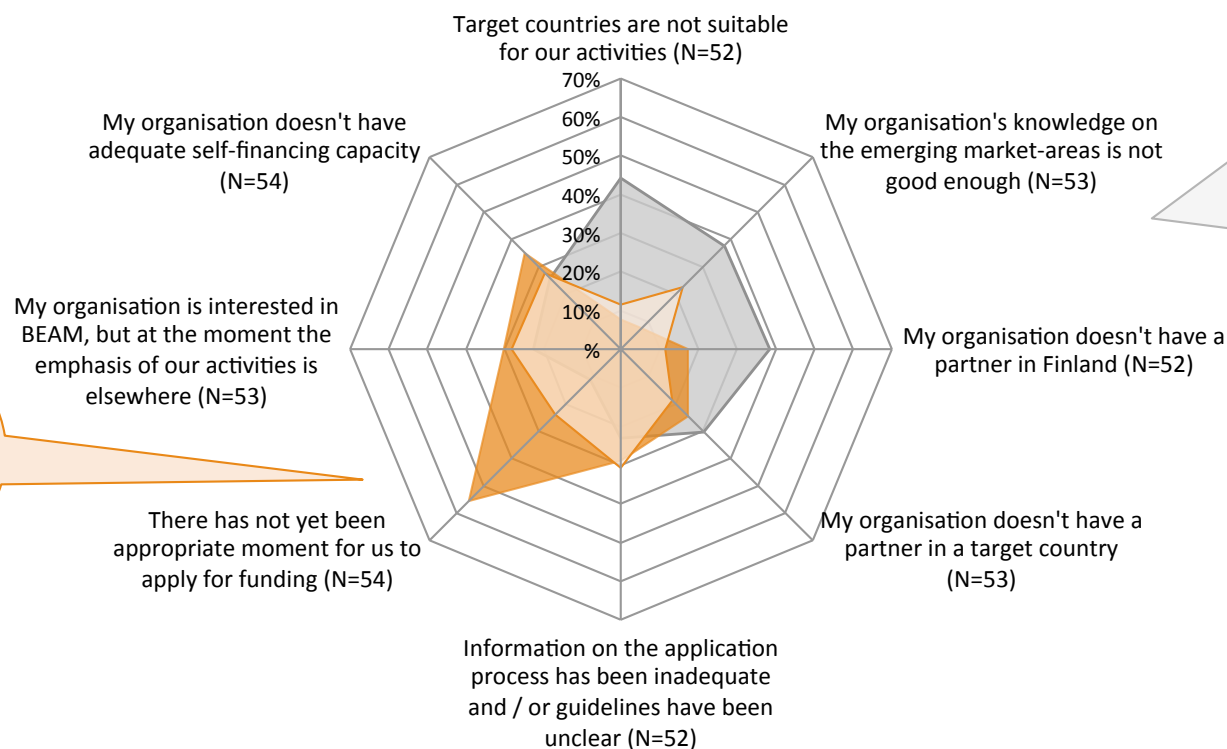


Q= Is your organisation planning on applying for BEAM funding sometime later?

Why organisations interested in BEAM have not applied for funding?

TIMING HAS BEEN THE MAIN REASON

■ No importance
 ■ Strong importance
 ■ Minor importance



Appropriate moment for BEAM not yet found.

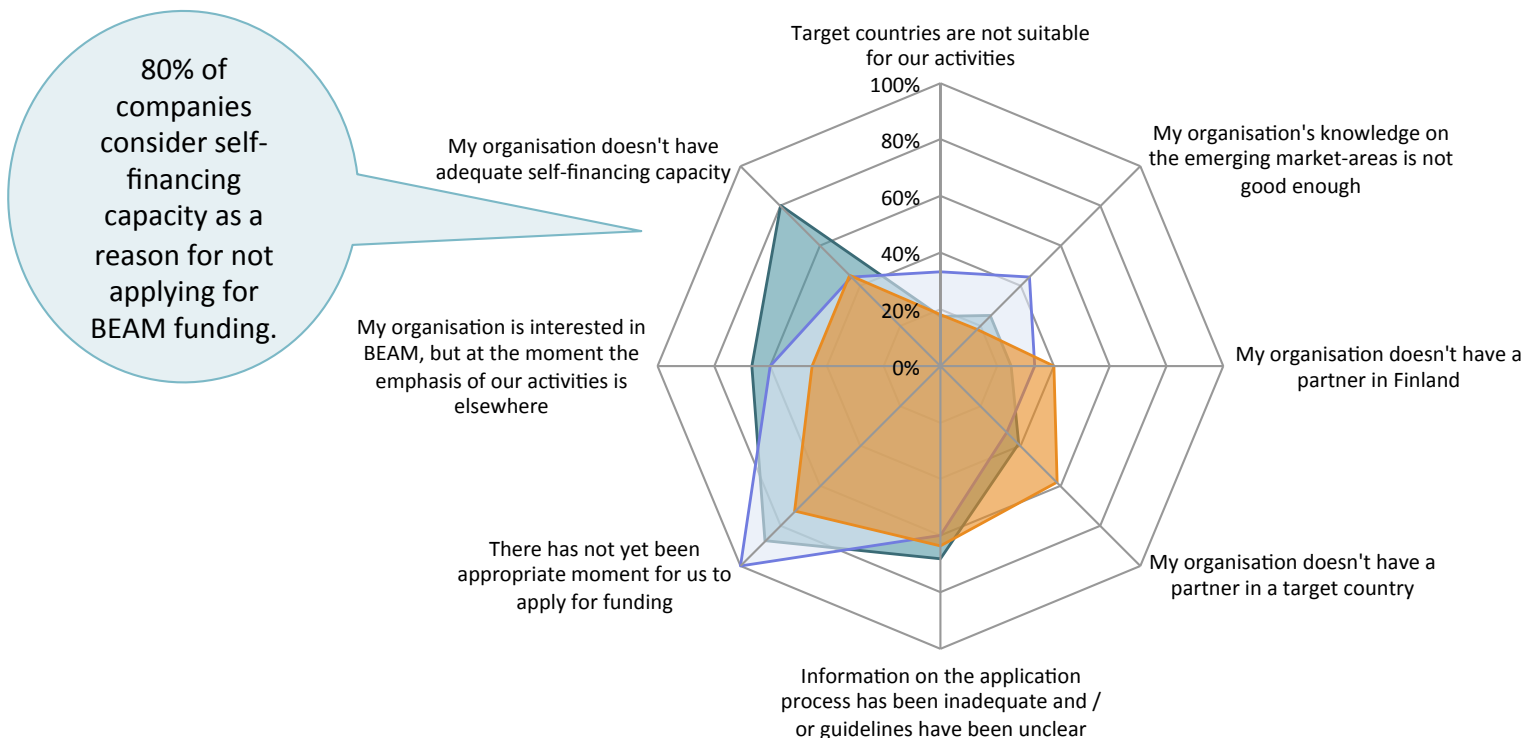
Target countries, lack of knowledge of the market areas, or lack of Finnish partners are not reasons why organisations have not applied for BEAM funding.

Graph shows combined totals from all respondents. In addition, "n/a" was one response option.

Q: Why has your organisation not applied for BEAM funding?

SIMILAR TENDENCY IN MAIN RESPONDENT GROUPS

■ Companies, total (N=22-25) ■ Non-profit organisations, total (N=9-10) ■ Research organisations, total (N=10-12)



Graph shows combined data of strong and minor importance per respondent group.

Percentages are calculated from the total number of responses per respondent group and a question. N has minor fluctuations in each question.

N is small in two of the respondent groups.

Q: Why has your organisation not applied for BEAM funding?

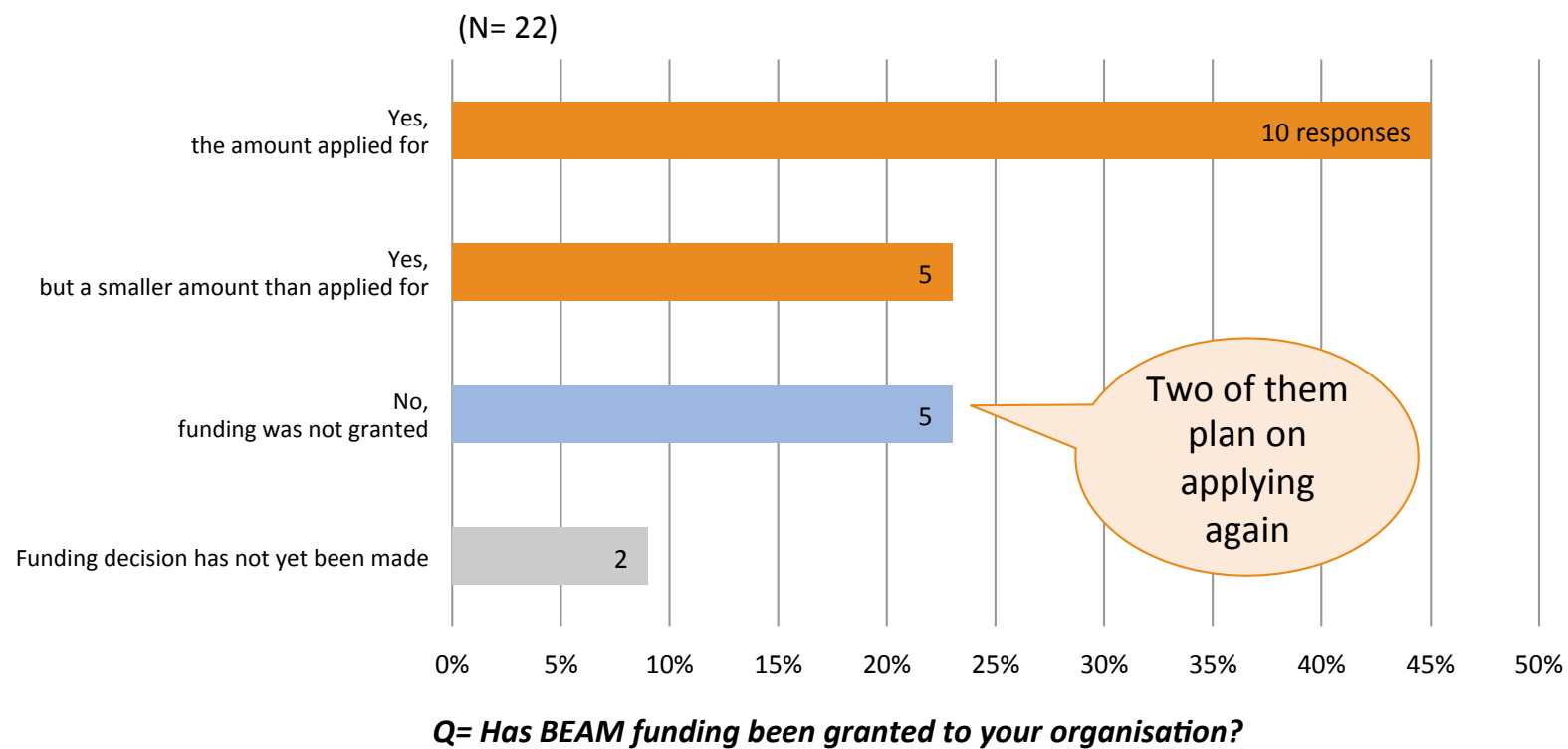
ADDITIONAL REASONS FOR NOT APPLYING:

The following factors were brought up as having a strong importance (14 open answers in total):

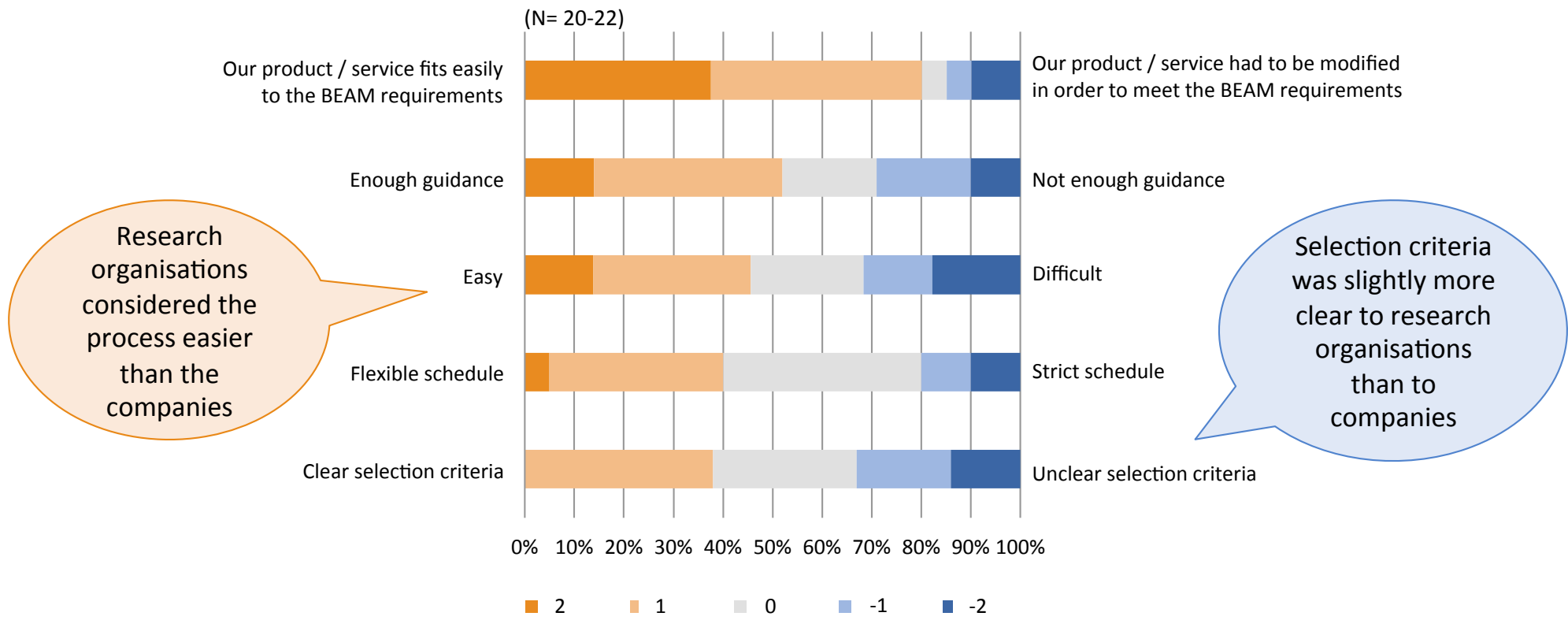
- Programme call or themes did not match with organisation's product / service (4)
- Application process itself was considered "fuzzy" (2) and attitude issues from the programme side were raised (2)
- Funding model is not appealing (2) to large companies and also considering the existing risks
- Organisational and project phase related reasons (4)

BEAM application process

HIGH SUCCESS RATE IN FUNDING APPLICATIONS



APPROPRIATE GUIDANCE, BUT UNCLEAR CRITERIA



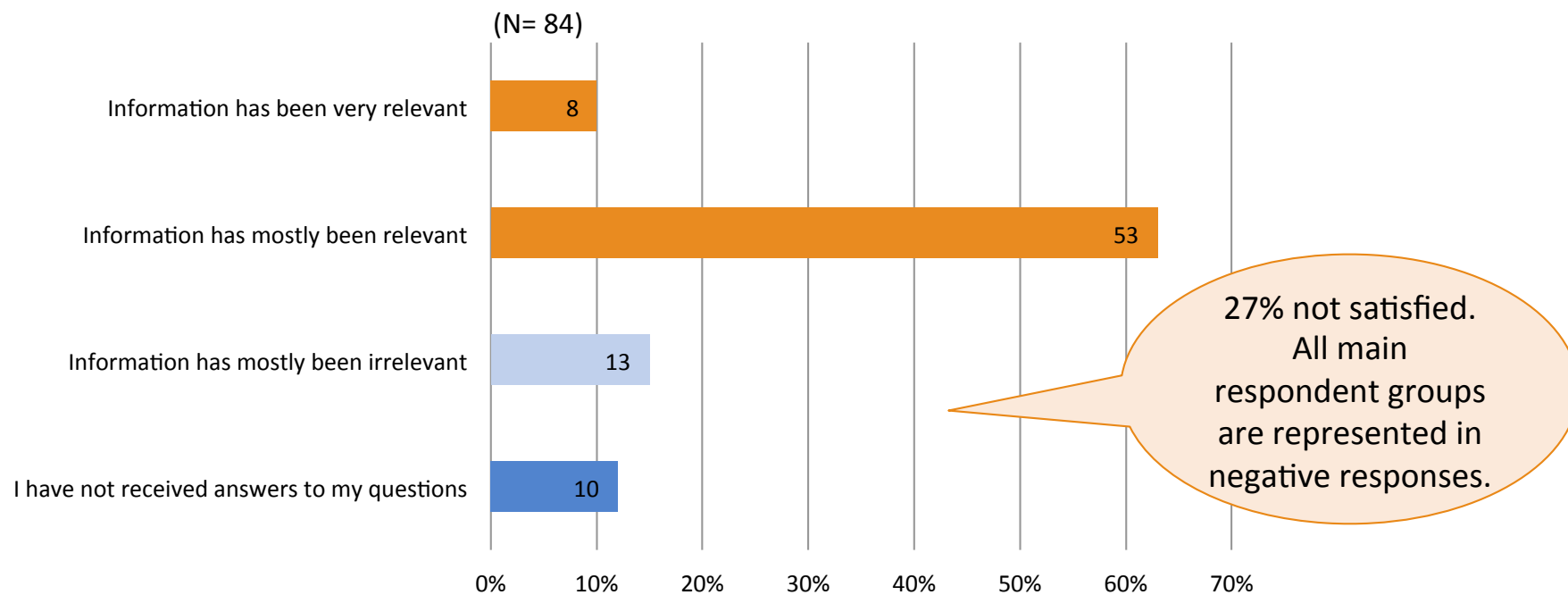
Research organisations considered the process easier than the companies

Selection criteria was slightly more clear to research organisations than to companies

Q= How did you perceive the application process?

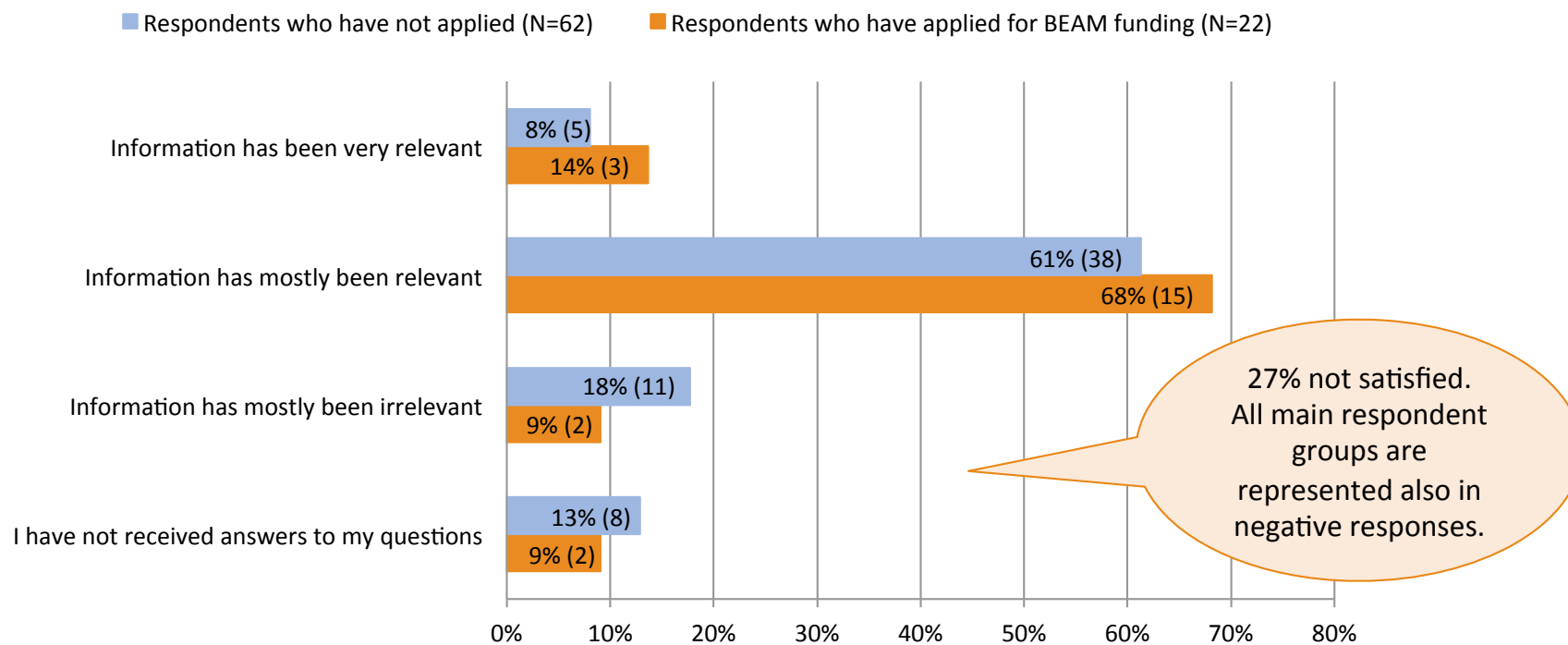
Availability of BEAM information

INFORMATION GAP?



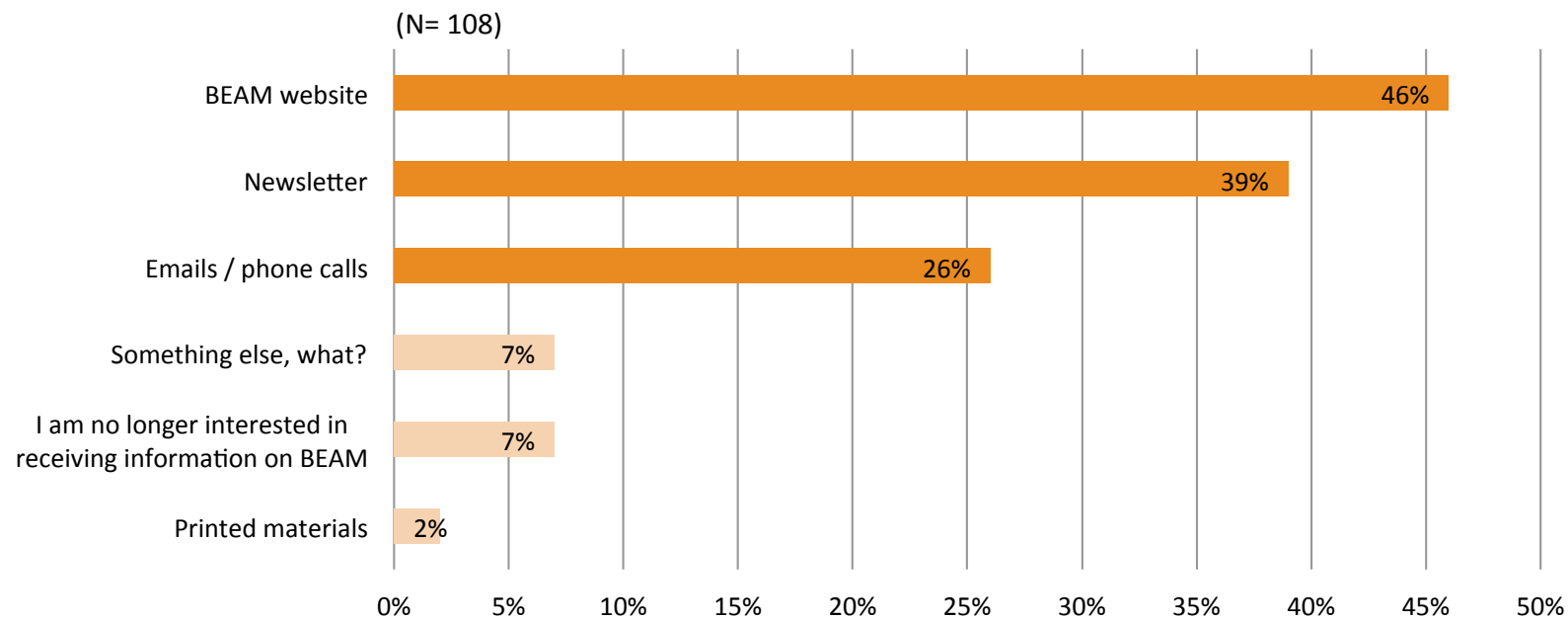
Q= How well has the available information on BEAM met your information needs?

INFORMATION GAP?



Q= How well has the available information on BEAM met your information needs?

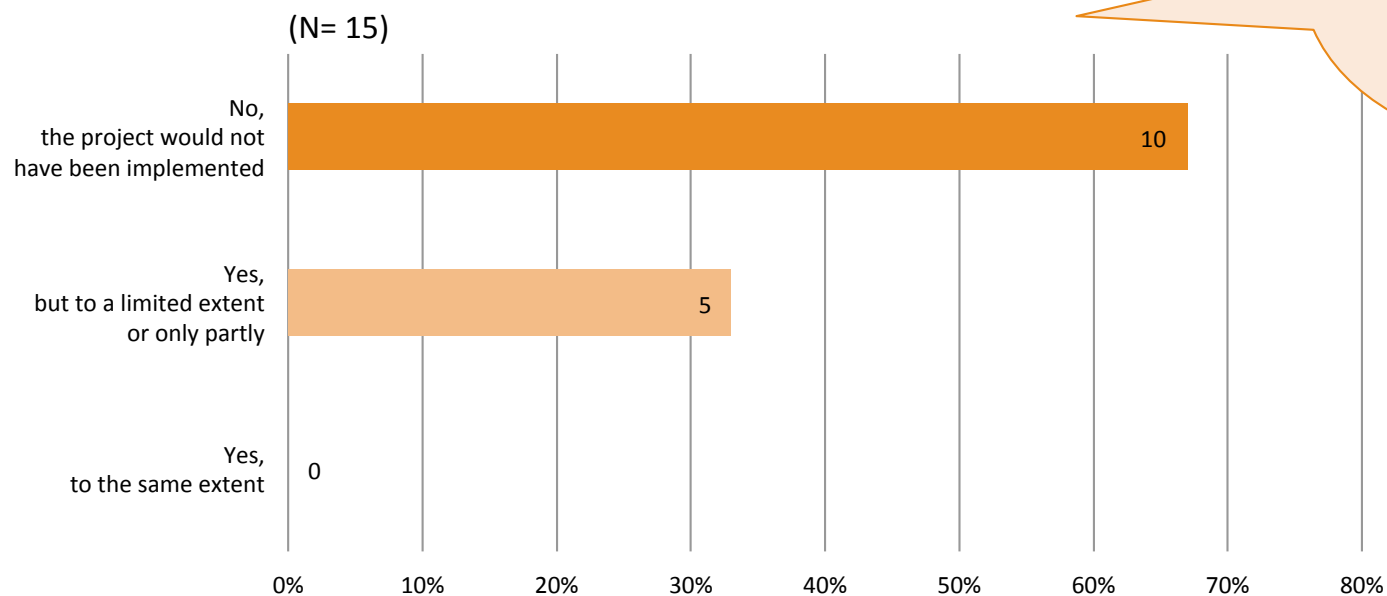
WEBSITE AND NEWSLETTER MOST IMPORTANT



Q= At the moment, what are the most important sources you use to receive information on BEAM?
Please select one or more

Additionality of BEAM

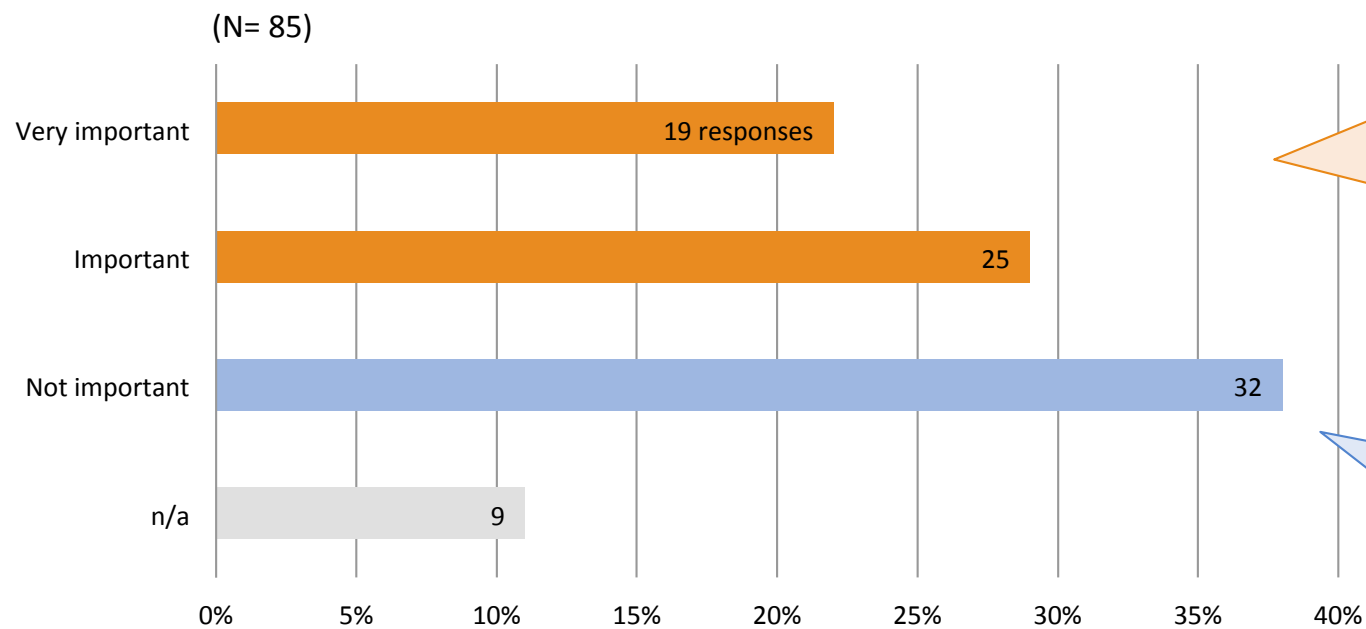
HIGH INPUT ADDITIONALITY



Although the N is small, the result indicates high input additionality of BEAM funding.

Q= Would you have implemented the project without the BEAM funding you received?

SPLIT VIEWS REGARDING IMPORTANCE OF BEAM



The number of those who consider BEAM important is higher than the number of respondents who have applied for funding

20 companies selected this option

Q= How important is the BEAM programme to your organisation?
(Answers include also those who have not applied for BEAM)

Development ideas and needs highlighted in the
open text field

MORE TRANSPARENT INFORMATION AND SUPPORT

- Need for better **communication and information delivery** (12) on programme and the selection **criteria** (7)
- **Support in finding partners** was brought up by large and small companies, NGOs and research organisations alike (7)
- The funding model should be more flexible, and **available also for target country partners** to better enable partnerships (7)
- **Objectives of BEAM** could also be better declared including on the development impact and with regard to Tekes and MFA specific aims (5)
- More **support and advice** is needed (7) including on how to apply.
- The **application process** could also be simpler and streamlined with other funding windows, and the handling process faster and more transparent (5)

QUOTES FROM THE SURVEY:

“BEAM is a good program but the issue I see is with businesses not using the instrument enough to co-create innovative solutions for developing countries and emerging economies.”

“It would be helpful to find relevant and interested companies interested in collaborating with universities through the Beam program.”

“Regarding BEAM the objectives of Ministry for Foreign Affairs of making impact and the funding instruments of Tekes for SMEs are not at all in line. This is a fundamental problem that the Ministry and Tekes should try to solve.”

“A faster application handling process and a more transparent communication would be appreciated.”

“More practical information...”

Lessons learned from the survey

UTILISING THE FULL POTENTIAL...

1. Development needs exist in the **information delivery and communication** with applicants and those interested in applying.
2. **BEAM objectives and criteria** are not clearly stated (making it difficult to respond to existing information needs).
3. Companies, NGOs and research organisations alike are interested in BEAM and see potential in it, but find it difficult **to find partners**.
4. Especially companies need more **support, advice and assistance** on how to apply for BEAM funding.
5. The requirement on **self-financing** together with existing risks of emerging markets is high for many SMEs.