



EBN



BIC SELF EVALUATION QUESTIONNAIRE FOR DATA FROM 2011 **GUIDANCE NOTES FOR COMPLETION**

Introduction

Thank you for downloading these guidance notes. You are about to start completing the self evaluation questionnaire, using **data** about your BIC relating to the **year 2011**. As in previous years, some of your data has been carried forward from the 2010 questionnaire so you do not need to answer every question again, although you should check carried forward data to make sure it is still correct.

Improvements in the questionnaire for the data from 2011

As usual, we have reviewed the questionnaire, following an extensive process of checking and compiling the results of the questionnaires for 2010. In the **EBN Quality Team**, we are **committed** not only to the **continuous improvement of the EBN Quality System** but also of our management of this system and the related support we give to you as full members. This year we have made the following changes:

- Question **1.1.1** has been improved through the integration of rules allowing you to access the correct questions of Section 1.1 and Section 1.2 according to your answer to this question;
- Question **2.1.1** has been widened adding a fifth category to the already listed entities: Regional/local development agencies;
- Question **2.3.6** has been simplified. It now only takes into account the *weight* in percentage of most relevant sectors in which your incubator and your incubatees are involved;
- Question **3.3.2.1** has been moved to section 5, together with all questions related to physical incubation services;
- Question **9.1.6** has been to consider the actual start-up of the company;
- Questions **9.1.8, 9.1.11, 9.1.12, 9.1.13** have been reworded specifying that they refer to physical incubation only;
- Question **9.2.1 and 9.2.2** have been swapped for clarity;



- Question **9.3.2** has been reworded for clarity;
- Section 10 (Customer Satisfaction Survey): A whole new section has been added asking about your evaluation on our daily work and services.

If you have any queries about these changes, please do not hesitate to contact the EBN team.

Why is it important to complete the questionnaire?

The self evaluation questionnaire has several purposes:

- Collection of data about the BIC network for the Observatory;
- Evaluation of individual BICs ;
- Provision of benchmarking data for the BICs;
- *Tailor-made* benchmarking report upon request;
- Production of the Quality e-Mag;
- Identify the Best-in-Class BICs – BIC²;
- Supporting networking activities.

The Observatory is a report for EBN members, but it is also used to promote the activities of the BIC network to the European Commission, national governments, regional and local authorities as well as other EU networks. To be credible, this report needs to contain comprehensive and robust data, ideally from the entire membership basis. From February to April 2011, the Quality Team undertook a huge validation process and thanks to your co-operation over 90% of the network (full members/EC-BICs) submitted complete questionnaires, which we subsequently validated.

It is important to note that the credibility of the BIC Quality Mark and its recognition by the European Commission rest on the accreditation process. EBN manages this process on behalf of the Commission and BICs are contractually bounded to participate in the annual self evaluation.

What are we looking for?

- **Completion of the questionnaire within the deadline;**
- **Accurate data**, based on your own actual records;
- Completion by someone who works in the BIC and understands the importance of the process;
- Response to any subsequent queries put to you by EBN. If you cannot answer the queries within an appropriate time, please acknowledge our email/telephone call and give us an indication of when you will answer our queries;
- Please note also: we want you to contact us if anything is not clear.

Accessing the on-line questionnaire and getting started

1. Go to the Quality website at: <http://quality.ebn.be>;
2. Enter your login and password;
3. On the menu bar on the left hand side, click on “Quality questionnaire” and then on “Questionnaire”. The questionnaire for the data for 2011 will open. Some data will already be completed. This corresponds to the information you gave us for 2010 and will be found in the sections for which we believe it is likely that the data will not have changed;
4. For each section, you must:
 - a) Check any pre-filled data and amend by typing over if necessary;
 - b) Enter data for any sections not pre-filled;
 - c) Check that all questions have been answered;
 - d) Save the section before continuing.

IMPORTANT: RADIO BUTTONS

Round buttons are called “radio buttons”. Please take care when answering these questions. Once you have clicked on an answer, you can change it by choosing a different answer, but you cannot delete the answer completely.

*If you need to delete (blank out) answers from any radio buttons in the questionnaire, you can do so by clicking on “Reset radio buttons” at the end of each section. **However, this will delete all answers for all radio buttons in the section.** Therefore, if you use this feature you **must** go back through the section and **answer again** all the questions with radio buttons.*

NB: Please pay particular attention to Sections 5 and 6. These sections only need to be completed in full if the answer to the first question in the section is “Yes”.

5. Complete all sections of the questionnaire as described above.

Remember to go back to any sections that need amendments and enter the correct data before submitting the entire questionnaire.

NB: Your full data for 2010 will be available in the archive section of the menu, should you need to refer to it.

Submitting the questionnaire

6. When you are satisfied that your questionnaire is complete, only then should you submit the completed questionnaire. You do this by going to section 10 and clicking on the submit button at the bottom of the page. This will display another page asking you to confirm or cancel the submission. Select the appropriate button.
7. Once you have confirmed the submission of your questionnaire, the Quality Team will check the data and will take one of the following possible courses of action:
 - i. *Either* validate the questionnaire, which will result in an automatic email to you confirming the validation
 - ii. *Or* request additional information from you. This will result in an email to you asking you to address the sections that are not complete. You will then need to re-submit the questionnaire.

NB: “Validated” means that the Quality Team is satisfied with the *way you have completed your questionnaire* (i.e. that you have not missed any important questions etc.) and that your data is consistent and, therefore, will be included in the annual Observatory report.¹

8. Once your completed questionnaire has been validated, you will no longer be able to make changes to your data. Should it be necessary to make any unexpected changes after validation, you will need to contact the Quality Team, to re-open your questionnaire for a temporary period, to allow these changes to be made. However...
9. ...all data will be frozen shortly after the deadline, whether or not your questionnaire has been completed. BICs that have not completed their questionnaires by **31 March 2012** will be referred to the EBN Board for review of their status as full members (accredited BICs), unless an extension has been agreed with the Quality Team prior to this date, for any genuine and exceptional reasons.

Help function

As with the last questionnaire, there is a “help” button, available for most questions. When you click on this button (a question mark) text will appear with an explanatory note about the question.

¹ Only data from questionnaires submitted by the relevant deadline will be included in the Observatory report.



Deadline

The **deadline** for the submission of completed questionnaires is **31 March 2012**. We advise you to start completing your questionnaire well before this deadline, to allow for any need to make changes after your first submission.

If this deadline is met by a high enough percentage of BICs², then we should be able to **produce the 2012 Annual Observatory by the Annual Congress (Lappeenranta)** in the summer of 2012.

Customized Benchmarking Reports

EBN offers a customized benchmarking service to those BICs who might want to benchmark their performances with other BICs bearing similar characteristics. The BIC has to point out those characteristics, and the quality team will translate those into parameters on which the database can be filtered. The defined parameters will be agreed upon between the BIC and EBN's quality team. The outcome of this initial phase is the selection of the benchmarks, which in the final report will remain anonymous for confidentiality reasons.

The quality team will then produce a **customized benchmarking report** containing all the available information comparing the BIC with the selected benchmarks.

You'll receive a Power Point Presentation showing the results of the benchmarking exercise, with both tables and charts.

The service is free of charge, for EBN members. Fill in the order form (that you can find at the following link <http://www.ebn.eu/DisplayPage.aspx?pid=130>) to express the interest in receiving a benchmarking report.

SWOT Analysis

Once your questionnaire has been validated, you will be able to see the SWOT analysis for your BIC. Please read the introductory note from EBN. It contains important information about the SWOT. Like the benchmarking statistics, the SWOT is based on the data from all the submitted questionnaires and will continue to change until EBN blocks access to the questionnaire.

Further information

² Minimum 80% but 90% preferred



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THANK YOU FOR YOUR ATTENTION!