

A knowledge Alliance in Eco-Innovation Entrepreneurship to Boost SMEs Competitiveness"

Final Conference Friday, February 12, 2021

Presentation of the SMecoMP's evaluation



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 The assessment methodology was based on the basic principles of the training and mentoring programs evaluation

The main research tools are three different questionnaires, one for each output (training, e-platform, pre-incubator services) addressed to the end users, meaning students, employees, and entrepreneurs







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- The <u>first questionnaire</u> is addressed to the participants on training courses, in order to evaluate the content of the training curriculum, the effectiveness of the courses and the organizational issues.
- Users rated the degree of their satisfaction concerning trainers, by using the scale from strongly disagree to strongly agree (1-5) with 1 indicating the lower and 5 the highest (excellent) performance 1: strongly disagree, 2: disagree, 3: indifferent, 4: agree, 5: strongly agree.
- The results have been based on the responses of 135 participants to the training programs.

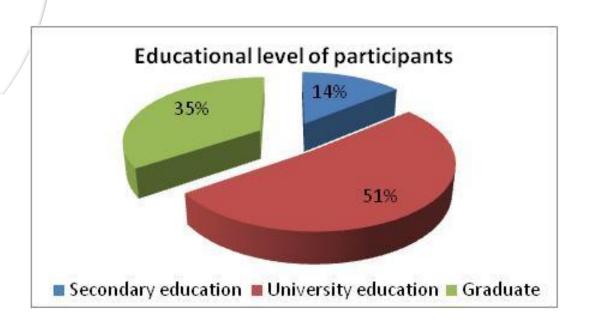
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Sample Profile

- 51% are higher education institutions graduates
- 35% are hold postgraduate and/ or doctoral degrees
- 14% are secondary education graduates



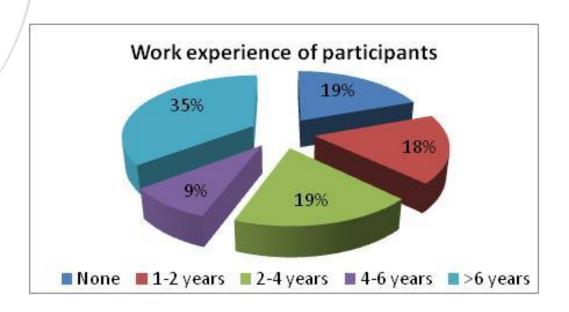
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Sample Profile

- Most of the respondents (35%) work for more than 6 years
- 19% have either no experience or an experience of 2-4 years



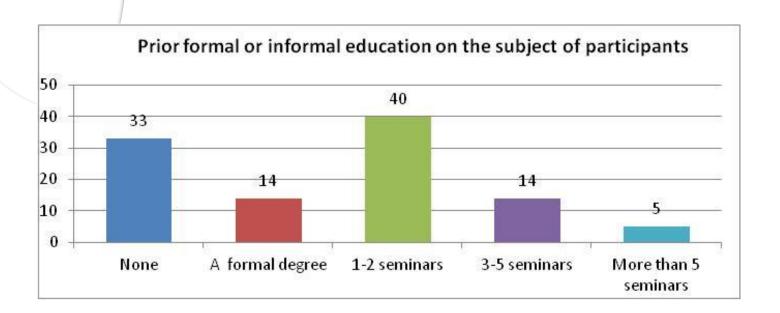
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Sample Profile

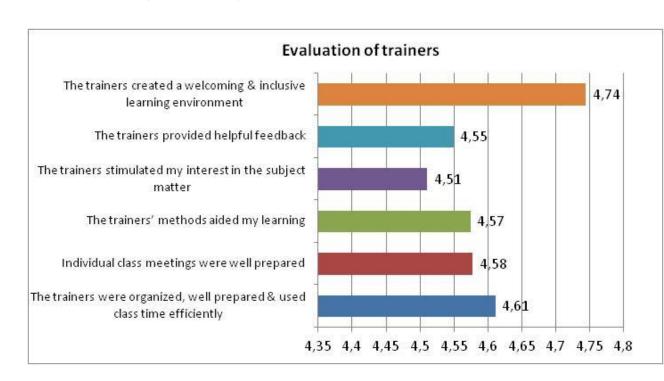
- 33 of them attended such a seminar for the first time
- 40 of them had participated in 1-2 seminars



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- The trainers' effort to create a welcoming and inclusive learning environment was rated with the higher average score (4.74)
- The trainers' organization skills and the good preparation was rated with 4.61
- The lowest score refers to the trainers' effectiveness to stimulate participants' interest for the subject in question (4.51)





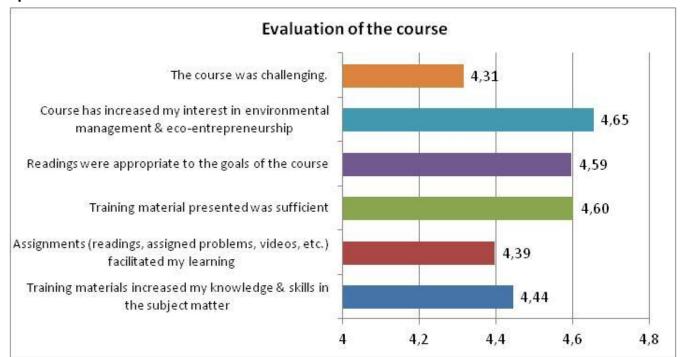
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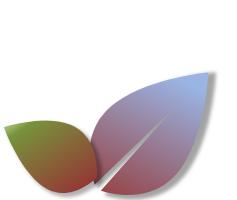
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The sufficiency and the functionality of the training course was rated with 4.65. The readings given to participants were quite appropriate to the goals of the course (the average score is valued in 4.59), while the training material was deemed to be sufficient (the average score is valued in 4.60) and it increased participants' knowledge and skills in EIE issues (the average score is valued in 4.44).

The lowest average score (4.31) is attributed to the ability of the training course to challenge participants to attend it.





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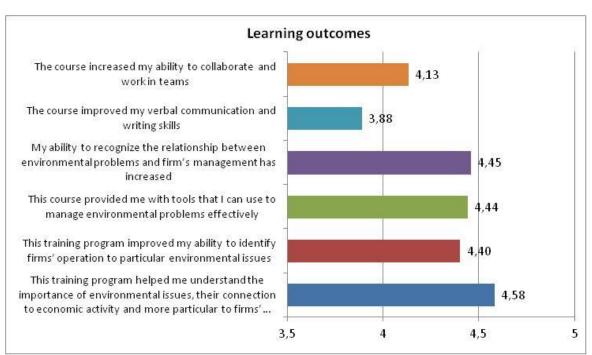
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• The higher average value (4.58) refers to the statement that the training course helped participants to understand the importance of the environment issues and their connection to the economical activities

 Participants stated that there is a satisfactory increase of their ability to recognize the relation between environmental problems and firm's management (the average score is valued in 4.45)

• The lowest score refers to the effectiveness of the course with regard to the participants' verbal communication and writing skills (the average score is

valued in 3.88)





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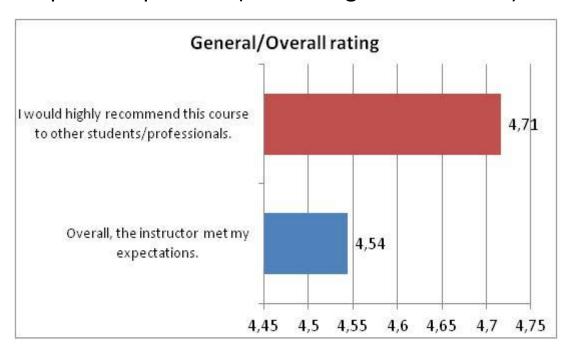
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The high satisfaction from the implementation of the training course, can be safely deduced.

The majority of the respondents strongly agree that they would recommend the course to other students / professionals, despite the fact that their personal expectations were not fully met by the program, which is made clear by the lowest average in the respective question (the average score is 4.54).





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- The <u>second questionnaire</u> is addressed to participants of the e-learning courses, in order to evaluate the structure of the e-learning platform and its usability and functionality.
- Users rated the degree of their satisfaction concerning elearning platform, by using the scale from strongly disagree to strongly agree (1-5) with 1 indicating the lower and 5 the highest (excellent) performance 1: strongly disagree, 2: disagree, 3: indifferent, 4: agree, 5: strongly agree.
- The results of the current analysis have been based on the responses of 77 participants to the e-learning programs.

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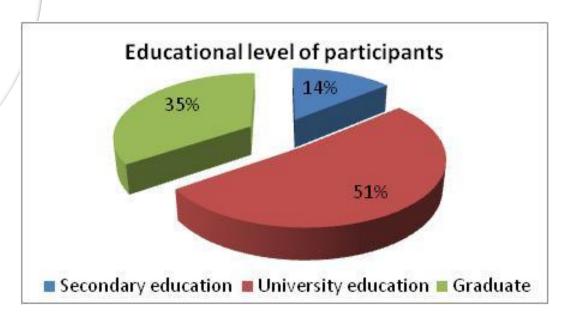
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Sample Profile

35 (49%) persons answered that they have university education, while 34 (47%) hold a Master or Doctoral level degree and only 3 (4%) respondents have a secondary educational level

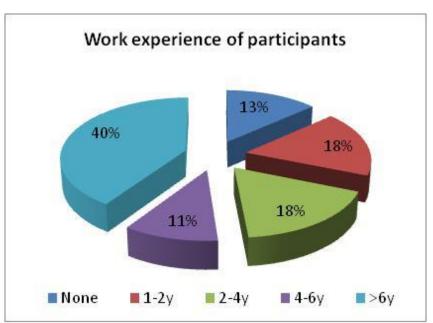


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- 30 persons (40%) have experience more than 6 years (1-2 years)
- The percentage of respondents with no experience is only 13% (10 persons)
- 26 persons have a work experience of either 1-2 years or 2-4 years

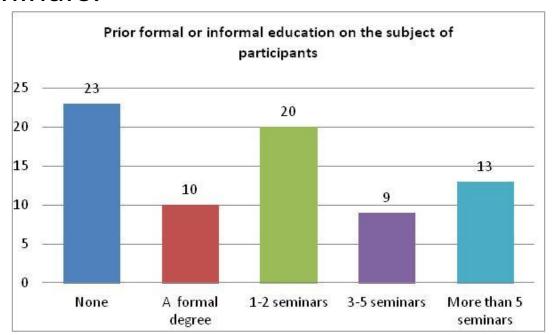


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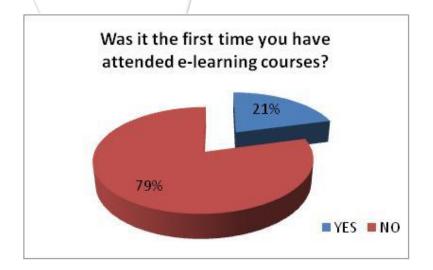
- 23 persons attended for the first time such a program, while 20 of them participated in 1-2 seminars.
- Only 9 of them had attended 3-5 seminars and 5 participated in more than 5 seminars.
- A noteworthy number of 13 persons had attended more than 5 seminars.

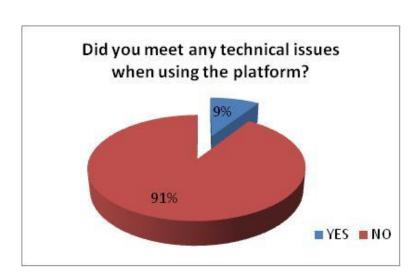


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- The majority of the respondents (79%, 61 persons) answered that they had attended e-learning courses before
- The majority of the users (91%; 70 persons) haven't met any technical issues while using the platform



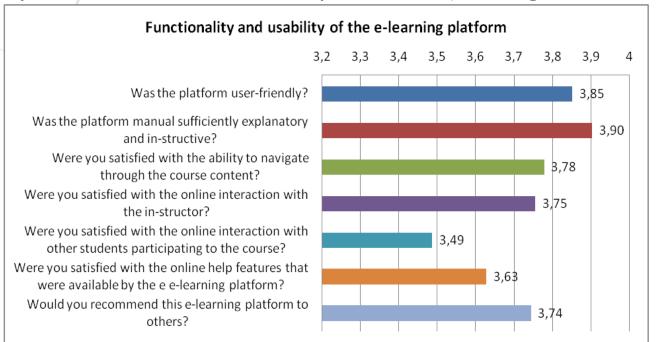


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- The respondents seemed to be satisfied with the platform manual, (average score: 3.90, the highest degree of all these sub-questions)
- The respondents answered that the structure of the platform has been satisfactory and offered them the ability to navigate effectively through the course (average score: 3.78)
- The respondents were moderately satisfied by the extent of the friendly manner of use of the platform (average score: 3.85)





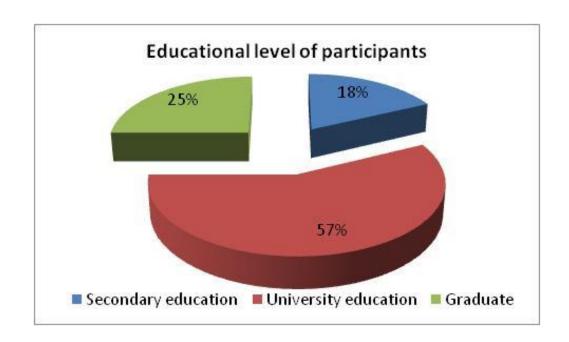
- The <u>third questionnaire</u> is addressed to those that will be supported by the pre-incubator mentors.
- Users rated the degree of their satisfaction concerning the preincubator mentoring program, by using the scale from strongly disagree to strongly agree (1-5) with 1 indicating the lower and 5 the highest (excellent) performance 1: strongly disagree, 2: disagree, 3: indifferent, 4: agree, 5: strongly agree.
- The results have been based on the responses of 89 participants of the counseling and mentoring programs.





Sample Profile

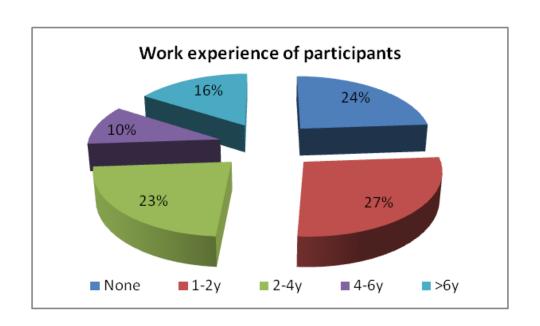
48 (57%) of the participants have university education, while 21 (25%) hold a Master or Doctoral level degree and 15 (18%) respondents have a secondary educational level





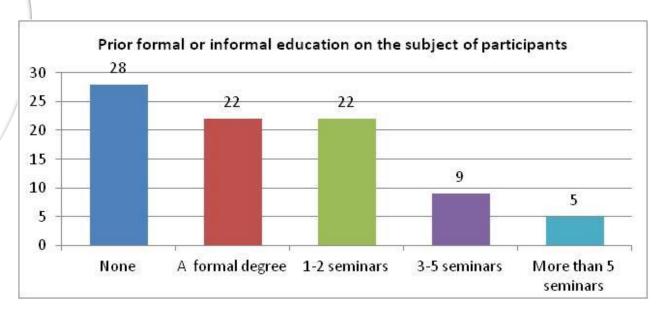


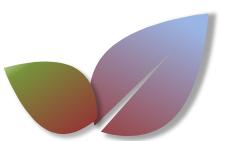
- 27% have a small experience (1-2 years)
- 24% have none experience
- 23% have 2-4 years of experience
- 16% have more than 6 years of experience
- only the 10% have between 4-6 years of experience





28 of the participants have attended for the first time such a program, while 44 of them had participated either in 1-2 seminars or hold a formal degree. Only 9 of them had attended 3-5 seminars and 5 had participated in more than 5 seminars

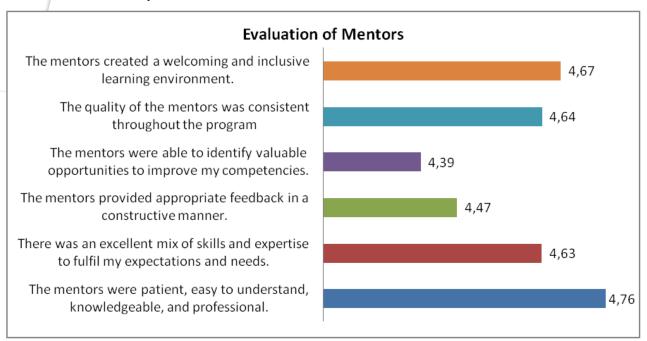






The respondents expressed their high satisfaction for their mentors, who
have been patient, easy to understand, knowledgeable about the subject
in question and merely professionals (average score: 4.76)

The mentors created a welcoming and inclusive learning environment in a high degree (average score: 4.67) and they had all skills and expertise needed for conducting the counseling and mentoring program (average score is valued in 4.63)



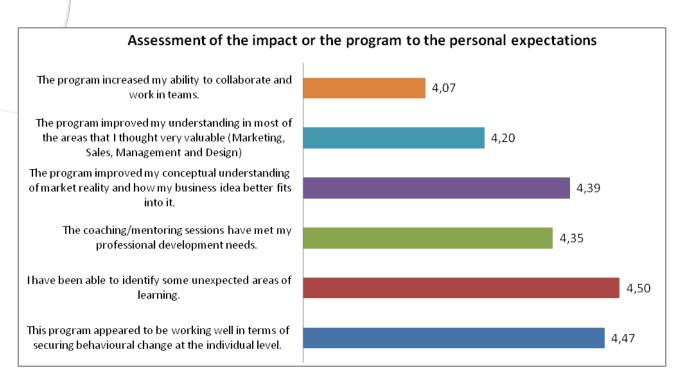


- We can assume that it was a well-organized program (the average score is valued in 4.58) although some of the respondents expected more connection and interaction with similar minded entrepreneurs (the average score is valued in 4.26).
- In other sub-questions the respondents stated their satisfaction from the degree that the program covered their needs and provided them with one-to-one support.



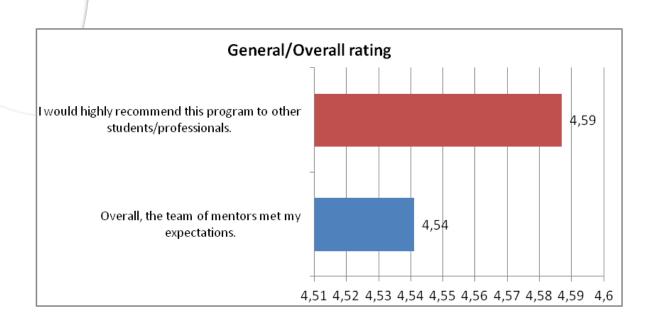


• The program did not succeed in high degree to increase the respondents' ability to work in teams and to collaborate. However, according to their answers, the program appeared to be efficient in terms of identifying unexpected areas of learning (average score: 4.50) and securing changes in entrepreneurial behavior and spirit (average score: 4.47)





Many of the respondents strongly agree that they would recommend this course to other students / professional (average score: 4.59) despite the fact that their personal expectations were met by the mentor in a lower average score in the relevant subquestion (the average score is valued in 4.54)





- Respondents have highly evaluated the trainers' input and professionalism, the content of the training curriculum, the effectiveness of the courses in terms of learning outcomes, and the organizational issues, as well.
- Concerning the evaluation e-learning platform, both its usability and functionality have met the expectations of the training courses' participants.
- Regarding the evaluation of pre-incubator counseling and mentoring program, respondents, positively assessed the mentors' performance, the inclusiveness that has been created throughout the conduction of the program and the impact of the program to their personal needs. Special focus should be given on the fact that the respondents would have expected that the program offered them the opportunity to interact and connect with similar minded entrepreneurs, to a greater extent.