



## Trend Chart on Innovation in Europe

### General presentation of the measure/scheme/action/regulation

#### Country

Germany

#### Geographical coverage, national or regional (state region)

(National)

#### Title of the measure

Promotion of Consulting for SMEs

#### Information Source/Reference

[www.bawi.de/frameset\\_aufgaben.html](http://www.bawi.de/frameset_aufgaben.html)

#### Overview (nature, main goals)

The programme is aimed to improve efficiency and competitiveness of SMEs. The support of consulting services includes all economic, technical, financial and organisational problems of management as well as aid to start-ups, environmental protection and energy saving.

#### Action Plan objective addressed by measure

I.4. Innovation & Management  
III.3. Start-up of technology-based companies  
III.5. Absorption of Technologies by SMEs

#### Administering agency

[Bundesamt für Wirtschaft und Ausfuhrkontrolle \(BAFA\)](#)

Frankfurter Straße 29-31, Germany

Phone: +49-6196-908-0

Fax: +49-6196-908-800

Web Site: [www.bawi.de](http://www.bawi.de)

#### Name of the manager(s) responsible for the implementation of this measure with address, fax, phone

[Ludwig](#)

Bundesamt für Wirtschaft und Ausfuhrkontrolle (BAFA)

Frankfurter Straße 29-31, Germany

Phone: +49-6196-905-570

Fax: +49-6196-905-800

e-mail: [foerderung@bafa.de](mailto:foerderung@bafa.de)

### Description of Scheme

#### General Information

#### Reference to legal basis (e.g. act, public document, ...)

"Directive on the Promotion of Consulting for SMEs" (see: [http://www.bawi.de/frameset\\_aufgaben.html](http://www.bawi.de/frameset_aufgaben.html)) Bundesanzeiger Nr. 129, July 16, 1997, in changes from March 5, 2001; Bundesanzeiger Nr. 51, March 14, 2001 (p.3922)

#### Does the measure receive central funding or regional funding?

Central

#### Start date

1977

#### Expected date of completion

indefinite, extended in 2001

#### Previous measure (name, date, links with the current measure)

no

#### Reasons for launching/modifying the new measure

Many SMEs lack in modern management methods, including innovation management and knowledge management. Consulting by consulting firms is regarded as a major tool for improving management methods and bringing them up-to-date.

#### Have any of the main features of the measure/scheme/action/regulation changed during its implementation

In 1997, a new directive was published, running until 12/31/ 2000, but was extended until 6/30/ 2001. There will be a new Directive running from 7/1/ 2001 on.

#### What is the predominant role of the government?

Funding source

- [Search](#)
- [Publications](#)
- [Who is Who](#)
- [News](#)
- [Links](#)
- [Search](#)
- [Contact Us](#)
- [FAQ](#)
- [Disclaimer](#)

## Target Group

### Who are the target groups of the measure?

SMEs/Industrial SMEs  
Individuals

## Organisation and Implementation

### Organisation and Structure

The support program includes subsidies for the following types of advice- New-business foundation-advice- General advice- Energy-saving-advice- Environment-protection-advice. Application procedure is handled by the firm or person receiving consulting services. Applications have to be sent to one out of eight "Leitstellen" after consulting to place and the costs of consulting were paid to the consulting firm. The programme offers financial support of up to 50 % of the consulting fee for start-ups, however, a maximum amount of Euro 1,276 is given (Euro 1,671 in special cases). For other consulting, the programme offers a 40 % support, with a maximum Euro 1,631. If a firm uses several, thematically independent consulting services, the total subsidies are limited by Euro 3,2

### What are the criteria for eligibility?

SMEs may not exceed maximum sizes defined by the annual turnover, depending on the industry (5 Mio. Euro for manufacturing, 7.3 mio. Euro for wholesale, 2.5 mio. Euro or even less for other industries).

### What is the mode of delivery of the measure?

Direct subsidies for consulting costs after the consulting took place.

### Financing : Overall budget allocated to the measure

There is no overall budget, as there is no definitive ending of the programme.

### Financing : expenditure per year

Euro 15.18 mill. in 1999. 2000: 14.0 mill. Euro

### Financing : other budgetary sources (additional financing)

There are several programmes at the level of the Länder offering public funding for using consulting services.

## Results

### Result Measurement

#### What are the main indicators for the measurement of the results ?

No indicators mentioned in the programme.

#### Where an evaluation has taken place, what were the main results achieved?

More than 300.000 consulting activities have been financially supported since 1977. In 1998, 85 % of all SMEs assess the benefit of the programme - compared to other consulting programmes - as high or very high. In the case of new firm foundations, 62 % programme participants stated that public subsidies were a major incentive to use consulting services. In the case of general consulting for already existing firms, this share was 75 %. Overall, SMEs and start-ups were satisfied with the consulting services they used. see Jahresstatistik Beratungs- und Schulungsförderung 1999 (Annual Statistics 1999 BAW: [http://www.bawi.de/frameset\\_aufgaben.html](http://www.bawi.de/frameset_aufgaben.html)) and "Erfolgskontrolle Existenzgründer" (Success control start-ups), "Erfolgskontrolle allgemeine Beratungen" (success control general advices), both: [www.bawi.de/frameset\\_aufgaben.html](http://www.bawi.de/frameset_aufgaben.html)

#### If no official evaluation has been undertaken, have there been any indicators of success?

see II.a.2

## Observations

#### Which mechanisms seem to function well in the measure?

The programme seems to function well, although there seems to be a problem of additionality in a third to a quarter of all firms supported.

#### Which mechanisms seem to be less successful in the measure?

see II.b.1

#### Are there any other measures planned or in operation as a follow up to this measure? Direction of the planned measures? Objectives? Target groups?

The programme was extended until the end of 2001 and is expected to be continued.



