# APPLICATION FORM

# good practice in training for internationalisation of smeS

The deadline for submission of this form is **5 May 2017**. It should be sent by email to **EEPGoodPractice@etf.europa.eu**

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| **ALL APPLICATIONS MUST BE COMPLETED USING MICROSOFT WORD. THE FORM CAN BE DOWNLOADED SEPARATELY FROM THE ETF WEBSITE OR FROM THE ETF GOOD PRACTICE PLATFORM** |

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| TITLE | |
| *Please provide the full title of the training programme:*  Click here to enter text. | |
| Training provider: | Person nominated for peer review exercise |
| Name: Click here to enter text.  Organisation: Click here to enter text.  Address: Click here to enter text.  Click here to enter text.  Country[[1]](#footnote-1): Click here to enter text.  Email: Click here to enter text.  Telephone: Click here to enter text.  Website: Click here to enter text.  Twitter: Click here to enter text. | Name: Click here to enter text.  Email: Click here to enter text.  Telephone: Click here to enter text.  Skype: Click here to enter text. |

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| 1. OBJECTIVES |
| Please describe the objectives of the programme (maximum 2):  Please limit text to 100 words per objective.  1. Click here to enter text.  2. Click here to enter text. |

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| 2. CONTENT OF THE TRAINING PROGRAMME |
| What subjects or modules are part of the training programme (e.g. International strategy formulation, International marketing and sales plan), intercultural management, export plans, product quality and market standards)?  *Click here to enter text.* |

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| 3. TARGET GROUP |
| Who are the main target groups that follow your training programme?  *Please, ‘check’ the appropriate box by double clicking on it.*  Micro (<10 employees)  Small (< 10-49 employees)  Medium (50-249 employees)  Country/countries where the training is provided:  *Click here to enter text.*  Do you target a specific sector(s)? If yes, please specify which sector(s).  *Click here to enter text.*  Do you provide training to:   1. SMEs that already trade with or within the EU Single Market 2. SMEs that are considering trading with or within the EU Market 3. both a) and b).   Please, provide more detail that you think will be useful for the selection and peer review process.  *Click here to enter text.* |

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| 4. RESULTS AND IMPACT OF THE TRAINING |
| Please provide information on the main results of your training programme to date in terms of a) number of individuals or companies trained, c) how the training has improved performance of the individuals trained and c) how the training has improved performance of the SMEs – bullets only:   * Click here to enter text. * Click here to enter text. * Click here to enter text. |

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| 5. DESCRIPTION OF THE TRAINING PROGRAMMES |
| In the boxes below provide a short description of the training programme covering the five dimensions:   1. How are the training needs assessed? 2. How is the training designed and delivered? 3. What is the training environment? 4. How is the training monitored, evaluated and improved? 5. What marketing tools are used?   **Please, consider the assessment criteria that will be used by the peer reviewers (see attached).** |
| * 1. TRAINING NEEDS ANALYSIS |
| Explain how the training needs of those following the training are carried out.  *Click here to enter text.* |
| * 1. TRAINING DESIGN AND DELIVERY |
| Summarise how the training is designed and delivered (e.g. lectures, case studies, practical exercises, e-training) and how the trainees are assessed, both during and at the end of the training.  *Click here to enter text.* |
| * 1. TRAINING ENVIRONMENT |
| Provide concise information on the training staff and the training infrastructure (e.g. equipment, training rooms).  *Click here to enter text.* |
| * 1. MONITORING, EVALUATION AND IMPROVEMENTS |
| Explain how the success of the training programme is measured and what improvements have been made based on evaluation. Specify if the training has had an impact on the individual or the business performance and how the impact was measured.  *Click here to enter text.* |
| * 1. MARKETING |
| Provide information on how your training programme is made known, promoted. |

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| 6. FINANCIAL RESOURCES |
| What are the approximate costs (e.g. per individual, per enterprise) to run the programme?  *Click here to enter text.* |
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| 7. LEARNING VALUE FOR OTHERS |
| Briefly explain why your training programme has a learning value for other training providers?  *Click here to enter text.* |

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| 8. ENGAGEMENT WITH POLICY MAKERS | |
| Policy impact  Training has potential to create scale and impact beyond the training programme, through informing and shaping policies.  Please indicate where the training programme may have had an impact on government policy. For example, ‘The results from our training programme were noted in a SME policy review as consistent with and contributory to a policy priority to increase by 10% the number of SMEs that are exporting within/to the EU.’  Also, make at least one recommendation as to how the experience from your training programme has or could improve policy. This will help with ETF’s wider interest in closing the divide between the training and policy makers.  Click here to enter text. | |
| Policy partners  Training providers selected as an ETF good practice will be invited to a practitioner-policymaker forum in March 2018. After consulting with policymakers (e.g. SME agencies, regional government, enterprise ministries), please provide details of the policy official who will accompany the training provider to the forum. | |
| Name: Click here to enter text.  Title: Click here to enter text.  Organisation: Click here to enter text.  Address: Click here to enter text.  Email: Click here to enter text.  Telephone: Click here to enter text. |  |

ASSESSMENT CRITERIA

Please refer to the application guide for full details of the criteria against which your application will be judged.

1. Country where the training provider is registered [↑](#footnote-ref-1)