

ID	Field	Indicator metadata
0	Fund relevance	ERDF JTF
1	Indicator code	RCR04
2	Indicator name	SMEs introducing marketing or organisational innovation
2b	Indicator code and short name (open data name)	RCR04 RTDI: SMEs introducing marketing/organisation innovation
3	Measurement unit	enterprises
4	Type of indicator	result
5	Baseline	0
6	Milestone 2024	not required
7	Target 2029	>0
8	Policy objective	Use in all policy objectives, whenever relevant and under JTF
9	Specific objective	Use in all specific objectives, whenever relevant and JTF
10	Definition and concepts	<p>Number of SMEs introducing marketing or organisational innovation due to the support provided. The indicator covers also micro enterprises.</p> <p>Marketing innovation is the implementation of a new marketing concept or strategy that differs significantly from the enterprise's existing marketing methods and which has not been used before. It requires significant changes in product design or packaging, product placement, product promotion or pricing. The indicator does not cover seasonal, regular or other routine changes in marketing methods.</p> <p>Organisational innovation is a new organisational method in the enterprise's business practices (including knowledge management). The organisational innovation must be the result of strategic decisions by the management and implemented with the support of the project. The indicator does not cover mergers or acquisitions, even if for the first time. (see COM 2014 in references)</p> <p>For enterprise definition - see RCO01</p>
11	Data collection	Supported projects or enterprise surveys
12	Time measurement achieved	At most one year after the completion of output in the supported project.
13	Aggregation issues	<p>Rule 1: Double counting removed at the level of the specific objective</p> <p>An enterprise is counted once regardless how many times it receives support from operations in the same specific objective.</p>
14	Reporting	<p>Rule 1: Reporting by specific objective</p> <p>Forecast for selected projects and achieved values, both cumulative to date (CPR Annex VII, Table 3).</p>
15	References	COM (2014) - Community Innovation Survey 2014, harmonised survey questionnaire, ESTAT, version 13, 23 July 2014 online
16	Corresponding corporate indicator	CCR01
17	Notes	

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18	Note IT	L'indicatore prevede una declinazione di natura settoriale riguardante le imprese nei settori culturali e creativi (SCC). Per tutte le specifiche si rimanda al campo note della scheda RCO01.