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| **Programme specific objective: 2.1 The strengthening of the SME productive capacity and access to markets** |
| **Result: 2.1.1 The SMEs and start-ups awareness and capacity to tap into new markets and value chains are enhanced** |
| IMPACT INDICATORS | Gross Value Added by Sector\* |
| Number of direct beneficiaries involved (to be disaggregated by type of vulnerable group and gender)\*\* |
| people with disabilities |
| youth |
| long-term unemployed |
| ethnic minorities |
| other (please specify) |
| Number of new jobs resulting from programme activities (to be disaggregated by gender)\*\*\* |
| Number of businesses still active after two years of their establishment (to be disaggregated by gender of the entrepreneur) |
| Number of new products/services available in the market one year after project ends |
| Increase in the number of exporting goods (%) |
|  Number of VET programmes introduced in the curricula based on CBC assessment for addressing market skills needs |
| Increase in the number of registered agricultural producers and providers of rural tourism services in the cross-border areas |
| Percentage of participating business organisations that introduced new e-business and e-marketing applications |
| Increase in the share of export to regional markets for the companies participating in the programme supported activities |
| Number of Business Plans to agribusinesses able to absorb alternative financing |
| Number of policy proposals accepted within the regulatory and policy framework on SEs in the countries |
| Percentage of population in the programme area having direct or indirect benefits as a result of the operation undertaken |
| OUTCOME INDICATORS | Increase in share of export value of goods and services (%)\* |
| Increase in turnover of businesses/enterprises supported (in %)\* |
| Number of organisations/institutions with increased capacities/competences (to be disaggregated by type of organisation)\*\*\* |
| local government units |
| national government units (ministries, agencies, offices) |
| non-governmental organisations (NGOs, CSOs, associations) |
| enterprises, particularly tourist providers |
| private |
| publicly owned |
| regional Development Agencies |
| educational institutions |
| cultural institutions |
| public utility companies |
| other type (please specify) |
| Number of new businesses established as a result of the action (to be disaggregated by gender of the entrepreneur)\*\*\* |
| Number of users of digital platforms |
| Number of plans implemented |
| Number of new services commercialised |
| Level of satisfaction of users/clients with new services |
| Level of satisfaction of trainees with new training courses |
| Increased level of competences among the trainees |
| Number of training curricula/courses recognised/certified |
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| Number of new trade links developed |
| Number of new goods and/or services exported |
| Number of certificates received (ISO conformity, export, etc.) |
| Number of enterprises involved in cooperation with education institutions for creating adequate training curricula  |
| Number of products produced in the CBC area under the CBC regional logo |
| Number of agreements for distribution of products in new markets (cross-border) concluded as result of programme activities |
| Number of new brands recognized by the market in the region |
| Percentage of enterprises that opened up a new line in production and developed new products |
| Percentage of enterprises that manage to develop new markets or new distribution channels |
| Number of companies that develop new partnerships within the cross-border initiatives or at the regional and/or international market |
| Number of digital platforms operational |
| Volume of trade and sales over the on-line purchase platform (per month) |
| Percentage of microenterprises targeted by the project using the services that were developed |
| Level of satisfaction of microenterprises with the quality of proposed policy measures |
| Number of policy measures adopted by national authorities |
| Number of new employees with higher education background |
| Increased number of SMEs and start-ups with capacities to use new technologies for reaching international markets |
| Number of enterprises that have adopted the Code for customer service |
| Number of businesses using new digital platforms developed |
| Number of awarded grants |
| Number of new goods commercialised |
| Number of new goods and/or services commercialised in the CBC area |
| Number of new CBC market niches identified |
| Number of participating business organisations introduced e-business and e-marketing applications |
| OUTPUT INDICATORS | Number of foreign trade activities\* |
| Number of businesses/enterprises participating in new foreign trade activities\* |
| Number of SMEs with new conformity certificates awarded (ISO, HACCP, etc.)\* |
| Number of new markets and trade facilities developed through agreements\* |
| Number of organisations directly involved in the implementation of this type of projects (to be disaggregated by type of organisation)\*\*\* |
| Number of organisations participating in cross-border networks/partnerships formed (to be disaggregated by type of organisation)\*\*\* |
| Number of inter-sectoral (local authorities-CSOs-private sector-public agencies-research and educational institutions) partnerships implementing this type of projects |
| Number of information/promotion events organised (to be disaggregated by type of event) |
| conferences |
| exhibitions |
| fairs |
| other information/promotion events (please specify) |
| Number of participants in information/promotion events (to be disaggregated by type of event and gender) |
| Number of promotion materials produced and distributed/published/broadcasted (to be disaggregated by type of promotional material) |
| Number of people reached by information/promotion campaigns |
| Number of capacity building events organised (to be disaggregated by type of event) |
| trainings |
| workshops |
| seminars |
| other capacity building events (please specify) |
| Number of participants in capacity building events organised (to be disaggregated by type of event and gender) |
| Number of training curricula/courses developed |
| Number of studies developed (e.g. baseline, (pre)feasibility, research studies, etc.) |
| Number of digital platforms (information systems) developed |
| Number of websites operational |
| Number of sets of equipment purchased and made available to target groups |
| Number of cross-border networks/partnerships formed |
| Number of cross-border cooperation agreements signed |
| Number of plans developed (e.g. strategic, investments, business plans, etc.) |
| Number of people with increased capacities (to be disaggregated by gender) |
| Number of new services developed/introduced in the programme area |
| Number of facilities enhanced |
| Number of manuals, guidelines, handbooks developed |
| Number of study visits organised |
| Number of participants in study visits (to be disaggregated by gender and type of vulnerable group) |
| Number of new competitive products introduced to the local and/or international market  |
| Number of new e-businesses/e-companies introduced |
| Number of new business models promoting entrepreneurship by facilitating the economic exploitation of new ideas |
| Number of professionals from institutions/organisations dealing with international trade promotion trained (to be disaggregated by gender) |
| Number of cross-border partnerships between trade promotion institutions formalized |
| Number of businesses/enterprises participating at trade fairs, exhibitions for products and services at local, regional and international level as result of programme activities |
| Number of business plans and/or strategies for penetration into new local/international markets prepared |
| Number of databases developed |
| Number of entries made in the databases developed |
| Number of policy papers developed |
| Number of mentoring sessions organised |
| Number of products promoted |
| Number of fairs visited |
| Number of participants in fairs visited (to be disaggregated by gender) |
| Number of organisations participating in fairs (to be disaggregated by type of organisation) |
| Number of export promotional initiatives implemented |
| No of products included in export promotional initiatives |
| Number of enterprises that succeed to open up a new line in production and develop new products |
| Number of enterprises that that manage to develop a new market or a new distribution channel |
| Number of enterprises targeted by those projects using the new services that were developed |
| Number of unemployed people included in the targeted group (to be disaggregated by gender) |
| Number of SMEs participating in new international business activities |
| Number of SMEs with new capacities for online tourism business |
| Number of personal development plans developed |
| Number of applications for grants submitted by target groups of the project |
| Number of enterprises targeted by the project regarding the opening up of new lines in production or developing new products |
| Number of enterprises targeted by the project regarding developing new markets or new distribution channels |
| Number of people receiving mentoring support (to be disaggregated by gender and type of vulnerable group) |
| Number of microenterprises targeted by the project |
| Number of microenterprises targeted by the project using the services that were developed |

\* Indicators contained in the programme document and, therefore, considered as crucial for the achievement of programme objectives. Need to be included in every action for which they are relevant.

\*\* Indicators of a general nature that have to be included since they are relevant for every action.

\*\*\* Core indicators that are considered as very important, although not included in the programme document. Need to be included in every action for which they are relevant.