EUROPEAN COMMISSION
Audiovisual Services

Small and Medium Sized Enterprises (SMEs) - Part 2

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In 2011, SME week will be held on 3-9 October and its aim is to provide information on the support provided by the EU and national, regional and local authorities to micro, small and medium-sized businesses; to promote entrepreneurship and to give recognition to entrepreneurs for their contribution to Europe's welfare, jobs, innovation and competitiveness. To illustrate this, the European Commission's audiovisual service has produced a 3-part series of video stockshots covering: Part 1 (070899): - Cross Country Cooperation - Food Cluster - Aviation Cluster Part 2 (070900): - Green Industry - Forestry and Agriculture - Food Industry - Women in Business - Erasmus for Young Entrepreneurs Part 3 (070901): - Innovation - Entrepreneurship - Social Inclusion. The 23 million SMEs in the EU represent 99% of businesses, and are a key driver for economic growth, innovation, employment and social integration. The European Commission (EC) aims to promote successful entrepreneurship and improve the business environment for SMEs, to allow them to realise their full potential in today's global economy. The EC works on broad policy issues affecting entrepreneurship and SMEs across Europe, and assists SMEs through networks and business support measures. It helps existing and potential entrepreneurs to grow their businesses, giving special attention to women entrepreneurs, crafts and social economy enterprises. The Small Business Act for Europe (SBA) embodies the EU's commitment to SMEs and entrepreneurship. Member States have committed to implementing the SBA alongside the EC in an effort to make the EU a better place to do business. Since SMEs have to be supported at local level, the EC helps Member States and the regions to develop policies aimed at promoting entrepreneurship, assisting SMEs at all stages of development, and helping them to access global markets. The identification and exchange of good practices are key elements of this policy.

Only the original language version is authentic and it prevails in the event of its differing from the translated versions.

TIME	DESCRIPTION	DURATION
10:00:00	Generic and title	00:00:18
10:00:18	GREEN INDUSTRY	00:04:57
10:00:18	Title	00:00:05
10:00:23	Exterior, PassivSystems (2 shots) - BACKGROUND INFORMATION - PassivSystems produces a home energy management system, PassivEnergy. It is built to work with existing heating and hot water systems and new boiler installations. It also provides monitoring of renewable energy systems as well as solar PV panels. Householders tell the system their weekly routine and preferences once and the programme does the rest. If their plans change they can use a PassivEnergy iPhone app and they can change the settings so that they have heating and hot-water ready for them when they get home. The system learns how long it takes for homes to	00:00:10

	home. The system learns how long it takes for homes to heat up (and cool down), it learns how long it takes hot water to get to a perfect temperature and how much a household uses. It even monitors the weather outside. A twelve month trial of PassivEnergy in UK homes shows you can cut your energy usage by an average of 23%.	
10:00:33	Poster explaining the advantages of using PassivEnergy	00:00:05
10:00:39	General view of the office	00:00:05
10:00:44	Employee testing PassivEnergy monitoring system (3 shots)	00:00:18
10:01:02	Colin Calder, Founder and CEO of PassivSystems, working in his office and talking to an employee (3 shots)	00:00:15
10:01:18	Cutaway: poster	00:00:04
10:01:23	SOUNDBITE by Colin Calder (in ENGLISH) saying that the essence of the system is about learning how you use energy, learning about how much energy your home loses and the speed at which your home loses heat, and similarly your hot water tank; then they try to turn everything into a just in time principle, so you are only heating things when you need it or just in time when you need it; as a result, you get rid of a lot of standing losses; you get rid of all that energy that's wasted because you are not there to enjoy it.	00:00:33
10:01:57	Exterior shot of a home that has the PassivEnergy system installed in it	00:00:05
10:02:02	Occupancy button being switched on; occupancy buttons allow you to switch the whole system on and off at the flick of a switch	00:00:05
10:02:07	PassivEnergy system close to boiler and hot water switch (2 shots) – The system takes control of your boiler (gas, oil or KPG) and learns the thermal properties of your home - how long it takes to heat up and cool down - using very accurate temperature sensors. It also takes a weather feed from the household broadband and uses this information to adjust the temperature in the house to keep it at the level which you set it at. It saves chungs of heating time, fuel, money and carbon.	00:00:10
10:02:17	Boiler with hot water tank sensors attached to it	00:00:05
10:02:22	House owner using PassivControler, a touchscreen handheld device that users can put their schedule into and control their system with (4 shots)	00:00:30

10:02:52	Exterior, Jirman Engineering – Brasov, Romania - BACKGROUND INFORMATION - Jirman Engineering designs and produces Timber and LogHome Houses, which have the advantage of having lower manufacturing and assembly costs, easy maintenance, resistance and sustainability. They have built houses, hostels and special-purpose buildings in Romania and other EU countries such as Germany, Austria, France, Georgia, Greece, Italy, Spain, and Czech Republic. Apart from the manufacturing, delivery and assembly of wooden houses, the company offers services such as architectural design, structural analysis and software trainings and technical support. It was founded in 2006.	00:00:05
10:02:57	Eugeniu Lisnic, Managing Director of Jirman Engineering, during a presentation of his projects at the company's offices (4 shots)	00:00:21
10:03:19	Manufacture of prefabricated timber planks to be used in the construction of wooden houses (13 shots)	00:01:13
10:04:33	SOUNDBITE by Eugeniu Lisnic (in ENGLISH) saying that Jirman Engineering is an idea which gets its value with its people and people with whom they are working; the main product is wooden houses; they design wooden houses because they are made of sustainable, ecological and green materials.	00:00:17
10:04:50	Wooden houses and structures built by Jirman Engineering (5 shots)	00:00:25
10:05:15	FORESTRY AND AGRICULTURE	00:06:51
10:05:15	Title	00:00:05
10:05:20	Exterior, mushroom cultivation warehouse, La Rioja, Spain	00:00:05
10:05:25	Mushrooms harvested inside the cultivation warehouse (8 shots)	00:00:44
10:06:10	Mushrooms being taken to packaging line	00:00:09
10:06:20	Mushrooms being packed (5 shots)	00:00:29
10:06:49	Exterior, Centro Tecnológico de Investigatión del Champiñón de La Rioja (CTICH) (2 shots) - BACKGROUND INFORMATION - The "Centro Tecnológico de Investigatión del Champiñón de La Rioja" is a research centre for mushrooms. They are currently working on a project called Champi-ON, in a consortium together with five SMEs - from Cyprus, The Netherlands, Poland, Malta and Turkey - and three research centres – two in Spain and one in Greece. The Champi-ON project aims to develop a fully automated system for picking and handling mushrooms for the fresh market, bringing them	00:00:12

	handling mushrooms for the fresh market, bringing them from the growing bed to the cooling storage on trays, without causing any damage or blemish to the white skin of the mushroom. This project has received funding from the EU's Seventh Framework Programme. Canned industry mushrooms can be harvested and handled by an automated system, such automation does not yet exist for picking and handling mushrooms for the fresh market, due to the high quality standards required by this product. All mushrooms on a tray should be of similar size and above all, with no damage or blemish to the snow-white skin. Therefore, hand picking is the unique alternative, burdening producers with a cost amounting is between 20 and 46% of their total production costs, depending on the country. The Champi-ON will reduce the required labour for harvesting and handling fresh mushrooms by 80%.	
10:07:02	Researchers manipulating picking machine that sucks a mushroom. The pressure and vacuum levels have to be controlled and tested (4 shots)	00:00:20
10:07:23	SOUNDBITE by Margarita Pérez, Head of the Champi-ON project at CTICH, (in SPANISH) on the Champi-ON project: saying that it is about designing and making all the machinery necessary to automatically harvest mushrooms and take it to storage in a direct and automated way so that there are no losses regarding temperature changes, manipulation, etc.	00:00:20
10:07:43	Mushroom being picked by machine (2 shots)	00:00:11
10:07:55	SOUNDBITE by Margarita Pérez (in SPANISH) saying that several European countries are involved in this project; it is part of the EU's Seventh Framework Programme; they are Malta, Cyprus, Greece, the Netherlands, Poland, Turkey and Spain; each of these countries participates either with an SME or a research organisation, as it is in their case.	00:00:23
10:08:19	Gloves with sensors that are used to measure the pressure to be applied when harvesting a mushroom (2 shots)	00:00:11
10:08:30	Hand wearing glove with sensors harvesting a mushroom (2 shots)	00:00:07
10:08:38	3D laser scanner used to measure standing trees in a forest (2 shots) - Cork, Ireland - BACKGROUND INFORMATION - These scanners are produced by Treemetrics, a software product company founded in 2005. It provides solutions for optimising value recovery in forestry. The system created by Treemetrics - which combines the use of the 3D laser scanner and measurement software - allows growers and purchasers	00:00:19

	measurement software - allows growers and purchasers of timber to know what the recovery of final product will be before the trees are harvested.	
10:08:57	Man activating the scanner	00:00:07
10:09:04	Scanner's monitor showing image of trees (2 shots)	00:00:12
10:09:17	Exterior, Treemetrics	00:00:05
10:09:22	Inside the offices, employees using the software in order to measure and determine the recovery of final product in the trees that were scanned (8 shots)	00:00:44
10:10:07	SOUNDBITE by Enda Keane, Co-Founder and CEO of Treemetrics, (in ENGLISH) saying that Treemetrics takes a 3D scanner into the forest; they take a 3D image of the forest, then their software takes that imagery and produces new data on the forest, telling the forest owner and the sawmill what is the most optimal way to cut that forest.	00:00:17
10:10:24	Cutaways: man analysing 3D images of a forest (3 shots)	00:00:15
10:10:40	SOUNDBITE by Enda Keane (in ENGLISH) saying that you grow the forest for maybe 80 to 100 years and when you bring it to the market to cut the trees, it's accepted that on average 20% is wasted due to the wrong trees being cut, for the wrong sawmill; Treemetrics' technology better measures the forest and helps the forest owner and the sawmill to select when is the right time to cut that forest, to reduce its waste and prove the yield.	00:00:26
10:11:06	Enda Keane at work, checking the estimations of cutting instructions and cross cut results of a forest (4 shots)	00:00:40
10:11:46	Employee checking forest areas on a global map (3 shots)	00:00:20
10:12:07	FOOD INDUSTRY	00:03:31
10:12:07	Title	00:00:05
10:12:12	Exterior, Nuova Simonelli – Macerata, Italy (2 shots) - BACKGROUND INFORMATION - Nuova Simonelli is an Italian company that manufactures professional coffee machines. Founded in 1936, it is among the leading companies in its sector. The company operates in 109 countries around the world, exporting 82% of all production. In addition to branches in America and sales offices in Canada, China, France and Spain, the network's commercial Nuova Simonelli has over 800 dealers located in every continent.	00:00:10
10:12:22	Nando Ottavi, CEO of Nuova Simonelli, working at his office (5 shots)	00:00:32

10:12:54	SOUNDBITE by Nando Ottavi (in ITALIAN) saying that Nuova Simonelli was founded in 1936 by a young man from a farmers' family from Macerata; he tried to find a new path for him that did not mean following the farmer's profession; it's a story that represents the region, where many entrepreneurs started out as farmers and today they have turned this region from agrarian into industrialised.	00:00:34
10:13:29	Manufacture of espresso machines at the factory (11 shots)	00:00:54
10:14:24	SOUNDBITE by Nando Ottavi (in ITALIAN) saying that even an SME can have its market share; it needs of course, in order to gain market, to invest in research, in innovation in all aspects, not only product innovation, but also structure of the working processes, and also of the commercial practices.	00:00:31
10:14:55	Manufacture of espresso machines at the factory (4 shots)	00:00:19
10:15:14	Pallets with boxes of espresso machines being transported (2 shots)	00:00:14
10:15:29	Boxes of espresso machines to be exported to Shanghai (2 shots)	00:00:09
10:15:38	WOMEN IN BUSINESS	00:06:56
10:15:38	Title	00:00:05
10:15:43	Exterior, Ligna Group, Sofia, Bulgaria (2 shots) - BACKGROUND INFORMATION - Ligna is specialised in hotel refurbishment for some of the leading European Hotel Groups. They command a supply chain of more than 50 furniture manufacturers from Bulgaria and South-East Europe, offering a complete project management service – from the manufacturing to the logistics. As of November, they will launch their first design collection or bespoke furniture. The company was founded in 2002 and has 18 employees.	00:00:09
10:15:53	Genoveva Christova and Anelia Kassabova, Co-Founders and CEOs of Ligna Group, working at their office (4 shots)	00:00:21
10:16:15	SOUNDBITE by Genoveva Christova (in ENGLISH) saying that Ligna Group is a lead company of the top most advanced and innovative Bulgarian furniture companies; they want to prove that Bulgarians can make furniture.	00:00:11
10:16:27	Cutaways: Anelia and her employee discuss the design of some pieces of furniture (3 shots)	00:00:15

10:16:43	SOUNDBITE by Genoveva Christova (in ENGLISH) saying that it was a challenge and it still is; but you can also use some of your women's secrets, because you can be distinguished; it's a men's business, obviously, in the factories you don't see many women, but they are adding value to their business because they are also designing furniture, they know how to talk to clients; so if you are not a typical man, sometimes it's in your advantage.	00:00:29
10:17:12	Cutaways: Anelia and her employee discuss the design of some pieces of furniture (3 shots)	00:00:16
10:17:29	Genoveva and Anelia look and discuss furniture at Este, a supplier's firm (4 shots)	00:00:36
10:18:05	Manufacture of furniture at Este (5 shots)	00:00:26
10:18:32	Genoveva and Anelia check the furniture being manufactured (2 shots)	00:00:12
10:18:45	Manufacture of furniture (3 shots)	00:00:17
10:19:02	General views of the island of Syros, Greece (2 shots)	00:00:10
10:19:12	Exterior, To Kastri Agro-Tourist Cooperative (2 shots) - BACKGROUND INFORMATION - To Kastri is a Cooperative of women which provides catering for parties both on Syros and other Greek islands. They also make sweets and run a successful low-cost restaurant serving typical Greek food. The Greek island of Syros has a high unemployment rate. In 2000, Anna Darzenta and 27 other active local housewives pooled their efforts in order to start working outside the home by opening their own catering business. When they started out, none of these women had any relevant professional education or training. They got the support from the EQUAL programme for women entrepreneurs, funded through the European Social Fund. The programme is aimed at more equal working markets in the EU and fights discrimination among both workers and job-seekers.	00:00:10
10:19:22	Women working at cooperative, preparing food (10 shots)	00:00:58
10:20:20	Anna Darzenta, Co-Founder of To Kastri, supervising the work at the kitchen (4 shots)	00:00:22
10:20:42	Food being loaded on minivan	00:00:08
10:20:51	Exterior, To Kastri restaurant (2 shots)	00:00:10

10:21:01	SOUNDBITE by Anna Darzenta (in GREEK) on the fact of being a woman in this business: saying that, generally, being a woman is something very positive; they are trusted in the quality; women take care of the family, the children, in other words, they give a little extra care from what a man would give in a business; that is why as mothers, as women, they didn't have any problems.	00:00:27
10:21:28	Women working at the restaurant (4 shots)	00:00:21
10:21:50	SOUNDBITE by Anna Darzenta (in GREEK) saying that they began thanks to a European programme; back then, as unemployed women and with the fear that they hadn't been employed for years and they weren't businesswomen, you can understand how dark they saw everything; the EU helped them by giving them a grant for women called "NOW" and that is how they began.	00:00:28
10:22:19	Women working at the restaurant (3 shots)	00:00:16
10:22:35	ERASMUS FOR YOUNG ENTREPRENEURS	00:03:17
10:22:35	Title	00:00:05
10:22:40	Polina Ivanova enters Audes, Padua, Italy (2 shots) - BACKGROUND INFORMATION - Audes is an Italian sports clothing manufacturer for top brands such as Ferrero, Gruppo FIAT, Lamborghini, Nestlè, and Porsche Italia. Founded in 2005 by Alessandro Bozzoli, it has 15 employees. Polina is an aspiring entrepreneur from Bulgaria who's participating in the programme Erasmus for Young Entrepreneurs, a cross-border exchange which gives new entrepreneurs the chance to learn from experienced entrepreneurs running small businesses in other European Union countries. http://www.erasmus-entrepreneurs.eu/ The exchange of experience takes place during a stay with the experienced entrepreneur, which helps the new entrepreneur acquire the skills needed to run a small firm. The host benefits from fresh perspectives on his/her business and gets the opportunity to cooperate with foreign partners and learn about new markets. The stay, which can last up to 6 months, is partially funded by the European Union. Polina's exchange programme at Audes lasts 60 days. When she's back in Bulgaria, she wants to open her own clothing business.	00:00:10
10:22:51	Polina and Alessandro check different colour schemes for the clothes (2 shots)	00:00:11
10:23:03	Polina working with other employees at Audes (3 shots)	00:00:17
10:23:20	Alessandro and Polina check clothes produced by Audes (4 shots)	00:00:28

10:23:48	Alessandro shows Polina the company's packaging system (4 shots)	00:00:31
10:24:20	SOUNDBITE by Alessandro Bozzoli, CEO of Audes, (in ITALIAN) saying that they got into this programme because it represents an exchange of knowledge between entrepreneurs of two different countries and so it is an important opportunity for the company to become more international.	00:00:15
10:24:35	SOUNDBITE by Polina Ivanova, aspiring entrepreneur, (in BULGARIAN) saying that at the moment she is creating a pretty big database of potential customers of Audes; her colleagues are wonderful and are helping her very much with everything; she is also working on Photoshop and Illustrator to create presentations and she is improving her skills significantly; she is very happy that she went there, because it's not only a work experience, but also a life experience; she highly recommends it to anyone who has the chance.	00:00:38
10:25:14	Alessandro checks clothing design with Polina (4 shots)	00:00:27
10:25:41	Copyrights	00:00:12

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