



**DELIVERABLE D.T2.2.4 COUNTRY ASSESSMENT REPORT ON THEE PROCESS AND THE
OUTCOME OF THE IMPLEMENTED SERVICES (HUNGARY)**

Prepared by: DBH Project Management Kft.

This document is to give an overall assessment on the findings and feedbacks of the second round of pilot actions carried out in Hungary among three participating small and medium sized companies, who had been chosen from the feedbacks received for the call for proposal.

As the evaluation of our provided business support service we received both supporting and negative feedbacks as well, although we could get only few suggestions which questions would be more precise to represent the company taking part in the pilot action. More detailed technological questions and product portfolio description has been named among these, with these the audit tool will be refined later on to give a more detailed profile. Financial questions proved to be uncomfortable for one of the participant companies, although these figures are easily accessible for anyone free of charge and are also compulsory to publish in Hungary in comparison to other European countries.

The participants found the timeframe of the pilot actions optimal in every case and the number of participants as well. The participating expert from Biocompack consortium was rated very highly competent with regards to his expertise in all pilot actions and the provided solution was also evaluated very interesting and attractive as well by all parties.

It can be generally stated that the participants of the pilot considered the knowledge concerning biocomposite materials to be the mostly valued gain of the pilot action, but some companies also named the received market information in the list. This understates that the national market description included in the reports given to the companies is an added value for the participants of the pilot. A more detailed version of this can be considered later on.

Regarding the evaluation of the technological feasibility questionnaire, the feedbacks were rather negative, they valued the survey less representative and would include more question concerning quantity of waste and used technologies. At this point we have to mention that asking for more detailed information on technological framework on the other hand can prove to be a sensitive issue as well, which some companies might refuse to provide.

As far the innovative solution of the expert is concerned the general feedback has been very positive, the participants rated the solution highly innovative and considered using it in the strategy later on. They also answered positively when they had to give feedback on participation in further pilots. All three companies were willing to take part in more pilot actions.

The answers regarding the Transnational Biocomposite Packaging Centre were rather uncertain, this is probably due to the lack of data. The companies would surely recommend it to their networks, but not sure yet about using the services of this future virtual platform.

The economic feasibility has mainly been done within the frames of the pilot actions and we can in general say that if the innovative solution considered the usage of more expensively priced material, the pilot companies always referred to the fact that due to their costumers, they are highly price sensitive which is the most crucial point in the economical feasibility. These innovative material solutions are still quite unique in the Hungarian market, although the companies would be willing to move in this direction, the pressure due to price sensitivity makes them consider these options in the production only in the midterm.