

Correspondence between Key Messages, Recommendations and Case Studies

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Key Messages		Full Recommendations	Case Studies									
No.	Message		1	2	3	4	5	6	7	8	9	10
1	<i>Coordination</i>	1-4,9,10	X		X							
2	<i>Understanding needs</i>	20,21	X									
3	<i>SME preparation</i>	14, 15,17		X		X		X		X		X
4	<i>Innovation</i>	13, 16,18			X	X				X	X	X
5	<i>Doing it properly</i>	8-12,14,17,24	X	X	X					X	X	
6	<i>Consumers</i>	5,6										
7	<i>Experience exchange</i>	24-29					X	X		X		
8	<i>Mediation</i>	23										
9	<i>Paying for it</i>	30-32								X		