

Guideline for the ONLINE S3 toolbox

Tool/application 4.1 EDP Focus Groups

ONLINE S3 – 710659 – Guidelines for the pilot experimentation phase



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HISTORY OF CHANGES

Version	Date	Contributing partner	Summary of changes
Version 0.1	2016-10-07	RIM	Structure of the document, elaboration of required information as a template for all tools
Version 1	2017-07-28	Intelspace SA	Filling of the template with information regarding the 4.1 EDP Focus Groups application.

DISCLAIMER

The opinion stated in this report reflects the opinion of the ONLINE S3 consortium and not the opinion of the European Commission.

ACKNOWLEDGEMENT

This document has been elaborated within the framework of the ONLINE S3 project, which has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 710659.

BACKGROUND AND RATIONAL

EDP Focus Groups provide a roadmap for the implementation of EDP, including the definition of industry activities and groups, the selection of stakeholders and business leaders to be involved in the EDP process, the communication of conclusions about opportunities and emerging innovation ecosystems. Focus groups are a key method for RIS3 priority setting, thus it has been broadly used by a number of regions in refining their priority lists.

Based on the methodologies codified by the JRC (Santini et al., 2016; Marinelli et al., 2016; 2017; Boden et al., 2015a; 2015b) the implementation roadmap for EDP Focus Groups can be defined as below (Fig.1):

Phase 1. Preliminary research

- Based on the potential R3 area of the region, a desktop-based research phase is conducted which aims to analyze their value chain and identify either the main topics for discussion or the relevant regional, national and international stakeholders to be invited to the EDP Focus Group process. The stakeholders can belong to industry, academia and national/regional administrations. These activities are implemented for each R3 area that needs to be subjected to a thematic EDP Focus Group. A template-agenda is used to plan each thematic EDP Focus Group. A moderator for each parallel session of the event is identified and a set of guiding questions is set up for each parallel session to guide the debate and stimulate participants in proposing ideas.

Phase 2. Implementing the thematic EDP Focus Groups - Part 1

- The thematic EDP Focus Groups are held and the ideas emerging from the parallel discussions are collected, organized and presented to the participants. The parallel sessions are structured in 5 main phases. Participants are distributed so that groups are composed of actors from: within and outside the region, and different countries also; public and private research sectors; organizations working in different sections of the sector's value chain. The duration of each event is between one and two days.

Phase 3. Implementing the refining EDP Focus Groups - Part 1

- The ideas acquired during the thematic EDP Focus Groups are systematically collated and further explored and analyzed during two transversal meetings. During these meetings, attention is focused on the administrative dimensions of the EDP ideas, covering issues related to effectiveness, appropriateness, delivery mechanisms, project selection criteria, fitness to the national RIS3, state aid rules, and funding possibilities. The results of the process are then subjected to an open online consultation to broaden participation and get new suggestions not only from participants but also from those actors which have not been directly involved in the EDP Focus Groups process.

Phase 4. Follow-up activities

- Reports are produced and shared online. Participants are informed about future steps via email, and updated with information and news related to the EDP Focus Groups using digital tools. Participants' evaluation of the EDP Focus Groups is captured with a survey.

Figure 1 Rational behind the EDP Focus Groups ONLINE S3 application

DESCRIPTION OF THE APPLICATION

Given the fact that EDP is one of the most prevailing RIS3 methods applied essentially by many regions, *EDP focus groups* tool is the main tool for organizing and managing the whole process, through a web-based dashboard. This application also helps RIS3 stakeholders to contact stakeholders participating in this process in a quick and easy manner, as well as to share the outcomes of the process with them. Final reports can also be uploaded on the platform, so that they become available as examples to other policy-makers that try to design their EDP processes.

The logical steps of the application, based on its methodological description are:

- **Step 1: Creation** of the regional EDP page.
- **Step 2: Definition** of the main sectors that will be examined throughout the EDP process.
- **Step 3: Definition** of the main stakeholders that will participate at the process.
- **Step 4: Creation** of the event and the EDP Focus Group Agenda.
- **Step 5: Share information** with participants regarding the date and venue of the focus group meetings.
- **Step 6: Conduct** of the event through physical participation of the regional authorities and stakeholders.
- **Step 7:** Development of a **report** for each EDP Focus Group, as well as a final comprehensive report including a summary of the overall findings. The users will be able to **share** this report with public, so the stakeholders will be **informed** for the final outcomes of the process, and other policy-makers can use it as an example for performing their own EDP Focus Groups.

Following the application architecture described in previous steps, the information flows within the application are given in **Figure 2**, below.

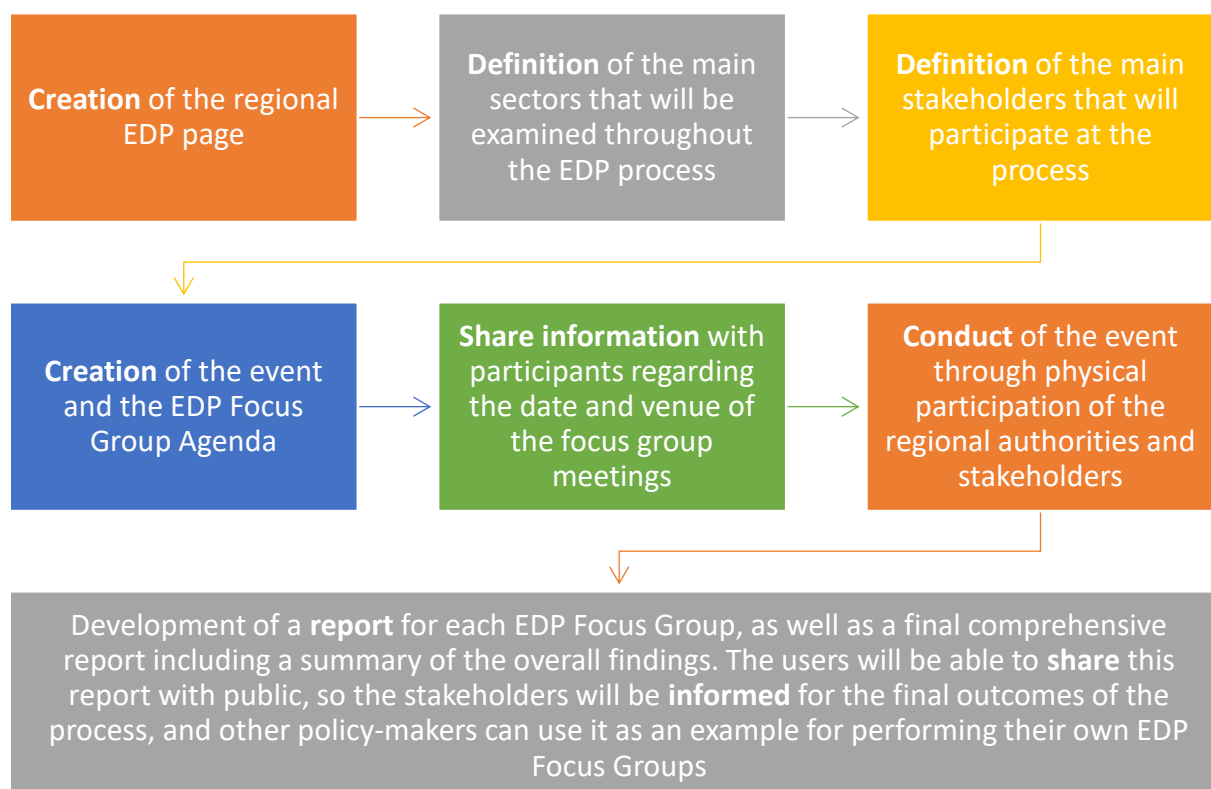


Figure 2 Overview of the information flows within the EDP Focus Groups application.

BENEFITS TO KEY ACTORS AND STAKEHOLDERS

The application will provide a platform for supporting governmental authorities in implementing EDP Focus Groups in a virtual environment, facilitating the engagement of key stakeholders and their interaction.

The *EDP Focus Groups* application introduces three crucial benefits to the users which are related to the abovementioned general principles of the method. These include: i) a user-friendly environment for managing context on a web-based dashboard; ii) an easy way to explore already existing EDP processes and use them as an example for designing your own; and iii) an easy way to share and disseminate outcomes from the EDP process with stakeholders and in public (**Figure 3**).

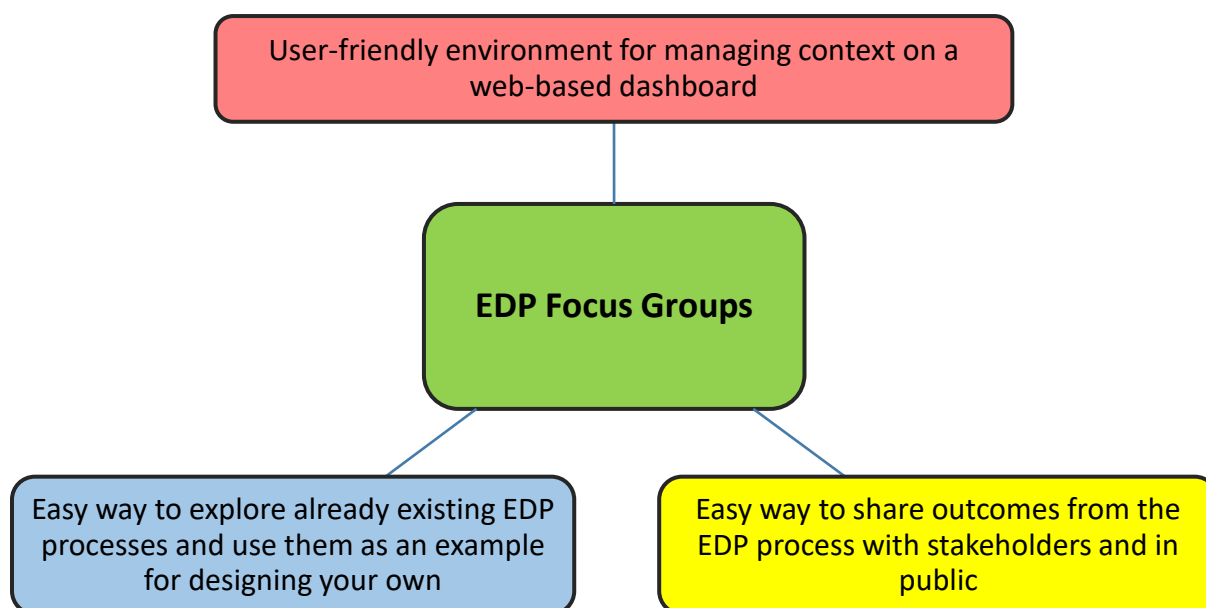


Figure 3 Benefits to stakeholders when using the EDP Focus Groups application.

KEY ISSUES AND REQUIREMENTS

Context management and exploration of existing EDP Focus Group process are the key features developed in this application. The main idea behind the structure of this tool lies on the format provided on the JRC platform for the case of the EDP Focus Group process that has been developed for the Region of Eastern Macedonia and Thrace (<http://s3platform.jrc.ec.europa.eu/entrepreneurial-discovery-process-focus-groups>). Thus, the main idea was to provide the users with an online environment for developing their EDP process, similar to that provided by the JRC platform.

Two key types of users are included in this application:

1. Users who are part of the regional authority units and are responsible for developing the overall EDP focus groups process.
2. Stakeholders who participate in the EDP Focus Groups events and want to be informed regarding their outcomes.

The *EDP Focus Groups* application offers a comprehensive way for structuring and implementing the overall EDP process, in terms of management and stakeholder engagement. Its added value also includes the cumulative effect by bringing together all implemented EDP Focus Group processes and creating gradually a repository, where future users can get new ideas regarding their EDP processes. The use of keywords, related to the region and the sector of each EDP Focus Group, helps to further exploit that kind of information.

An outline illustrating the overall process of the *EDP Focus Group* tool is given in **Figure 4**, in order to present more clearly the steps that are included in this application.

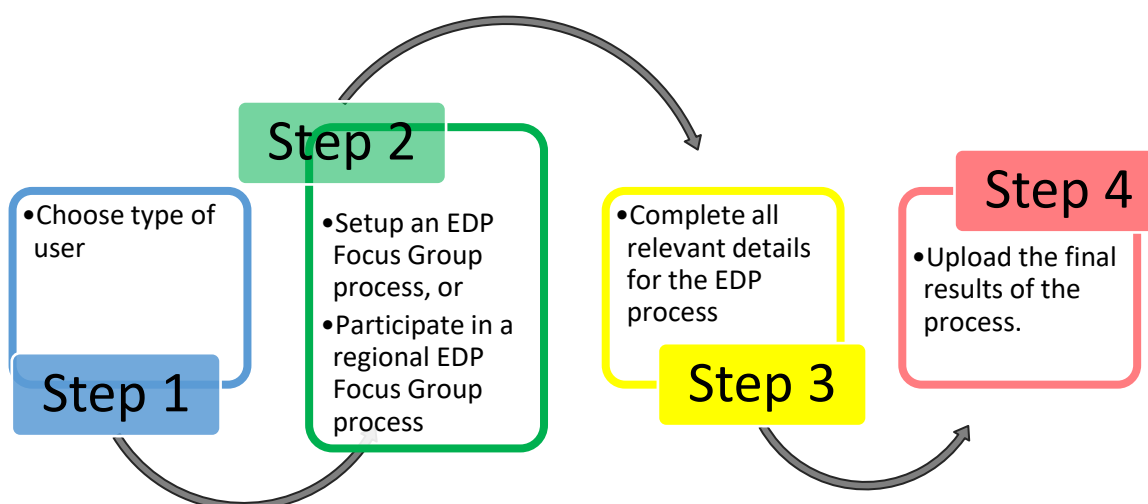


Figure 4 Key steps when using the EDP Focus Groups application.

A STEP-BY-STEP GUIDE

How to use this application step-by-step?

Section A: EDP Focus Groups User's guide

Step 1 - Choose type of action

During the first step of the application, the user should choose his/her main role to the EDP Focus Groups process. There are two choices when entering the application, to participate: a) as a regional authority member who will create a new EDP Focus Group; and b) as a stakeholder who will participate in an EDP Focus Group process. Moreover, as it is shown in Fig.5, both types of users can also browse the outcomes of other EDP Focus Groups, that have already been implemented.

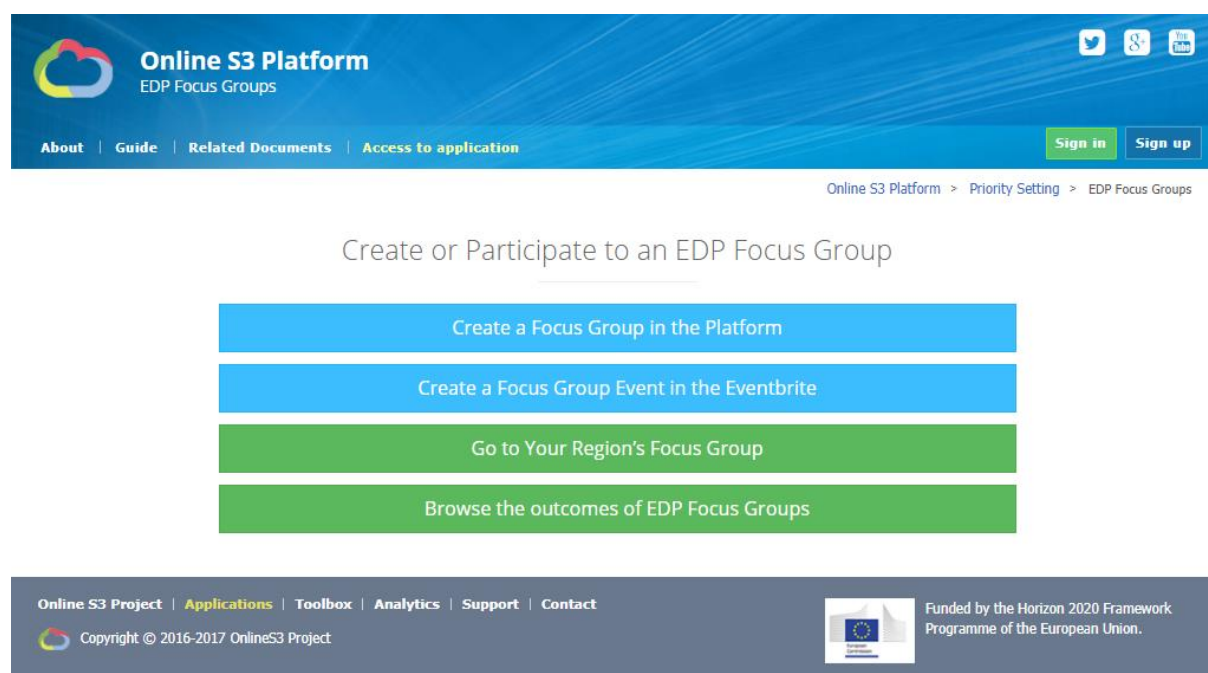


Figure 5: Step 1 – Choose type of action.

Step 2 – Setup an EDP Focus Group process

In the case where the user is a member of a regional authority and wants to create an EDP Focus Group process, this application offers a user-friendly environment. After selecting the *Setup an EDP Focus Group* option on the main page of the application, the user can start creating his EDP process.

He/she is redirected on a main Dashboard page, where all the necessary actions are available, in order to manage the whole EDP process. As it is illustrated in Fig.6, the main pages of the application (About – User's Guide – Related documents) are always available to the user. At the same time, a set of actions regarding the overall management of the process are available at the left side menu. These actions include:

- Creation of a new EDP process
- Creation of new EDP Focus Groups events
- Upload of the final outcomes of the EDP Focus Groups process

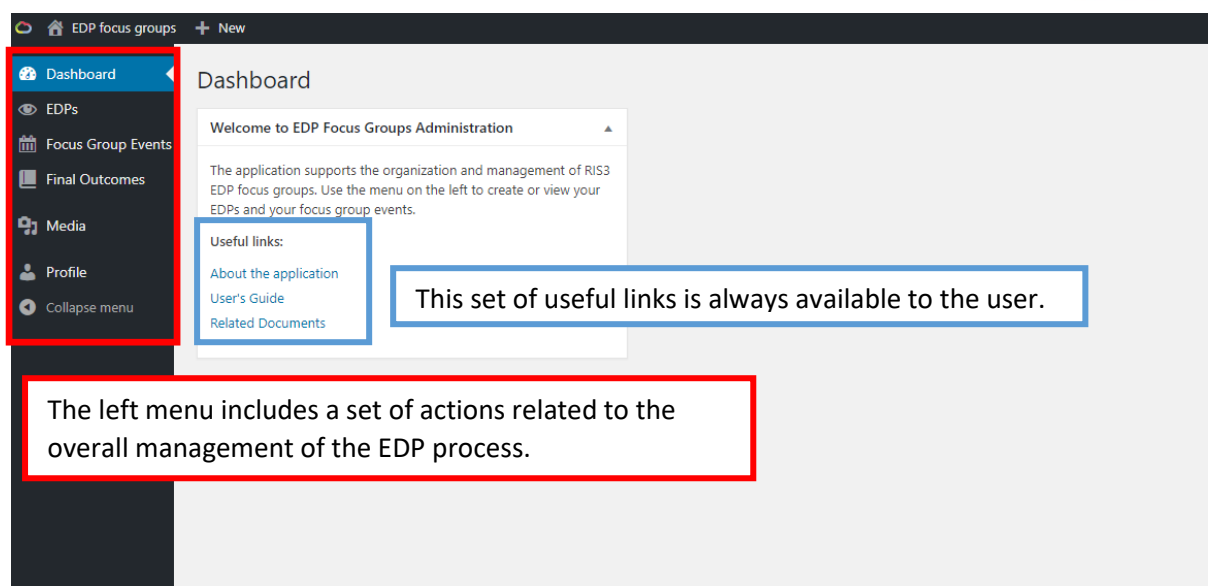


Figure 6: Step 2 – Create an EDP Focus Groups process

2.1 – Create a new EDP process

In order to create a new EDP process (Fig.7), the user will have to first define some of its main characteristics. The data that need to be completed are given in Fig.8. More specifically, it includes:

1. Title of the regional EDP Focus Group process: The title should be general, as it refers to the overall EDP process of the region.
2. Description of the main objectives and characteristics of the EDP Focus Group process that will take place in the region: This description needs to be focused on the general characteristics of the regional EDP process. Separate sections for each specific EDP Focus Group will be provided afterwards.
3. Definition of the region that this EDP process refers to: The user should select the region for which he/she wants to develop the specific EDP process. Based on this tag, it will be possible to search in the future for other EDP processes that have been developed for other regions.
4. Publish button: After having completed all this information, the user should press the publish button, in order to be able to further develop hid EDP process.

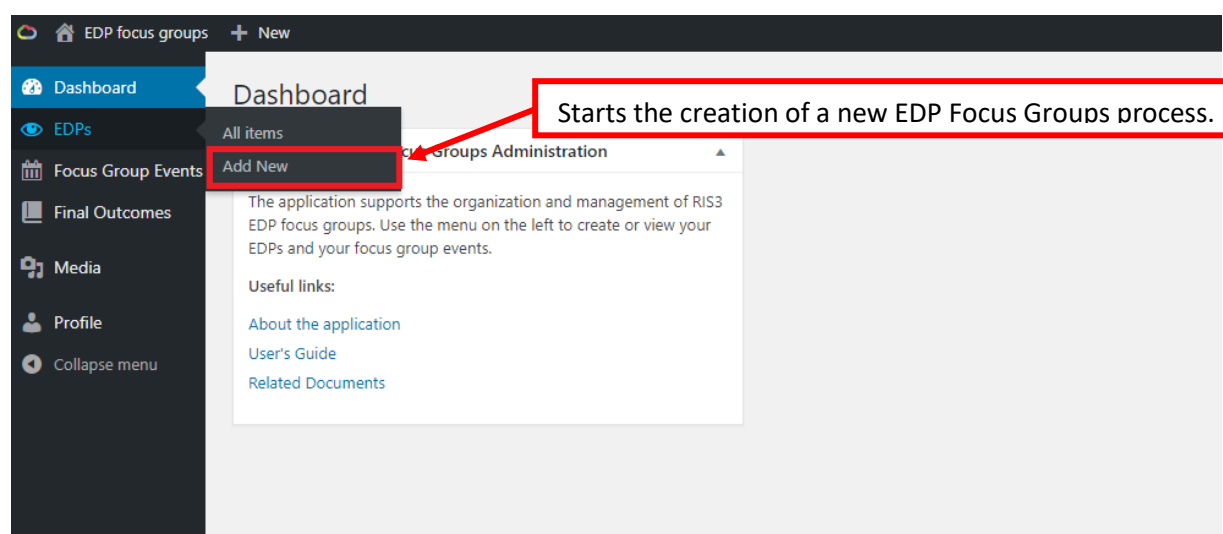


Figure 7: Step 2.1 – Create a new EDP process

Figure 8: Step 2.1 – Insert information related to the EDP process.

2.2 – Create EDP Focus Groups events and upload final outcomes

An additional functionality of the application offers the opportunity to create several EDP Focus Group events and upload the final outcomes of the overall process (Fig. 9). By pressing the *Add New Focus Group Event*, the user can add to the main page of the regional EDP process a new event related to a specific EDP Focus Group. In Fig.9 we have created as an example 4 different EDP Focus Group events that will take place during the overall regional EDP process. At the same time, the *Add New Final Outcome* functionality offers the opportunity to the user to upload a new item on the EDP process page, i.e. the final report or the executive summary of the process.

Figure 9: Step 2.2 – Add EDP Focus Group events and final outcomes for the EDP process.

2.3 – Definition of EDP Focus Groups events

The final step to finalize the development of the EDP process, in terms of organization and management, is to define all the essential details of the EDP Focus Group events that will take place. In order to do that, the user should *Edit* each one of them. A new template appears, where the user should complete a set of information regarding the details of each event.

Again, the user has to complete a set of information regarding the specific EDP Focus event, such as the description, the agenda, the date and location of the event (Fig.10 and 11).

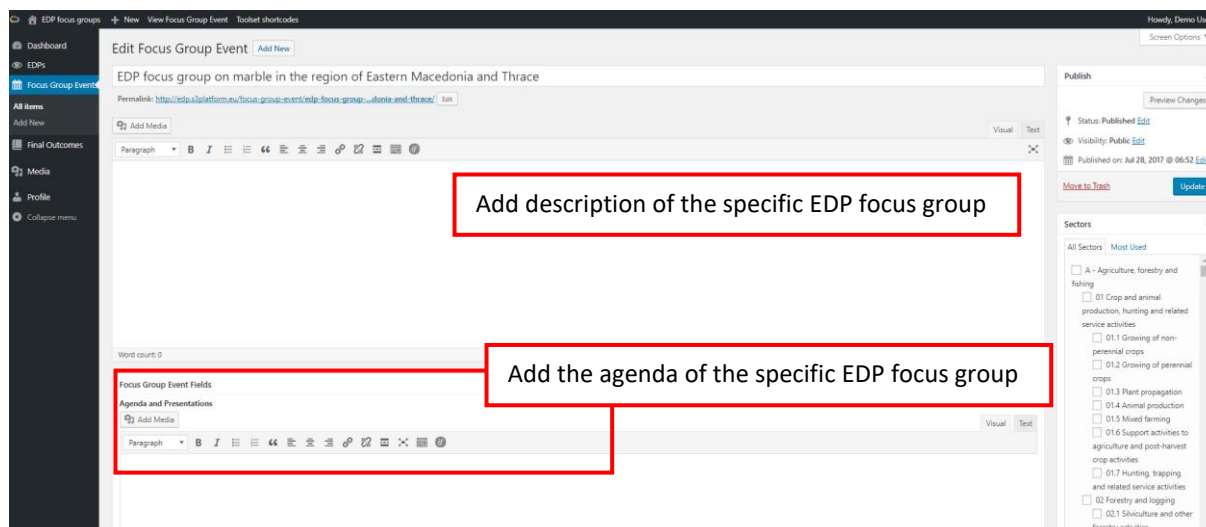


Figure 10: Step 2.3 – Definition of EDP Focus Groups events

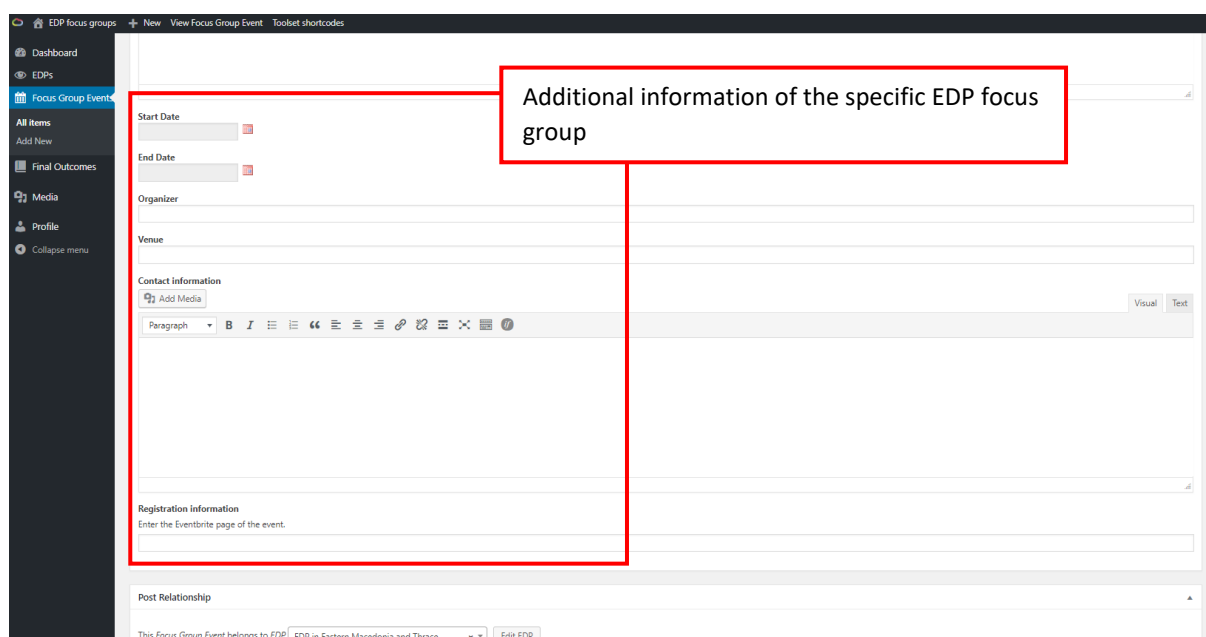



Figure 11: Step 2.3 – Definition of EDP Focus Groups events

After having completed all this information, the user will be able to see the final page of the overall regional EDP process that he/she has developed, as presented in Fig.12, below. Moreover, for each EDP Focus Group event there will be a separate page created, containing all the relative information (Fig.13). It should be pointed out that all the examples we have used, include information that has been uploaded on the JRC platform, related to the EDP Focus Group process that has been developed for the case of Region of Eastern Macedonia and Thrace (<http://s3platform.jrc.ec.europa.eu/entrepreneurial-discovery-process-focus-groups>).

The user can see all the completed information for each EDP Focus Group on the main page of the EDP process, so he/she can have an overview regarding the whole process.


Online S3 Platform
 EDP Focus Groups

[About](#) | [Guide](#) | [Related Documents](#) | [Access to application](#)

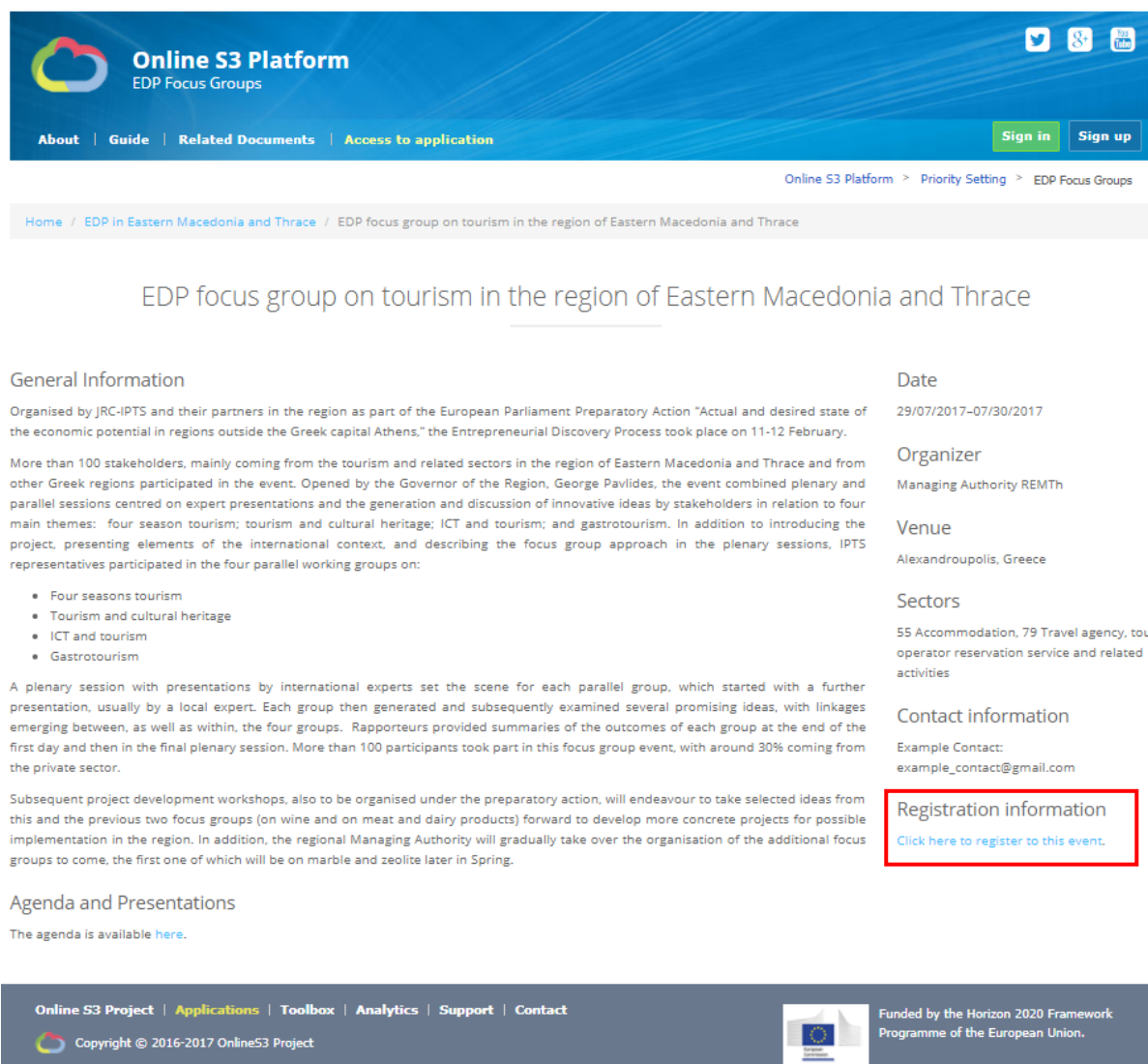
[Sign in](#) [Sign up](#)

[Online S3 Platform](#) > [Priority Setting](#) > [EDP Focus Groups](#)

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Figure 12: Step 2 – Regional EDP process main page



The screenshot shows the 'Online S3 Platform EDP Focus Groups' interface. At the top, there's a navigation bar with links: 'About', 'Guide', 'Related Documents', 'Access to application', 'Sign in', and 'Sign up'. Below this is a breadcrumb trail: 'Home / EDP in Eastern Macedonia and Thrace / EDP focus group on tourism in the region of Eastern Macedonia and Thrace'. The main heading is 'EDP focus group on tourism in the region of Eastern Macedonia and Thrace'. The page is divided into two columns. The left column contains 'General Information' with details about the event's organization, themes (four seasons tourism, cultural heritage, ICT, gastronomy), and a list of four parallel working groups. The right column lists event details: 'Date' (29/07/2017–07/30/2017), 'Organizer' (Managing Authority REMTh), 'Venue' (Alexandroupolis, Greece), and 'Sectors' (55 Accommodation, 79 Travel agency, etc.). A 'Contact information' section provides an example email. A red-bordered box highlights the 'Registration information' section, which includes a link to register. The footer contains project navigation links, copyright information, and funding details from the Horizon 2020 Framework Programme.

General Information

Organised by JRC-IPTS and their partners in the region as part of the European Parliament Preparatory Action "Actual and desired state of the economic potential in regions outside the Greek capital Athens," the Entrepreneurial Discovery Process took place on 11-12 February.

More than 100 stakeholders, mainly coming from the tourism and related sectors in the region of Eastern Macedonia and Thrace and from other Greek regions participated in the event. Opened by the Governor of the Region, George Pavlides, the event combined plenary and parallel sessions centred on expert presentations and the generation and discussion of innovative ideas by stakeholders in relation to four main themes: four season tourism; tourism and cultural heritage; ICT and tourism; and gastronomy. In addition to introducing the project, presenting elements of the international context, and describing the focus group approach in the plenary sessions, IPTS representatives participated in the four parallel working groups on:

- Four seasons tourism
- Tourism and cultural heritage
- ICT and tourism
- Gastronomy

A plenary session with presentations by international experts set the scene for each parallel group, which started with a further presentation, usually by a local expert. Each group then generated and subsequently examined several promising ideas, with linkages emerging between, as well as within, the four groups. Rapporteurs provided summaries of the outcomes of each group at the end of the first day and then in the final plenary session. More than 100 participants took part in this focus group event, with around 30% coming from the private sector.

Subsequent project development workshops, also to be organised under the preparatory action, will endeavour to take selected ideas from this and the previous two focus groups (on wine and on meat and dairy products) forward to develop more concrete projects for possible implementation in the region. In addition, the regional Managing Authority will gradually take over the organisation of the additional focus groups to come, the first one of which will be on marble and zeolite later in Spring.

Agenda and Presentations

The agenda is available [here](#).

Date
29/07/2017–07/30/2017

Organizer
Managing Authority REMTh

Venue
Alexandroupolis, Greece

Sectors
55 Accommodation, 79 Travel agency, tour operator reservation service and related activities

Contact information
Example Contact:
example_contact@gmail.com

Registration information
[Click here to register to this event.](#)

Online S3 Project | Applications | Toolbox | Analytics | Support | Contact
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Figure 13: Step 2 – EDP Focus Group event main page

Regarding the registration process for each event, the user can create an event through the Eventbrite platform, which is free for free events, and then he/she can share the link of the registration to the event on *the EDP Focus Groups* application. A short user's guide regarding the Eventbrite platform is presented in Section B.

Step 3 - Search a regional EDP Focus Group process

An additional functionality offered through this application is the ability to browse for already implemented EDP Focus Group processes, as well as their published outcomes. The user can access these functionalities through the green buttons on the main page of the application.



Section B: Eventbrite User's guide

In this section, we describe the process for creating a new event through Eventbrite, which is an online tool for creating and promoting events. It is important to notice that this tool is free of charge in case of free events.

Visit Eventbrite (<https://www.eventbrite.com/>) and create your own event. Once you visit Eventbrite, a button for creating your event will appear at the top-right corner of the page.

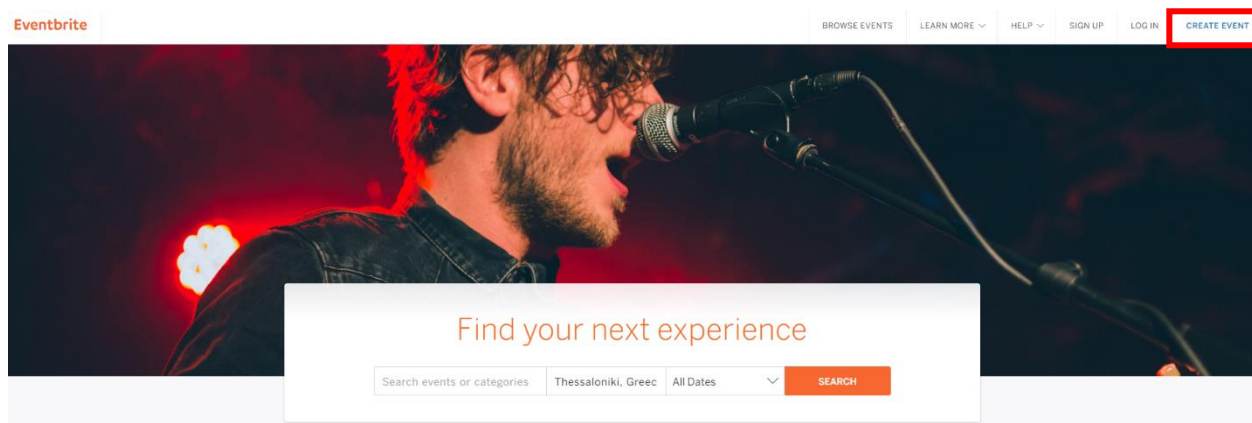


Figure 14: Eventbrite - Create a new event

A pop-up window will appear next, as you need to Sign up or Log in to Eventbrite, in order to create a new event. You can Sign up by using your email and a password.

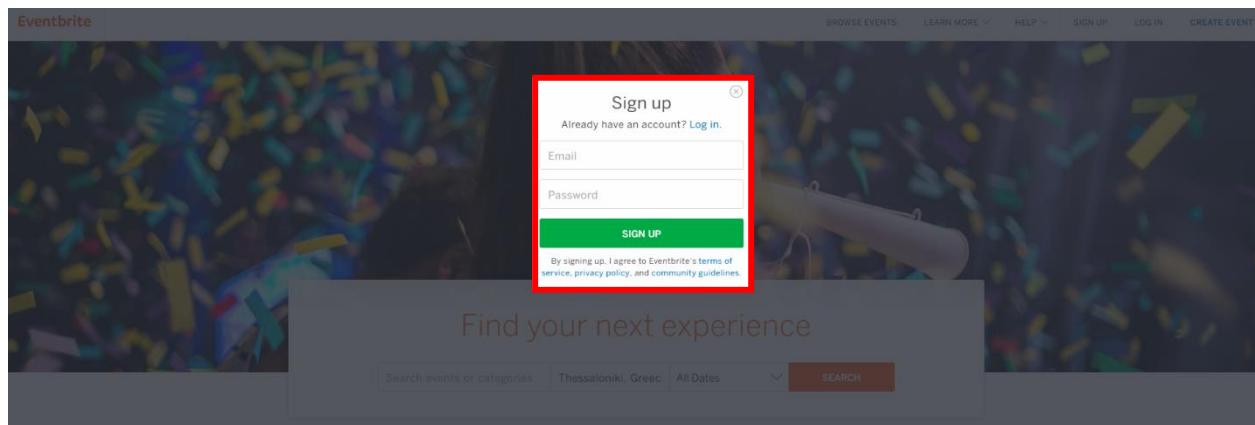


Figure 15: Eventbrite - Create a new account

In the main page, you need to complete some information regarding the event you will host, including details, i.e. the title of the event, location, date etc.

EDP Focus Group A

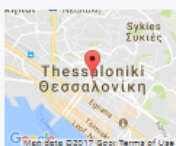
[SAVE](#)
[PREVIEW](#)
[MAKE EVENT LIVE](#)

EDIT
DESIGN

1 Event Details Tips

EVENT TITLE *

LOCATION




[Reset location](#) ☒ Show map on event page

STARTS **ENDS**

[Schedule multiple events](#) [Timezone & date settings \(EEST\)](#)

EVENT IMAGE



ADD EVENT IMAGE

Choose a compelling image that brings your event to life.

We recommend using at least a 2160x1080px (2:1 ratio) image that's no larger than 10MB. [Learn more.](#)

EVENT DESCRIPTION HTML Editor

Paragraph

[Add FAQs](#)

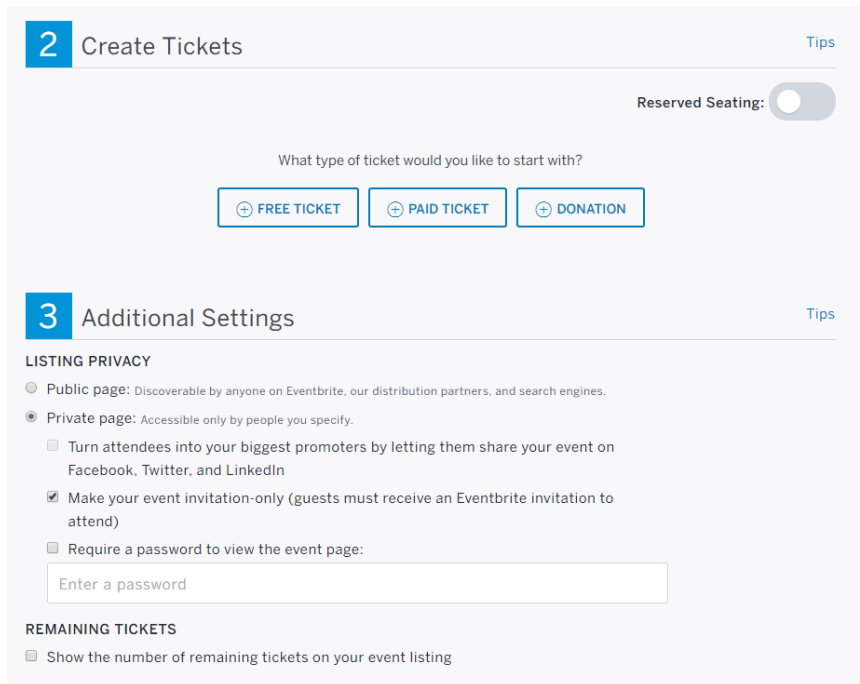
ORGANIZER NAME

ORGANIZER DESCRIPTION

Paragraph

Figure 16: Eventbrite - Add event details regarding the venue and date.

In addition to these details, some more information is needed referring to the type of the event. As it is illustrated in Fig. 4, this application offers flexibility in terms of whether the event will be public or private. In the case of an EDP Focus group the user can make the event invitation-only, so he/she can invite only a targeted group of stakeholders. However, in the case of final dissemination events related to EDP processes, they can also be open to public.



The screenshot shows two sections of the Eventbrite interface. The first section, '2 Create Tickets', has a 'Reserved Seating' toggle switch. Below it, a question asks 'What type of ticket would you like to start with?' with three buttons: 'FREE TICKET', 'PAID TICKET', and 'DONATION'. The second section, '3 Additional Settings', contains 'LISTING PRIVACY' options: 'Public page' (radio button), 'Private page' (radio button, selected), and 'Require a password to view the event page' (checkbox). The 'Private page' option has sub-options for social media sharing and invitation-only access. The 'Require a password' option has a text input field. The 'REMAINING TICKETS' section has a checkbox to 'Show the number of remaining tickets on your event listing'.

2 Create Tickets Tips

Reserved Seating: ☐

What type of ticket would you like to start with?

3 Additional Settings Tips

LISTING PRIVACY

☐ Public page: Discoverable by anyone on Eventbrite, our distribution partners, and search engines.

☒ Private page: Accessible only by people you specify.

- ☐ Turn attendees into your biggest promoters by letting them share your event on Facebook, Twitter, and LinkedIn
- ☒ Make your event invitation-only (guests must receive an Eventbrite invitation to attend)
- ☐ Require a password to view the event page:

REMAINING TICKETS

☐ Show the number of remaining tickets on your event listing

Figure 17: Eventbrite - Add event details regarding tickets and additional settings

After you save your changes, you will be redirected to the event page dashboard, where you can have an overview of your event details, as well as edit them. As it can be shown (Fig. 5), the user can have an overview regarding the response of the participants, e.g. tickets that have been sold, as well as the list of the attendees, which he/she can also export in a csv/excel format. Finally, in order to share the event page, in cases where an event is private, the tool offers the user a link which can be shared through email to all possible participants.

EDP Focus Group A

DRAFT

Thessaloniki, Greece | Thessaloniki

Saturday, September 2, 2017 from 7:00 PM to 10:00 PM (EEST)

EDIT

DESIGN

MANAGE

Event Dashboard

Order Options

Order Form

Order Confirmation

Event Type & Language

Website

Invite & Promote

Email Invitations

Discount & Access Codes

Widgets

Tracking Links

Affiliate Programs

Analyze

Analytics

Charts

Event Reports

Tracking Pixels

Manage Attendees

Orders

Add Attendees

Emails to Attendees

Attendee List

Name Badges

Check-in

Extensions

Waivers & Forms

Printed Tickets

Export Attendees

Event Auto-Publish

Merchandise

Broadcast

MailChimp Sync

Promoted Listings

Advertising

Fundly

Hootsuite Social

Ambassador Program

Shared Transportation

Browse All

Event Dashboard

Ready to make live!

Your event has everything it needs to be a real live event.

Make your event live

Invitation Only Edit

Only people who receive your Eventbrite invitation will be able to register once your event is live.

Send email invitations

0 Tickets Sold / 20

0%

Tickets sold All time

0 Available

0 Free

Tickets sold

0

Page views

0

Invites

0

Tickets sold via Eventbrite Channels

Pending

0

Free

0

Available

20

Sales by Ticket Type

TICKET TYPE	PRICE	SOLD	STATUS	END SALES
General Admission	€0.00	0/20	On Sale	9/2/17 6:00 PM

Common Reports

Attendee Summary

Information about attendees

Sales By Ticket Type

Information about sales broken down by ticket type

Custom Questions Responses

Information about attendees collected by questions on the order form

Recent Orders

No orders for this event yet.

Traffic from Promotional Tools

You currently have no visits or sales from Eventbrite promotional tools.

Promote your event

Use our tools to spread the word about your event and reach more people.

Send personalized invitations to your guests with Email Invitations

Analyze your results

Once you start getting more traffic from Eventbrite's promotional tools, a chart will show which tools are bringing the most visits and sales.

40%

Create your own tracking links

Our Links

Your Organizer URL: https://www.eventbrite.com/o/34662616844 [change]

OUR EVENT URL

https://www.eventbrite.com/e/edp-focus-group-a-tickets-36481383801

Figure 18: Eventbrite - Event page dashboard

FURTHER INFORMATION

Further information regarding the description of the method can be found on the site of the Online-S3 project (www.onlines3.eu).

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