

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

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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):

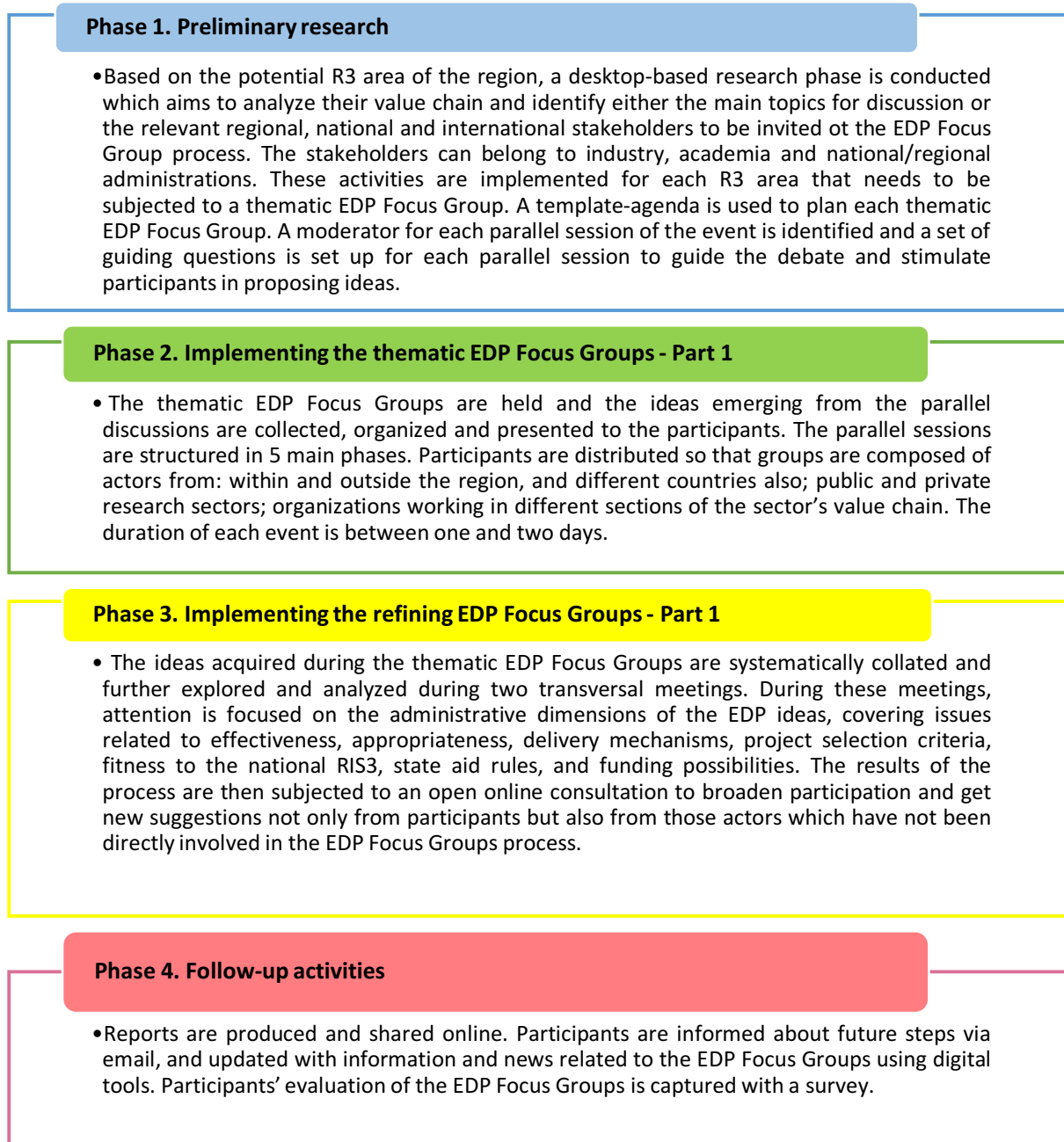


Figure 1 Rational behind the EDP Focus Groups ONLINE S3 application

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.

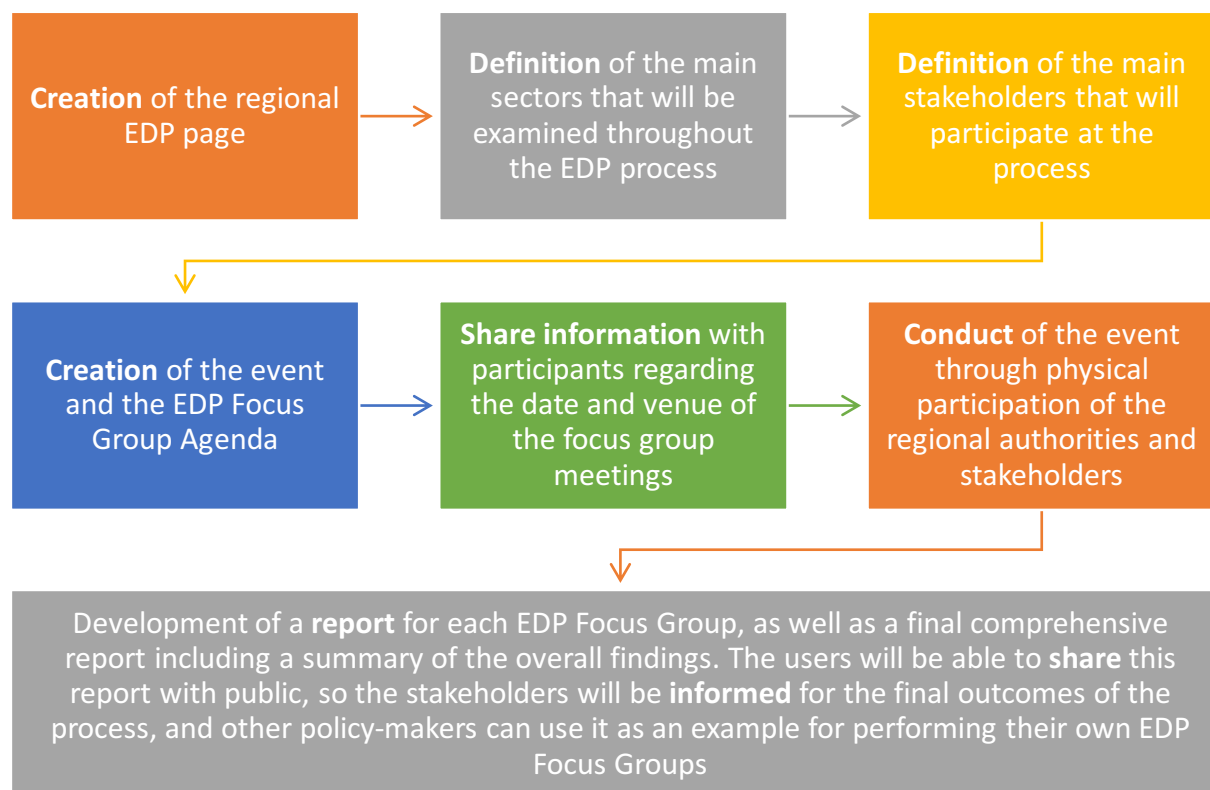


Figure 2 Overview of the information flows within the EDP Focus Groups application.

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**).

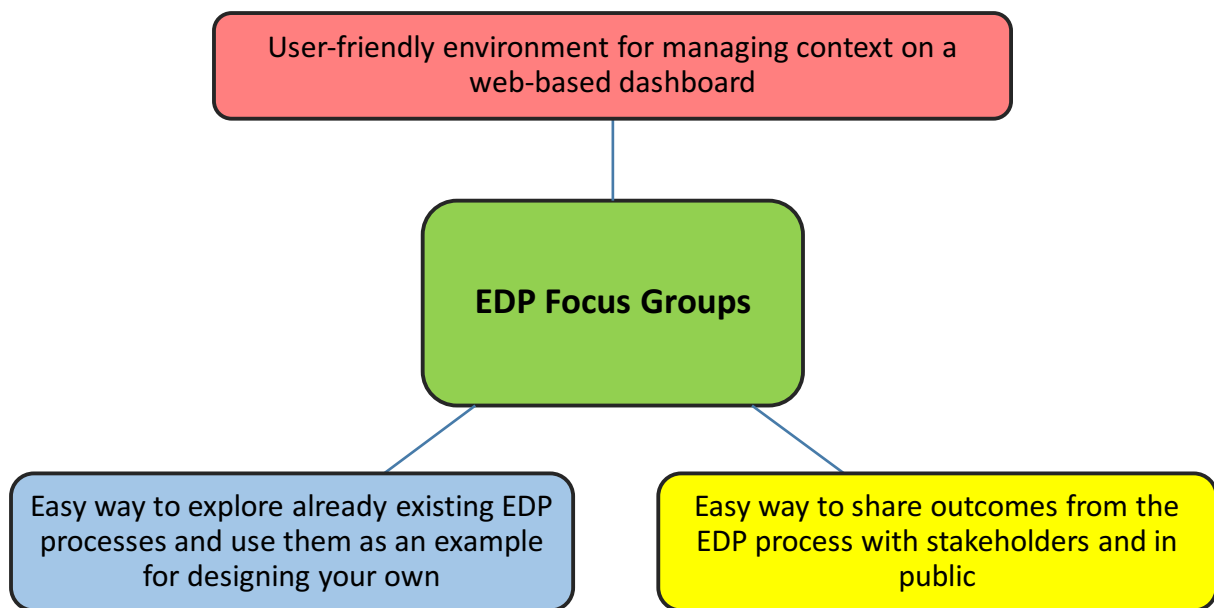


Figure 3 Benefits to stakeholders when using the EDP Focus Groups application.

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.

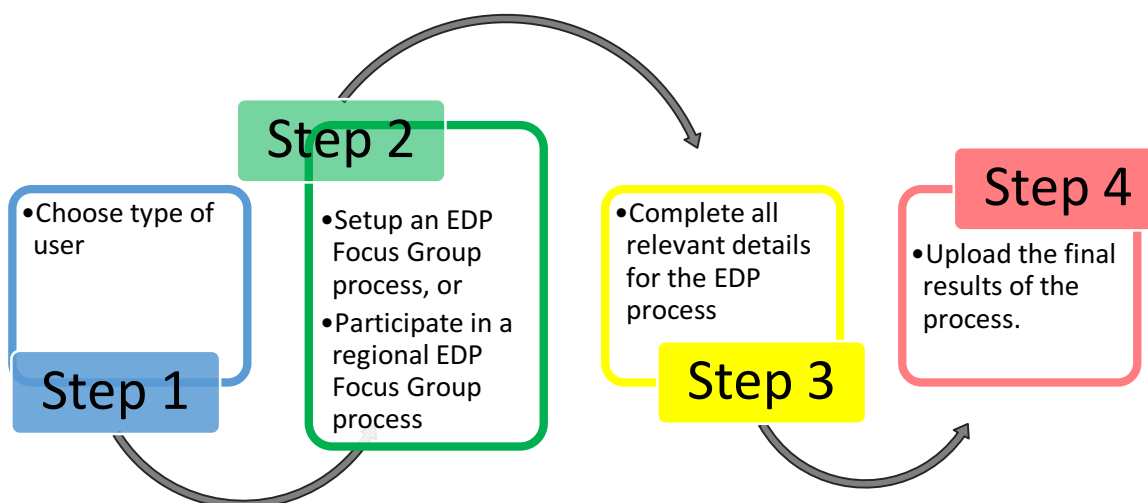


Figure 4 Key steps when using the EDP Focus Groups application.

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.

Create or Participate to an EDP Focus Group

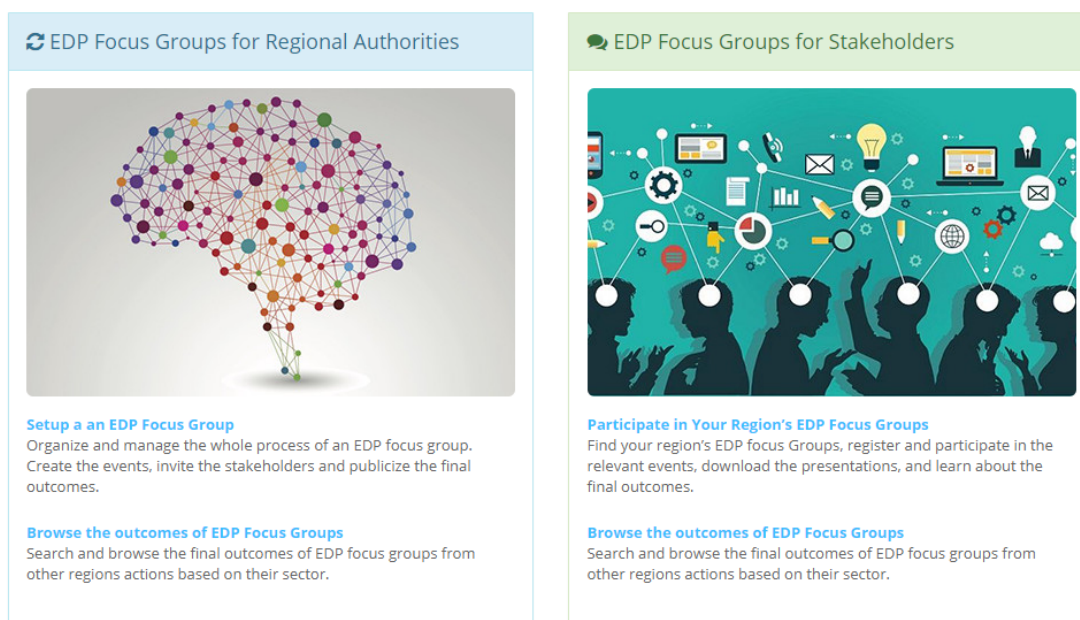


Figure 5: Step 1 – Choose type of action.

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

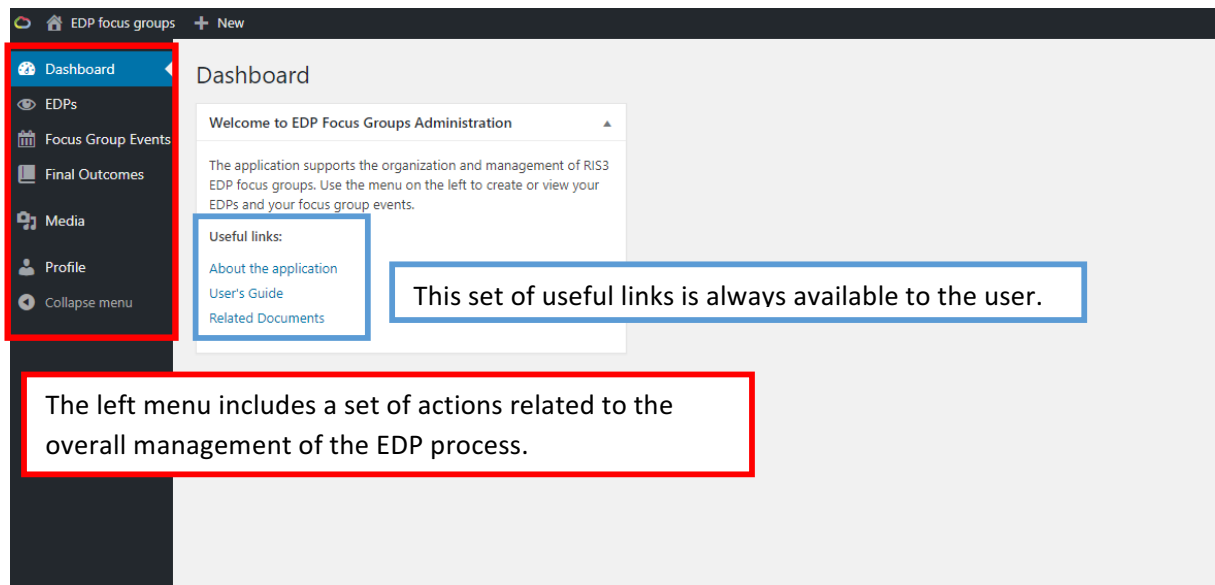


Figure 6: Step 2 – Create an EDP Focus Groups process

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.

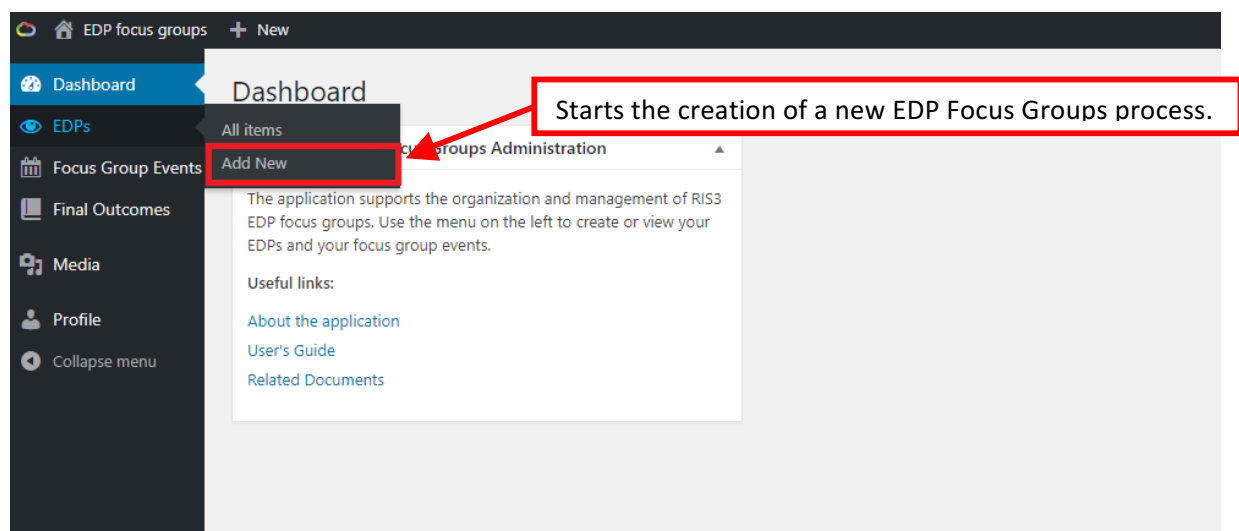


Figure 7: Step 2.1 – Create a new EDP process

The screenshot shows the 'Add New EDP' form. Annotations include:

- 1**: Title of the EDP process (input field)
- 2**: General title of the regional EDP process (text area)
- 3**: General description of the regional EDP process (text area)
- 4**: Definition of the region that this EDP process refers to (checkbox list of regions)
- 5**: Publish button

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.

The screenshot shows the 'View EDP' page. Annotations include:

- 1**: Creates a new EDP Focus Group event (button)
- 2**: Enables the user to edit the details related to each EDP focus group (Edit button)
- 3**: Uploads a new item as an outcome of the regional EDP process. (button)

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).

EDP focus group on marble in the region of Eastern Macedonia and Thrace

Permalink: <http://edp.splatform.eu/focus-group-event/edp-focus-group-...donia-and-thrace/> [ten](#)

[Add Media](#)

Paragraph **B** *I* U [Link](#) [Image](#) [Table](#) [List](#) [Code](#) [Quote](#) [Undo](#) [Redo](#) [Visual](#) [Text](#)

Word count: 0

Focus Group Event Fields

Agenda and Presentations

[Add Media](#)

Paragraph **B** *I* U [Link](#) [Image](#) [Table](#) [List](#) [Code](#) [Quote](#) [Undo](#) [Redo](#) [Visual](#) [Text](#)

Publish

Status: [Published](#) [Edit](#)

Visibility: [Public](#) [Edit](#)

Published on: Jul 28, 2017 @ 06:52 [Edit](#)

[Move to Trash](#) [Update](#)

Sectors

All Sectors [Most Used](#)

☐ A - Agriculture, forestry and fishing

☐ 01 Crop and animal production, hunting and related service activities

☐ 01.1 Growing of non-perennial crops

☐ 01.2 Growing of perennial crops

☐ 01.3 Plant propagation

☐ 01.4 Animal production

☐ 01.5 Mixed farming

☐ 01.6 Support activities to agriculture and post-harvest crop activities

☐ 01.7 Hunting, trapping and related service activities

☐ 02 Forestry and logging

☐ 02.1 Silviculture and other forestry activities


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

The screenshot shows the 'Focus Group Event' form in the EDP system. A red rectangular box highlights the 'Additional information of the specific EDP focus group' section. This section includes fields for 'Start Date', 'End Date', 'Organizer', and 'Venue'. Below these is a 'Contact information' section with an 'Add Media' button and a rich text editor toolbar. The 'Registration information' section is partially visible at the bottom of the highlighted area, containing the instruction 'Enter the Eventbrite page of the event.' and a text input field. The right side of the form shows a 'Visual' tab selected, with a 'Text' tab also visible. The bottom of the form shows a 'Post Relationship' section with a dropdown menu and an 'Edit EDP' button.

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

EDP in Eastern Macedonia and Thrace

Region: Ανατολική Μακεδονία, Θράκη (Anatoliki Makedonia, Thraki)

The Entrepreneurial Discovery Process focus groups have gathered stakeholders from the triple and quadruple helix in the priority sectors of the RIS3.

These events aimed at identifying potential avenues for innovation activities in the region. Presentations from national and international experts on relevant topics, sparked stimulated discussions that were then structured through a participator methodology. The results are a set of potential innovative ideas aligned with the RIS3.


EDP Focus Groups have been organised by the regional authority on chemical and electronics. The approach is also being replicated in other region.

Focus Groups Events			
Event Title	Date	Venue	Sector(s)
EDP focus group on marble in the region of Eastern Macedonia and Thrace			
EDP focus group on tourism in the region of Eastern Macedonia and Thrace	29/07/2017–30/07/2017	Alexandroupolis, Greece	55 Accommodation, 79 Travel agency, tour operator reservation service and related activities
EDP focus group on dairy and meat products in the region of Eastern Macedonia and Thrace			
EDP focus group on wine in the region of Eastern Macedonia and Thrace			

Final Outcomes

- Outcome – 3 – Tourism

Online S3 Project | [Applications](#) | [Toolbox](#) | [Analytics](#) | [Support](#) | [Contact](#)

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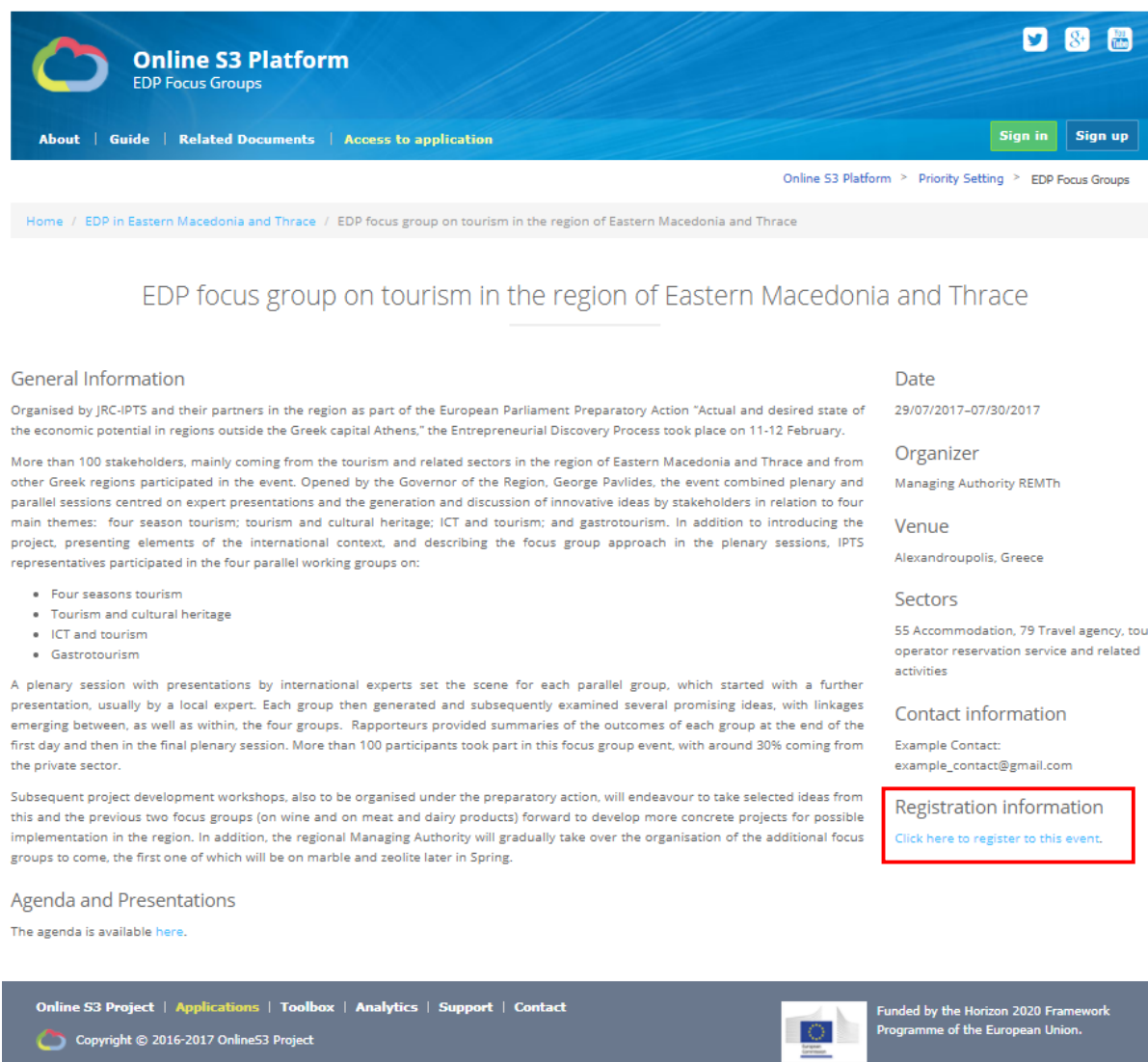
 Funded by the Horizon 2020 Framework Programme of the European Union.

Figure 12: Step 2 – Regional EDP process main page



The screenshot shows the 'Online S3 Platform EDP Focus Groups' interface. The header includes the European Commission logo, the platform name, and navigation links like 'About', 'Guide', 'Related Documents', and 'Access to application'. A breadcrumb trail indicates the current page: 'Home / EDP in Eastern Macedonia and Thrace / EDP focus group on tourism in the region of Eastern Macedonia and Thrace'. The main content area is titled 'EDP focus group on tourism in the region of Eastern Macedonia and Thrace' and is divided into two columns. The left column contains 'General Information' and 'Agenda and Presentations'. The right column contains 'Date', 'Organizer', 'Venue', 'Sectors', and 'Contact information'. A red box highlights the 'Registration information' section, which includes a link to 'Click here to register to this event.' The footer contains project details, copyright information, and funding sources.

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 gastrotourism. 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
- Gastrotourism

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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Funded by the Horizon 2020 Framework Programme of the European Union.

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 - Find a regional EDP Focus Group process to participate

This step offers the opportunity to the stakeholders that use the application to find their EDP process. The user can search through all the existing EDP processes, based on the name and the region they refer to (Fig. 14). Through the results, the user can be navigated to the main EDP process page (Fig.12).



Online S3 Platform > Priority Setting > EDP Focus Groups

Find an EDP Focus Group

To find your region's EDP consult the list of EDPs below or use the search form.

EDP name

Regions

[Find EDPs](#)

Related EDPs		
EDP title	Short Description	Region
EDP in Eastern Macedonia and Thrace	The Entrepreneurial Discovery Process focus groups have gathered stakeholders from the triple and quadruple helix in the priority sectors of the RIS3. These events aimed at identifying potential avenues for innovation activities in the region. Presentations from national and international experts on relevant topics, sparked stimulated discussions that were then ...	Ανατολική Μακεδονία, Θράκη (Anatoliki Makedonia, Thraki)
Test EDP	Quisque velit nisi, pretium ut lacinia in, elementum id enim. Donec sollicitudin molestie malesuada. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus magna justo, lacinia eget consectetur sed, convallis at tellus. Sed porttitor lectus nibh. Vestibulum ac diam sit amet quam ...	Κεντρική Μακεδονία (Kentriki Makedonia)

Figure 14: Step 2 – Find EDP Focus Group page

Step 4 - Browse through the outcomes of the regional EDP Focus Group processes

This step offers the opportunity to the stakeholders, as well as the regional authorities' members, to browse through all the existing outcomes of the EDP processes that are developed through this application, based on keywords and the sectors they refer to (Fig. 15). Through the results, the user can be driven to the main EDP process page (Fig.12).



Online S3 Platform > Priority Setting > EDP Focus Groups

Browse the outcomes of EDP Focus Groups

To consult the results of another EDP focus group that was implemented in another RIS3 region browse the list of final reports below or use the search form.

Keywords

Sectors

[Find Final Reports](#)

Related Final Reports		
Report title	Regions	Sectors
Outcome – 3 – Tourism	Ανατολική Μακεδονία, Θράκη (Anatoliki Makedonia, Thraki)	79 Travel agency, tour operator reservation service and related activities
Review and Summary of the EDP workshop	Κεντρική Μακεδονία (Kentriki Makedonia)	56.1 Restaurants and mobile food service activities

Figure 15: Step 2 – Browse EDP Focus Group outcomes

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.

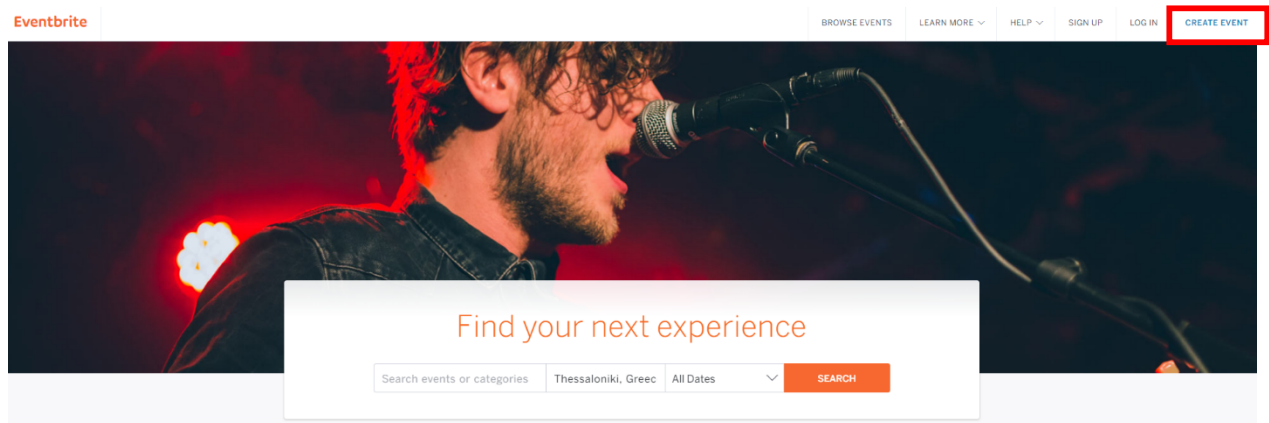


Figure 16: Eventbrite - Create a new event

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.

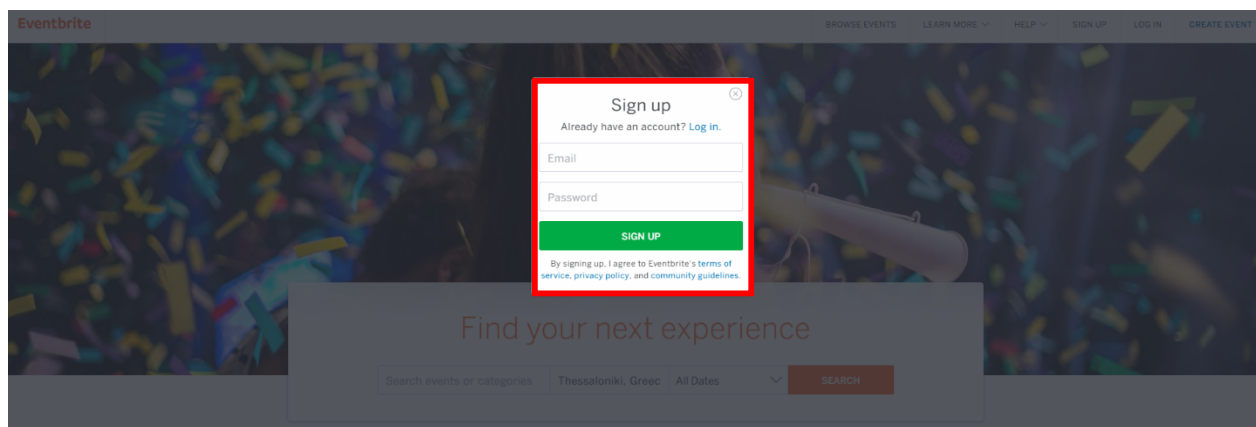


Figure 17: Eventbrite - Create a new account

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 *

EDP Focus Group A

LOCATION

Thessaloniki

Address

Address 2

Thessaloniki

Decentralized Admini

Zip/Postal

Greece

Reset location

Show map on event page

STARTS

ENDS

09/02/2017

07:00pm

09/02/2017

10:00pm

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

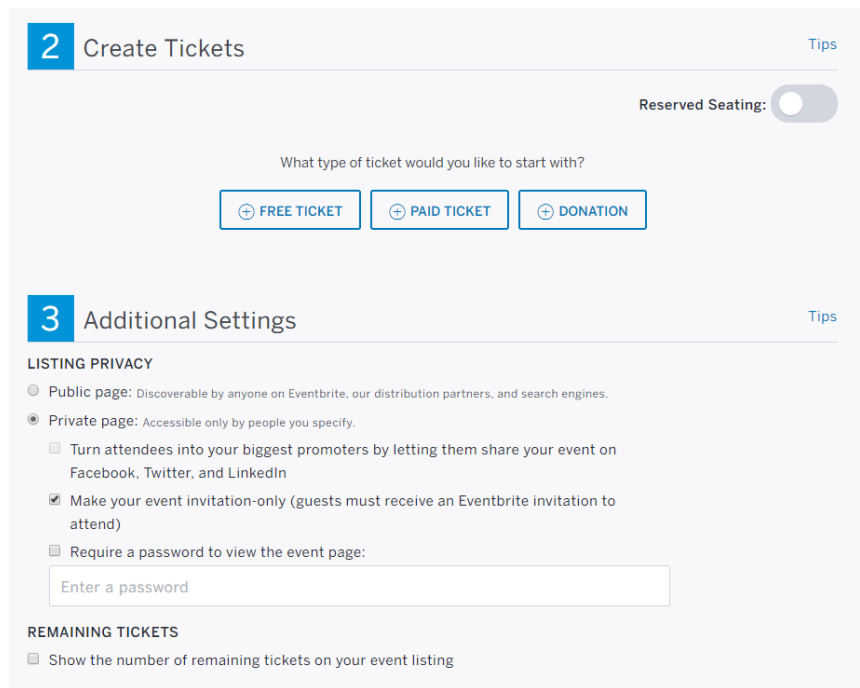
Who's organizing this event?

ORGANIZER DESCRIPTION

Paragraph

Figure 18: 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 the Eventbrite interface for creating tickets and setting additional details for an event. It is divided into two main sections: '2 Create Tickets' and '3 Additional Settings'.

2 Create Tickets

- A toggle switch for 'Reserved Seating' is currently turned off.
- A question asks: 'What type of ticket would you like to start with?'
- Three buttons are available: 'FREE TICKET', 'PAID TICKET', and 'DONATION'.

3 Additional Settings

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 19: 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.

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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EDP Focus Group A

DRAFT

Thessaloniki, Greece | Thessaloniki

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

[PREVIEW](#)
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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 20 Free

Tickets sold

Page views

Invites

Tickets sold via Eventbrite Channels

[Learn more](#)

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.

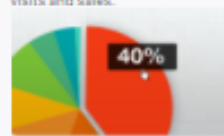
Promote your event

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.



Create your own tracking links

Your 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>

[Edit](#)

Figure 20: Eventbrite - Event page dashboard