Guideline for the ONLINE S3 toolbox
Tool/application 4.1 EDP Focus Groups
ONLINE S3 – 710659 – Guidelines for the pilot experimentation phase

Content

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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

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 ot 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.
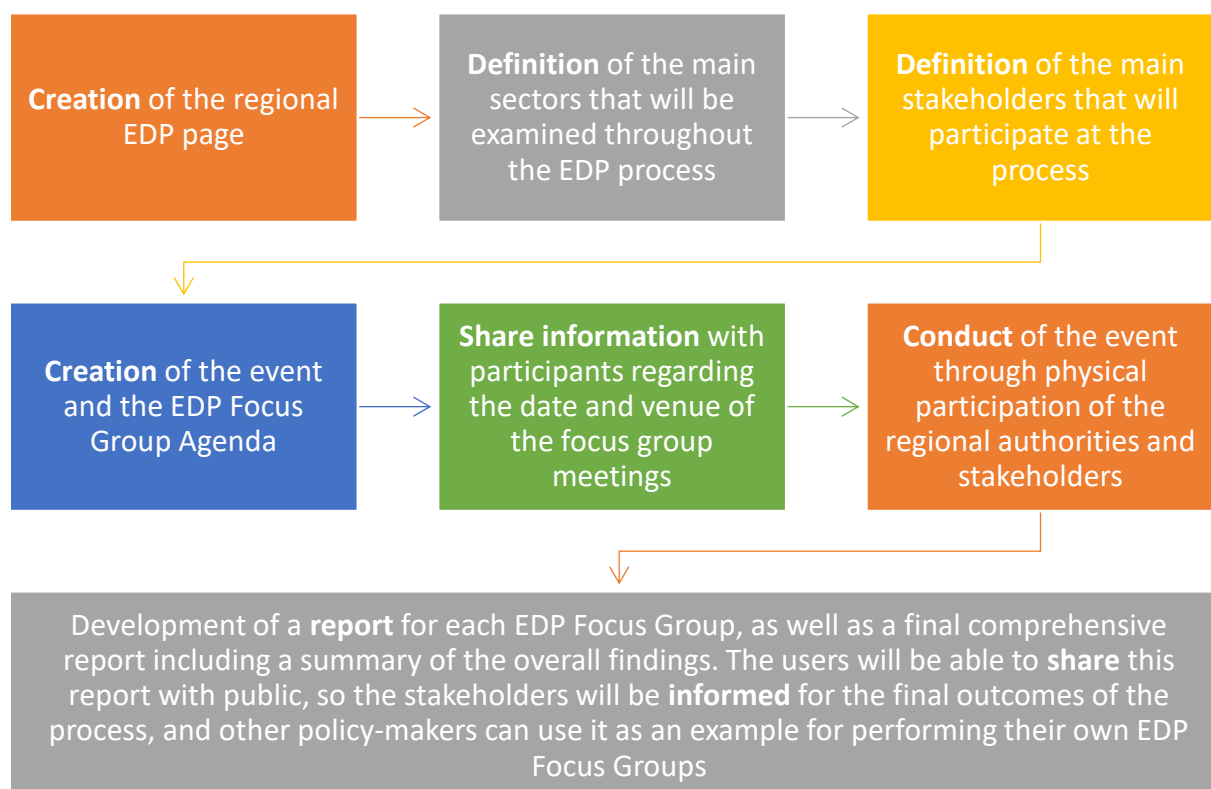

Figure 2 Overview of the information flows within the EDP Focus Groups application.

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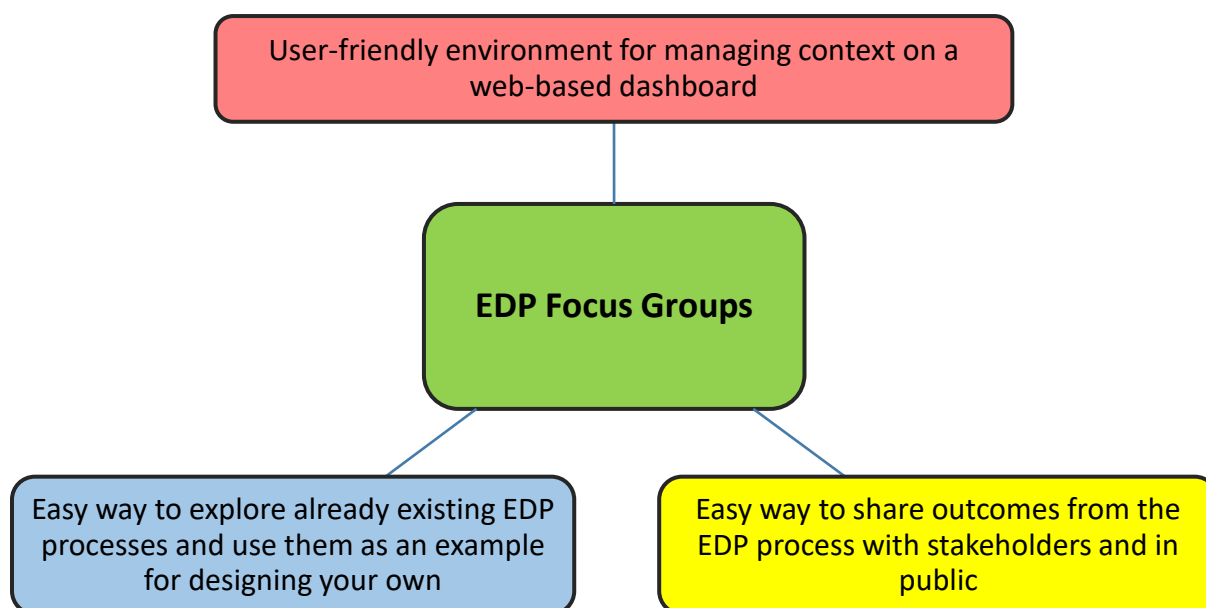
Figure 3 Benefits to stakeholders when using the EDP Focus Groups application.

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.

Step 1
- Choose type of user

Step 2
- Setup an EDP Focus Group process, or
- Participate in a regional EDP Focus Group process

Step 3
- Complete all relevant details for the EDP process

Step 4
- Upload the final results of the process.
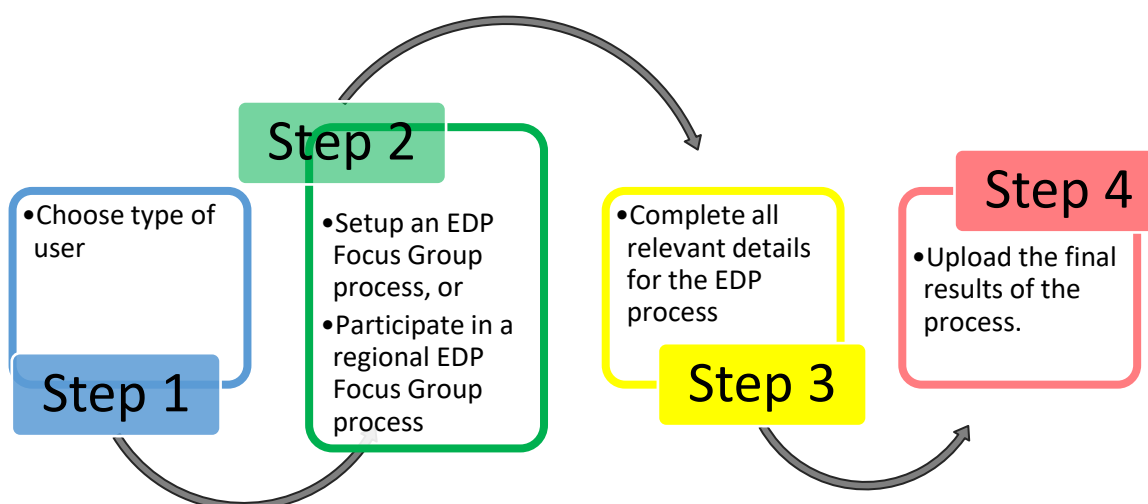
Figure 4 Key steps when using the EDP Focus Groups application.

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.
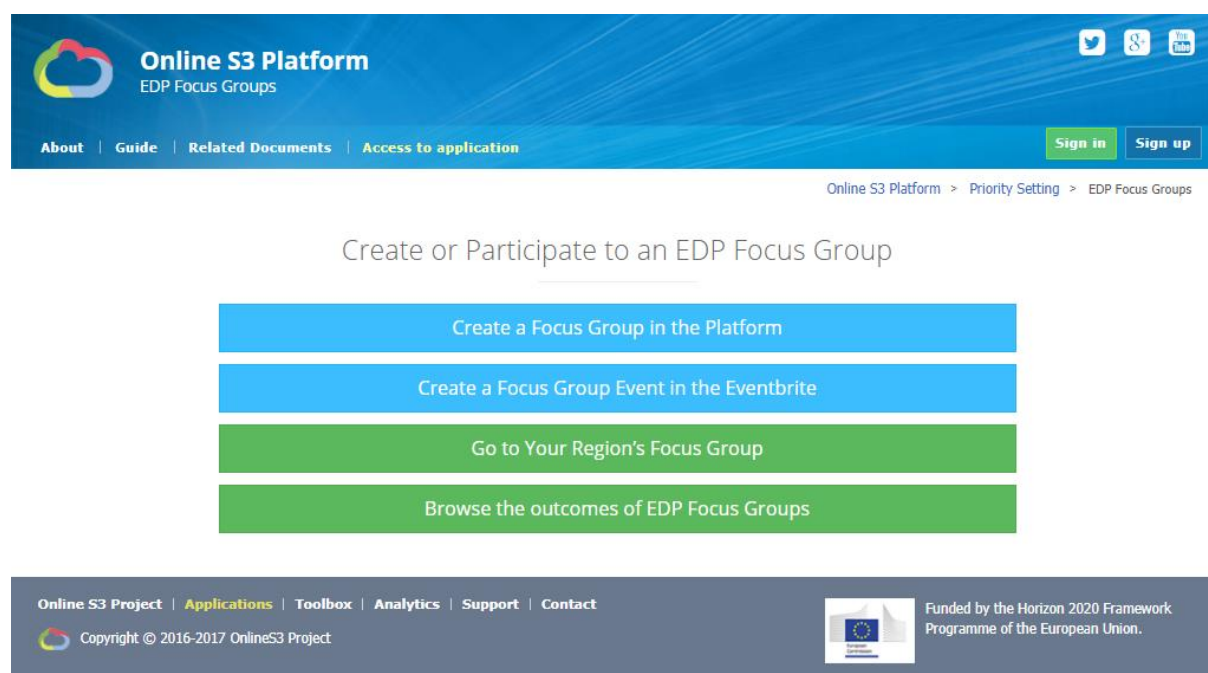
Figure 5: Step 1 – Choose type of action.

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

This set of useful links is always available to the user.

The left menu includes a set of actions related to the overall management of the EDP process.
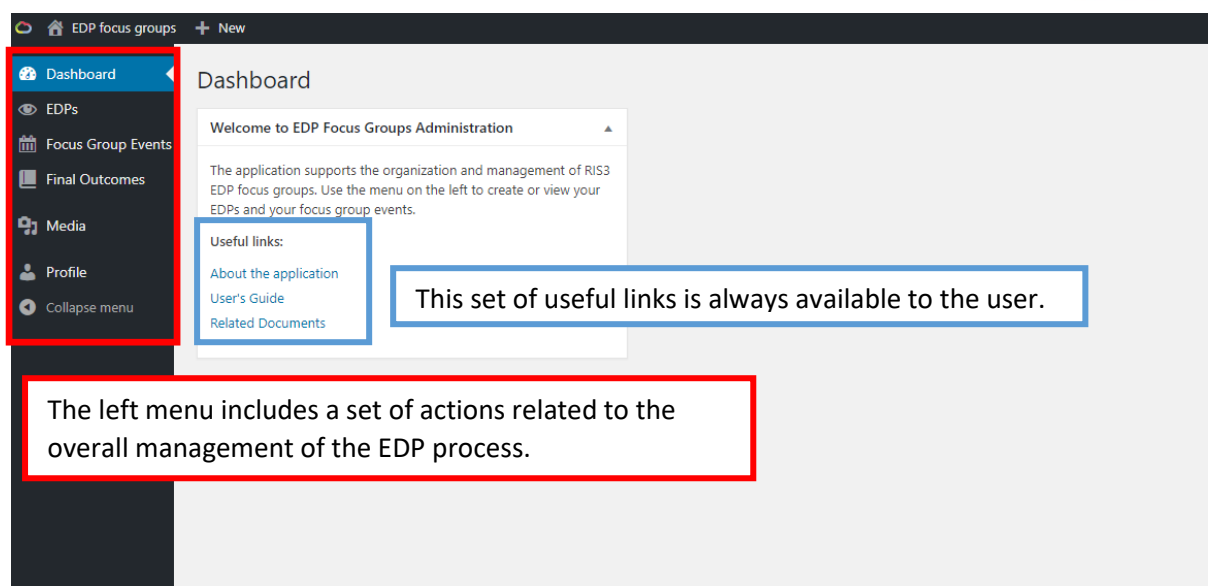
Figure 6: Step 2 – Create an EDP Focus Groups process

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.

Starts the creation of a new EDP Focus Groups process.
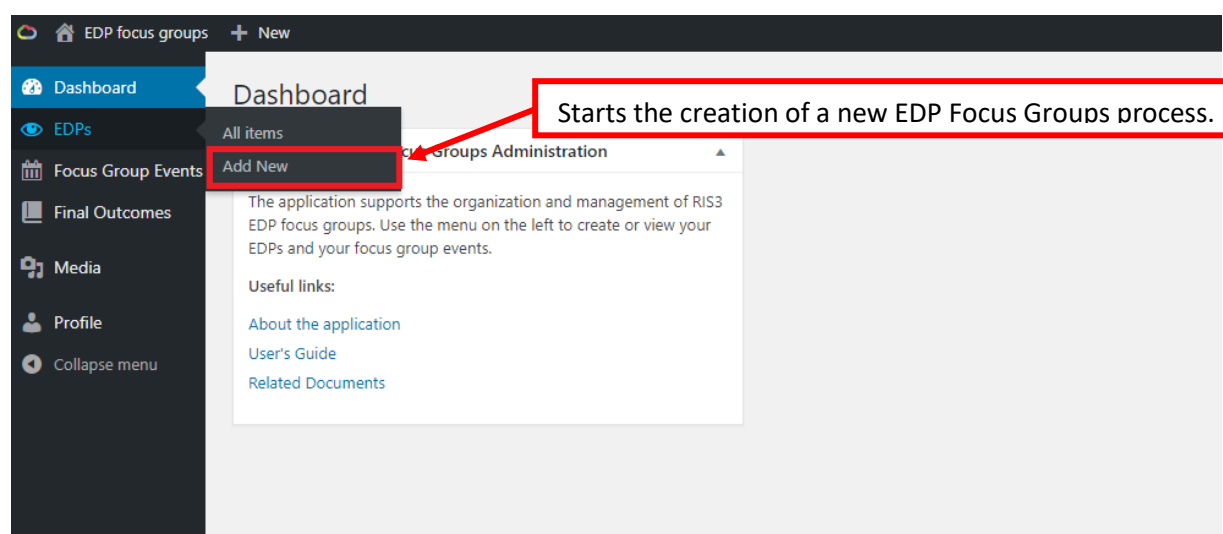
Figure 7: Step 2.1 – Create a new EDP process

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).
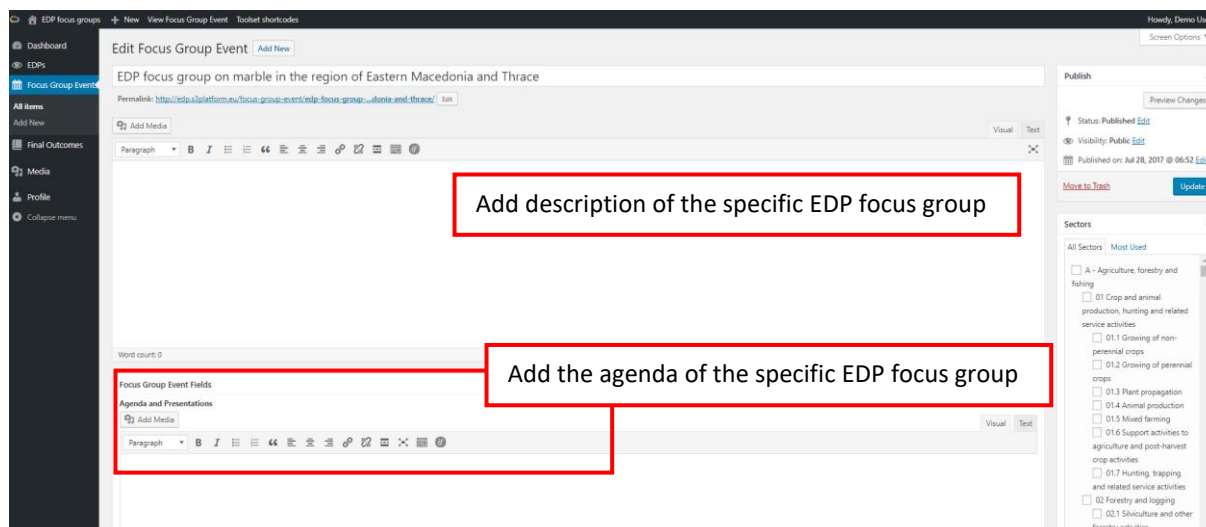
Figure 10: Step 2.3 – Definition of EDP Focus Groups events
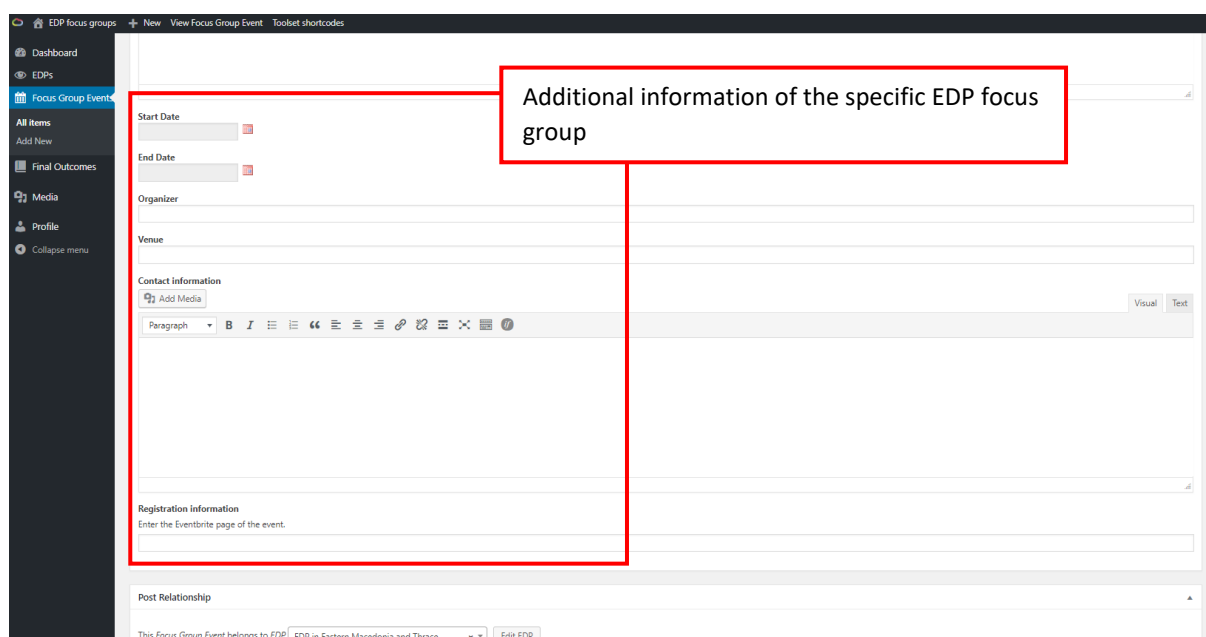
Figure 11: Step 2.3 – Definition of EDP Focus Groups events

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
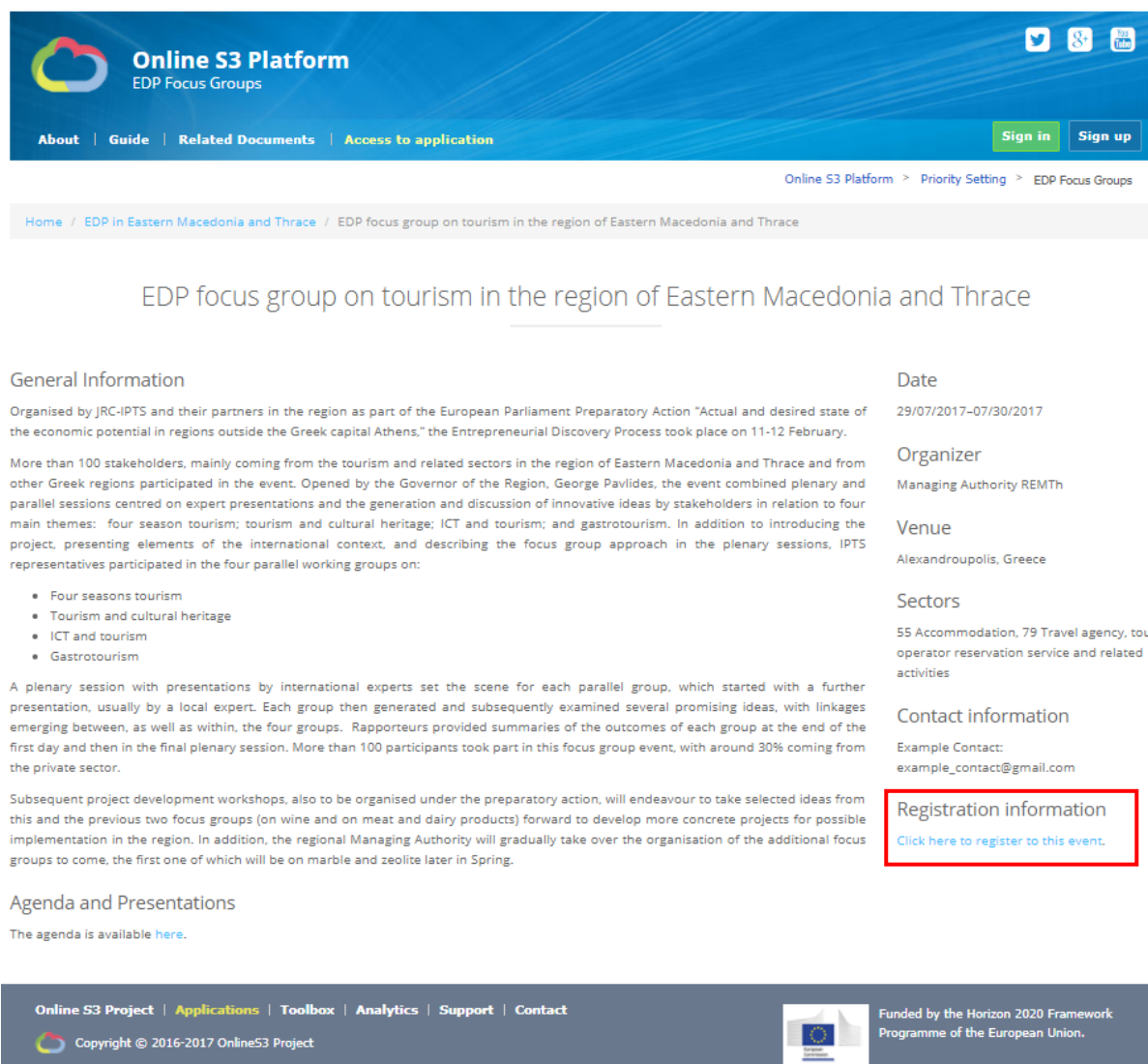
Sign in | Sign up

Online S3 Platform > Priority Setting > EDP Focus Groups

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

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

Figure 12: Step 2 – Regional EDP process main page

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.
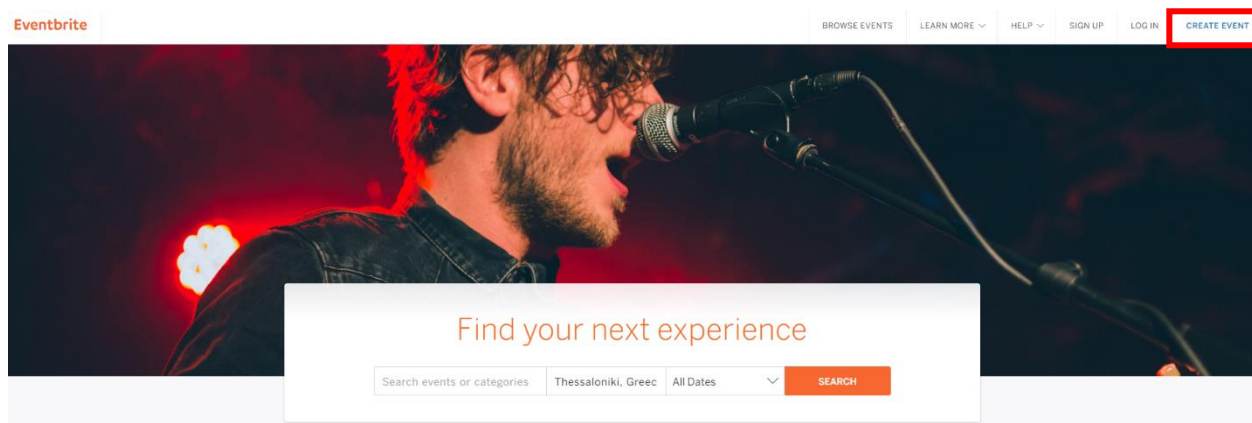
Figure 14: Eventbrite - Create a new event

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.
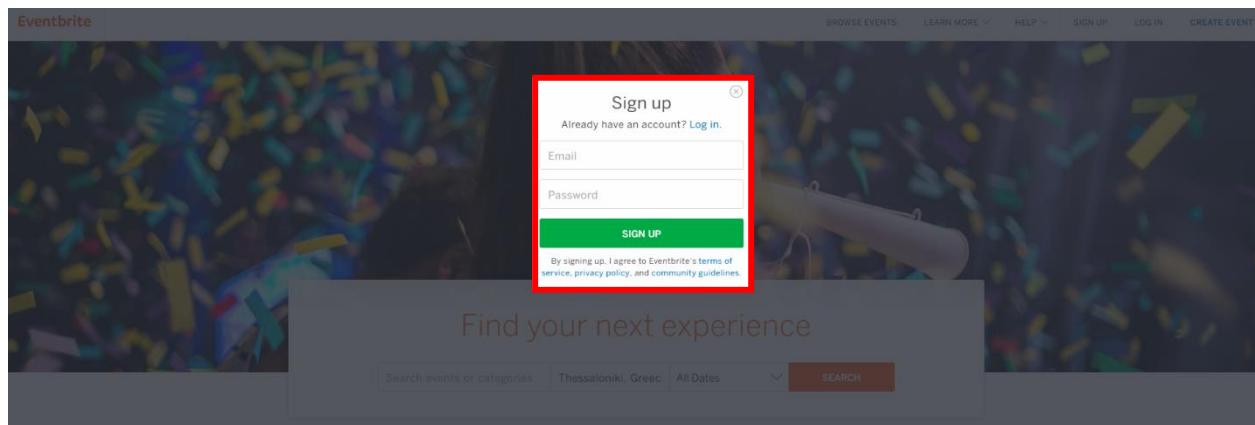
Figure 15: Eventbrite - Create a new account

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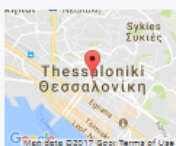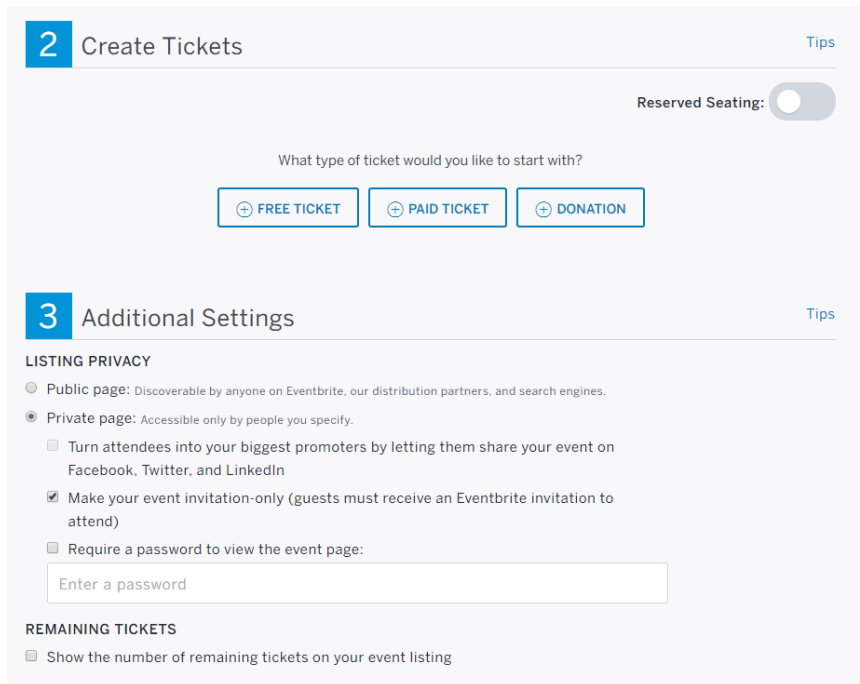
Figure 16: Eventbrite - Add event details regarding the venue and date.

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.

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.

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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