

EP Preparatory Action for Eastern Macedonia & Thrace

"Actual and desired state of the economic potential in regions
outside the Greek capital Athens"

Methodological outlook of the parallel sessions



European Commission
Joint Research Centre (JRC)
Institute for Prospective Technological
Studies (IPTS) – Seville

Entrepreneurial Discovery Focus Group
on dairy and meat for REMTh

Komotini
29-30 January 2015

patrice.dos-santos@ec.europa.eu



Overview of the parallel sessions

DAY 1 16:30-18:00 - Four Parallel sessions (1)

- **Introductory presentation by an expert** in the field
 - It should serve as an inspiration
 - It is to be taken as a starting point, and should not constrain ideas.

- **Interactive working-group sessions on Entrepreneurial discovery process on dairy and meat products: Generation and presentation of ideas (tasks 1&2)**

Four perspectives on innovation in dairy and meat – Thematic areas

1) Research and innovation in animal husbandry

Presentation on Animal breeding and national animal products from a genomic point of view

2) Food processing technologies

Presentation on Innovations in Processing and Production of Meat and Meat-Products

3) Research and innovation in dairy products

Presentation on Quality and safety of Greek traditional cheeses

4) Organic meat and dairy products and sustainable production

Presentation on Sustainable Low Input Systems for Meat and Milk in Greece

Overview of the parallel sessions

DAY 2 11:30-13:00 - Four Parallel sessions (2)

- **Task 3**: form partnerships, and **task 4**: refinement of ideas

DAY 2 14:00-15:30 - Four Parallel sessions (3)

- **Task 5**: further refinement of ideas, based on a set on guiding questions

DAY 2 16:00-17:00 - Report to Plenary

- **Presentation** of the developed ideas: 15' per group, which could be 5' to 10' presentation, followed by a brief peer review discussion on improving the ideas.



16:30-18:00 DAY 1

Parallel working groups on EDP

The groups can work in Greek

- *Presentation by National expert*
- *2 important roles during the participatory sessions:*
 - **Moderator** – To keep things on track
 - **Rapporteur** – To follow the discussion and report to the plenary

16:30-18:00 DAY 1

Participatory session 1

Task 1 Generation of ideas

The innovative idea:

- can be innovative in a broad sense (technological, organisational, etc.)
- can be related to a problem or not
- can be realistic or not
- should link different sectors and/or organisations

16:30-18:00 DAY 1

Participatory session 1

Task 1 Generation of ideas

Idea-fiche – Simple example

Personal profile: entrepreneur in the field of ...

Innovative idea: Better use of residues of production, in particular ...

External expertise needed: marketing support/research support/etc.

16:30-18:00 DAY 1

Participatory session 1

Task 2 Presentation of ideas

Participants:

- present ideas (2-4 mins each)
- reflect on others' ideas

Ideas	Complementary to my idea?	Relevant to my organisation	Relevant to my skill set?
Idea 1 - description			
Idea 2 - description			

Ideas will not be criticised

DAY 2 11:30-13:00

Participatory session 2

Task 3 Forming Partnerships

The Idea-partnership table

	Name 1	Name 2	Name 3	Name 4
Idea 1				
Idea 2				
Idea 3				
Idea 4				
Idea 5				
...				
...				

- Identify and rate the three favorite ideas for collaboration
- Fill in the table
- Form idea-partnerships of 2-4 people
- Communicate clearly to rapporteur idea-name and partnership formation

DAY 2 11:30-13:00

Participatory session 2

Task 3 Forming Partnerships

Two partnerships

Idea 1 – Participants 1 & 2

Idea 1 Participant 3 & 4

	Name 1	Name 2	Name 3	Name 4
	Profile of participant					
Idea 1	*		***	***		
Idea 2	**					
Idea 3		**	**	**		
Idea 4		*	*			
Idea 5	***	***		**		
...						
...						

DAY 2 11:30-13:00

Participatory session 2

Task 4 Ideas Development

Established partnerships will discuss and provide:

- *A brief description of the idea*
- *The contribution of the different partners*
- *First considerations on framework conditions and finances*
- *Identification of next steps*

Partnerships will report internally

DAY 2 14:00-15:30

Participatory session 3

Task 5 further refinement of ideas (1/2)

- Concrete title, subsector, brief project description, estimated resources needed, framework conditions, timeline, stakeholder groups involved.
- The idea should take into account the criteria for funding required by the region.
- Based on a set on guiding questions →

DAY 2 14:00-15:30

Participatory session 3

Task 5 further refinement of ideas (2/2)

Guiding questions:

- On which regional strengths does the idea build? Or which strengths could be used to reinforce the idea?
- What is the research component of the idea? Where are these capacities available (in the region, in Greece, internationally)?
- What new business models could be applied or developed?
- How can the idea be linked to other sectors in the region?
- Which mobility programmes could be organised as part of the idea?
- How could the idea further evolve in 10 years from now?
- Can by-products or suppliers networks be used for creating new markets?
- Which capacities are needed to implement the idea?

Partnerships will report internally

DAY 2 16:00-17:00

Report to Plenary

Every table will present the developed ideas:

15' per group, which could be 5' to 10' presentation, followed by a brief peer review discussion on improving the ideas and try to link ideas between groups.

Partnerships will report to the plenary



Thank you

Any question?