

Pole leader and PAC training

Budapest, 28th June 2018

A stream of cooperation

Introduction

Programme co-funded by the
European Union

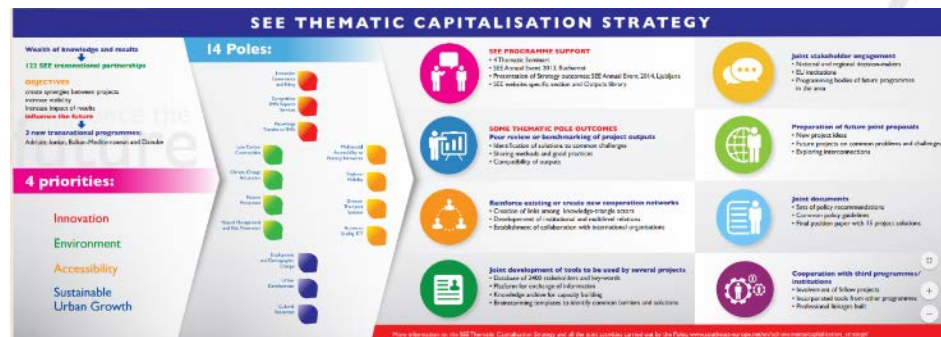


08:30 – 09:00	<i>Registration</i>
09:00 – 09:15	Introduction
09:15 – 10:45	Communication techniques and tools: why to communicate our joint activities and results? (Part 1)
10:45 – 11:15	<i>Coffee break</i>
11:15 – 12:45	Communication techniques and tools: how to best communicate our joint activities and results? (Part 2 including a practical exercise)
12:45 – 13:30	<i>Lunch</i>
13:30 – 13:50	Good practices from poles
13:50 – 15:15	Lobbying and advocacy: how our joint activities and results can influence policy? (Part 1)
15:15 – 15:45	<i>Coffee break</i>
15:45 – 16:55	Lobbying and advocacy: how our joint activities and results can influence policy? (Part 2 including a practical exercise)
16:55 – 17:00	Wrap-up and closure

Based on South East Europe experience

Objectives:

- **Valorise**/build upon knowledge from projects in a thematic field
- Fill knowledge-gaps by **linking actors** according to themes, experiences, methods or geography
- Increase quality and **sustainability of project outputs**
- Increase projects/programme **visibility** and **impact** on policy making process
- Strengthen strategic thematic networks in the area
- Encourage wider take-up of project outcomes from **outside the area**
- Contribute to design future transnational cooperation



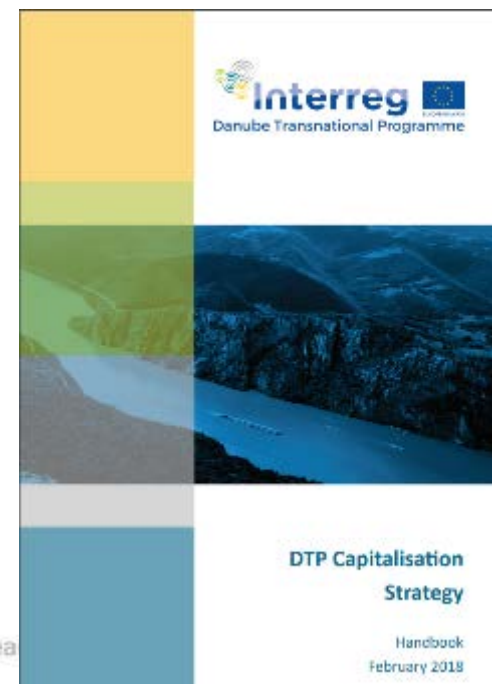
How does the strategy work?

- 1) 54+22 approved projects grouped into **12 Thematic Poles**
- 2) For each pole: **1 project + 1 EUSDR PAC -> Pole leaders**
- 3) **Roadmap** created by each Pole -> Identified synergies + Foreseen activities
- 4) Communication ->
> Synergies -> Capitalisation
- 5) **Dynamic nature** of the poles
- 7) **Open to other programmes**
-> Invitation email sent



Analysis of the 1st year implementation

- Method: **Online survey** to Pole leaders, project partners and PACs
- Results: Positive direction taken by Poles and strong cooperation established with EUSDR PACs
- Challenges: definition and explanation of clear **roles** among involved actors and **resources constraints**
- Solutions:
 - **CS Handbook**: provides answers to actors' questions related to CS implementation
 - Meetings organised by JS
 - Reallocation of project budget or include capitalisation budget (2nd call projects)
 - Potential Capitalisation call?



Next steps

- **Integration of 2nd call projects** in 12 Thematic Poles
- **Events:**
 - Poles Leaders/PACs first meeting with 2nd call projects (Budapest, 27/06)
 - **Pole Leaders and PACs Training** (Budapest, 28/06) on communication and lobbying techniques and tools
 - 2nd call projects **Kick-off events** with Capitalisation component
- **Joint results and activities**



Objectives

- Increase awareness of the importance of **communicating the joint activities and results** gained by each Thematic Pole
- Train you on some **communication techniques and tools**
- Train you on **lobbying and advocacy** → very relevant approach to reach decision makers/policy makers and ensure the implementation of the outputs and deliverables

Communication techniques and tools: why and how to communicate our joint activities and results

- Gabriel Alvarez, Communication expert

Good practices from poles

Priority 1: Thematic Poles 1, 2, 3

- Good commitment of PACs
- Cross-pole cooperation
- Identified synergies:
 - Common deliverable “Bio-economy Policy Recommendation” in Danube Region to support EUSDR PA7, PA8, PA9 Objectives
 - Commonly reported outputs (Pole 1)
 - Summer school on social innovation (Pole 3)
 - Joint meetings with PACs and stakeholders, joint participation to events: eg. Cross-fertilisation thematic WS Pole 1 with EUSDR PA7, PA8, PA9
 - Involvement of projects from other Interreg and EU-funded programmes

THEMATIC POLE 1 - INNOVATIVE ECOSYSTEM FOR SMES

Innovative Ecosystem brings together organisations and partners whose main goal is to enable and foster technology development and innovation. In other words, the Innovative Ecosystem shall, in the scope of the DTP programme, enable collaborative innovation between project partners, their stakeholders and target groups, through combining complementary resources, systems and support, with a clear goal to generate new products, features, processes, services or value. The collaborative aspect is utmost important since it creates value that cannot be produced by the organisation on its own.

POLE LEADER CONTACT DETAILS: the project Made in Danube project: Mrs Daniela Chiriac, chiriac@steinbeis.europa.eu / Steinbeis Innovation gGmbH, Steinbeis-Europe-Center (DE)



Lobbying and advocacy: how our joint activities and results can influence policy

- Mercedes Acitores, Interact Programme

Wrap-up and closure