



HoCare

Methodology for thematic workshops

November 2016

Prepared by: DEX Innovation Centre (CZ)

Co-authors: Development Centre of the Heart of Slovenia (SI), National Healthcare Service Center (HU)

Reviewed and commented: Nicosia Development Agency (CY), Business Agency Association (BG), National Institute for Research and Development in Informatics (RO), Lithuanian Innovation Centre (LT), IDERAM Business Development Institute of the Autonomous Region of Madeira (PT)



Introduction

This Methodology is intended to be used as a general suggestion towards International thematic workshops organization in Funchal, Budapest and Ljubljana events within the HoCare project. However, it is up to the organizer of each of the specific workshop to organize the workshop in specific details, and such changes could be made by the organizer based on local needs, requirements and possibilities of both participants and media, and further international feedback and needs by partners. The organizer of each event is supposed to create agenda for its own workshop which should be shared with all partners for possible feedback on the specific event agenda. The organizer can also, based on above, leave out some of the sections described below, if necessary due to timing and other content of the workshop.

1. Objectives of thematic workshops

- further investigate, analyse and develop GPs found during Regional Analyses in order to have 27 transferable GPs across all 3 subobjectives of HoCare Project for HoCare Joint Thematic studies and HoCare Policy Transfer reports
- network and engage Managing Authorities or Responsible bodies in the framework of HoCare project
- help to raise awareness about using quadruple-helix approach for delivery of innovative Home Care solutions (only Funchal + Ljubljana)
- help to change mindsets to boost public driven innovation (Budapest)

2. Target Groups

- partners
- Managing Authorities or Responsible bodies
- other influential public authorities in Home Care
- other groups specifically for each theme of the workshop:
 - a) Funchal (addressing unmet needs identified by formal and informal carers):
 - businesses who already created innovative solutions by cooperation with formal and informal carers in Home Care;
 - formal and informal care providers, who already worked with businesses or research actors on innovative solutions in Home Care;
 - b) Budapest (public driven innovation):
 - public institutions who have experienced public procurement for innovations (PPI), pre-commercial procurement (PcP) or other public driven innovation initiatives;
 - policy decision makers in field of healthcare and/or social care at regional and national level
 - formal providers of healthcare (hospitals, social houses, senior houses)



- public servants responsible for PcP and/or PPI regulation including relevant members of parliament from relevant parliamentary groups
- businesses with good practices on public driven innovation

c) Ljubljana (bringing innovative home care solutions more quickly to the market by using quadruple-helix approach):

- businesses with good practices on quadruple-helix cooperation in Home Care
- research organizations with good practices on quadruple-helix cooperation in Home Care
- formal and informal providers of home care with good practices on quadruple-helix cooperation in Home Care
- public institutions with good practices on quadruple-helix cooperation in Home Care

- local RMG members from hosting country of international thematic workshop

3. Participants

- at least 30 for each Thematic workshop, from these suggested to participate (structured for 40 participants covering some possible loss from 40 to 30 participants):

- a) Managing Authorities or Responsible bodies – 8 (at least 1 from each country)
- b) other influential public authorities in Home Care – 4 (at least 50% of partners could bring)
- c) other groups as based on specific workshop topic above – 16 (2 per partner, only 1 if other influential public authority in Home Care as above)
- d) local RMG members from hosting country of international thematic workshop - 12

- on average 3 representatives per country other than partner, depends on willingness, time and topic, not needed to bring 3 for each workshop but on average, can also change between partners if some countries are more successful in getting participants (budgets will need to be adjusted accordingly)

4. Duration

- 1 day for the international workshop itself
- a preparation internal meeting (including meeting of the specific facilitators of working groups) of partners 2-3 hours a day before the event for partners to finalize details for the event (decision to be made by hosting partner if preferred)
- a post event (evening or next day) networking/meeting time with local RMG members or other important players from the target groups and topic of the theme

5. Content of the international thematic workshop itself (1 day)

- avoid long section of welcome speeches! Max 25 mins



- if regional promotion speech, then find other way of the programme how to present and promote (e.g. videos during breaks, roll ups, special event outside of main programme, etc.)
- make sure presenters focus on the presentation topic, not on presenting them, and they know 2x the specified time of the presentation (as they will be cut by the moderator if extended)
- the agenda should concentrate on round tables and discussions regarding GPs and other outputs of the project
- summary of GPs that will be discussed during the event should be shared with all participants in advance via email based on template provided

5.1 INTRODUCTORY PART (40 mins)

- regional welcome by lead partner / hosting partner including a short summary of HoCare project aims, topic of the event and its background information and programme of the event (15 mins)
- regional Managing Authority or Responsible body welcome speech including possible regional OP intervention areas summary regarding research & innovations support (10 mins)
- short introduction of all participants (based on prepared template in advance) led by each partner for the visitors (15 mins)

5.2 KEYNOTE SPEECHES BY MANAGING AUTHORITIES / PARTNERS (60 mins)

- the aim of these 5 min presentations per country (based on template prepared in advance) is to present current situation in different countries regarding Home Care R&I support in the relevant HoCare subobjective per workshop through a standard practice support summary
- each region has keynote speech by the Managing Authority / Responsible body itself (if not present, then presentation should be prepared in advance and a selected other representative should present on behalf of the Managing Authority / Responsible body per that region)

5.3 Coffee / break (20 mins)

5.4 GOOD PRACTICES IN THE FORM OF AN ELEVATOR PITCH (60 mins)

- prior to the meeting, partnership will select most relevant GPs for this subobjective and workshop from all gathered, for the selected ones, a summary of the GP based on the specific summary template provided will be made for each and all GP summaries will be shared with all participants in advance by email – the main aim here is to focus on quality of GPs rather than quantity and have more time for each GP
- selected good practices from transferable projects (shared in advance as summary) identified during regional analyses in the given topic of each thematic workshop presented by preferably the specific organization



involved itself or each partner (if organization involved not present) in the form of an elevator pitch (5mins presentation of the selected aspects of the GP from template in terms of: (30mins)

The following content suggestions are only recommendations to select from and it is up to each presenter to prepare format and content for their elevator pitch:

- problem / challenge tackled by the project?
- overall and specific objectives of the GP project
- all main activities that were implemented by the GP project
- main innovation of the GP project?
- changes resulted from the project activities
- why is this GP project transferable?

- selected good practices from OP management and strategic focus (shared in advance as summary) identified during regional analyses in the given topic of each thematic workshop presented by each partner or their region Managing Authority or Responsible body in the form of elevator an pitch (5mins presentation of the selected aspects of the GP from template in terms of: (30mins)

The following content suggestions are only recommendations to select from and it is up to each presenter to prepare format and content for their elevator pitch:

- need / challenge tackled in the OP by the introduction of the management or strategic focus GP
- Description more in detail of the introduced GP in management or strategic focus of the OP
- Description of the quantitative impact results of the GP introduced in OP
- Description of the qualitative impact of the GP
- Why is this GP transferable?

5.5 Lunch + (networking) (60-(90) mins)

5.6 MODERATED PANEL WITH OTHER SUCCESS STORIES (45 mins)

- moderated panel with other success/unsuccess stories from the given topic (subobjective of HoCare) of innovation based on earlier presentations of GPs and other information found from regional analyses;
- 4 persons invited as participants of the moderated panel from all 4 helixes of quadruple-helix model + 1 Managing Authority (Funchal, Ljubljana) / 4 persons invited as participants preferably from public organizations / servants described above + 1 Managing Authority (Budapest);
- persons invited should be those who could share their success story of government supporting their innovation or listened to their arguments and making interventions;
- format: moderated by facilitator who starts with looking back to presented GPs and further info from regional analyses, gives participants sitting in front up people in the moderated panel (4-5 people) questions, leads their discussion and let each one of them present their own success story of some innovations in the given field which they were a part of



- if interesting presenter and speaker from hosting country, him/her could be put here into the moderated panel to represent their views and successes
- all discussion moderated by the moderator
- could be run just after press conference (see below in 5.10)
- here could be both local (preferred) or international success stories and speakers for local learning
- this section could be left out if there are enough GPs to discuss, and if there is another interesting content of the agenda requiring more time including the working group discussions

5.7 3 PARALLEL INTERACTIVE WORKING GROUPS (120 mins)

- each interactive working group will be led by 1 facilitator from partners who will be also a member of an Expert Group responsible for outputs of the given thematic workshop (expert groups to be formed during November/December 2016)
- volunteered facilitators: Silvia (BAA), Mantas (LIC), Edgaras (LIC), further 4th volunteer needed for substitution emergency reasons
- 3 groups will be distributed as follows: transferable projects divide into 2 groups based on compatible target groups from the given thematic workshop (selected from the real attendance and profiles of participants), 3rd group will be management + strategic focus of the OP (Managing Authorities + other interested public or other representatives)
- the activities in working groups can be divided into 3 steps and can be further defined by common meeting of the facilitators prior to each workshop
- step 1: each group starts by introductory information from each region (partner, Managing Authority or other participant) on which good practices or innovations in which field (e.g. unmet needs) they are looking for, then it selects presented good practices which are of interest to them, the round goes one by one from region to region in each working group, all this information is noted and summarised by the facilitator

5.8 Coffee / break (20 mins) – to cut the working groups time by a break between various steps

- step 2: each group:
 - discusses together selected interesting GPs and notes down which other information, if any, is necessary to gather;
 - argues if selected good practices are transferable;
 - discusses together which other GPs might be missing.



- step 3: facilitator is responsible to note down those missing information from GPs and make an internal analysis of each GP in terms of interest, transferability, further information needed + other GPs requested but not present, all analyses on flipchart are the posted to wall

5.9 FINAL WORDS (15 mins)

- moderator presents and shows the flipchart analyses made during all 3 working groups and informs about the next process of the project (other/previous thematic workshops, next outputs and local events = HoCare Joint Thematic study, HoCare Policy Transfer reports, next RMG meeting locally)
- moderator thanks to all participants and informs that a video and news content will be shared with them via the HoCare project website and regional partner
- if there is planned a networking/meeting with local RMG members either during the meeting or next day, moderator informs and invites all participants

5.10 PRESS CONFERENCE (30 mins)

- could be either just after lunch or at the very beginning of the first day, or next day in the morning before networking/meeting event if any or at the end of the first day when there is a possibility to publish some outputs.
- depends on hosting partner's preference and possibilities to select the most preferred timing
- if just after lunch, then make lunch 90 mins and write lunch + networking session, before moderated panel
- if local host has specific great speaker at the beginning then make press conference at the beginning for the media to come
- not more than 5 speakers – lead partner + others (present project, local situation, media questions), more info will be provided separately by DCHS
- a press release should be prepared in local language and English in advance to be distributed to journalists coming to the event as to enable them to write only supporting information and eliminate potential risk of misunderstanding

6. Promotion of the event

- 1 short video (5 minutes duration) will be produced during each thematic workshop by DCHS in order to raise awareness about HoCare project utilizing modern communication tools. The video will be shared through social media channels (inc. YouTube) and on all web sites regarding HoCare project. If possible, a shorter 1 minute extract should be also made available to help us promote the project with a very quick video as accompany to 5min video – to be developed by DCHS if possible
- 1 international press conference at each thematic workshop will be organized based on DCHS information (with aim to create awareness across specific public – actors relevant to quadruple helix for home care innovative solutions about HoCare project and foreseen improvements of SFs)
- each thematic workshop should present at least 1 HoCare roll-up, HoCare social media and other promotional channels and materials as instructed by DCHS



7. Translation of the event

- all event should be held in English, so if there are participants/guests not speaking English (most probably yes), the organizer needs to organize English/local language translation services for dual translation from and to English from local language.

8. Materials for the event

- summaries of GPs to be presented and discussed during the event to be shared electronically with all participants in advance
- as a possibility, the same summaries of GPs could be printed and available to all participants in paper on spot
- finances for this only in the general organization budget line, not a separate budget contract
- HoCare folder for each participant + pens
- 1x HoCare roll up
- flipchart papers + pens to write down thoughts during working groups discussions
- other possible needed – please re-check your needs

9. Budget

- each partner should invite and come on average with 3 regional relevant stakeholders (as described above) to each thematic workshop
- some thematic workshops might be more or less interesting / relevant / convenient / popular so partner needs to assure at least 1 stakeholder at each thematic workshop and on average 3 guests per workshop
- budget for travel and accommodation for each invited guest is 600 EUR per trip
- budget for organization of each thematic workshop is stated in the budget of application form based on the location and connectivity with possible partner meeting

10. Invitation form

- organizing partner should prepare official invitation form from the hosting partner including invitation from their Managing Authority as well for all other Managing Authorities of other partners
- partner should use this official invitation form for inviting their Managing Authorities
- if a partner needs support for inviting another organizations, hosting partner shall make the best to provide such invitation letter also for other than Managing Authority organizations

11. Moderator

- moderator is a key element of a successful event like that, he/she needs to be able to remain at the given focus and make sure timelines for presentations are met (doesn't have a problem to stop the speaker if needed)



- an experienced internal/external moderator who can lead conversations among more types of organizations and people profiles is preferred and he/she should be selected in advance to have sufficient time for preparation

12. Preparation and information for presenters

- all presenters needs to be 2x informed in advance about the needs to stay focused with their presentation and reach time limit
- the moderator / organizers need(s) to remind this again to all presenters the day of the event before start and don't be afraid to cut time of presentation in case needed for the delivery of the workshop