



INNOGROW Project

A2.1: Regional Meetings with the key stakeholders

GUIDELINES FOR ORGANISATION AND DEVELOPMENT OF REGIONAL MEETINGS [RM] WITH THE KEY REGIONAL STAKEHOLDERS [KS]

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1. INTRODUCTION

This document intends to present an effective guidelines for the organisation and development of the Regional Meetings [RM] with the key stakeholders to be carried out during Activity A2 of INNOGROW project.

Section 1 underlines general goals and criteria to be respected for the organisation of RMs. Following these simple criteria it will be easier to conduct similar meetings as well as compare inputs coming from key stakeholders. Section 2 identifies 5 kinds of SMEs according to their relation with the rural area and the farming system, in order to activate possible synergies supporting innovation. Section 3 proposes 5 categories of regional stakeholders which includes the Key Regional Stakeholders groups identified by each partner. Section 4 outlines specific goals and criteria for each of the 6 regional meetings to be developed.

2. GOALS AND CRITERIA FOR REGIONAL MEETINGS

General **goals** of Regional Meetings [RM] are:

- **consult stakeholder groups** on the measures and incentives to support the adoption of innovation by rural SMEs in regions [Policy instruments addressed];
- **secure the involvement of stakeholder groups** in the regional action plans in terms of collecting stakeholder groups **input** for the regional action plans;
- **secure the engagement/involvement in the implementation** phases of regional action plans and in the monitoring of regional action plans implementation.

Regional Meetings have to **ensure the successful implementation of regional actions plans through the support and participation of key regional stakeholders.**

Based on the main goals of RMs, general criteria for the RMs organisation and development could be underlined:

_ Inform: the RMs activate the interaction with stakeholders groups at different levels: first of all the RMs are the occasion to present and inform the stakeholders groups on the “*Policy instrument addressed*” by single Region in the INNOGROW project, the existing policies, priorities and measures already identified / targeted (if existing in regional context). It is important to prepare a presentation of “Policy instruments” clear, synthetic and finalised for a efficacy communication with Key stakeholder groups involved.

_ Consult and receive input

During the RMs Stakeholders groups have to be solicited to give their feedbacks and share input on the measures and incentives to support the adoption of innovation by rural SMEs in regions. For this reason could be useful to organise more interactive RM (Share good practices and new opportunities)

_ Inform/involve/engage

Regional meetings have the main function to involve different stakeholders with the aims to share needs, suggestions and opportunities. The RMs have to secure the involvement of stakeholder groups in the regional action plans and the engagement in the implementation phases of regional action plans and in the monitoring of regional action plans implement. The goal is to ensure the successful implementation of regional actions plans through the support and participation of key regional stakeholders.

The RM play a crucial role in the projects because during the RMs will be identified the key regional stakeholders groups for the implementation and monitoring phases. In this terms the organisation and the development of RMs is very important for the engagement of key stakeholders: the engagement require a process of involvement in the decision making process and in the implementation/management of actions and solutions.

How to engage? a proposal for the engagement

During the RMs will be presented both the INNOGROW project and the Policies instruments addressed (and related measures). In order to reach a good level of interaction during the RM (and not only the information level) and an effective engagement of KS the guidelines for RM propose to introduce also a “interactive” session dedicated to the identification of innovative links and connections between different “clusters” of actors characterised by different relationships with “rural” context and farming system in order to identify possible innovation not only in “single” sector but acting in an integrated approach towards the “activation” or the improvement/strengthening of (new) synergies between existing “SME” activities.

Debates and exchanges of Meetings with Key stakeholders are useful and unique occasions for the identification of good practices, innovative ideas and solutions.

2. Innovation link/synergies activation lines: interactive session for Regional meetings

The “interactive” session proposed is based on the idea to active “possible” synergies/links for the innovation of rural areas system (see scheme n.1). The scheme and the proposal will be adapted to single Regional context (in relation to the main goals/strategic axes of the policies instrument addressed) But at the same time could be a moment of exchange between the KRS involved not structured as the debate on the “policies instrument and related measures.

If the “core” (physical) is the rural area and the farming system, the scheme identifies possible different sectors of SMEs that are connected (or could be connected) in order to activate possible “new” synergies supporting innovation.

In the scheme the “innovation” is not only related to a single “product” but is interpreted as synergic innovation involving a system of SMEs working along a “innovation line”.

The proposal identifies five innovation lines (based on the main measures of different policies instruments addressed and the first draft of documents shared):

1/ SMEs SUPPORTING innovation includes all the sectors of SMEs that support the farming system and agri-food chains innovation. The first line includes SME sector of services for enterprises (all the services for business innovation, management, marketing, ITC ...), sector of research innovation in biotechnologies and agri-production (eg: new products or new lines of productions), sector of production of all the technical and infrastructures for farming and agricultural production (agricultural machineries), examples of SMEs categories/ activities sectors: Research (biotech); services on ITC, management & marketing; manufacture for farming activities;

2/ SMEs supporting innovation “using” farming output and products. The second synergy line includes SMEs sector of all the “agriculture products” chain of supply/transformation/market/catering (eg new innovation in the organisation of logistic / market / food transformation); sector of SME acting in the transformation of agriculture production not

related to the food (eg: other industries, pharmaceuticals, ...); Sector of public/private catering (like restaurant, public procurement for local products priority...);

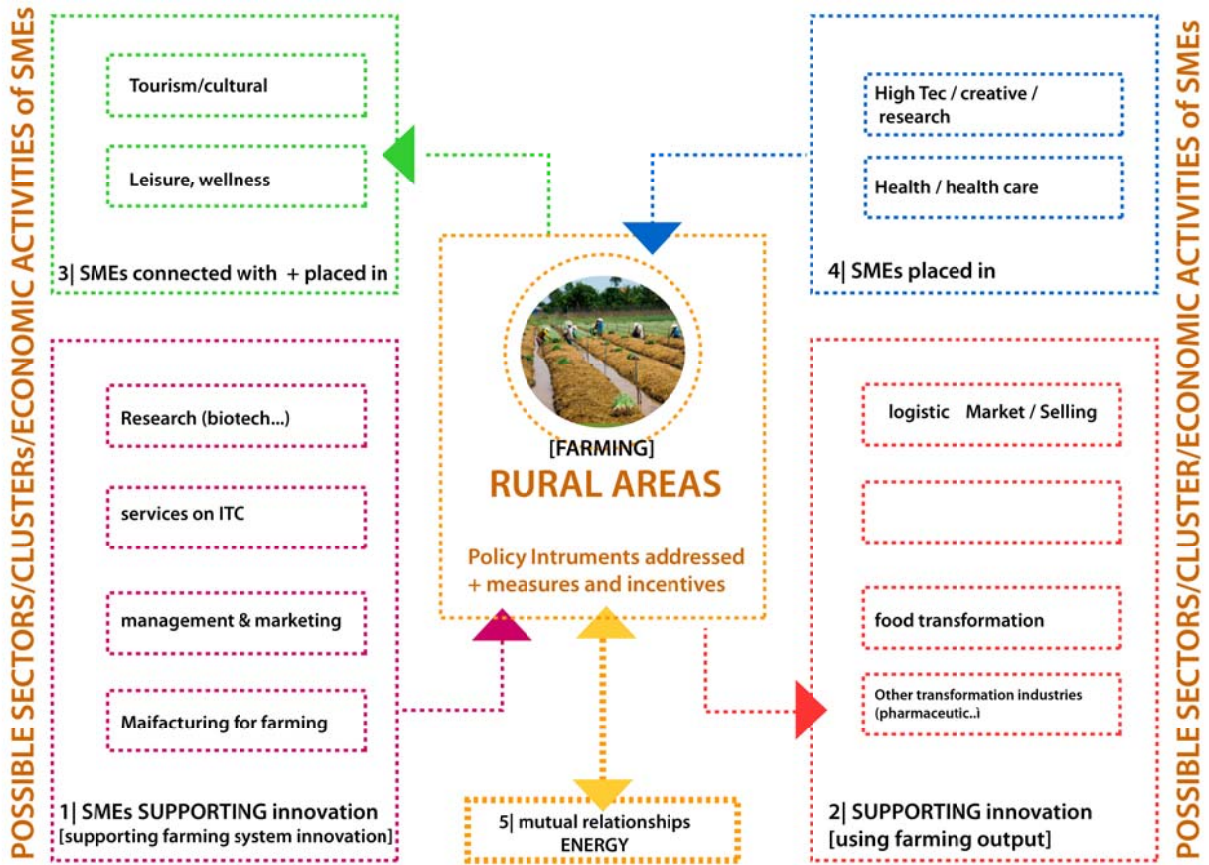
3/ SMEs connected with + placed in. the third line includes all the SMEs sectors that take advantage to be localised in the rural landscape and directly or indirectly “use” the agricultural products. In this line are included SMEs sector related to the tourism and cultural activities, sectors related to leisure, sports and wellness (eg: SPA and wellness centres, sports centres...);

4/ SMEs placed in. the fourth line includes all the SMEs sectors that take advantage to be located and placed in rural landscape. Examples of SMEs activities sector that could be included in this “line” of innovation/synergies activation are the high tech or research & development SMEs sector, creative cluster; SMEs acting in the health and health care sector (including hospital, rehabilitation, hospice, healthcare...);

5/ mutual relationships – Energy. The fifth line includes the SMEs acting in the energy sector: the relationship with the farming system are mutual (eg: the renewable energies could be produced using agricultural products and the farming system use the energy produced in a mutual way).

The five lines are proposed in order to organise a interactive session during the RM sharing ideas and examples of new link/synergies that could be activated and promoted. During the Regional meetings is important to engage local SMEs (or SMEs stakeholders group) related to the the 5 “innovation link lines”:

Scheme 1 “five innovation link lines” proposed for the Interactive session of Regional meetings



3 Key Regional Stakeholders categories involved in rural innovation

For the organisation and development of Regional meetings are proposed five categories of regional stakeholders and the category related to the “innovation lines” interactive session. The categories include and re-organise all the Key Regional Stakeholder groups identified by each Region. In the Annex 1 the table shows the correspondence between the stakeholders categories and the Key Regional Stakeholder groups identified by each Region. The table is a first proposal and it have to be verified and integrated by each partner.

Scheme 2 Key regional stakeholders categories

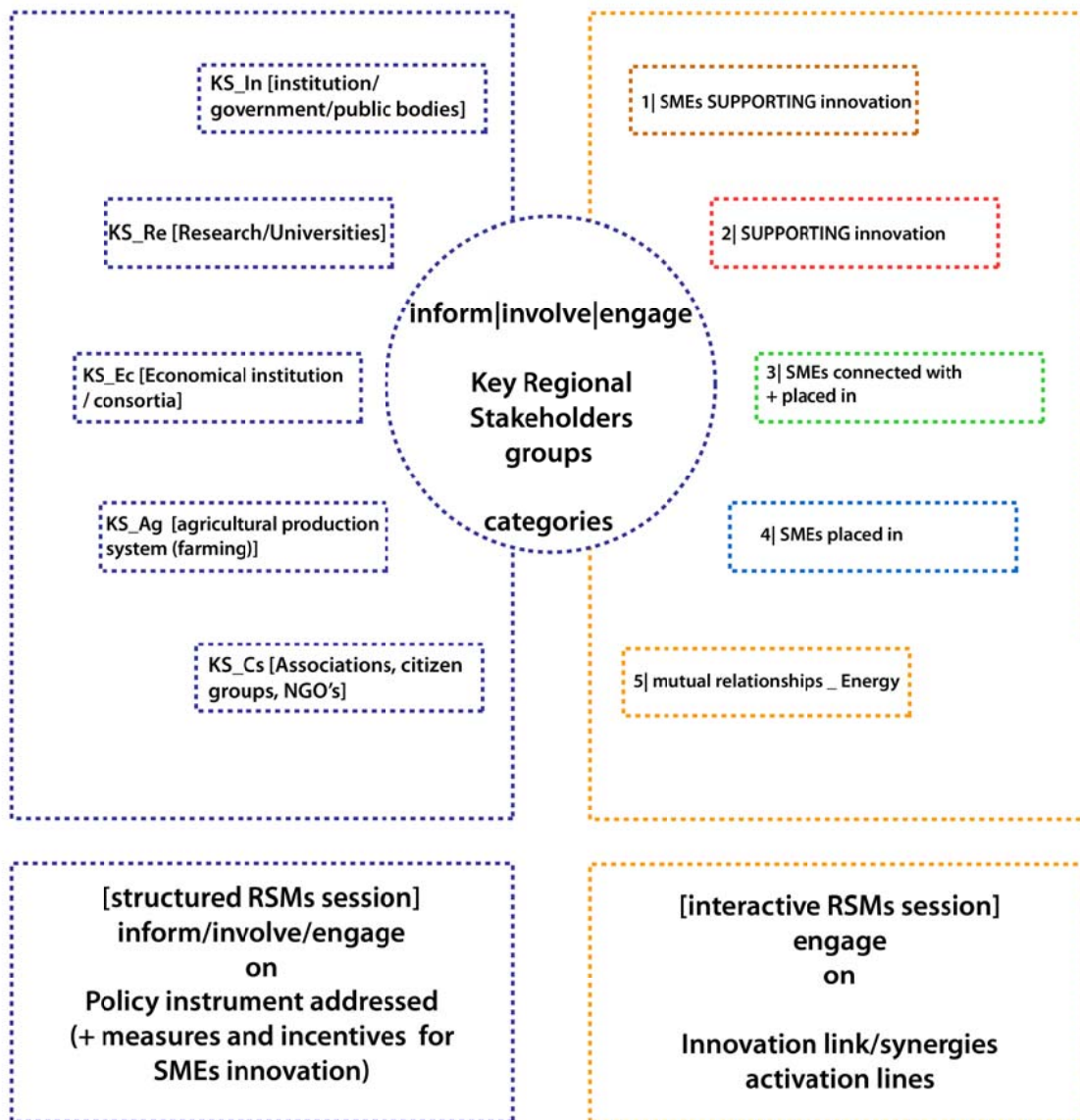


Table 1 Key Regional Stakeholder categories

<i>KS_in</i>	<i>Institutions and territorial administration/government [institution/government/public bodies] [Regional/local]</i>	<i>Institutional National/regional [Regional level] and local [provincial district, municipalities] Technical Sector/management > institutional polices responsibilities > responsible in strategic sector involved</i>
<i>KS_Re</i>	<i>Research centres, Universities and technological hub</i>	<i>Universities, private research centers developing innovation research/applied research health care, farming, biotechnologies, food and diet, energy All sectors connected with "5 innovation link lines" The research is useful for the transfer of innovation knowhow and innovation on > heath / food security / quality > agriculture > management (marketing) > ITC > economic sectors (...)</i>
<i>KS_Ag</i>	<i>Stakeholders and actors representative of agricultural production system (farming)</i>	<i>Farmers associations representatives [produce a list of farmers consortia/associations] Italian example: confederazione Italiana agricoltori Coldiretti, Italian organic farming association, >representative and/or key actors SME Consortia or representative of SMEs associations related to the whole food chain</i>
<i>KS_Cs</i>	<i>Associations, citizen groups, NGO's and representatives of interest of civil society (that could play a strategic role in supporting implementation of innovations strategies/lines)</i>	<i>The associations "family" includes a large range of interest and topics. The single association could be involved in relation to specific interest in relation to "5 innovation link lines" _ institutions and association related to environmental protection and improvement: natural/agricultural Parks, landscape safeguard associations, environmental national and local associations (WWF) _ institution and association promoting the quality of food (certified local productions, typical production, local food distribution ...), associations promoting food/territorial "brands" (Italian example: Slow food association- now recognised as a international BRAND, the solidarity based purchasing groups (GAS); _ association (and institutions) promoting the safeguard and valorisation of the cultural heritage, sustainable eco-sustainable behaviour (Italian examples: Fondo Ambiente Italiano – FAI) and new market/ improve integrated function in agricultural SME (landscape stewardship, touristic facilities...). Examples for Milano periurban areas: il Parco delle Risaie, il Distretto Agricolo Milanese, guerrilla gardening, Orti Urbani/ Allotment garden... _ institution and association that have proposed projects focussing on the improvement of innovation (association promoting the use of ITC, local association for local development...)</i>
<i>SK_Ec</i>	<i>Economical institution / consortia</i>	<i>Commerce chamber, SME association: > general SME interest representatives</i>
<i>KS_SM</i>	<i>SMEs Innovation Link lines:</i>	<i>Engage local SME enterprises and/or representative of main 5</i>

E	<p>1 SMEs SUPPORTING innovation [supporting farming system innovation]</p> <p>2 SUPPORTING innovation [using farming output]</p> <p>3 SMEs connected with + placed in [using Farming products and advantage from place in Rural area]</p> <p>4 SMEs placed in</p> <p>5 mutual relationships _ Energy</p>	<p>"innovation link lines"</p> <p>1 SMEs SUPPORTING innovation: SMEs supporting the farming system innovation in relation to different innovations injections: Research (biotech); services on ITC, management & marketing; manufacture for farming activities;</p> <p>2 SMEs supporting innovation "using" farming output and products. SMEs possible sectors are: Logistic; market; food transformation; Other transformation industries (pharmaceutics..), Catering / restaurant</p> <p>3 SMEs connected with + placed in tourism; cultural; leisure; wellness</p> <p>4 SMEs placed in high tech research & development; creative cluster; health (including hospital, rehabilitation, hospice, healthcare...)</p> <p>5 mutual relationships Energy</p>
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4 Principles and criteria for the organisation and development of Regional Meetings with the key stakeholders

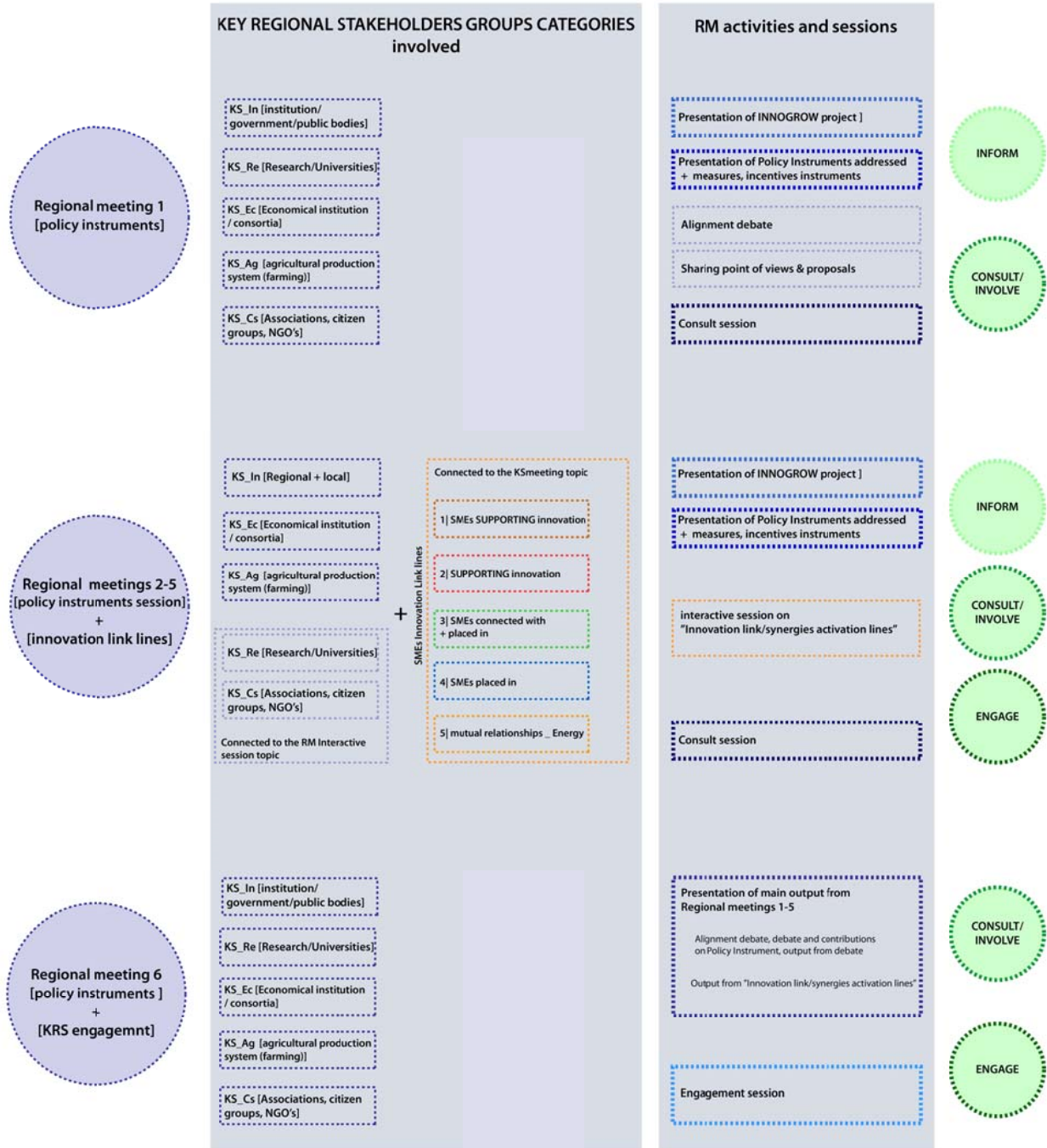
4.1 preparation of Regional meetings

preparation phase includes:

- 1) preliminary map of key regional stakeholders
- 2) preparation of presentation of Policy Instruments addressed + measures, incentives instruments (regional, national ...) crosscutting / useful for Regional meetings debate
- 3) preliminary identification of strategic "innovation link lines"

4.2 regional meetings structure

Scheme 3 Regional Meeting development: Key Stakeholders groups, activities and level of interaction with stakeholders in the different Regional Meeting



Regional meeting 1

key stakeholders meeting 1: KS_M1: involvement of general representatives of Stakeholders categories [KS_In (regional), KS_Re, KS_Ec (general representatives), KS_Cs, KS_Ag]

RM1 structure proposed

- _ Presentation of INNOGROW project
- _ presentation of Policy Instruments addressed + measures, incentives instruments
- _ Alignment debate: debate on the keywords of the project (innovation, rural areas, SMEs, activities sectors ...). During the meeting stakeholders involved have to be in some way informed about focus and aims of meeting, recap and main concept reframing ... in order to introduce and share a homogeneous “language” and “conceptual reframing”
- _ sharing point of view & proposal: debate on proposals, needs, opportunities & barriers to agribusiness innovation from main “categories” of stakeholders (ES: institution, SME, association / research & innovation...)
- _ consult session: debate and consulting session on measures and incentives to support the adoption of innovation by rural SMEs in regions and to secure their involvement and input on the regional action plans.

Regional meetings 2-5

Regional meetings 2, 3, 4, and 5 will focus both on “policy instrument and ”Innovation link/synergies activation lines” topics.

Each Region will define the “mix” and the “role” of single innovation link lines based on: a) preparation phase; b) the debate of Regional meeting n.1; c) the local/regional policy instrument addressed (and related measures/instruments); d) the local/regional context.

It could be possible to organise one or more meetings for one specific innovation lines (1| SMEs SUPPORTING innovation; 2| SUPPORTING innovation using farming output; 3| SMEs connected with + placed in; 4| SMEs placed in; 5| mutual relationships/Energy) or merge more “lines topics” during a single regional meeting (a different mix of the lines example: two lines could be merged in a KS meeting and another, that is more relevant for the regional context could be the topic of two KS meetings).

In order to be able to compare the results from the “interactive” sessions on ”Innovation link/synergies activation lines” deriving from the Regional meetings developed in all the Regions it is preferable that all the five innovation link lines will be discussed during the regional meetings.

Regional meetings must have the following themes:

- _ Meeting 2: factors that affect SMEs’ investments in new technologies, new business models and innovation support centres.
- _ Meeting 3: Real cases that foster rural SMEs’ investments in innovative production processes and products development.
- _ Meeting 4: areas to benchmark to assess whether regions perform well on implementing regional measures that promote innovation adoption to improve rural economy SMEs’ competitiveness.
- _ Meeting 5: Real cases of measures that promote new business models, and cases of investments in production modernization. Also policy measures to be included in the action plans and feedback on the online tool (regional authorities will provide the latter).

KS_RM2-5: involvement of general representatives of Stakeholders categories

_ KS_In (regional+ local)

_ KS_Ag (general or good practices SME)

_ KS_Re, KS_Cs, (local and related to meeting topics)

_ KS_Ec (general representatives)

+ SMEs Innovation Link lines: involvement of one or more of SMEs (or representatives of sector organisations) in relation to the topic/topics of meeting:

1| SMEs SUPPORTING innovation

2| SUPPORTING innovation using farming output

3| SMEs connected with + placed in

4| SMEs placed in

5| mutual relationships _ Energy

RM2-5 structure proposed

_ Presentation of INNOGROW project

_ presentation of Policy Instruments addressed + measures, incentives instruments

_ interactive session on "Innovation link/synergies activation lines": debate on possible new synergies and links for innovation (proposals, needs, opportunities & barriers)

_ consult session: debate and consulting session on measures and incentives to support the adoption of innovation by rural SMEs in regions and to secure their involvement and input on the regional action plans.

Regional meeting 6

key stakeholders meeting 6: KS_M1: involvement of general representatives of Stakeholders categories [KS_In (regional), KS_Re, KS_Ec (general representatives), KS_Cs, KS_Ag]

RM6 structure proposed

_ Presentation of main output from Regional meetings 1-5 in relation to

a) Alignment debate: shared definition of main keywords for INNOGROW project

b) debate and contributions on Policy Instrument addressed + measures, incentives instruments

c) output from debate on proposals, needs, opportunities & barriers to agribusiness innovation from different "categories" of stakeholders

d) main output from "Innovation link/synergies activation lines" interactive sessions

_ engagement session: debate on the regional action plans in order to secure the involvement of stakeholder groups in the regional action plans and the engagement in the implementation phases of regional action plans and in the monitoring of regional action plans implementation.

The engagement session goals are:

- **identification of roles of stakeholders (support and participation) in the successful implementation of regional actions plans**
- **identification of roles of stakeholders during the monitoring phase of the Project (INNOGROW)**

Annex 1 | Stakeholders categories and key regional stakeholders groups identified

KRS_cat	description	LP Region of Thessaly	PP2 Lombardy Foundation for the Environment, FLA	PP3 Zemgale planning region	PP5 Stara Zagora Regional Economic Development Agency	PP6 Regional Development Agency of the Pardubice Region	PP7 Chamber of Commerce of Molise	PP8 Regional Development Agency of Gorenjska, BSC Business	PP9 Pannon Novum WestTransdanubian Regional Innovation
KS_in	Institutions and territorial administration/ government [institution/ government/public bodies] [Regional/local]	Ministry of Economy, Infrastructure, Maritime Affairs and Tourism Regional Association of Municipalities of Thessaly	Lombardy Region Sondrio Province ISPRA Institute for Environmental protection and Research (Italy) Tecnical structures Agency for Agricultural and Forest Services ARPA	Ministry of Economics of the Republic of Latvia	Ministry of Economy Economic Promotion Policies Directorate Stara Zagora Regional Administration Municipality of Stara Zagora Municipality of Kazanlak Municipality of Gurkovo Municipality of Nikolaevo Municipality of Gurkovo Municipality of Opan Municipality of Radnevo Municipality of Bratya Daskalovi	Ministry of Industry and Trade of the Czech Republic Pardubice Region	Molise region (managing authority); Sviluppo Italia Molise (regional development agency)	Ministry of Economic Development and Technology, Directorate for Entrepreneurship, Competitiveness and Technology Slovenian Centre for Competitiveness and Innovation (SCCI); Public Agency of the Republic of Slovenia for Entrepreneurship and Foreign Investments (JAPTI) The Slovenian Rural Network, national support unit (NSU/Rural Development Division of Ministry of Agriculture and the Environment)	Ministry for National Economy / Deputy State Secretariat of Economic Development Programmes The National Research, Development and Innovation Office (NRDI Office) Local Government of County Vas, and GyőrMosonSopron
KS_Re	Research centres, Universities and technological hub	University of Thessaly, Department of Regional Development University of Applied Sciences of Thessaly	Politecnico di Milano Università degli Studi di Milano Università degli Studi di Milano Bicocca Università Cattolica del Sacro Cuore CRASL Centro di Ricerca sull'Ambiente, l'energia e lo sviluppo sostenibile CNR JRC	Latvia University of Agriculture	Faculty of Economics, Trakia University Faculty of Agriculture, Trakia University	University Pardubice	Università degli Studi del Molise (University, research institution)	Competence Center for Biotechnological Development and Innovation (CCBDI) Biotechnical centre Naklo Intercompany education and training centre (MIC) (School centre Kranj) Centre for Sustainable Rural Development Kranj	University of WestHungary, Faculty of Agricultural and Food Sciences University of Pannonia Georgikon Faculty

KRS_cat	description	LP Region of Thessaly	PP2 Lombardy Foundation for the Environment, FLA	PP3 Zemgale planning region	PP5 Stara Zagora Regional Economic Development Agency	PP6 Regional Development Agency of the Pardubice Region	PP7 Chamber of Commerce of Molise	PP8 Regional Development Agency of Gorenjska, BSC Business	PP9 Pannon Novum WestTransdanubian Regional Innovation
KS_Ag	Stakeholders and actors representative of agricultural production system (farming)			Union Farmers Parliament, Rural consulting and education centre of Latvia Rural support service	Bulagro Group Holding Agroconsult Ltd.	Agrarian Chamber of the Pardubice Region	360° Olive Cluster	Agro Biznis Agro Gorenjska	
SK_Ec		Association of Thessalian Enterprises and Industries Technical Chamber of Central and Western Greece	Milan Chamber of Commerce		Chamber of commerce and industry – Stara Zagora First Investment Bank United Bulgarian Bank Somon Financial Group	Regional Chamber of Commerce of the Pardubice Region	Unioncamere (the Italian Union of Chambers of Commerce, Industry, Handicraft and Agriculture); Finmolise (Regional Financial Institution)	The Slovene Enterprise Fund The Slovenian Regional Development fund SID Bank Inc. Initiative Start:up Slovenia	Pannon Novum Regional Innovation Agency Chamber of Commerce and Industry of County GyőrMosonSopron (Győr) Chamber of Commerce and Industry of County Vas (Szombathely) Zala County Foundation for Enterprise Promotion (Zalaegerszeg)
KS_SME			A.R.I.B.L AIELThe Italian Agroenergy Association			EnergyTechnical Innovation Cluster	Compagnia del Molise Cluster; Pignatelli Oil; Valerio Wines; Di Nucci Dairy; Cheese factory; Le IFE Truffle	Datalab	