
ENTREPRENEURIAL DISCOVERY PROCESS - PARTICIPATORY & INCLUSIVE STAKEHOLDER DIALOGUE

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WHAT ARE WE GOING TO DISCUSS?



How to attract stakeholders?



How to help them participate?

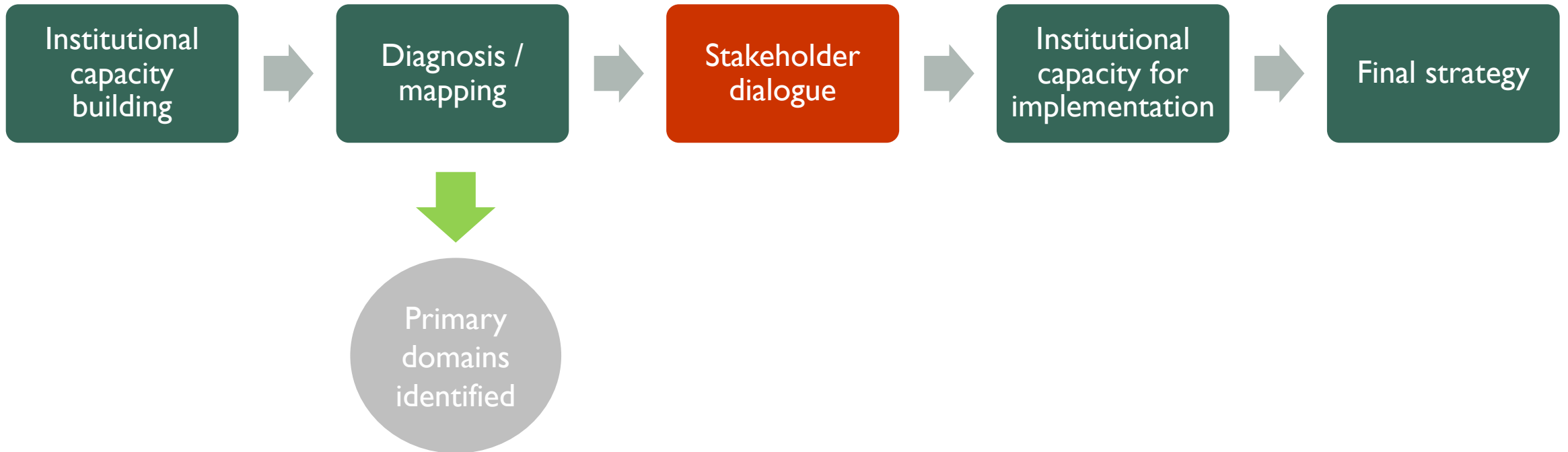


How to manage the process?



How to keep the process alive?

STARTING POINT



ENTREPRENEURIAL DISCOVERY PROCESS – FEATURES

Inclusive

Participatory

Meaningful

Efficient

Continuous

INCLUSIVE WHO ARE RELEVANT STAKEHOLDERS?

Potential partners - business

- Chambers of commerce
- Employers' organizations
- Workers' unions
- Clusters
- Business support organizations (incubators, accelerators, science and technology parks, technology hubs)
- Start-up organizations

Perhaps partners – business?

- Individual enterprises
- State-owned enterprises
- Consultants

INCLUSIVE WHO ARE RELEVANT STAKEHOLDERS?

Potential partners - research

- Universities
- Research institutes
- Research teams
- Distinguished researchers
- Associations of researchers (e.g. PhD students, alumni etc.)

Perhaps partners – research?

- Individual researchers

INCLUSIVE WHO ARE RELEVANT STAKEHOLDERS?

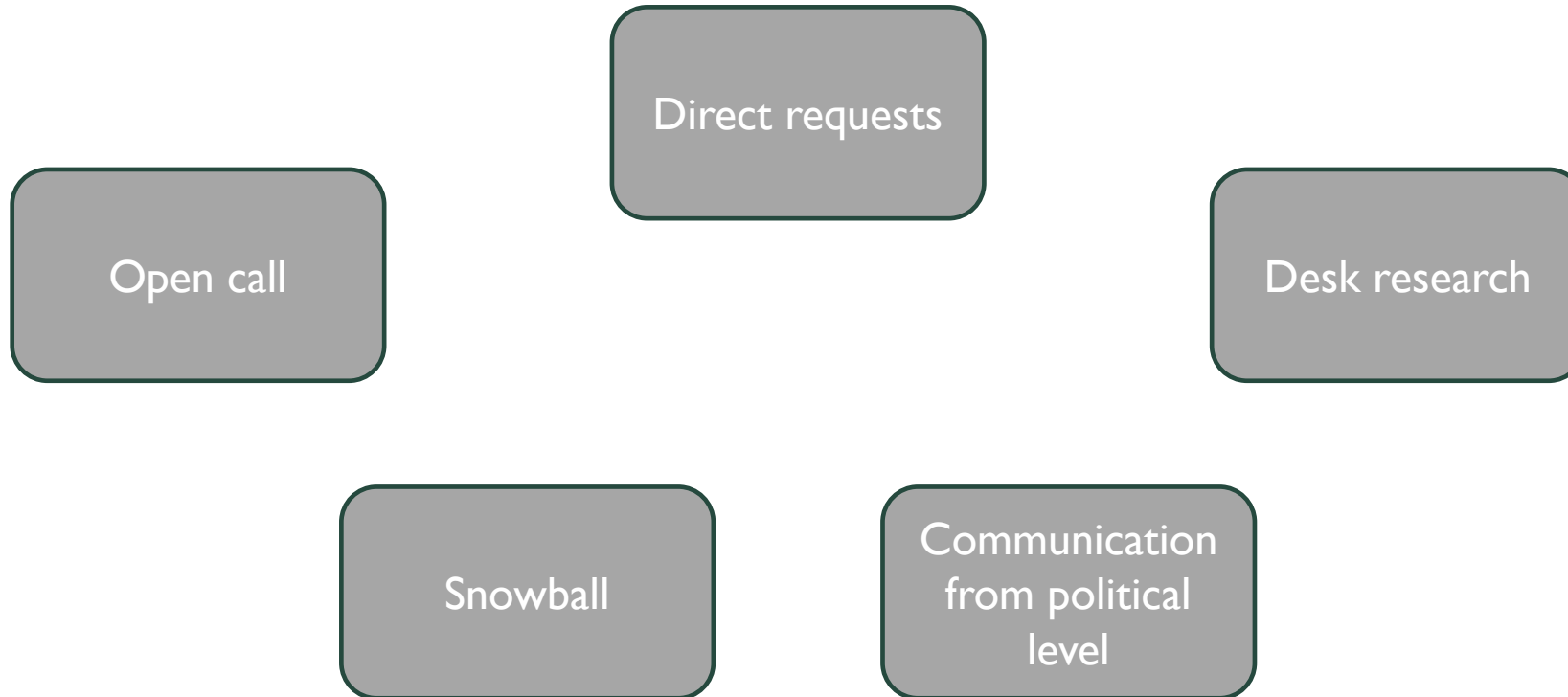
Potential partners - society

- Consumers' associations
- Organizations active in particular areas (e.g. environmental activists, organizations providing social services, organizations dealing with international cooperation etc.)

Potential partners – administration

- Ministries
- Agencies
- Regional administration / neighbouring regions
- Statistical office

INCLUSIVE HOW TO ATTRACT THEM?



PARTICIPATORY

HOW TO LET EVERYONE SPEAK OUT?

- Facilitation
 - Trained professional
 - Business background
 - Record & analyse
 - Use various forms of expression
- Ask relevant questions
- Be open for proposals

MEANINGFUL HOW TO LET EVERYONE BENEFIT FROM THE PROCESS?

Business

- Potential project partners
- Potential project ideas
- Potential financing
- Influence on the public innovation agenda

Research

- Influence on the public innovation agenda
- Potential project partners
- Demand for research results
- Potential financing of research

Society

- Higher level of needs satisfaction
- Influence on the public agenda
- Influence on business

Administration

- Definition of smart specialization areas
- Better contact with business/research

MEANINGFUL POTENTIAL DISADVANTAGES OF PARTICIPATION IN EDP?

Business

- Waste of time
- Reputation loss
- Disclosure of business plans (innovation!)

Research

- Reputation loss
- Disclosure of research ideas

Society

- Waste of time
- Irrelevance for daily operations

Administration

- Messy strategic process
- Lots of effort
- Necessary to change mindset
- Vested interests / lobbying

EFFICIENT

HOW TO MAKE BEST USE OF THE RESOURCES AVAILABLE?

- Plan the work
- Clear rules for operation of the working groups
- Secretariat / organization – up to the administration
- Communication within and between working groups

CONTINUOUS HOW TO KEEP THE PROCESS ALIVE?

- Exemplary tasks of the working groups:
 - Definition of specialization areas
 - Definition of barriers for development, including regulatory, financial, competence etc.
 - Identification of particular areas within the WG that need to be analysed in-depth
 - Drawing-up of a roadmap for the area
 - Analysis of data regarding development of specialization
 - Advising on organization of calls

CONTINUOUS HOW TO KEEP STAKEHOLDERS ENGAGED?

Business

- Good planning, efficient organization
- Appropriate selection of partners
- Financing of projects

Research

- Opportunity to present research
- Opportunity to meet potential partners

Society

- Appropriate engagement level
- Relevant tasks

Administration

- Linkage to other tasks
- Commitment from political level

P R E S T I G E

COMMUNICATION OF THE PROCESS

Political level

- Commitment
- EDP in the context of public policy

Operational level

- Show results, including projects
- Communicate openness
- Appreciate work done

SUMMARY

1. Invite relevant stakeholders
2. Help every participant's voice be heard
3. Manage the process in an efficient way for all participants
4. Plan the process in long term
5. **Let everyone benefit!**



QUESTIONS

1. Please name 4 groups that should participate in EDP

2. What are 2 examples of tasks for working groups?

3. Which part of EDP would you like to focus on?

THANK YOU

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