



EDP focus group on cosmetics and food supplements based on natural resources

Methodological outlook of the parallel sessions



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*Entrepreneurial Discovery Process
Focus Group on cosmetics and food
supplements based on natural resources*

**European Commission
Joint Research Centre (JRC)
The Commission's in-house science
service**



At the core: RIS3 and EDP

- RIS3: Research and Innovation Smart Specialisation Strategies
- EDP: Entrepreneurial Discovery Process



Smart Specialisation strategy as defined in the Common Provision Regulation 1303/2013

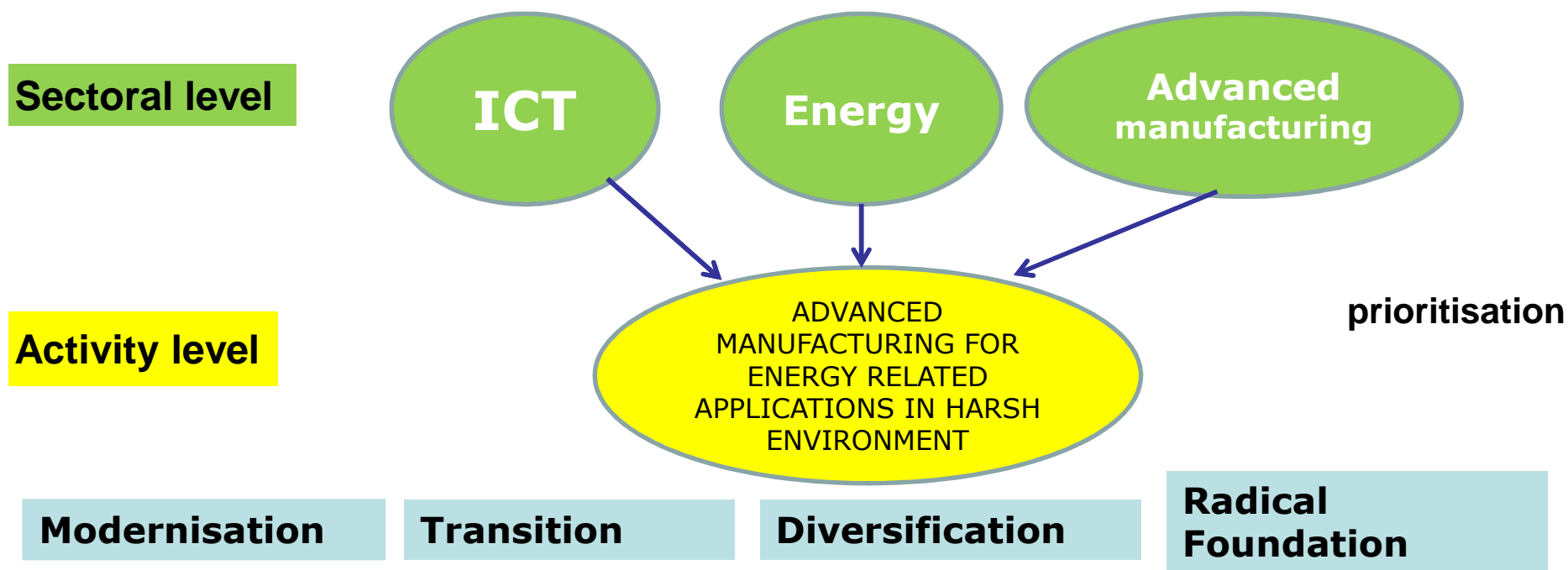
The national or regional innovation strategies which:

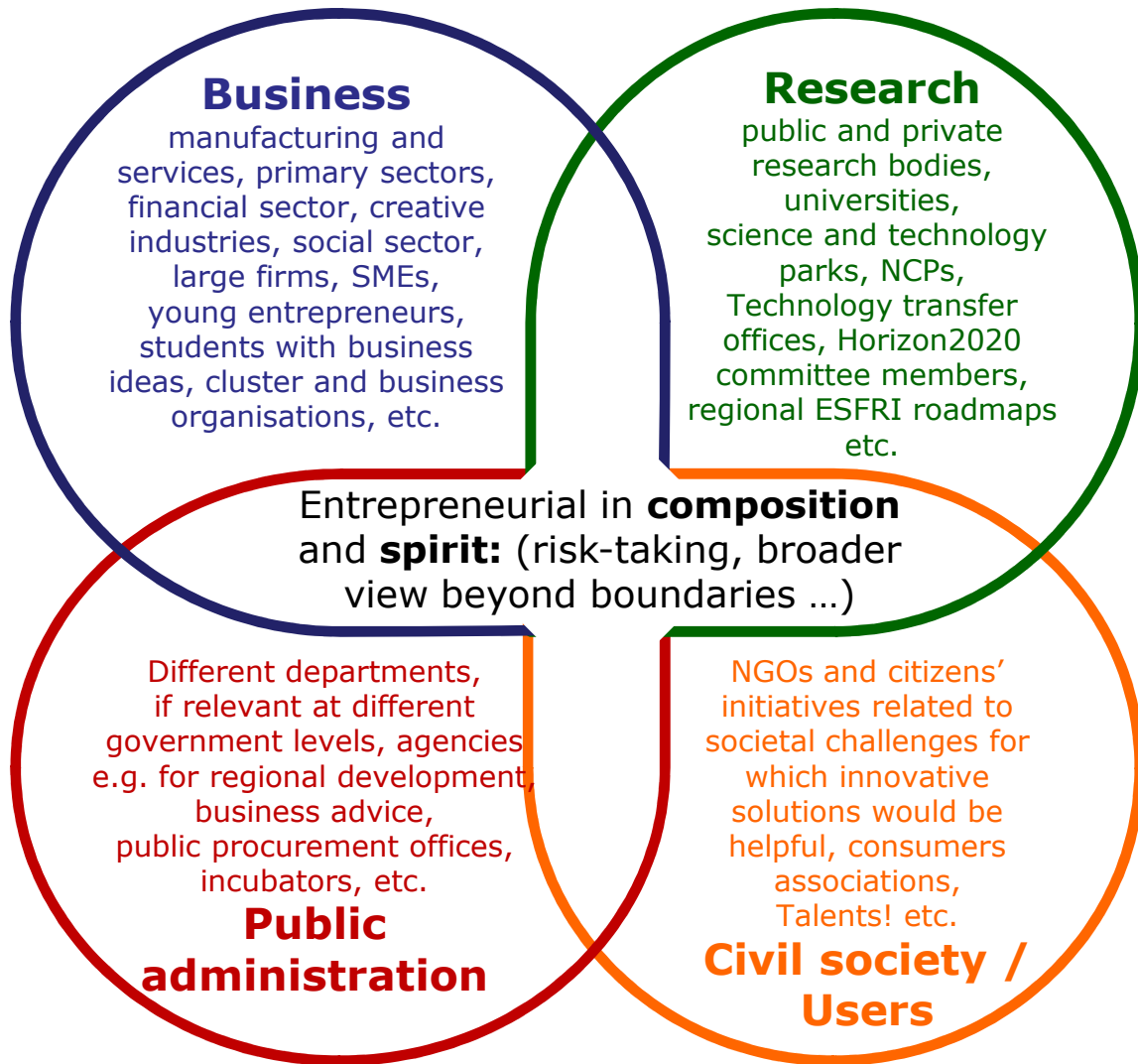
1. set **priorities**
2. in order to build **competitive advantage**
3. by developing and **matching research** and innovation own strengths **to business needs**
4. in order to address emerging opportunities and **market developments**
5. through **entrepreneurial discovery process**



Smart specialisation fosters market driven economic transformation

RIS3 is about developing new specialities / niches / market opportunities based on national/regional concentration of knowledge, competence and market potential:





Smart Specialisation is an ongoing process

- Businesses are best placed to lead in the identification of new opportunities for growth
- The process of discovery of their niches and markets used by the most entrepreneurial of firms/researchers inspire public policies for innovation

Objectives today



European
Commission



Objectives today



- Networking: *'Talk to each other'*
 - Between firms, research, public sector, civil society
 - Support collaboration on new innovation projects
 - International collaboration
 - Trust building, capacity building, understanding of RIS3
- Idea generator: *'You have the knowledge'*
 - For innovation in this specific area
 - For identifying regional strengths and for addressing barriers to regional innovation
 - Input for regional and national innovation policy
- A test: *'Give your suggestions'*
 - In terms of methodology for EDP
 - In terms of the potential for 'cosmetics and food supplements based on natural resources' to become a RIS3 priority

Practical: Two times two working groups

- Before lunch:
 - Group 1: Product innovation: new ingredients, formulas, sustainability
 - Group 2: Innovative technologies and equipment
- After lunch:
 - Group 3: Promotion and new markets: marketing, distribution, design, innovative packaging
 - Group 4: Quality improvements in products and/or services, certifications, labelling and regulations



Set-up of the parallel sessions:

- Introductory statements by RDA Nord West:

- Brief overview of current state, challenges, opportunities and questions for discussion in each area (5')

- 4 Tasks:

- Task 1 Individual generation of ideas (10')
- Task 2 Presentation of ideas (30')
- Task 3 Formation of partnerships (15')
- Task 4 Further development of ideas (30')

Task 1 & 2: Generation & presentation of ideas

Task 1: Idea-fiche (10')

Personal profile:

Innovative idea:

External expertise needed:

Task 2: Post-it session (1')

Task 3: Forming Partnerships (15')

The Idea-partnership table

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

Moderator will **fill and consolidate** the table.

Participants should:

- Identify and rate the three favorite ideas for collaboration
- Based on that form idea-partnerships of 2-4 people



Task 4 Ideas Development (30')

Idea-partnership will draft a document with the following info:

- *A brief description of the idea*
- *Regional strengths upon which the idea is built*
- *Clear identification of research component. Where are these capacities available (in the region, in Romania, internationally)?*
- *Identification of the role of different partners*
- *First assessment of framework conditions (are there adequate human resources/infrastructure)*
- *First assessment of next steps*



Thank you

Any question?

Coffee

