



HELLENIC REPUBLIC  
MINISTRY OF ECONOMY,  
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# Application of Entrepreneurial Discovery Process in the energy sector at regional level

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# The Methodology for Entrepreneurial Discovery Process

A methodology for Entrepreneurial Discovery Process (EDP) was designed and tested by the Joint Research Centre (JRC) - Institute for Prospective Technological Studies (IPTS) in the context of the European Parliament Preparatory Action in the Region of Eastern Macedonia and Thrace. The methodology for the EDP was implemented on a series of thematic focus groups.

The experience obtained from the European Parliament Preparatory Action in the Region of Eastern Macedonia and Thrace was transferred to the Western Greece Region (WGR).





# The Methodology for Entrepreneurial Discovery Process

The core of the EDP process applied consists of the following participatory tasks:

1. Generation of ideas (brainstorming)
2. Presentation of ideas (by each participant)
3. Discussion and selection of most favourable ideas -  
Creation of idea-partnerships (sub-groups)
4. Development on ideas by sub-groups – main issues  
concerning implementation of ideas

*[Source: JRC-IPTS, Entrepreneurial Discovery Focus Group on  
Wine in Eastern Macedonia and Thrace, 18-19 November 2014,  
Drama, Greece.]*



# The Methodology for Entrepreneurial Discovery Process

- The interactive tasks are guided by a moderator with the support of a rapporteur.
- The entire procedure was supported and recorded via specific fiches completed by the participants.

*[Source: JRC-IPTS, Entrepreneurial Discovery Focus Group on Wine in Eastern Macedonia and Thrace, 18-19 November 2014, Drama, Greece.]*





# Western Greece Region: a moderate innovator - indicators

- R&D expenditure (% GDP)
  - Western Greece: 0.92%
  - Greece: 0.80%
  - EU: 2.01%
- Participation of enterprises in the total R&D expenditure (% of total expenditure)
  - Western Greece: **4.4%**
  - Greece: 30.3%
  - EU: 55.0%



# Western Greece Region: a moderate innovator - indicators

- Innovative enterprises (% of total enterprises)
  - Western Greece: **43.3%**
  - Greece: 52.3%
  - EU: 54.3%
- Enterprises introducing product or process innovation (% of total enterprises)
  - Western Greece: **22.8%**
  - Greece: 34.3%
  - EU: 36.0%





## Western Greece Region: a moderate innovator - indicators

- Enterprises introducing marketing or organisational innovations (% of total enterprises)
  - Western Greece: **35.3%**
  - Greece: 45.4%
  - EU: 37.1%
- Sales of new-to-market and new-to-firm innovations as % of turnover
  - Western Greece: **6.4%**
  - Greece: 11.8%
  - EU: 12.4%



# EDP on Energy applications

- The workshop took place in Patras on 2<sup>nd</sup> of April 2016 in the context of the Regional Smart Specialization Strategy.
- Three parallel sessions
  - Energy saving
  - Micro-production – renewable energy sources – alternative fuels
  - Integrated energy management using ICT
- Indicative ideas discussed
  - Exploitation of biomass (agricultural by products / residuals)
  - Application of solid oxide fuel cells
  - Use of smart electricity meters for rational use and saving of energy in the buildings and in energy intensive industries
  - Integration of distributed generation from renewable sources and storage systems





# Conclusions on the EDP methodology

- It is a broadly applicable method without restrictions as regards the type of region or the priority sector concerned. It combines generation of ideas, creation of ideas-partnerships and development of ideas as well as the documentation of the entire procedure.
- A balanced representation (participation) of all the parts of the triple helix (mainly the enterprises) is essential. Otherwise, the EDP switches to an unofficial procedure of proposals submission by researchers.
- The role of the moderator to stimulate the participants is crucial.



# Conclusions on the energy issues

- The EDP workshop was a first substantial step towards a deep analysis of regional energy aspects .
- Certain interventions in the regional energy system should be done. These interventions (the majority of which are investment opportunities) concern both the production and the consumption of energy.
- The significant funding from European Structural and Investment Funds concerning the energy sector (energy saving in public building, housing and industry, smart distribution systems, promotion of RES etc.) creates a favorable context to realize the aforementioned interventions.
- The Smart Specialization Strategy enables the available resources to focus on key challenges deriving from the EDP.