

**Boost potential of Young Innovators to pioneer change in energy efficiency inside Danube Macro-region**

## DANUBE ENERGY +

### Code of Operation for Regional Alliance Members

<b>Deliverable:</b>	<b>Code of Operation for Regional Alliance Members</b> including aims and responsibilities, rules of operations and events		
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## I. Summary of the project

Danube Energy+ tackles the need for change in regional ecosystems to support Young Innovators in transforming their disruptive ideas into ventures.

Since the Young innovators are the dynamics of the change in society, it is important to find an effective way of engaging them in activities held within their home regions. The creation of enabling environment represents such approach because it allows Young innovators to fulfill their game-changing ideas locally through brand new ventures without the need of leaving to another country (brain drain effect). Duration of the project: 08 2018 – 07 2021 (36 months).

### *i. Objectives*

**The Danube Energy+ main project objective** is to create an enabling environment, which will support Young innovators to pioneer a change in the energy efficiency area by setting up highly innovative start-ups in the Danube macro-region.

**Specific objective 1.:** -set-up of regional structures connecting key regional stakeholders and public authorities is a great way to advance knowledge of how to boost Young innovators towards successful ventures

**Specific objective 2.:** -engaging Young innovators in particular regions and unlocking their potential to address the energy efficiency issues through the innovative pre-acceleration learning scheme

**Specific objective 3.:** -build and especially maintain a long-term innovation enabling environment, functional hubs will be established in each participating region.

### *ii. Partners*

The overall project partnership is composed of Project partners (PP) and Associated strategic partners (ASP). Country-wise, there are nine European states from the Danube region participating in the project. There are 9 Project partners in total, of which one is the Lead partner (Germany), 6 are ERDF partners (Bulgaria, Croatia, Czech Republic, Romania, Slovakia, Slovenia), 1 IPA partner (Serbia) and 1 ENI partner (Ukraine):

- 1) KIC InnoEnergy Germany, Karlsruhe, Germany
- 2) Cleantech Bulgaria Foundation, Sofia Bulgaria ( Tech Park, Business Incubator]
- 3) Neulogy, Bratislava, Slovak Republic
- 4) ABC Accelerator, d.o.o., Ljubljana, Slovenia
- 5) Optimization, Zagreb, Croatia
- 6) E-KLASTR Czech Republic a.s., Praha, Czech Republic
- 7) Startup Transilvania Center, Cluj-Napoca, Romania
- 8) SEE ICT, Beograd, Serbia
- 9) Center for European Initiatives, Zakarpattia oblast, Ukraine.

### *iii. Outputs*

**1. Danube Energy+ tool** - Danube Energy+ Tool is a pre-seed / pre-acceleration learning system for Young Innovators (YIs) with highly innovative idea in energy efficiency field. It boosts YIs with knowledge on business / challenges in energy efficiency, competition, customer / market validation, business skills including marketing / sales, business modelling, team setting up and legal start-up issues helping them to scale up their idea towards successful venture.

**2. Danube Energy+ Ecosystem package** – Danube Energy+ ecosystem Package is an innovative learning system for key actors of regional ecosystems (public administration, universities, Business Supporting Actors, SMEs) advancing their knowledge in industry challenges, models and practices for identification, motivation and connection of YIs in their ecosystems and the application of the developed Tool, providing ecosystem tool for boosting YIs towards successful ventures.

**3. Mutual learning process at transregional level** - during joint development of Tool and ecosystem Package using specific expertise of PPs. Partners' participation in Working Groups for Tool and Ecosystem Package development via 2 physical and 8 virtual workshops will lead to increased knowledge of PPs and indirectly support also YIs through expert knowledge based Tool and Package.

**4. Pilot of Danube Energy+ Package in all regions** - Package Pilot will build capacities of ecosystem actors to create enabling environment for Young Innovators + facilitate further cooperation inside ecosystem. It will enable learning by doing for regional actors via regional + transregional learning interactions and will deliver good practices enabling change of attitude inside ecosystem. It will also directly boost knowledge and will of Young Innovators through participation in the Pilot itself.

**5. Learning package for regional ecosystem actors**– regional ecosystem actors will advance their knowledge during the Pilot of Danube Energy+ Package on regional level through their participation in several regional activities aside of project partners. They will build their knowledge in identification, motivation and connection of Young Innovators with the ecosystem and using the Danube Energy+ Tool for their boosting to upscale their ideas into successful ventures.

**6. Training scheme for young innovators** - Young Innovators taking part in the Pilot of Danube Energy+ Tool will directly benefit from learning process within the pre-acceleration scheme including learning sessions run by mentors and several events improving their competence in fields such as business, legal, marketing/sales, HR, competition, and establishment of startup resulting in improved knowledge to start successful venture.

**7. Mutual learning during implementation of Pilots** - Partners and ASPs will learn mutually from each other on transregional level through joint Package Pilot implementation, monitoring and impact measurement process. Regular monthly virtual meetings and Transregional Impact workshop will enable to learn from all regional Pilots and multiply the learning effect. As PPs and ASPs, including also Regional Alliance members, will be key members of the Danube Energy+ Hubs.

#### *iv. The methodology for the project objectives achievement*

First of all, detailed mapping of relevant territorial Young innovators' centres and policy frameworks will be prepared to understand major territorial specifics and ensure that the developed tool is easily applicable amongst the whole macro-region. Then design and development of the Danube Energy+ ecosystem Package will start. The process involves all partners and thanks to inclusive design and development process also members of all Regional Alliances.

To demonstrate impact, attractiveness of the tool and also further advance stakeholders knowledge on using the tool, there will be Pilots carried out in all 9 regions. 10 Young innovators per region (90 in total) will participate. Pilot will fully demonstrate usage of developed tool in real world environment. Partners will closely cooperate together during pilot, to maximize learning interaction by learning from experiences of all 9 regional pilots. Monitoring and evaluation activities to capitalize the lessons learned will take place too. Important part of pilots will be the demonstration of impact. It will be done thanks to comparison of key indicators related to Young Innovators and the ecosystem actors' involvement and knowledge.

To boost policy capitalization of the tool, institutional learning will take place inside the institutions responsible for the policy making process, regional public administrations. Aim is to scale-up the knowledge from individual level to the institutional one. Key sustainability measure is to incorporate the Danube Energy+ ecosystem Package into regional policies. It will be planned in detail in 9 regional Action Plans. Additionally, the Danube Energy+ Package will be replicable to other territories and thus it will support further transferability of the tools to other countries across the Danube macro-region. For the afore-mentioned purposes, regional Danube Energy+ Hubs will be established in each participating region.

**Involvement of all territorial partners and relevant stakeholders (Regional Alliances)** into a transnational cooperation enables multiplication of the learning effect from the pilots, which is important for improvement of knowledge of all stakeholders. Transnational cooperation and support during the pilot itself from all experts on international level enable to create a safe, supportive and enabling environment for all territorial partners to carry out their pilots. Developed knowledge and good practices through the pilot on transnational level boost the change of attitudes of the territorial policy bodies and stakeholders towards innovative learning systems supporting entrepreneurship.

Transnational cooperation also contributes to convergence within the Danube region as the Danube Energy+ ecosystem Package and Danube Energy+ Tool will be deployed in 9 territories. Communication activities for transferability to other territories will take place, making a positive impact across the whole macro-region. As the Danube Energy+ Tool and Package will be developed jointly amongst nine territories and based on the initial mapping in each territory, the developed tool should be transferable to other territories without major adjustments.

## II. Regional Alliances

### 1. AIM of Regional Alliances

The project primary target group are key regional ecosystem actors with decision-making competences contributing to positive change of the innovation. Regional Alliances representing key stakeholders in all regions. The roll of Regional Alliance is to actively participate in development of the projects outputs. During the first year of project implementation, members of RA provides feedback on the first drafts of Tool and Package and in the second year of the project implementation members of RA visiting the potential centres, identifying Young innovators, and organizing motivation workshops and networking events for Young innovators and other regional stakeholders. Finally, the institutional learning process happens and as a result of all operations, members of RA become a cornerstone for new Hubs.

### 2. STRUCTURE of Regional Alliances

**Regional Alliance (RA)** will be set up in each region to enable platform for joint inclusive development, evaluation, sustainability and networking in regions. Regional Alliances will include 10 members from:

- a. Regional public Authority – as key actor inside of RA - with power over policies and strategies in the field of start-up creation support, Young innovators’ support and energy efficiency entrepreneurship,
- b. ASP partners (BSAs) as strategic partners of public administration supporting and developing regional policies,
- c. Other Business Supporting Actors (BSAs),
- d. Universities, Higher Education and Research
- e. Representatives of SMEs who successfully set up start-up in energy efficiency field or who are running business in the field.

### 3. RESPONSABILITIES of Regional Alliances

Business support organizations, universities, representatives of SMEs (previous successful startups in the field or industry SMEs) and other industry actors and up-takers will be engaged to joint design and development process via their participation in Regional Alliances. Regional Alliances will be consulted and cooperated with during the project implementation as they possess relevant knowledge mainly of the current situation in the field. Membership in the Regional Alliance is based on the voluntary basis of each member.

Regional Alliance Member by participating in the project Danube Energy+ declares its interest in:

- Cooperation during regional mapping and during development of tools if needed;
- Involvement into development of pre-acceleration scheme and learning package;
- Attending at RA meetings and Transregional impact workshop;
- Mutual learning during implementation of Pilots;
- Danube Energy+ Hubs creation;
- Further policy support of the innovations in the given field and support of the hubs and developed tools.

## 4. EVENTS

During the project implementation there will be organized three types of events:

**1. Inside regions: Networking Thursdays**, which are primarily the knowledge-sharing and networking platforms for key regional stakeholders; and a series of bilateral meeting with other actors of regional ecosystems, who do not directly participate in the Regional Alliance,

**2. Inside countries: National Danube Energy+ Days**, which are basically one-day conferences presenting the key outputs such as Package, Hubs, and their Trans-regional strategy, and regional Action plans,

**3. International: International Danube Energy+ Days**, which copy the exact format of National Danube Energy+ Days, however, they are held in countries who do not have their representatives as project partners, the purpose of the event is to promote the project internationally with a potential of future expansion to another country.

**To support regional engagement, Regional Alliance members will attend:**

### 5 REGIONAL ALLIANCE MEETINGS:

- ✓ 1st for Regional Maps, **December 2018**
- ✓ 2nd for Danube Energy+ Tool, **February 2019**
- ✓ 3rd for Danube Energy+ ecosystem Package, **April 2019**
- ✓ 4th (Motivation workshops), TBD ( **WP4** )
- ✓ 5th (Regional Impact and Evaluation Workshop), TBD ( **WP4** )
- ✓ 6<sup>th</sup> (Hubs' Strategy development), TBD ( **WP5** )

**WP5 2 INSTITUTIONAL LEARNING WORKSHOPS** FOR REGIONAL PUBLIC ADMINISTRATION REPRESENTATIVES will be organized in each region as **1-day learning events** for at least 5 additional relevant representatives (each time the same representatives). They will be hold in the premises of regional public administration and will transfer knowledge and experience from the Danube Energy+ Package and its' Pilot.

- **1st workshops** will focus on energy business and challenges using the dynamic presentation, on the pre-acceleration learning scheme via the Danube Energy+ Tool itself using the learning materials from Training workshop, and on Transregional Impact Report stating the impact of developed Tools.
- **2nd workshops** will focus on work with Young Innovators via learning materials and experience from identification and motivation process and organization of connection events with ecosystem actors.

Both workshops will be led by project partners and ASP representatives.

**WP5 2 STAKEHOLDER LEARNING WORKSHOPS** FOR REGIONAL ALLIANCE FURTHER REPRESENTATIVES will be additional organized in each region as **1-day workshops** with 2 groups of representatives each time. *At least 10 more representatives from RA members will take part using the same learning package and with the same aim as for Institutional learning workshops.*

## 5. RULES OF OPERATION for Regional Alliance Members

RA will contribute to project results and will actively take part at RA meetings and learning workshops that will be organized with the aim to support institutional and stakeholder learning inside of ecosystem actors.

**WP3** 1st **REGIONAL ALLIANCE MEETINGS, as half-day workshops** including on-site visit or guest speak by one or more successful ventures will be organized to network and engage all RA members and present pre-final Regional Maps, discuss findings, gather additional information and feedback and provide Improvement Report.

*Regional Alliances representing the key regional stakeholders in the inclusive design of both tools (Danube Energy+ Tool and Danube Energy+ ecosystem Package) will provide feedback on the first drafts of Tool and Package and will attend at the Regional Alliances meetings.*

**WP4** To further engage and motivate potential individual Young Innovators (YI) is identified through visits in centres and hubs, 2 additional **half-day MOTIVATION WORKSHOPS** will be organized in each region for interested YIs. The workshops will be organized in groups based on further sub-topics of their initial idea shared during visits and will enable further discussion and elaboration of their ideas and exchange of experience among YIs. The workshops will also provide platform for their invitation to the Open Call for Danube Energy+ Tool Pilot.

*Members of Regional Alliances and ASPs will be invited to 2nd motivation workshop in each region (progressing after workshop into 4th Regional Alliance meeting), to enable further knowledge sharing.*

**WP4** In each region, **2-days REGIONAL TRAINING WORKSHOPS** will be organized for all partner representatives and their external experts who will take part in the Tool Pilot in regions.

*The workshops will be based on Training workshop materials on Danube Energy+ Tool usage and will be directed to representatives of Regional Alliances (e.g. regional public administrations) and industry experts.*

Based on concepts, models and good practices for connecting YIs to key regional stakeholders (described in Danube Energy+ Package learning materials), **SELECTION OF FORMAT OF REGIONAL CONNECTING EVENTS** will be done by each partner separately (e.g. business breakfast).

*The selected formats could be different from region to region based on preferences, opportunities and experience from the region and consultations and discussions with RA members and ASP during Regional Pre-Pilot 2-day Training Workshops.*

*Regional Alliance set up process will be promoted in all regions through regional communication kick-off events.*