

PLAN FOR NEW STAKEHOLDERS ADDED



Project co-funded by European Union funds (ERDF and IPA)

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Plan for new stakeholders added

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Project „Eco-innovatively connected Danube Region (Ecolnn Danube)“

General objective of the project Ecolnn Danube is to increase the cooperation of innovation actors in the field of eco-innovations with special emphasis on development and application of ecotechnologies in the Danube Region.

Programme: Danube Transnational Programme Priority: Innovative and socially responsible Danube Region

Specific objective: Improve framework conditions for innovation

Duration of the project: 01/12/2016 – 31/05/2019

Budget: Overall: 2 126 924,97 €

ERDF Contribution: 1 587 447,2 €

IPA Contribution: 220 439 €

www.interreg-danube.eu/ecoinn-danube

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EXECUTIVE SUMMARY

Virtual lab available at www.ecoinnovative.eu is an online matchmaking tool created for project Ecolnn Danube funded from the Danube Transnational Programme. The virtual lab enhances and enables the cooperation and finding matches between demand and supply of eco-innovations and interconnects the ecoinnovation demand and supply actors.

Promoting eco-innovation requires a long-term effort that goes beyond the duration of our project. For this reason, a consortium of partners is committed to maintaining the main products of our efforts. One of them is Virtual Lab (www.ecoinnovative.eu). After projects finalization, the Slovak Centre of Scientific and Technical Information (SCSTI) will be in charge to keep Virtual portal running and continue the collaboration research between research sector and private sector. All following activities to keep running virtual lab will be financed by own resources or by other financial schemes. The functionality and replenishment of the portal in the sustainability phase will be ensured by all partners.

This document is dedicated to planning of adding new stakeholders into the virtual lab. The document is a formal agreement between the partners of the project Eco-innovatively connected Danube Region, DTP-1-291-1.1. Its primary aim is to create plan for adding new stakeholders and to assign partners roles for continuous operation of the Eco virtual lab during project sustainability, as one of project delivery under activity title Management of virtual lab.

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1. ESTABLISHING AN ECOINNOVATOR NETWORK IN DR

The actions and tasks completed within the project Ecolnn Danube aimed to boost the cooperation of ecoinnovators in the Danube region. In order to add further stakeholders a network of ecoinnovators as a natural continuation of the project activities with aim to further built awareness and support the cooperation of different parts of ecoinnovation system will be established with incoming new stakeholders. The network itself is established in the ecoinnovative.eu webpage and newcomers can join the network via filling in a form under section **Join us**.

The creation of ecoinnovators network is coordinated by the Slovak Centre of Scientific and Technical Information, Lamačská cesta 8/A, 811 04 Bratislava.

Project partners of the Ecolnn Danube project are member of the network

The **aim** of the **ecoinnovators network**, formed in virtual laboratory is to exchange knowledge in the region and beyond it in the area of ecologically friendly solutions demanded or developed.

The network in its initiation will provide to its new member possibility to:

- ✓ Include institution to contact – stakeholders map
- ✓ Include experts and expertise into expert database
- ✓ Advertise events, workshops and other stakeholders meetings
- ✓ Add their success story to the webpage
- ✓ Receive regular information from partners on events, workshops, and other cooperation opportunities

The network plans to provide in order to support the demand and supply of ecotechnologies and ecosolutions:

- ✓ Awareness building events
- ✓ Information sharing, Knowledge exchange and contact for stakeholder and institutions in the field of interest
- ✓ Support services offered by Ecolnn Danube partners is form of their own service portfolio (including opportunity to pitch ecoinnovative idea, receive information on business opportunities in DR, receive information of regional support systems, counselling in area of intellectual property, creative lab in Slovakia)
- ✓ Space to advertise ecoinnovative products and ideas
- ✓ Space to call for solutions for companies that need to improve own production process, save energy or reuse materials

The network of ecoinnovators will be formed based on official request to join the ecoinnovative.eu platform:

Join us – ecoinnovative × +

ecoinnovative.eu/join-us/

Interreg Danube Transnational Programme Ecolnn Danube
SUBMIT A REQUEST ▾ ECO OFFERS / DEMANDS ▾ EVENTS SUCCESS STORIES CONT

Name of contact person (name and surname) *

Phone *

Describe your institution and its interest in ecoinnovation *

What cooperation within the network are you interested in? *

- Inclusion of your institution to contact – stakeholders map
- Inclusion of your experts and expertise into expert database
- Advertising your events
- Adding your success story to the webpage
- Regular information from partners on events

What do you expect from the ecoinnovation network? *

I agree to [privacy policy](#) of the ecoinnovative.eu webpage. *

The information I have provided is correct. (Mistakes occurred during filling in the form may be corrected by contacting ecoinn.danube@cvtisr.sk). *

SUBMIT

2. INVOLVED PARTNERS AND NEW MEMBERS

This delivery will be managed by project Ecolnn Danube members (by consortium), who share the same values and agree on “plan for new stakeholders added”. The consortium does not have a formal legal existence. However, all partners agreed in Application Form, as the integral part of contract and partnership agreement that says: “sustainability of the project results will be ensured by all project partners”.

Each member of the consortium (EMC) should meet and support the following criteria:

- EMC establish a communication manager of the first contact responsible for adding new stakeholders. It will be based on their references, recommendations, proposed eco-innovative technologies or solutions. Managers’ main aim will be to upload new eco-innovative friendly players into Virtual lab, to ensure project continuity and sustainability.
- EMC will foster interaction between creators, makers, innovators, companies, students from various fields of interest to make contacts of possible candidates/stakeholders to be added to Virtual lab.
- EMC will add at least one entry during the sustainability phase.
- Spread a message that Virtual lab is opened to the public or a specific category of people like companies, entrepreneurs, students, innovators, academic community, members of incubators with free access and promotes variability of options from eco-innovative environment (to ensure a steady increase)

The consortium will consist of all current partners led by a leading partner (SCSTI).

National COORDINATORS (Ecolnn Danube project partners)

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The main coordinator

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New members

The new member of the ecoinnovators network will be listed as member in the ecoinnovative.eu platform and they agree to share their email contacts to receive information on activities within the network (e.g. in form of invitations, newsletters, or technology offers) by institutions of the Ecolnn Danube consortium listed above.

New members can also share and provide the contact above with similar information, ideas for improvement of the network or propose joint actions.

New members can join the ecoinnovators network by filling out a request at <http://ecoinnovative.eu/join-us/>.

3. ROLES AND RESPONSIBILITIES

Virtual lab is designed as online platform where people looking for eco-innovations have the opportunity to submit a request for their needs in area of ecosolutions, search experts or search for eco-innovation technologies. Experts, companies, innovators, policy makers from various areas of expertise can join the platform by using the *join us* form on <http://ecoinnovative.eu/join-us/>. Several national coordinators listed as contact points are established to enable the operation of the virtual lab.

New members of the ecoinnovative.eu platform:

- ✓ Have to fill in the application form to join the ecoinnovators network on <http://ecoinnovative.eu/join-us/>
- ✓ Have to provide information on behalf of themselves, and ensure the information are correct
- ✓ New members must not provide false information or any harmful or other inappropriate content breaking the law of their country of origins or EU regulations.

New members can:

- ❖ Be added to stakeholders map upon their request in the [join us form](#)
- ❖ Request uploading information on events based on email information to the main coordinator
- ❖ Request upload of ecotechnologies or ecosolutions (demands or supply request) in the virtual lab based on prefilled form for [offer](#) when they want to advertise ecotechnologies or ecosolutions and form [demand](#) when they want to express need for solution in ecotechnological area
- ❖ Send and share information in ecoinnovation related topics to National COORDINATORS (Ecolnn Danube project partners)
- ❖ Ask the main coordinator to publish their success stories, studies and experts. All this entries have to be prepared in format upon agreement to main coordinator, and correspond to content in the ecoinnovative.eu virtual lab.
- ❖ Raise ideas for improvements to ecoinn.danube@cvtisr.sk.

National COORDINATORS (Ecolnn Danube project partners)

The role of the coordinators is to:

- Spread the word on Eco virtual lab and necessary information on company website, publications or organized events
- be a contact point for all possible new stakeholders

- set up and coordinate team of volunteers to work on process of adding new stakeholders/experts- to arrange matchmaking by active searching for possible cooperation and expansion of expert database
- Updated the demand and supply library
- inform other members of consortium on updates in database of new stakeholders via e-mail
- be part of decision making process in case of unclear entry

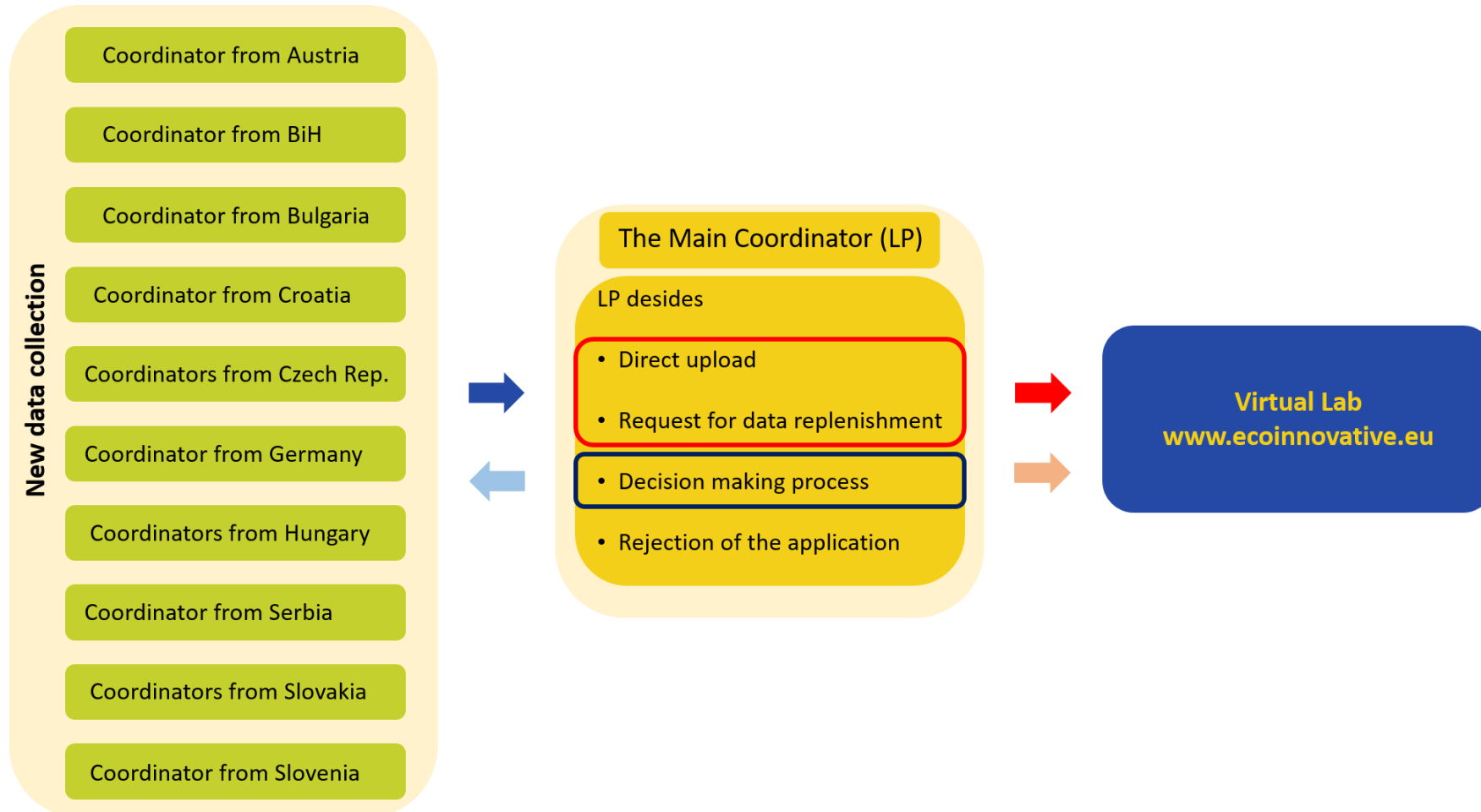
All requests received by individual coordinators, whether by using a completed form or a web questionnaire on www.ecoinnovative.eu, will be reviewed by the main coordinator (Feature 1).

The main COORDINATOR (LP- SCTSI).

The main coordinator is the first point of contact for requests coming from outside (events, workshops, networks, related channels,) and also receives all uploads from regional coordinators.

The main coordinator role is to:

- approve or reject entry for upload to virtual lab
- request additional data about entry from the national coordinator
- Assemble a decision making process consortium (voting via email or voting platforms) Partners will receive all data about entry at least 5 days before vote.
- Publish link to Eco virtual lab and necessary information on company website, publications or organized events. LP will promote benefits to join us on www.ecoinnovative.eu
- be a contact point for all possible new stakeholders
- coordinate the whole process from receiving request to distribution of demand or supply (to get on distribution agenda)
- be a channels the issues to the appropriate coordinator
- forward issues concerning the internal communication and media tools to all members
- ensure that all the communication and internal channels are up to date to all members (e-mail, links, etc.), to support the continuity of plan
- motivate all members to take opportunities to actively communicate with local and national media, channels about plan for new stakeholders, how to add, who to contact, etc.-spreading of dissemination activities
- coordinate the whole process of the plan to go on without restrictions



Feature 1: The request processing scheme from data collection to publication

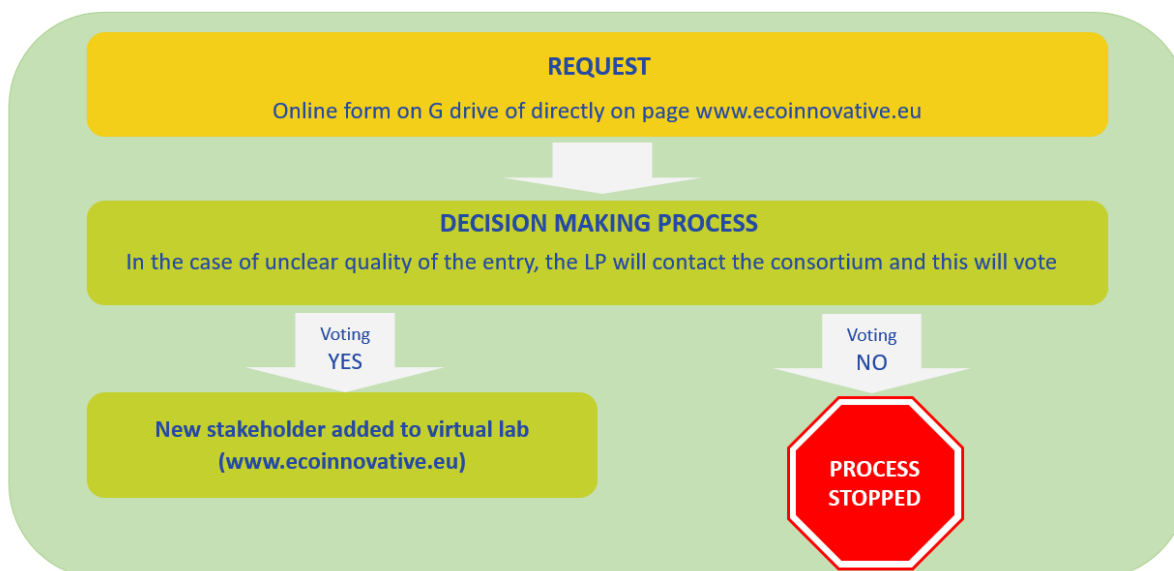
4. DECISION-MAKING PROCESS

During the project period, we encountered applications of varying quality. In many cases, these were high-quality inputs, but missing data was needed. In some cases, it was complicated to determine whether the application is suitable for our virtual lab or not. For this reason, we have decided to lay down the rules of decision making process (Feature 2). These rules will allow the main coordinator to call a vote to include or exclude a request from Virtual Lab. Moreover, we set the minimum data required for full input.

Request processing process:

- The request of new stakeholder is sent by means of an [online form](#).
It must include the following information:
 - ✓ Name of technology, product, problem, solution, supply
 - ✓ Name of organization/legal entity
 - ✓ Address
 - ✓ One main contact name, including the persons mobile and email address
 - ✓ Website
 - ✓ Short presentation/description of demand or supply to be add to Virtual Lab
- The request is automatically sent to main coordinator, who will evaluate it and decide to accept, request further information or reject it. If the main coordinator is unable to decide, he has the opportunity to reach the consortium and run the decision making process
- The decision making process is triggered by sending all available input information to the consortium. The information must be sent at least 5 days before the vote. You can vote on the entry by mail or voting platform. Each national coordinator has one vote.
- The following actions are performed **if coordinators vote for YES:**
 - ✓ The main/web coordinator adds the new stakeholder and its request to the list of VL followed by instructions of proposed plan distribution and organization of supply and plan distribution and organization of demand

- The following actions are performed **if coordinators vote for NO**:
 - ✓ The request will be rejected due to non-compliance with the necessary criteria.



Feature 2: The decision making process scheme

5. CONCLUSION REMARKS

Long-term support for eco-innovations is not possible without stakeholders who help, not only to finance but also to apply new products and technologies to the market. That is the main reason why the Ecolnn Danube project has created a stakeholder map. However, promoting and supporting matchmaking process only during duration of project is not sufficient. For this reason, a consortium of project partners of the Ecolnn Danube is committed to maintaining the main products of the projects efforts, which includes the virtual lab and stakeholders list in it. All partners agreed on continual active search and completion of new stakeholders. Partners also agreed on the minimum number of entries that were set at one per partner per year during the sustainability period. By fulfilling this plan, the partners will be able not only to maintain the functionality of the virtual lab, but also to continuously expand it into a ecoinnovators network in the Danube region and beyond it and thus improve the support of eco-innovation development, application and finally the impact on environment.