

EP Preparatory Action for Eastern Macedonia & Thrace

"Entrepreneurial Discovery on wine in
Eastern Macedonia and Thrace "



European Commission
Joint Research Centre (JRC)
Institute for Prospective Technological
Studies (IPTS) – Seville

*Entrepreneurial Discovery Focus Group
on wine for REMTh*

Drama

18 -19 November 2014



Four perspective on innovations in wine – Thematic areas

Research and innovation on

1.technological improvements in wine production

2.grapes and wine by-products

3.environmental sustainability in the wine sector

4.wine tourism



Overview of day 2

09:00-10:30 Plenary presentations on four themes

- *4 national and international experts sharing experiences*

10:30-15:00 Four Parallel sessions

- *Introductory presentation*
- *Interactive working-group sessions on Entrepreneurial discovery in wine*

15:00–18:00 Plenary sessions

- *Lessons from working groups*
- *Plenary presentations on framework conditions for EDP in wine*
- *Concluding remarks*

Parallel working groups on EDP

- *Move to another room*
- *Topic indicated in the table*
- *Two participatory sessions with:*
 - Moderator – To keep things on track
 - Rapporteur – To follow the discussion and report to the plenary
- *Greek: working language*

Participatory exercise

Session 1: 11:00 to 13:15

Task 1: Generation of ideas

Task 2: Presentation of ideas

*Task 3: Clustering people around idea (i.e.
Creation of idea-partnerships)*

Session 2: 14:15 to 15:15

Task 4: Development of ideas

Participatory session 1 Task 1

Generation of ideas – 10mins

Idea-fiche – Simple example.

Personal profile (broad):

entrepreneur in the field of ...

Innovative idea: Better use of residues of production, in particular ...

External expertise needed:

marketing support/research support/etc.

Participatory session 1

Task 1 Generation of ideas -10 mins

The innovative idea:

- Can be innovative in a broad sense (technological, organisational, etc.)
- can be related to a problem or not
- can be realistic or not
- Should link different sectors and/or organisations



Participatory session 1 Task 2

Presentation of ideas – 45 mins

Participants:

- present ideas (2-4 mins each)
- reflect on others' ideas
- Take notes on fiche 2

Participatory session 1 Task 2

Presentation of ideas – 45 mins

Take notes on fiche 2

Ideas	Complementary to my idea?	Relevant to my idea?	Relevant to my skill set?
Idea 1 - description			
Idea 2- description			

Participatory session 1

Task 3 Idea Partnerships – 40 mins

The Idea-partnership table

	Participant 1	Participant 2	Participant 3	Participant 4	...
Idea 1					
Idea 2					
Idea 3					
Idea 4					
Idea 5					
...					
...					

- Identify and rate the three favorite ideas for collaboration
- Fill in the table
- Form idea-partnerships of 2-4 people

Participatory session 1

Task 3 Idea Partnerships – 40 mins

Two partnerships

Idea 1 – Participants 1 & 2

Idea 1 Participant 3 & 4

	Participant 1	Participant 2	Participant 3	Participant 4
Idea 1	*		***	***		
Idea 2	**	*	*			
Idea 3		**	**	**		
Idea 4	***	***		**		
...						
...						

14:00-15.00 Participatory session 2

Task 4 Ideas Development – 50 mins

Partnership established in session 1 discuss will discuss and provide:

- *Brief description of the idea*
- *Contribution of the different partners*
- *First considerations on framework conditions and finances*
- *Identification of first “next” steps*

Partnerships will report internally and then to the plenary

Key issues

The developed ideas are inputs for the future of the project and for the MA

Instructions will be repeated in the parallel session

If in doubt, ask the moderator and rapporteurs .



Thank you