

MANUAL FOR PILOT ACTION

TRANS³Net.dialogue (D.T3.2.7)

Version 1
04 2019



1. Purpose of manual

The main challenge of TRANS³Net.dialogue was and is it, to discuss and find solutions how political framework conditions must be set in the project region to enhance the cooperation of scientific and economic partners. The Manual for TRANS³Net.dialogue should help for future implementation of such an event format by the transnational network.

Therefore, this document aims to describe the relevant content-related and organisational aspects, which must be taken into account when implementing such an event on transnational level. The document serves also as ‘manual’ for transferring the event format to further target groups and regions. It is based on gained experiences of two events organised during project runtime.

2. Intention of the event

2.1. Objective and ‘Nature’ of the event

The Interreg Central Europe Project TRANS³Net aims to shape conditions for a well working collaboration between science and economy in the trinational region between Germany, Poland and Czechia. For this purpose, event format of TRANS³Net.dialogue is focusing on designing the necessary political framework conditions for this. Based on an overarching theme in the field of transnational knowledge and technology transfer, policy solutions will be sought and found by bringing together relevant transfer promoters and policy makers from the three regions.

TRANS³Net.dialogue is carried out as a moderated group discussion based on a predefined topic. In an open atmosphere, participants get the chance to describe the main challenges of their regions and which solutions are necessary to foster the transnational collaboration of science and economy in the target region. Besides the elaboration of solutions, event’s atmosphere should contribute to overcoming of barriers between the participants which are mainly based on different cultural habits and languages.

A TRANS³Net.dialogue comprises the following parts:

- Discussion of a pre-defined topic dealing with aspects of the necessary political framework conditions for successful cooperation between science and industry in the border triangle.
- Lectures to learn more about the current situation (e.g. innovation strategies, intelligent specialisation, funding conditions) of technology transfer in the region.
- Moderated discussion of the participants in the plenum or in groups
- Summary of the identified solutions and the agreed protocols with the agreed objectives.

During event, representatives from the three regions get to know each other and about the preconditions of their regions. This is the basis for common elaboration of solutions and their stepwise implementation.

2.2. Target group of the event

TRANS³Net.dialogue is aimed at transfer promoters, in particular those from the political sector, as well as political policy makers in the fields of economic development, innovation strategy and science from the three different regions.

3. Checklist for event organisation

3.1. Schedule

The following table provides an overview of the content and organisational tasks to be performed before, during and after the implementation of "TRANS³Net.dialogue" in order to achieve the defined event objective (2.1).

Description of tasks	Time horizon
Definition of the event date and venue	3 months before (at least)
Agreement on basic course of the event in terms of discussed topic, objective, applied methods, addressed lectures, intended number of participants Finish agenda and invitation	3 months before
Selection, personal contact and invitation of participants to the event based on the expertise they can contribute. Publish event (online, event calendars, newsletter etc.) request partner institutions to assist in the promotion of the invitation to the event	2-3 months before
Choice and contact of suitable moderators, photographer, film teams (as planned in the concept)	2-3 months before
Send reminder invitation to potential participants Select catering for the event	1 month before
Preparation work: - name batches including additional information e.g. nationality, language skills, discussion round - signature list - PR equipment: flag and rollups, promotional material - Think about a gift for speakers - other: chairs and tables as required - prepare evaluation questionnaire (survey)	1 week before
event takes place - Documentation (minutes, photos, film etc.)	
Post processing: - Distribution of documents following the event with list of participants, lectures and documentation, agreements to all participants - Publication of a summary report on the website and other media - Determination of persons responsible for the implementation of the agreements	in the first week after
evaluation of the event - survey collecting opinions of the participants (questionnaire) - follow-up of initiated contacts during the event	1-2 weeks after event

3.2. Methods applied during event and their objectives

The following table lists all methods tested during ‘TRANS³Net.dialogue’. When selecting the methods the objective of the event has to be kept in mind. The table can be seen as a proposal. Further methods can be used.

Method	Description	Objective
Round table discussion	moderated discussion round are based on a pre-defined concrete topic which is of relevance for promotion of transnational transfer results-oriented discussion on issues requiring the participation of several different organisations and institutions 20 - 30 participants Neutral moderation and visualisation of the discussion	outputs ■ concrete solution ideas for the identified challenges ■ Responsible persons and supporters for the realisation of the solutions outcomes ■ establish personal relationships between the participants and identify cooperation points by discussing mutual problems and challenges. ■ Get an overview of regional solutions to improve trilateral cooperation between science and business.
World-Café	A World Café is a structured discussion in which groups of people discuss a topic at several tables. It is also possible to divide the topic into several sub-questions. With this type of discussion, it is common for the discussants to move from one table to another and the moderators (hosts) to remain at the table. With regard to the number of participants in the TRANS³net dialogue, 3 to 4 questions can be discussed. The discussion can be visualized with a pinboard or as the original idea was on a table cloth. At the end, each moderator presents the results to all participants.	The method ensures that all participants can exchange information quickly and without fear of contact. The ability to bring together different points of view on a topic is particularly notable.
Panel discussion	Moderated discussion round with experts about their experience	To profit from the expert knowledge

Best-practice exchange	Short presentations of successful working networks or projects for transfer with Q&A-session	To get knowledge-profit and insights into existing and successful working initiatives and to share experiences
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4. Lessons learned from pilot action

For both dialogues tested during project lifetime, it was hard to gain representatives from political institutions as well as transfer promoters. Reason behind that is on the one hand the language barrier (English, as event language is not so common esp. at political level). On the other hand, the chosen topic must be specific and interesting enough that participants think they can contribute something to the discussion and learn something. That is why it is recommended to approach the political level/ institution before the preparation of event starts to ask for their wishes and proposals of topics. If the political level is involved from the beginning, the commitment to participate actively is bigger.

Participants can also better engage in the discussion when they talk about their own experiences. That is why the best-practice exchange is a good opportunity for an open discussion. The formulation of hints and solutions for the improvement of framework conditions for transnational knowledge and technology transfer has to happen in smaller groups like world café or afterwards and should not be the main part of the dialogue.