

D6.5 Brokerage events standard agenda

Prepared by:

D.R.E.Am Italia





About this document

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 695985.

This report corresponds to D6.5 "Brokerage event standard agenda" of the SCOoPE project.

It has been prepared by:
DREAM Italia
Via Garibaldi, 3 -52015 Pratovecchio Stia (AR)
Italy

Update version:

29th September 2017

Disclaimer:

The sole responsibility for the content of this publication lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the EASME nor the European Commission are responsible for any use that may be made of the information contained therein.



Table of contents

0. Introduction.....	4
1. Minimum content of the Brokerage Events.....	4
2. Suggestion for the organization of the Brokerage Events.....	5
3. Templates to be used	5
4. Indicators and expected impacts.....	6



0. Introduction

This report has been developed in the framework of the SCOoPE project, funded by the European Commission. The deliverable D6.3 is part of WP6. It is expected to be done by the month 18 of the project: September 2017. Following the Grant Agreement and the D6.1 Communication and Dissemination Plan, it should at least establish the minimum contents of Brokerage Events and the design and template for the documents.

1. Minimum content of the Brokerage Events

As general principle, any Brokerage Event should be organized according with the country specifics and the typology of attendants. In fact, these can be farmers, agro-industry managers, key actors (providers of technologies) or stakeholders in general. Hence, we should consider that, even if the contents are standardized, the way of dissemination, as well as the technical deepening, must take in account the kind of faced public.

Essential topics to be treated during a Brokerage Event are:

1. Benchmarking baselines (thermal and electric KPIs). Meaning of KPIs and what they show and how they should be considered for the assessed process.
2. Analysis of the processes. A Brokerage Event can involve all the considered sectors (dairy, meat and poultry, F&V transformation, cereals and fodder dehydration) or can be specific for one sector. In both cases, a brief description of the processes is highly recommended.
3. Diagnosis tool (experiences and results). Creating a visual presentation of the diagnosis tool facilitates the understanding of the activities carried out in the project. Furthermore, sharing experiences and results fosters the involvement of new potential industries.
4. Market available innovative techniques. The technology providers involvement is essential to show the new technologies available in the market for efficiency and energy saving in the four sectors.

Depending on the public attending the Brokerage Event, a brief presentation of H2020 program is highly recommended, as well as a general presentation of the SCOoPE project.

When established before each Brokerage Event, each partner will send to DREAm, the WP6 Leader, and Spanish Co-ops a copy of the agenda. The agenda will be published on the project's webpage.



The agenda must contain:

- Data and location;
- Titles of the presentations;
- Logo of the project;
- EU logo, mentioning that the project and the activity have been found by EU.

2. Suggestion for the organization of the Brokerage Events

The suggested duration is between 2,5 and 4 hours.

The active participation of Key Actors is important to directly show and technically explain the most interesting available technologies in the field of efficiency and energy saving. Involving the Key Actors from the very first Brokerage Event is a winning strategy to encourage their presence.

Considering that the first interest of key actors is selling their technological products, their speech should be concerted in advance, to avoid any too invasive advertising message.

In many cases, taking advantage of other event, such as annual meeting of the association, sectorial fairs, etc., represents a good possibility to raise the visibility of the event and increase the number of attendants.

3. Templates to be used

For the presentations should be used the project's provided Power Point template (SCOoPE_Presentation_template.ppt).



All the documents used for and during the Brokerage Events must contain the project's logo, the EU logo mentioning that it has been found by the EU, the disclaimer.



In the location of the Brokerage Event, roll-up and posters are expected to be shown and leaflets distributed. Even the video created to show and explain the project can be projected.

4. Indicators and expected impacts

According with the D6.1 Communication and Dissemination Plan, Brokerage Events are expected to achieve the following targets:

- At least 25 attendants;
- At list 15 different companies;

The indicators above should be considered such as average values calculated for all the Brokerage Events in a singular country.

After every Brokerage Events, the Country Coordinator will send to DREAM as WP6 Leader a copy of the list of attendants and three photos of the event.