

AQUA-TNET3

Promoting innovation and a European dimension through Lifelong learning in the field of Aquaculture, Fisheries and Aquatic Resource Management – Thematic Network

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<p>Deliverable Number: D6.3 &6.4 <i>Industry think tank</i> <i>Research think tank</i></p>

Workpackage(s) concerned: WP6

Nature of deliverable (Report, Service, Product, Demonstrator, Event, Other):
Other

Due date	Initial Submission date by UGent	2 nd reviewer date	Date accepted by Management
M3	M9		

Dissemination level: PU

PU Public	
RE Restricted to other programme participants (including the Commission Services)	
CO Confidential, only for members of the consortium (including the Commission Services)	

Indicate any document related to this deliverable (report, website, ppt etc and give file name)*

1. Presentation (ppt): Empirica@think tank meeting

* Please attach deliverable documents and any additional material if needed.

SUMMARY

Objectives: Form a team of industry resp. research representatives that can assist in thinking about novel strategies for effective stakeholder involvement

Rationale: the workpackage leader and 3 workpackage sub-leaders have carefully selected representatives based on a good balance of their affiliation (industry, research and students) and their personal expertise and broad vision on the issues at stake. The think tank convened once to discuss and formulate a suggested strategy for stakeholder involvement.

Results:

The proposed think tank consists of:

Patrick Sorgeloos	Ghent University	Belgium	as workpackage leader
Jean Dhont	Ghent University	Belgium	as workpackage secretary
Stefan Meyer	Association for Marine Aquaculture	Germany	workpackage sub-leader
Benedikt Frenzl		Germany	workpackage sub-leader - students
Ardó László	Research Institute for Fisheries, Aquaculture and Irrigation	Hungary	workpackage sub-leader - research institutes
David Bassett	Federation of European Aquaculture Producers	UK	workpackage sub-leader - industry
Gonçalo Santos	BIOMIN Holding GmbH	Austria	industry representative
Richard FitzGerald	National University of Ireland, Galway	Ireland	research institutes
Torgeir Edvardsen	SINTEF Fisheries and Aquaculture Ltd	Norway	industry & research institutes
Ana Roque	Institut de Recerca i Tecnologia Agroalimentàries	Spain	research institutes

MINUTES OF THE THINK TANK MEETING

Time: Wednesday, June 13, 2012

Venue: KoWi - European Liaison Office of the German Research Organisations

Brussels

Participants:

- Patrick Sorgeloos, Ghent University, Belgium
- Jean Dhont, Ghent University, Belgium
- Stefan Meyer, Association for Marine Aquaculture, Germany
- Sofie Vanmaele, EAS Students Group
- Janka Bíró, Research Institute for Fisheries, Aquaculture and Irrigation, Hungary
- Catherine Pons, Federation of European Aquaculture Producers, Belgium
- Richard FitzGerald, National University of Ireland, Galway, Ireland
- Ana Roque, Institut de Recerca i Tecnologia Agroalimentàries, Spain
- Ingo Meyer, Empirica

Stakeholder centred approach

The workpackage proposal included the services of an external facilitator for supporting the formative evaluation of past and ongoing stakeholder involvement in aquatnet and for supporting the development and implementation of novel strategies. Ingo Meyer of Empirica gave a presentation on their expertise in that matter and possible concept to our goal (see related ppt).

A number of interesting concepts emerged from Empirica's described approach:

- The concept of "user centredness" was introduced, that implies that content and format (packaging) of deliverables is defined in function of the stakeholder needs. This requires defining who your stakeholders are, what they need, how they will benefit and what input (cost) is required from them.
- The need and procedure to define the cost/benefit of a deliverable for a stakeholder
- Packaging involves the tailoring of deliverables to specific stakeholder groups. Specific deliverables can be presented in different ways as to appeal to different stakeholder groups.
- Improving our deliverables can go by 2 alternative ways:
 - Train or support project partners in optimising deliverables (can be existing or new deliverables)
 - Select exemplary deliverables and optimise according to a set process

Upon this presentation a lively discussion arose, highlighting conditions and limitations to potential strategies:

- The friction between the our concern to cater for the needs of our stakeholders and our commitments to the deliverables due
- The sustainability of the network in general beyond the project duration and the role of EATIP herein

- The very diverse, even fragmented nature of the aquaculture industry with companies of very different scale and sophistication, diverse production technology. This makes catering for their needs with uniform deliverables very complex

Brainstorm: ideas for improved stakeholder involvement

The think tank members then generated a number of novel ideas for improved stakeholder involvement. After another lively discussion following ideas were put forward:

1. Scientific documentation

- Rationale: many companies do not have the tradition or the means or the time to keep track of scientific developments, namely publications
- Idea: make new publications accessible via regular prioritized summaries of new publications
- Stakeholders: industry, research, students, education providers
- Provider: UGent on short term. To be decided on long term
- Sustainability = future service of EATIP

2. Internship portal

- Rationale: companies are often not aware or convinced of the benefits of receiving students on an internship. Or they have no clue how to get it organized or where to source students
- Idea: 1) produce guidelines on how to get internships organized; 2) Create a gateway that matches supply and demand for internships
- Other related topics: Online courses catalogue, Student placement, Mobility

3. IT practices

- Rationale: companies are not aware or convinced of the benefits of innovative (online) tools to improve interaction with science and education developments
- Idea: provide short & simple guidelines (print or video) on selected examples such as video conferencing
- Link with: WP5c

4. AquaTEDtalks

- Rationale: scientific knowledge is insufficiently communicated in a concise and comprehensible way
- Idea: based on the TED talks, 15 selected leading scientists would be invited to give a 15min talk on his/her specialization. The presentation would be taped and made available online. Feedback would be organized
- Topics: e.g. humane fish killing, legislation
- Link with: EAS SG workshop, FEAP Hot Topics (in annual report)
- Implementation: short courses

5. Aqua - Questions

- Rationale: companies have difficulties to get straightforward answers on acute problems and/or simple questions, mostly because it is difficult to trace proper experts.

- Idea: organize a pool of experts that are available for online support, either answering questions or forwarding to where answers can be found
- Link with: Pescalex principle; WP5c

6. Company portal/profile

- Rationale: how can companies communicate their assets in terms of research opportunities
- Idea: produce 1 page leaflets highlighting what they stand for and what benefits they can offer for students of young researchers
- Note: could be part of a recruitment-strategy
 - Involve students/experts from other fields (economics, ..)

Suggested methodology

Finally, with respect to these ideas, a suggested strategy was discussed.

1. Select suitable deliverables
 - Critical review of deliverables in consultation with workpackage leaders/members
 - Criteria: stakeholder centered interest, sustainable beyond project
 - Select 1 to 3 deliverables / workpackage
 - Identify working group or person
 - Identify 1 to 3 'flagship' deliverables for the whole project
2. Apply methodology for improved stakeholder involvement
 - Use the template prepared by external facilitator
 - Get support from external facilitator
3. Run case study
4. Quality check
 - In consultation with WP9
5. Dissemination
 - In consultation with WP7

Action plan

Present 'Ideas' and 'Methodology' to stakeholders for feedback and approval

- At EATIP annual meeting in Brussels, June 22
- At AquaTNET Annual event in Malaga, June 28-29

Prioritise deliverables

External facilitator to draft guidelines

Discuss interaction with WP9 on quality assurance, WP7 on dissemination and WP5 on support for developing ideas involving innovative tools

Teams involved:

UGent, EAS-SG, HAKI, FEAP, BIOMIN, NUIG, SINTEF, IRTA

Geographical areas covered: all Europe