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DOCUMENT CONTROL

Document Summary	
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PU	Public	
PP	Restricted to other programme participants	
RE	Restricted to a group specified by the consortium	
CO	Confidential, only for members of the consortium	CO

Document History			
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15.10.2018 and 30.10.2018	1.1	CUAS	Included information on AS Task Force factsheets and Alliances Info Folder under point 2.1; modified point 2.2 Overview and point 4 Conclusions.
30.10.2018	1.2	TPLj	Added information under “Technicalities”

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1 EXECUTIVE SUMMARY

1.1 PROJECT OVERVIEW

The Alpine Space arena is becoming a leading destination for technology providers in the area of Smart Living, but is hindered by fragmentation in the research and innovation landscape, which prevents the transnational region from becoming the center of European excellence. CARE4TECH looks to bridge the gap in this fragmented landscape, by generating a coordinated approach to Smart Living technology development. CARE4TECH focuses on creating and maintaining strong ties between quadruple-helix actors; what this means in practice is creating structures that improve the communication and transparency between research institutions, businesses, government, and civil society as a whole. By improving these ties, the project aims to align policy development with real civil and market drivers.

1.2 MAIN PROJECT RESULTS ARE:

- Alpine Space KNOWLEDGE ATLAS - Map of leading cases and approaches classified in a Knowledge Atlas,
- Alpine Space ALLIANCES - Thematic excellences grouped to cooperate,
- Alpine Space TASK FORCES and ALPINE CAMPUS- Supported by quadruple helix based teams to jointly learn and innovate through a living lab based learning system and
- Alpine Space THINK TANK - Set up of a permanent policy and stakeholder's platform linked to EU initiatives to fully exploit outputs and their technological strategic potential.

1.3 WORK PACKAGE OVERVIEW

Work Package 2 (WPT2) implements CARE4TECH Alliances and tests the learning elements leading to the Alpine Campus Output 2. It will enable to structure and launch and innovation living lab based modular learning system and empower quadruple helix based AS task forces who will subsequently lead the first 11 Alliances and support, during WPT3, the raise of the AS Think Tank.

2 INTRODUCTION

The purpose of this document is to provide the CARE4TECH Project Partners (“Partners”) guidance on how to carry out the activity of organizing an event at which new members could be recruited and AS Alliances presented in more detailed.

2.1 CONNECTION TO OTHER WORK PACKAGES

Workpackage 1 was aimed to create a common knowledge base for all partners, the so-called AS Knowledge Atlas from which each partner became aware of the expert & business-network on Smart Technologies in the Alpine Space.

Following from that, Partners began to form Alliances on Smart Living, involving as many stakeholders as possible on the selected X Smart topic. The Alliance itself, centred around producing policy recommendations, later in WPT3 should be expanded and therefore a strategy to recruit new members is necessary.

In connection to other activities in the WPT2, the running of LiLab’s is the most closely connected activity to recruitment of new members, because it serves as an excellent platform to introduce the LiLab to individuals, choosing from them those that would best benefit the Alliances.

New members, and ensuring they are key players in the field, will provide an excellent starting point to prepare policy recommendations for public authorities.

TPLj will prepare the **AS Task Force Factsheets** (D.T2.1.4) for each Alliance that will describe profiles of existing experts and criteria to join. This will be helpful to inform potential new members before / at the event.

The same goes for the **Alliances Info Folder** (D.C.2.2). The update will be organized shortly by TPLj. This leaflet can also be useful to inform and attract potential new members.

2.2 OVERVIEW OF THE ACTIVITY

The overall goal of the activity is to **recruit new members to the Smart Living Alliances**, thus ensuring their sustainability after project’s completion.

To do so, each Alliance is asked to organize a **transnational event** including the Alliance lead and partner(s). It should serve as a venue to present the Alliance’s goals & vision, thereby attracting new members to join and contribute to the Alliance. Each event should include contributions by each quadruple helix group.

If such an event needed to be classified in a group, it is most similar to a networking event. It does not necessarily need to be a stand-alone event but could also be a separate session organized as a side-event of a suitable bigger event.

For this activity, a checklist will be made to assure the quality of the event and to highlight the event’s most important aspects.

3 CHECKLIST

3.1 BEFORE THE EVENT

3.1.1 Stage 1

- Establish event's goals & objectives
- Define no. of sessions & topics
- Select & recruit event committee / chair for each session
- Identify & invite speakers of each quadruple-helix
- Create a publicity plan & brand for the event

3.1.2 Stage 2

- Speakers / presenters:
 - finalize topic of presentation
 - acquire CV
 - travel & accommodation arrangement (if applicable)
 - contract arrangement (if applicable)
- Publicity
 - Develop a draft Agenda
 - Develop promotional materials (e.g. newsletter, articles, website news, ...)
 - Send info on the event to Communication Manager
 - Officially invite speakers

3.1.3 Stage 3

- Finalize the agenda
- Confirm speakers
- If it is a panel discussion, assign a moderator
- Develop a plan for introducing AS Smart Alliance
- Make a presentation on AS Smart Alliances & CARE4TECH
- Have a template ready for acquiring basic info on new members¹

In summary, follow the usual practices of good event management and make sure to invite speakers from all quadruple helix target groups.

¹ Adjust the template to your Alliance and include the information you deem necessary.

3.2 AT THE EVENT

Along with the usual best practices of event management, be sure to include at the event:

- Active promotion of CARE4TECH
- Comprehensive description of the Alliance
- “Sales-pitch” to engage new members
- Photograph each speaker
- Promotional materials of the project

3.3 AFTER THE EVENT

- Send thank-you’s to speakers
- Conduct a post-event survey & evaluation
- Write an article on the event, include photos & send to Comm. manager
- Make list of potential new Alliance members and evaluate the process of recruitment

4 CONCLUSIONS

Overall, the aim of this document and the checklist is to provide Partners with an easy and comprehensive strategy to organize the event for recruitment of new Alliance members. This check-list of course does not cover all topics of event management, but serves more as a guideline of essentials.

In the end, it may be helpful to outline again that this event can be organized as one of the sessions of a suitable bigger event. The most important thing is the involvement of Alliance lead, partner(s) and all quadruple-helix actors.

5 TECHNICALITIES

The deadline for the activity is June 2019, but in order to prepare the final document, TPLj needs all the information on the events by **May 15th**. Should any of the event not been finalized by that date, the responsible partner should provide TPLj with a detailed description of the event, the final agenda, list of invited speakers and the after-event information by **June 1st at the latest**.

The information on the events, should be sent to mojca.cvirn@tp-lj.si & urska.rauter@tp-lj.si, as well as uploaded to BSCW to the corresponding folder.