

WP 2_Act. 2.6.1

Stakeholders Survey

Deliverable 2.6.1
Adrireef Stakeholders Survey

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1. Introduction

The Adriatic Sea houses a large number of diverse and unique marine ecosystems. These ecosystems are a **key developing factor for Blue Economy** purposes. Enhancing their attractiveness is compulsory in order to foster Blue Growth across the Adriatic Sea. To this aim, ADRIREEF focuses on the development of project outputs able to open **concrete opportunities** of environment protection and to foster the creation of novel economic activities, making the Adriatic area more **attractive for SMEs investments and development**.

Moreover, ADRIREEF is expected to contribute to knowledge transfer by drafting relevant documents concerning both decision-makers and blue economy stakeholders. Therefore, the project invests in the **effective engagement** of relevant stakeholders: activity 3.5 leads to the identification and classification of relevant stakeholders.

The results are indeed the foundation for the **surveying activity** (Act. 2.6), that will create and foster significant exchange opportunities between the project and key stakeholders.

2. Activity overview

Activity 2.6, contributes to the *Programme output indicator n. C004* “*Productive Investment: number of enterprises receiving nonfinancial support*”.

In line with the AF, in order to collect relevant information from the identified key stakeholders on their **approach to innovation**, the project sets up an online survey, promoted by PPs via newsletter and direct invitation. The survey is opened for 45 days, provided in English, Italian and Croatian. At the end, a specific report will be drafted and will be part of the final report of the project.

“Without receiving a financial support, enterprises will benefit of the project outputs (i.e. the Guidelines and the Code of Conduct). These outputs will contribute to the valorisation of Adriatic reefs in order to allow a sustainable exploitation of the marine ecosystems concerning the Blue Economy field.”

(AF details)

3. Methodology

The survey is provided online using Google Modules in **English, Italian** and **Croatian** language. The link to the questionnaire is sent to the selected stakeholders by **each PP** via newsletter or direct invitation.

The survey will be available for 45 days and will be addressed to stakeholders operating in the main blue economy sectors: sport diving, professional diving, sport fishing, professional fishing aquaculture, other.

The survey is made of four sections:



- Section I : General Information
- Section II : Approach to Innovation in the period 2017-2019
- Section III: Strategies for business development
- Section IV : Instruments for innovation

The 4 sections include two different types of questions: **short answer** and **multiple choice questions**.

Short answer questions allow the Stakeholders greater flexibility, but they are more difficult to record and score. Therefore, the questionnaire mainly uses closed multiple choice which can be easily scored and coded for the final project report.

Since the questionnaire is self-administered, the **order, number** and **type of questions** is carefully constructed: questions are **short** and written with a **simple** and direct vocabulary. There are only 22 questions and they are ordered trying to catch immediately the respondent's attention.

In order to reduce **non-response** and reach the selected target, the following strategies are implemented:



- **Advance e-mail/phone call:** to announce the upcoming survey
- **Short introduction:** communication with survey includes a short description of the project
- **Friendly questionnaire:** brief and easy to reply questions
- **Follow-up:** PPs will solicit stakeholders before the survey expiry

4. Action plan



5. The stakeholders Survey

Online survey form (English version)

ADRIREEF _ 2.6 Stakeholders Survey : Innovation in the Blue Economy

This questionnaire is part of the European project Adrireef (Interreg V A Italy-Croatia CBC Programme).

Among its activities, the project studies indicators capable of measuring the propensity for innovation of Companies operating in the sectors of the Blue Economy in the Adriatic Sea.

Your data will remain strictly confidential.

The project will use and disclose only aggregated and anonymous data for research purposes in compliance with the regulation (EU) 2016/679 GDPR.

*Campo obbligatorio

1. Indirizzo email *



Section I_ General information

2. Company name *

3. Please confirm your business sector *

Seleziona tutte le voci applicabili.

- Acquaculture
 Sport Diving
 Professional Diving
 Sport Fishing
 Professional Fishing

Altro: _____

4. Year of foundation *

5. Number of employees in 2019 *

Contrassegna solo un ovale.

- <5
 5 to 15
 15 to 50
 50 to 100
 >100

6. % of female among your employees *

Contrassegna solo un ovale.

- < 5%
 from 5 to 20%
 20 to 50%
 > %50

7. Role of the person filling in the survey *

8. Name of the person filling in the survey *

Section II _ Approach to innovation in the period 2017-2019

9. Please list the top 3 product categories (in terms of revenue) of you Company *

10. Please list the top 3 service categories (in terms of revenue) of your Company *

11. Did your employees take part to training courses in the period 2017-2019?

Contrassegna solo un ovale.

Yes

No

12. If YES, please specify the training sector

Seleziona tutte le voci applicabili.

- Management
- ICT
- Research & development
- Market analysis
- Funding and tender research

Altro: _____

13. If NO, please explain why

Seleziona tutte le voci applicabili.

- Too expensive
- The training courses offered are not adequate
- Insufficient time
- Not necessary

Altro: _____

14. Did your Company invest in innovation in the period 2017-2019? *

Contrassegna solo un ovale.

- Yes
- No

15. If YES, which kind of innovation was financed?

Seleziona tutte le voci applicabili.

- Process innovation
- Product innovation
- Innovation in the organization of work
- Marketing innovation

Altro: _____

16. How did your Company benefit from those innovations?

Seleziona tutte le voci applicabili.

- Better internal organization
- Higher revenue
- New market niche
- Improved product/service quality
- Better environmental sustainability

Altro: _____

17. Did the number of your employees increase in the period 2017-2019 ^{*}

Contrassegna solo un ovale.

- Yes
- No

Section III_Strategies for business development

18. Which are the most critical aspects currently affecting your business sector? ^{*}

Seleziona tutte le voci applicabili.

- Strong competition
- To find qualified human resources
- To attract qualified human resources
- Lack of development strategies
- Old technologies/instruments

Altro: _____

19. Which are the development strategies your Company is planning to adopt in the next 3 years? *

Seleziona tutte le voci applicabili.

- Product/process innovation
- To renew the internal work organization
- To Explore foreign markets
- New marketing policies
- None

Altro: _____

20. Which are the sectors your Company considers as more strategic for the next 3 years? Please list them *

21. Is your Company considering entering new niche markets? *

Contrassegna solo un ovale.

- Yes
- No
- Maybe

22. Which are the most important skills for your upcoming development strategies? *

Seleziona tutte le voci applicabili.

- Foreign languages
- Marketing
- ICT
- Knowledge of the local economic system
- Management and administration

Altro: _____

23. Is your Company investing to make its activities more sustainable for the environment? *

Contrassegna solo un ovale.

- Yes
- No
- We will

Section IV _ Instruments for innovation

24. Which channels does your Company use to stay up to date with your sector's innovations? *

Seleziona tutte le voci applicabili.

- Fairs and exhibitions
- Open innovation processes
- Contacts with Universities and Research centers
- Training and workshops
- Publications
- Chamber of Commerce and other trade associations
- None

Altro: _____

25. Which of the following public policy measures could facilitate the propensity for innovation of your Company? *

Seleziona tutte le voci applicabili.

- National research and innovation projects
- Long-term planning of fundings for innovation
- Tax credit for research & development activities
- Creation of round tables at local level (network of private and public entities)
- Support for the access to consulting services
- I don't know

Altro: _____

26. Has your Company ever considered exploring new market opportunities linked to the sustainable exploitation of the artificial and natural Adriatic reefs? *

Contrassegna solo un ovale.

- Yes
 No

27. Would your Company be interested in receiving free support from Adrireef in developing innovative actions in your sector? *

Contrassegna solo un ovale.

- Yes
 No
 Maybe

28. If yes, please specify which innovation needs you'd like to develop

29. Has your Company already been engaged in activities implemented by ADRIREEF? *

Seleziona tutte le voci applicabili.

- Adrireef festival
 Information Meetings
 No

Altro: _____

30. In your opinion, to what extent are ADRIREEF project activities able to contribute to the needs of your business sector at country level? *

Contrassegna solo un ovale.

	1	2	3	4	5	
very low	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very high

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