# WP4 - Deliverable 4.1.1

# JOINT METHODOLOGY FOR THE POLICY UPTAKE AND LEGITIMIZATION OF THE PROJECT INNOVATION SERVICE

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# Table of acronyms

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| **T2I** | Technology Transfer and Innovation S.C.A R.L. |
| **IDA** | Istrian Development Agency Ltd. |
| **AGRRA** | Agencija Za Ruralni Razvoj Zadarske Županije |
| **INVESTINFISH** | Boosting INVESTments in INnovation of SMEs along the entire FISHery and aquaculture value chain |
| **F&A** | Fisheries&aquaculture |
| **S3** | Smart Specialization Strategy |

# 1. Introduction

This document presents the joint methodology that will be adopted by INVESTINFISH partners in order to establish an effective and fruitful interaction with the local organization responsible to define strategies and policy instruments in their respective areas.

The scope of the consultation will be from one hand to introduce INVESTINFISH project to S3 managers, illustrating its objectives, action plan and potential impact in the Adriatic area; on the other hand, to obtain information on Regional Strategies adopted to spread innovation in Fisheries&Aquaculture sector.

Testing innovative solutions in Fisheries&Aquaculture service and assessing effectiveness represent the core challenge of the Investinfish project. The activities of work package 4 aim at facilitating innovation adoption in this field, which is traditionally not enough inclined to innovation, through different pilot actions.

To achieve this goal, t2i together with the other PPs has developed a joint methodology for technology and innovation transfer to the companies that will be involved in some pilot actions.

In this contest, 8 companies within project areas will be helped to implement a technical feasibility analysis and an economic and environmental sustainability study for innovating their products, processes, services and improving their competitiveness and market exposure.

Before starting with the implementation of the pilot actions, it's important to identify the methodology to be adopted to inform about what has been done so far and what will be done in the coming months within the project, by informing the Regional Authorities and innovation policy makers.

## 2. Definitions

### 2.1 Policy uptake and Legitimization of project innovation services

For the purpose of this deliverable, we define:

- **policy uptake**: the development of new policies, or update of existing ones, by policymakers such as Regional Governments, Local Authorities and so on, to include best practices and/or services models emerging from the project.
- **research legitimation**[1]: the match of the research activities with rules and standards, as well as with the reasonable expectations of the target groups and the public in general; trustworthiness of the results and the outputs (both for quantitative and qualitative analysis).

Adequate research uptake relies on an effective addressing of the target sector's needs. This ensures that the research has an high potential impact, that represent the key factor to ensure uptake and legitimization of project innovation services. For this reason, it is essential to understand the dynamic trends in economic, social and environmental developments and to anticipate and prevent emerging challenges by channelling and supporting critical thinking in policy debates[2].

Following the assumption above, an analysis of the innovation state-of-art in fish sector was conducted in the first part of the project. Thanks to the data collected it was possible to identify 3 macro areas in which outline the path to accompany companies and on which the pilot tests will be carried out. Several stakeholders from the public sector, research world and business associations were interviewed. Thanks to this research it will be possible to work on sector trends

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[1] Thyroff, Anastasia & Siemens, Jennifer & Murray, Jeff. (2018). Constructing a theoretical framework for the process of innovation legitimation. AMS Review. 10.1007/s13162-017-0109-4.

[2] Strengthening policy research uptake in the context of the 2030 Agenda for Sustainable Development, United Nations 2018

and anticipate and prevent future challenges. Data in hand, it will be possible to participate in consultations with regional authorities and help them to better outline the next programming.

## 3. Methodology

The overall purpose is to set a common path among PPs in order to share a joint method for the implementation of pilot testing actions. The main target identified for this activity are the S3 managers and regional authorities in every project area.

A common model of interview has been created by t2i according with previous experience of interaction with Public Sector. An interview scheme for Regional Authorities would be used to introduce the INVESTINFISH project and to explain the common points with regionals innovation strategies.

### 3.1 Scheme for the interview

| Introduction of INVESTINFISH project and goals |
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| Explain why and how the S3 are concerned in INVESTINFISH |
| Ask what the regional / national authorities are doing to F&A and what are the qualitative results achieved so far (impacts) |
| Ask for numbers such as:<br><br>- Existing supporting schemes<br><br>- Number of projects financed<br><br>- Regional competence networks established<br><br>- M€ granted to innovation projects in F&A specialization<br><br>Ask what is the vision for the future (programming period 2021-2027) |

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| Propose collaboration / exchanges |
| Invite S3 to stay tuned during pilot implementation |
| Ask collaboration to collect experiences for the technology brokerage |
| Invite them to participate to project seminars |

## 4. Interested regions

5 Adriatic Regions will be interested in this process, more precisely 3 Italian regions (Veneto, Marche and Puglia) and 2 Croatian regions (Istrian County and Zadar Country).

## 5. Involved partners

All PPs are in charge with the consultation with S3 managers and Regional Authorities within their area of competence. More precisely, the consultation will be involved the managers of Fish and Aquaculture regional offices, Regional Innovative Networks, Clusters and Districts. Moreover, experts in fields of circular economy, environmental sustainability and more in general innovation experts could be also involved.

| Partner in charge of the consultation | Regional Authorities identified |
|---|---|
| T2i - technology transfer and innovation<br><br><br>Punto Confindustria Srl | ● Veneto Region - Direzione Agroambiente, programmazione e gestione ittica e faunistica venatoria<br>● S3 manager - Smart and Agri Food area<br>● Veneto Agricoltura<br>● FEAMP managing office<br>● Flag Gac Chioggia e Delta del Po<br>● ISPRA - Istituto superiore per la protezione e la ricerca ambientale |
| Sviluppo Marche Srl | ● Regional Management of the EMFF<br>● S3 managers - Marche Region |
| Regional Agrifood District | ● Regional Management of the EMFF<br>● S3 managers – Puglia Region |
| Istrian Development Agency | ● Representatives of Region of Istria, Department for Agriculture, Forestry, Fishery and Water Management |
| Zadar Country Rural Development Agency | ● University of Zadar, Department for Ecology, Agronomy and Aquaculture<br>● Zadar County, Department for Agriculture, Fishery, Water Management, Rural and Island Development<br>● Zadar County, Department for Maritime Property, Sea and Transport<br>● Ministry of Agriculture, Department for Professional Support for Agriculture and Fishery Development in Zadar |

## 6. Best practices

The consultations carried on and literature review allowed to identify a group of best practices to ensure an effective policy uptake and high research legitimation:

- Research goals and potential impact should be clearly identified and defined at the beginning of the research.
- Key stakeholders should be involved already in the research planning phase, to ensure that the research matches the target group needs.
- The target sector is composed of very diverse companies, by size, business model and internal activities: the research should identify clearly target users "personas", and ensure that they match the actual companies existing in the target groups.
- Research need to follow all applicable regulations and protocols, and ensure that a sound methodology is used, to ensure trustworthiness of the results.
- Networking between researches on similar or complementary topics should be strongly encouraged, to optimise resources consumption and maximise potential results.
- It is reasonable that part of the input and output data are kept confidential, however a reasonable part of the outputs should become public, allowing to develop best practices or foster further researches: involved companies should be aware from the beginning of which data, how, and why will be disseminated.
- The research should examine also the costs-benefits ratio for its results implementation in the target group, with specific reference to the identified "personas".
- Research results should be disseminated: depending on the type of research, a dedicated dissemination plan can be developed, or if the size of the activity does not justify it, a success story or a case study should be prepared, to be disseminated aggregated with other researches' results.