



ENABLING

Enhance New Approaches in Bio-based Local Innovation
Networks for Growth

Deliverable

D4.I Draft Coaching Report

Deliverable Lead: BBProjecten

Deliverable due date: 31/05/2019

Actual submission date: 06/06/2019

Version: v1.0



This project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 774578.

Document Control Page	
Title	D4.1 Draft Coaching Report
Creator	Claudia Delicato (TINADA), Jana Roels (BBProjecten)
Description	This deliverable is linked with T4.1 and it provides a concise summary of the work that has been done in order to develop the Coaching Services of the project. The final deliverable related D4.2 due in M36 will summarize the achievements the Coaching has obtained; in the meantime, an explanation of the Coaching format and functioning is presented here. It should be reminded that Coaching in ENABLING will help users in their knowledge access to the content created and discussed in the project.
Contributors	Mariagrazia Perri (TINADA), Patrick Pasgang (BBProjecten)
Creation date	30/05/2019
Type	R
Language	English
Audience	<input type="checkbox"/> public <input checked="" type="checkbox"/> confidential
Review status	<input checked="" type="checkbox"/> Draft <input checked="" type="checkbox"/> WP leader accepted <input checked="" type="checkbox"/> Coordinator accepted
Action requested	<input type="checkbox"/> to be revised by Partners <input type="checkbox"/> for approval by the WP leader <input type="checkbox"/> for approval by the Project Coordinator <input checked="" type="checkbox"/> to be delivered to the Commission

Table of Contents

1	Deliverable Description	4
2	Engagement	4
	2.1 Engagement Strategies	4
	2.2 Coaching request access	4
3	Interaction	4
	3.1 Questionnaire structure	5
4	Management	5
	4.1 Task partners	5
	4.2 Language partners	5
	4.3 Final assistance and follow-up	6
5	Conclusion	6
6	Annex I. Questionnaire in English	7
7	Annex II. Skill Matrix	16
8	Annex III. Coaching management flow	18
9	Annex IV. Coaching follow-up on request	19

DISCLAIMER

The sole responsibility for the content of this publication lies with the ENABLING project and in no way reflects the views of the European Union.

EXECUTIVE SUMMARY / ABSTRACT

This document is a deliverable of the ENABLING project, which is funded by the European Union's Horizon 2020 Programme under Grant Agreement #774578.

It describes how the coaching services have been set out to serve the scopes of the ENABLING project and how will the processes of requests' management and follow-up be organized.

I Deliverable Description

This document describes the preparatory work carried out so far in regard to the WP 4 T4.1. in order to organize the effective Coaching Services in the ENABLING project and how their implementation will occur. Coaching activities and service officially start in M18, when a critical mass of best practices has been identified. In this document we clarify the developed approach to collect coaching requests and to ensure follow-up.

The Coaching Services have been organized in a way it will help the stakeholders – farmers, industries, academia, and related – involved or interested in the biobased industry, to enable access to the knowledge generated throughout the project and that possessed from its partners.

Coaching will be based on theoretical knowledge transfer, with the skills and expertise the ENABLING partners can provide. Users' request will be managed effectively as to guarantee a smooth and solicited reply. In order to ensure this guarantee, a coaching process was developed, also called the 'coaching flow' (Annex III).

In the project proposal it was stated to develop the following process and defined tools, which are developed in practice and will be explained in this deliverable:

- a) Providing appropriate common templates for coaching requests to be handled by local partners
→ **A template for follow-up on requests was developed (see Annex IV).**
- b) Build and update a skill matrix of competences within the partnership, so as to identify the most suitable partners to which requests should be directed
→ **A skill matrix was developed and input was provided by all partners (see Annex II)**
- c) Set up a clear internal protocol to make sure that requests can be expressed through one template in the language of the requesting stakeholder and get answered by any ENABLING partner, without requiring further requests or imposing stakeholders multiple levels of interaction with the project Run a systematic monitoring of coaching requests and making sure that the requesting stakeholder has obtained satisfactory information and has been eventually redirected to the most useful source of information and support.
→ **A Coaching Management Flow was developed (see Annex III)**

2 Engagement

Coaching activities are essential in reaching out to users, stakeholders, and possible actors in the field of bio economy to ensure take-up of the gathered knowledge during the Enabling project. These activities do in turn:

- Promote engagement in the field of bio economy;
- Increase the impact of the project;
- Encourage the project continuity in the future;

2.1 Engagement strategies

Especially after having published the necessary content online, mostly regarding the Best Practices ATLAS – this foreseen to happen by M20 – both the ENABLING project as a whole and its partners are committed to promote Coaching Services for users to engage with it. In particular, the project will promote the Coaching Services tool via its newsletter and communication channels; via personal contacts from partners and own communication channels from partners such as their website, newsletter, etc. ; via conferences and events where the ENABLING project is presented overall.

2.2 Coaching Services access

In order to access to the Coaching Services, we prepared a questionnaire (see Annex I) for external stakeholders to submit a request through the website. The link to the form in English as well as all the other Project languages (Norwegian, Bulgarian, Czech, Italian, French, German, Greek, Dutch) will appear on a dedicated page among which the other ENABLING services are listed. A short description of the service will preannounce the content in the link. The users will be warned about data consent and privacy and will be not forced in submitting if they do not wish to.

3 Interaction

The request form that is going to be presented on the website takes shape of an interactive Questionnaire (see Annex I).

A first draft of a Questionnaire the users should make use of for their request has been drafted by TINADA around M6. Amendments and modification to the Questionnaire structure have been done with the help of BBProjecten for a better understanding and classification of the requests. The final draft of the questionnaire has been presented during the third project meeting in Plovdiv (M12) for the revision of the partners, where discussions and the necessary integrations have been applied. Translations to all Project languages have been carried out by the partners. Currently the implementation to the website is under construction by Core Innovation.

3.1 Questionnaire structure

The questionnaire has been created for both individuals and companies. It aims to receive brief information on personal data – services of activities, reasons of interest in bio economy, work and expertise -; and of course the reasons for submitting the request and the specific questions they might have.

The questionnaire is structured as follows:

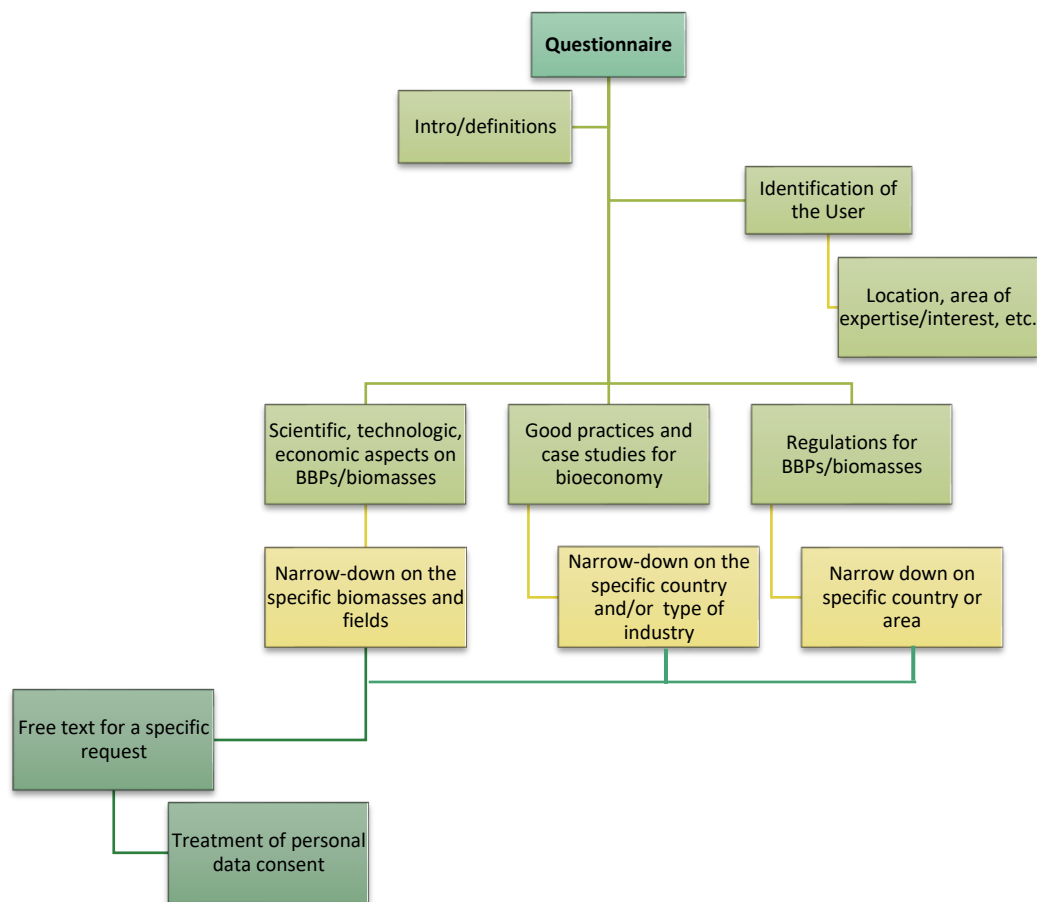


Figure 1. Questionnaire structure for Coaching Services

4 Management

TINADA and BBProjecten have developed the follow-up activities that need to be undertaken in order to manage and report the Coaching Services. Below the section unfolds the process in chronological order.

4.1 Task partners

The request will be received on the partner gmail account for which the Dissemination partner CORE INNOVATION, TINADA and BBProjecten have the access to. The requests will be transferred within 24 hours to the partner(s) that master(s) the language of the request.

4.2 Language partners

The contact point for all partner countries, or local partners, have been identified and agreed on with all the partners during the passed period. If a language partner receives a request, and feels that their organization is

not able enough to deal with the request, they can consult the Skill Matrix to contact one or more partners from the Enabling project to help follow-up and answer the request. The user will be informed whether the Coaching received will not be their native language – most likely it will be replaced by English instead. The language partners will remain available for translating any content that is feasible to be translated to better deliver the Coaching services.

4.3 Follow-up and final assistance

The Coaching request is to be dealt with by the language partner and extra coaching partners depending on the request. In order to report the Coaching Service, the partners are provided with a follow-up and report document available from the project internal website (YourSecureCloud). The document will be started by the language partners. The users sections will be filled by the coaching partner; the file will be uploaded on the project internal website, and updated with the latest version. The management and follow-up document is structured as follows:

Table 1: Coaching Services management flow

ACTOR	ACTIVITY 1	ACTIVITY 2
Language partner	Deliver the request to competent partner (might be themself)	
Coaching partner	Dealing with the coaching service and collecting the requested information by the requester	Follow up to be completed: <ul style="list-style-type: none"> • After 3 months of the request • After 6 months of the request • Final evaluation
Requester	Feedback from the Coaching service	

5 Conclusion

This Draft Coaching Report describes the tools and methodology developed in the ENABLING project to allow the kick-off of the coaching activities foreseen from M18. This report will be followed M36 by the D4.2, reporting on the results of the Coaching activities.

The aim of the overall task, and the logic followed in structuring it, is to develop the Coaching Services by helping users accessing the knowledge generated and collected throughout the project on biomass production and trade, and production of bio-based products (BBPs).

We believe the Coaching Services benefit of a solid structure in terms of users friendliness and ability of sustaining a productive and guaranteed follow-up, for users to benefit of the services provided, for bio economy to be fostered, and the project of gaining the popularity it deserves.

6 Annex I. Questionnaire in English

[on the website:]

Do you have a business involved in bioeconomy, but feel it could be improved?

Are you interested in bioeconomy but do not know how to get involved in it?

ASK US HOW TO DO IT!

ENABLING Questionnaire

CHOOSE YOUR LANGUAGE:

ITALIAN

Dear applicant,

Thank you for joining ENABLING Coaching activities!

Through this simple questionnaire we will help you figure out more details about the bioeconomy and its component. You can ask us about biomass, bio-based products, innovation & technologies, scientific papers, EU and national laws, and much more! One of our partner will reach you **within 5 working days** and assist you with its best resources for the time needed.

Although we are expert of this field and very happy to assist you, please keep in mind our limitations in terms of resources and specific knowledge.

All the data we receive from you will **be treated confidentially and respecting the GDPR regulations.**

Some definition for your attention:

- **Bio-based products (definition in the 2007 Commission Report)**

Bio-based products refer to non-food products derived from biomass (plants, algae, crops, trees, marine organisms and biological waste from households, animals and food production).

Bio-based products may range from high value added fine chemicals such as pharmaceuticals, cosmetics, food additives, etc., to high volume materials such as general bio polymers or chemical feedstocks. The concept excludes traditional bio-based products, such as pulp and paper, and wood products, and biomass as an energy source.

- **Biomass**

Material of biological origin excluding material embedded in geological formations and/or fossilized

Having said so, let's start!

You are:

- A. Natural person
- B. Legal Person (I represent a company)

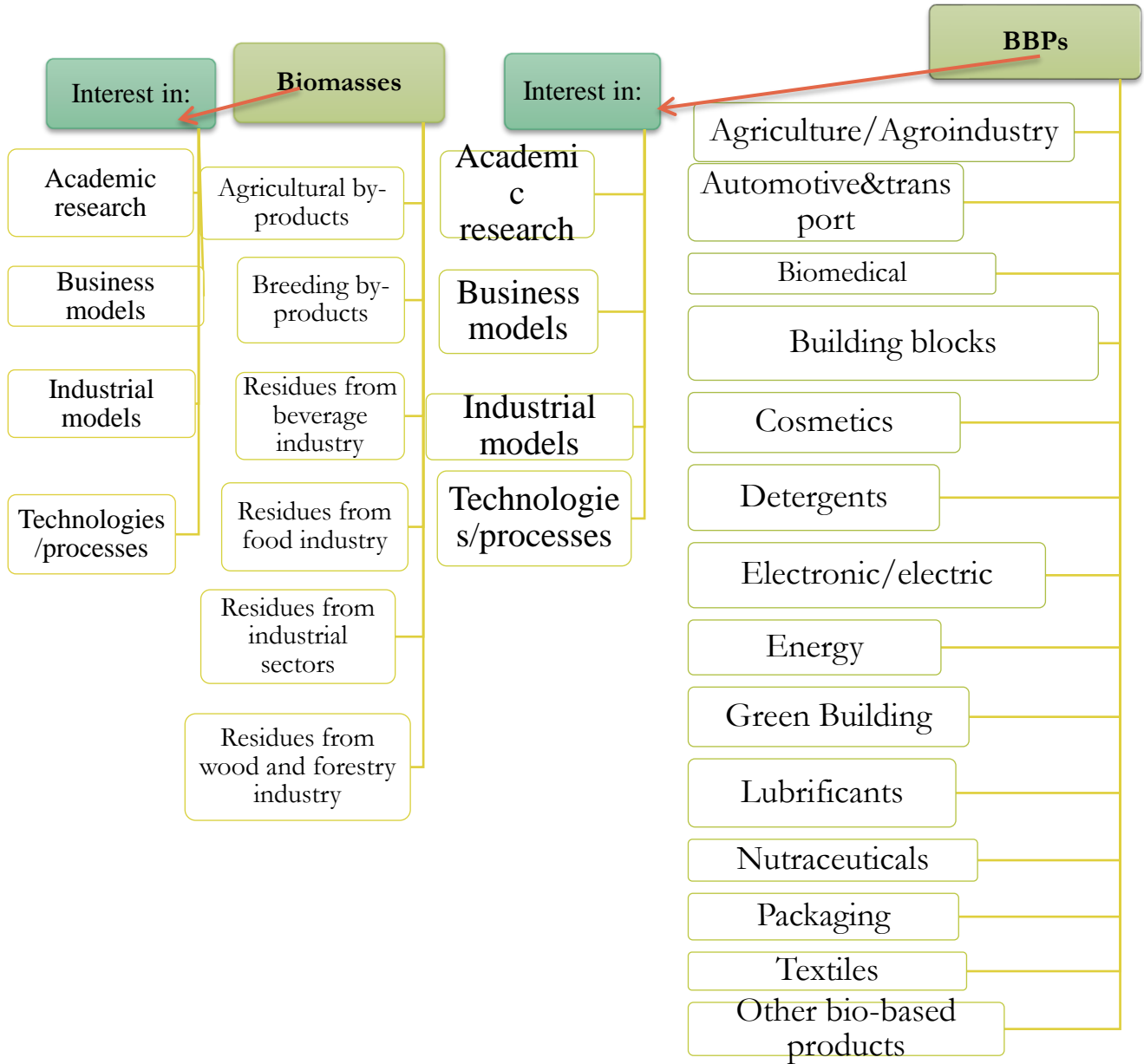
A. *Natural Person*

1. **Name and Surname:**
2. **Country:**
3. **Region:**
4. **Language of preference for the assistance:**
5. **Second language of preference** (optional; NB - more academic material and partners are available in English):
6. **Field of work:**

7. **Email:**
8. **Telephone number with country prefix:**
(Choose at least one)

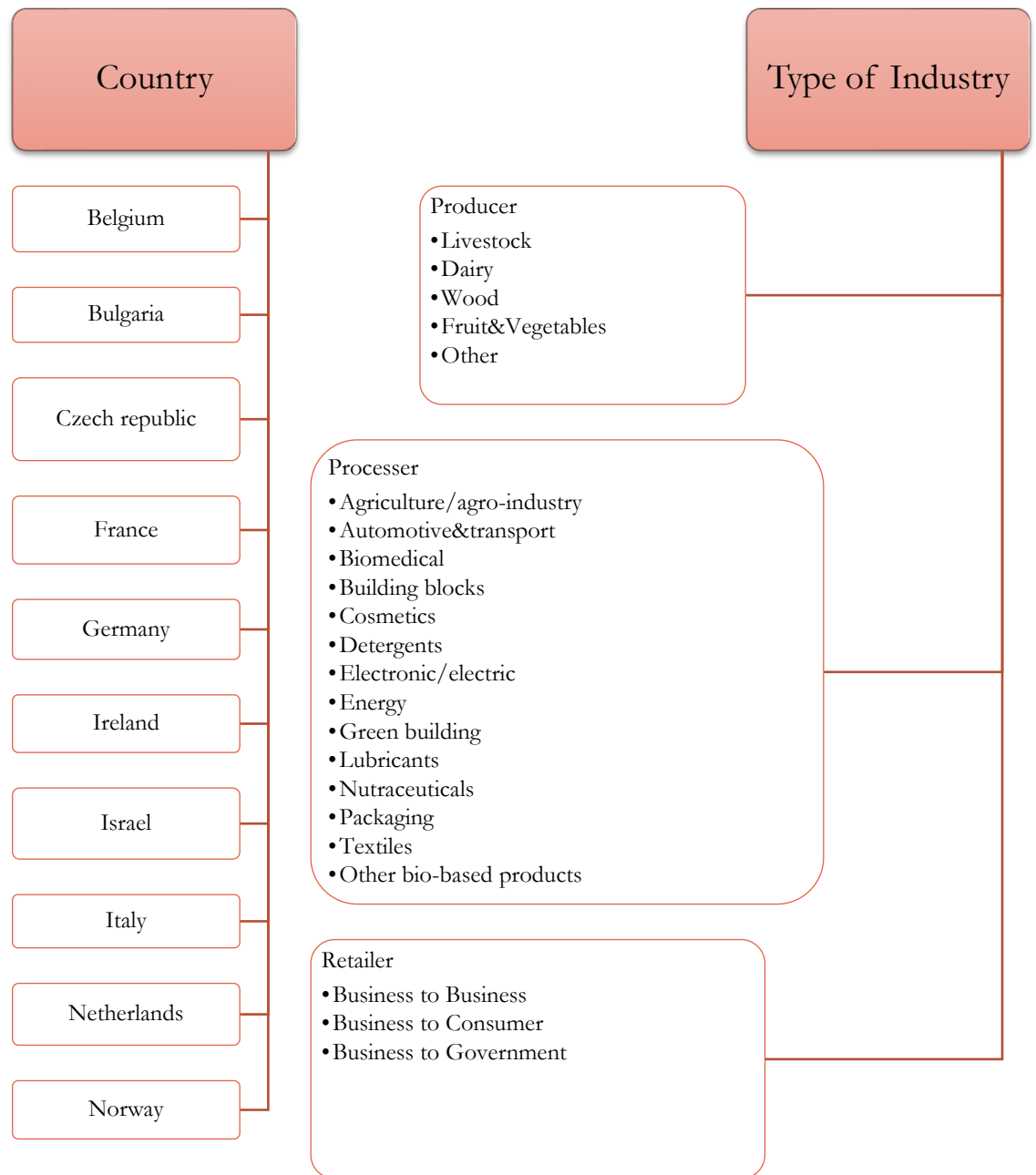
9. **Why are you interested in the Bio-Based Products (BBPs) and/or biomasses?**
 - a. I have a business involved in BBPs/biomasses;
 - b. I would like to start a business involved in BBPs/biomasses;
 - c. Personal interest;
10. **On which aspect would you like information for?**
 - a. Scientific, technologic, economic aspects on BBPs/biomasses;
 - b. Good practices and case studies for bioeconomy;
 - c. Regulations for BBPs/biomasses;

a) In case the user clicks on either “Scientific, technologic, economic aspects on BBPs/biomasses” a dedicated section will open, structured as follows (language will be the one specified):



b)

c) In case the user clicks on “Good practices and case studies” a dedicated section will open, and the following filters can be applied (language will be the one specified):



d) In case the user clicks on “Legal status of BBPs and Biomass” a dedicated section will open,



structured as follows (language will be the one specified):

11. I have a specific request

Please type down your request

12. Submit another request:

We will provide you an answer to the referred email address/telephone number in the language indicated as soon as possible.

I authorize the treatment of my personal data

B. Legal Person:

1. Name of the company:
2. Country:
3. Foundation year:
4. Web address:
5. Field of activity of the company (be as much specific as possible):

6. Contact of reference:
7. Email of the contact:
8. Telephone number of the contact with country prefix: +
(Choose at least one)

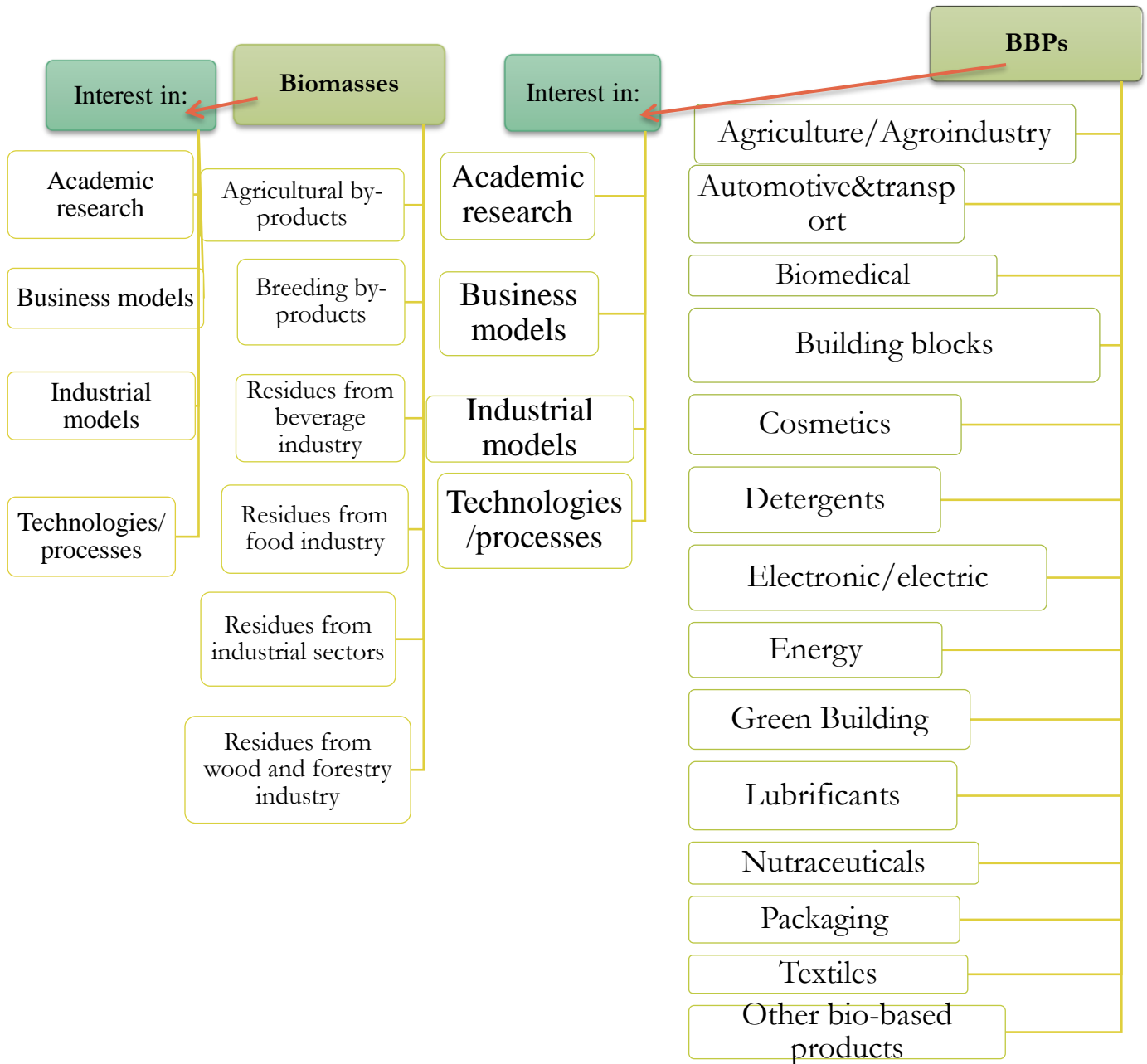
9. Role in the company:
 - a. Executive director
 - b. Manager
 - c. Sales assistant
 - d. Marketing analyst
 - e. Other (specify)

10. Language of preference for the assistance:
11. Second language of preference (optional; NB - more academic material and partners are available in English):

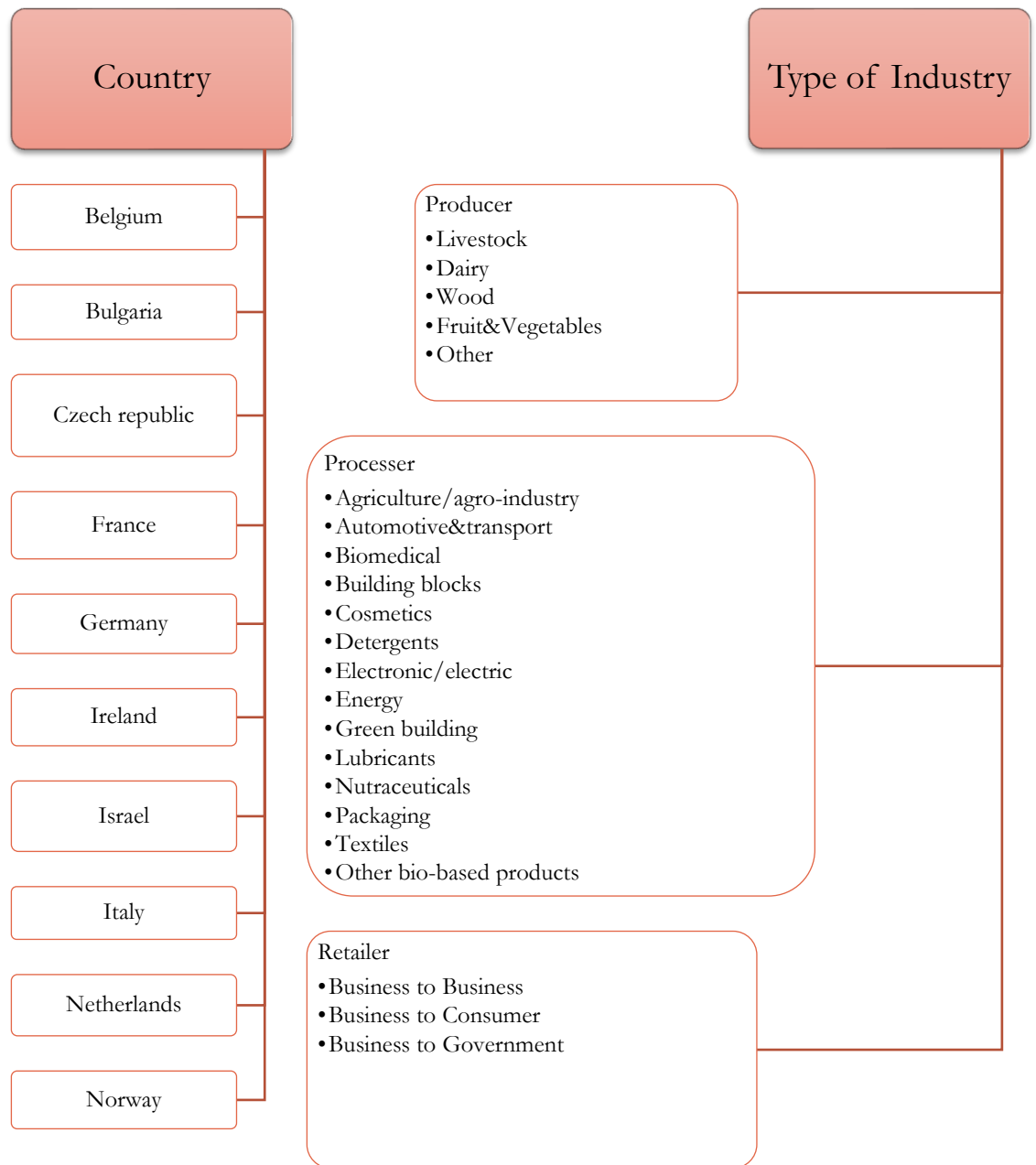
12. Why are you interested in BBP products/biomasses?
 - a. I would like to introduce BBPs/biomass opportunities and/or innovations to my company
 - b. I would like to start a new company on BBPs/biomass
 - c. Other (specify)

13. On which aspect would you like information for?
 - a. Scientific, technologic, economic aspects on BBPs/biomasses;
 - b. Good practices and case studies for bioeconomy;
 - c. Regulations for BBPs/biomasses;

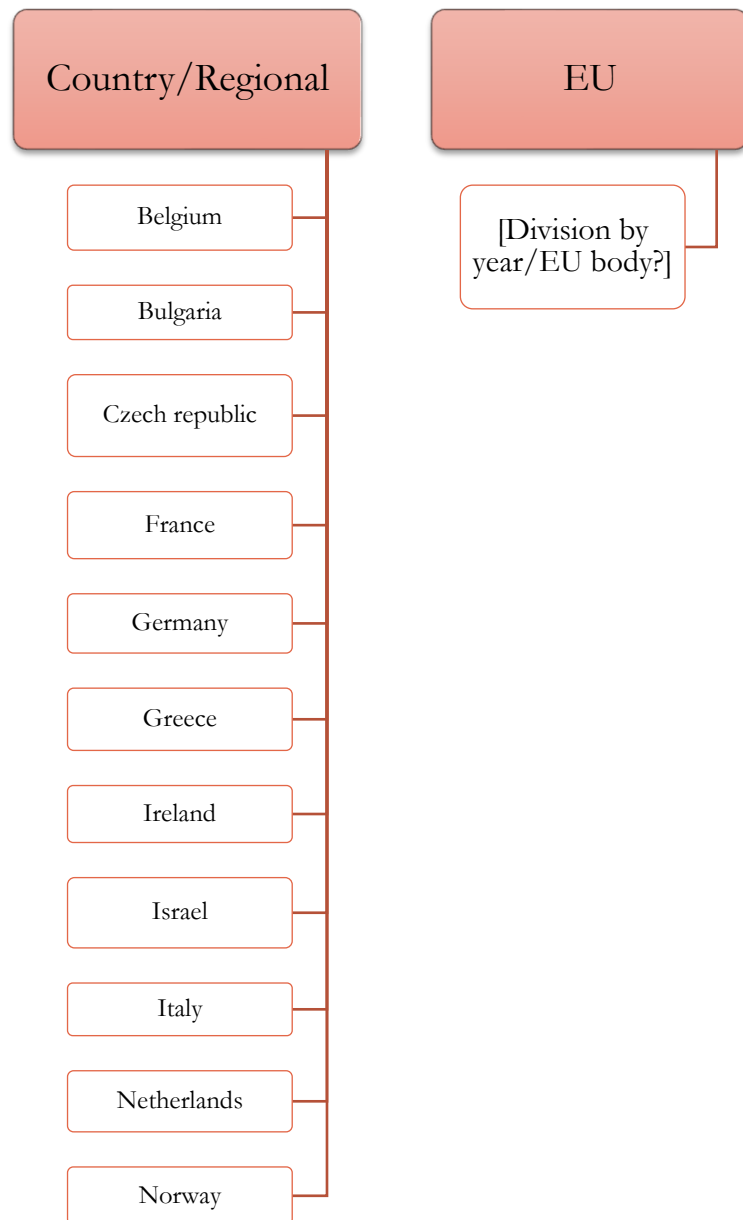
a) In case the user clicks on either “Scientific, technologic, economic aspects on BBPs/biomasses” a dedicated section will open, structured as follows (language will be the one specified):



b) In case the user clicks on “Good practices and case studies” a dedicated section will open, and the following filters can be applied (language will be the one specified):



c) In case the user clicks on “Legal status of BBPs and Biomass” a dedicated section will open, structured as follows (language will be the one specified):



14. I have a specific request

Please type down your request

15. Submit another request:

We will provide you an answer to the referred email address/telephone number in the language indicated as soon as possible.

I authorize the treatment of my personal data

7 Annex II. Skill Matrix

Sheet 1. BIOMASS

PARTNER NAME	COUNTRY	LANGUAGE(s)	PARTNER KNOWLEDGE on BIOMASS					CONTACT WITH EXTERNAL MARKET
<i>(free input)</i>	<i>(free input)</i>	<i>(free input; multiple options possible)</i>	<i>(multiple options possible)</i>	<i>Academic knowledge</i>	<i>Industrial knowledge</i>	<i>Business knowledge</i>	<i>Legal knowledge</i>	//
			Agricultural by-products Breeding by-products Residues from beverage industry Residues from food industry Residues from industrial sectors Residues from wood and forestry industry					

Sheet 2. BIOBASED PRODUCTS

PARTNER NAME	COUNTRY	LANGUAGE(s)	PARTNER KNOWLEDGE on BBPs					CONTACT WITH EXTERNAL MARKET
<i>(free input)</i>	<i>(free input)</i>	<i>(free input; multiple options possible)</i>	<i>(multiple options possible)</i>	<i>Academic knowledge</i>	<i>Industrial knowledge</i>	<i>Business knowledge</i>	<i>Legal knowledge</i>	//
			Agriculture/agroindustry Automotive & transport Biomedical Building blocks Cosmetics Detergents Electronic/Electrical Energy Green Building Lubrificants Nutraaceuticals					

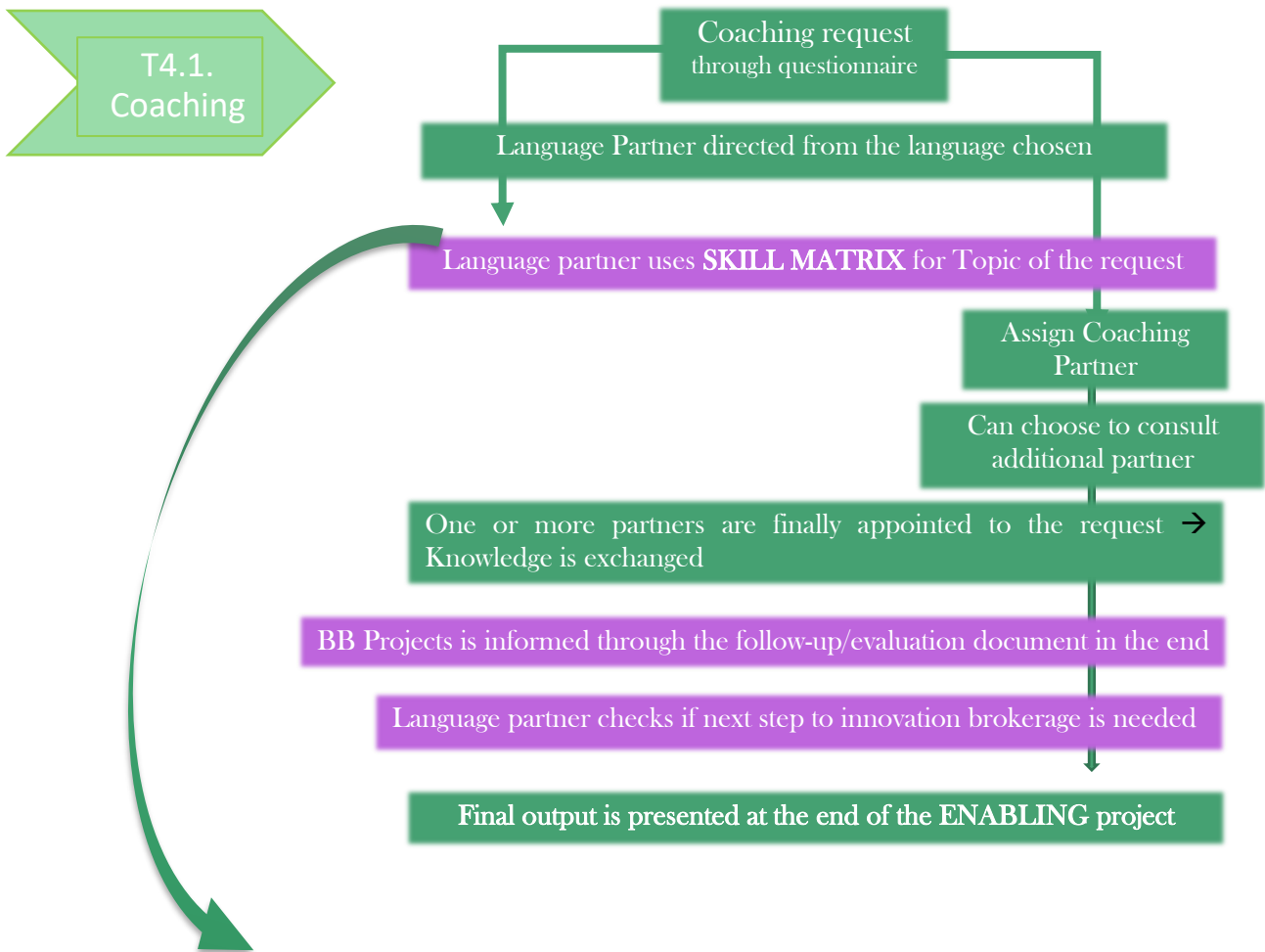
D4.I Draft Coaching Report

	Packaging Textiles Other bio-based products					
--	---	--	--	--	--	--

Sheet 3. GOOD PRACTICES

PARTNER NAME	COUNTRY	LANGUAGE(s)	PRODUCERS		PROCESSERS		RETAILER	
<i>(free input)</i>	<i>(free input)</i>	<i>(free input; multiple options possible)</i>	<i>(multiple options possible)</i>	<i>YES/NO</i>	<i>(multiple options possible)</i>	<i>YES/NO</i>	<i>(multiple options possible)</i>	<i>YES/NO</i>
			Livestock		Agriculture/agro-industry		Business to business	
			Dairy		Automotive&transport		Business to consumer	
			Wood		Biomedical		Business to government	
			Fruit&Vegetables		Building blocks			
			Other (free input)		Cosmetics			
					Detergents			
					Electronic/electric			
					Energy			
					Green building			
					Lubricants			
					Nutraceuticals			
					Packaging			
					Textiles			
					Other bio-based products			

8 Annex III. Coaching Management Flow



HOW TO USE THE SKILL MATRIX:	
PARTICIPANT INPUT	MATRIX SECTION
Language (1 st and 2 nd)	Language(s)
Country	Country
Biomass choice	Biomass sheet
BBPs choice	BBPs sheet
Good practice	Good practice sheet
Legal status of BBP&Biomass	Biomass & BBP sheet; Language; here important material can be found in the shared online folder
Specific request	BBP please indicate the most appropriate partner

9 Annex IV. Coaching Follow-Up on request

Case nr. X – Company name

STEP 1 – REQUEST MANAGEMENT

Checklist to be filled by Language Partners	
Date of request (dd/mm/yyyy)	
Describe the original request (Look at the filled-in questionnaire by the company)	
Type of biomass/activity involved	
Which partner(s) is/are relevant for this request?	
<i>Refer to the <u>skill matrix</u></i>	

Checklist to be filled by coaching partner	
Can you manage to resolve the coaching request?	
If not, why?	
Direct the request to another partner/research/case study/organization/etc. more than one option is possible.	
What concrete level of assistance did <u>ENABLING</u> deliver to the requester? <i>F.e.; was it linked to one of the best practices? To research?</i>	

STEP 2 – COACHING FOLLOW-UP

FOLLOW UP Coaching Partner	
<i>Evaluation 01: Date of Request + 3 months</i>	
What is/was the expected or final outcome/impact of the assistance? <i>E.g. Economic profit, structure planning, access to financing etc.</i>	
Other involved partners and companies?	
How did you coach? <i>E.g. best practice introduction, technical assistance, etc.</i>	
Is there any planned coaching activity scheduled for the following 3 months?	
<i>IF YES: Evaluation 02: Date of Request + 6 months</i>	
Is the participant you closer to/have you reached your foreseen goal since the last follow up?	
How did you coach? <i>E.g. best practice introduction, technical assistance, etc.</i>	
<i>AT THE END OF EVALUATION 02 and 01 IN CASE THE LAST QUESTION WAS NEGATIVE</i>	
Is the final goal reached?	

FEEDBACK PARTICIPANT (AFTER the FULL COACHING ACTIVITY)	
Who did provide you the coaching?	
How have you been assisted? <i>E.g. best practice introduction, technical assistance, etc</i>	
Did you establish new relations thanks to ENABLING?	
How satisfied are you with that partner assistance? Scale 1 – 5 from least to most satisfied	
Satisfaction other companies involved (if any): Scale 1 – 5 from least to most satisfied	
Further contact with any other ENABLING partner?	
Overall coaching satisfaction Scale 1 – 5 from least to most satisfied	