

Blue Platform project Output 2.3

‘Recommendations for effective Blue Bioeconomy interventions in the Baltic Sea Region’

Acknowledgments

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Introduction

The recommendations presented in this paper were developed under the Blue Platform project based on the analysis of deliverables of selected transnational projects, all of which focused on the Blue Bioeconomy in the Baltic Sea Region.

The aim of the analysis was to identify and present good practices serving three main purposes:

1. Building long-lasting networks –
 - a. what makes people able/eager to continue cooperation after a given project is finished?
 - b. what triggers new-comers to join a network?
2. Product uptake –
 - a. what encourages people to make use of the project products?
 - b. what can one do to make sure that the product is used?
3. Gathering information, knowledge, opinions –
 - a. how to establish and maintain good relations with stakeholders?
 - b. how to ensure an effective level of engagement?
 - c. how to create synergies between gathering and sharing the information and knowledge?

The report is structured in the following way: in chapter 2 we present the methodology and analyse the results from interviews. Chapter 3 concludes the analysis in the form of a set of recommendations.

The authors believe that the recommendations will help current and future actors in Baltic Blue Bioeconomies in their activities that support an effective and sustainable development of the Baltic Sea Region.

Analysis

Since the Blue Platform project covers 13 projects and 25+ deliverables, the analysis of good practices identified in these projects had to be limited to fewer deliverables. Based on careful considerations of the Blue Platform project partners, three areas (categories) requiring identification of good practices were identified: (i) building long lasting networks, (ii) product uptake and (iii) gathering information, knowledge, opinions. In each of these categories, specific projects' deliverables were selected for further analysis – they are presented in Table 1.

The analysis has been based on the interviews (questionnaire templates are presented in Annex 1) with two general types of interviewees: the first group constituted by those who have been engaged in the development of the deliverable (they could be also an 'end user') and the second group formed by either existing or potential end users. Interviewers – being either subcontractor or direct Blue Platform project partners – either asked interviewees to fill in questionnaires via email or performed the interviews online or via telephone. 77 interviewees have been approached, with a total of 58 interviews performed (Figure 1).

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Category	Type of deliverable	Deliverable
BUILDING NETWORKS	Network	SUBMARINER Network (https://www.submariner-network.eu/about-us)
		Baltic Blue Biotechnology Alliance (https://www.submariner-network.eu/balticbluebioalliance)
		Mussels working group (https://www.submariner-network.eu/news-home)
PRODUCT UPTAKE	Studies	MUSES Action plan, https://submariner-network.eu/publications
		Smart Blue Regions Blue Growth cooperation opportunities, https://www.submariner-network.eu/files/sbr-main_output-4.1-WEB-180917.FINAL.pdf
		BBG study on compensation schemes, https://submariner-network.eu/images//Ecosystem_service_payments_ASZ.pdf
		Towards a Baltic Offshore Grid: Connecting electricity markets through offshore wind farm (PreFeasibility Case Studies) , http://www.baltic-integrid.eu/index.php/download.html
		InnoAquaTech NMFRI financing guide, https://www.submariner-network.eu/images/Guidelines_for_applying_innovative_financing_mechanisms.pdf
	Services	InnoAquaTech whiteleg shrimps website (https://krewetka.ug.edu.pl/)
		BBG ODSS (http://www.sea.ee/bbg-odss/Map/MapMain)
		Pitching events of the Alliance project
GATHERING INFORMATION, KNOWLEDGE, OPINIONS	Processes of gathering information	Smart Blue Regions transnational workshops
		InnoAquaTech summer schools
		Process of development of the Plan4Blue Scenarios
		Process of development of the MUSES Baltic case studies
		Process of development of the BBG MSP recommendations

Table 1. Overview of categories and topics

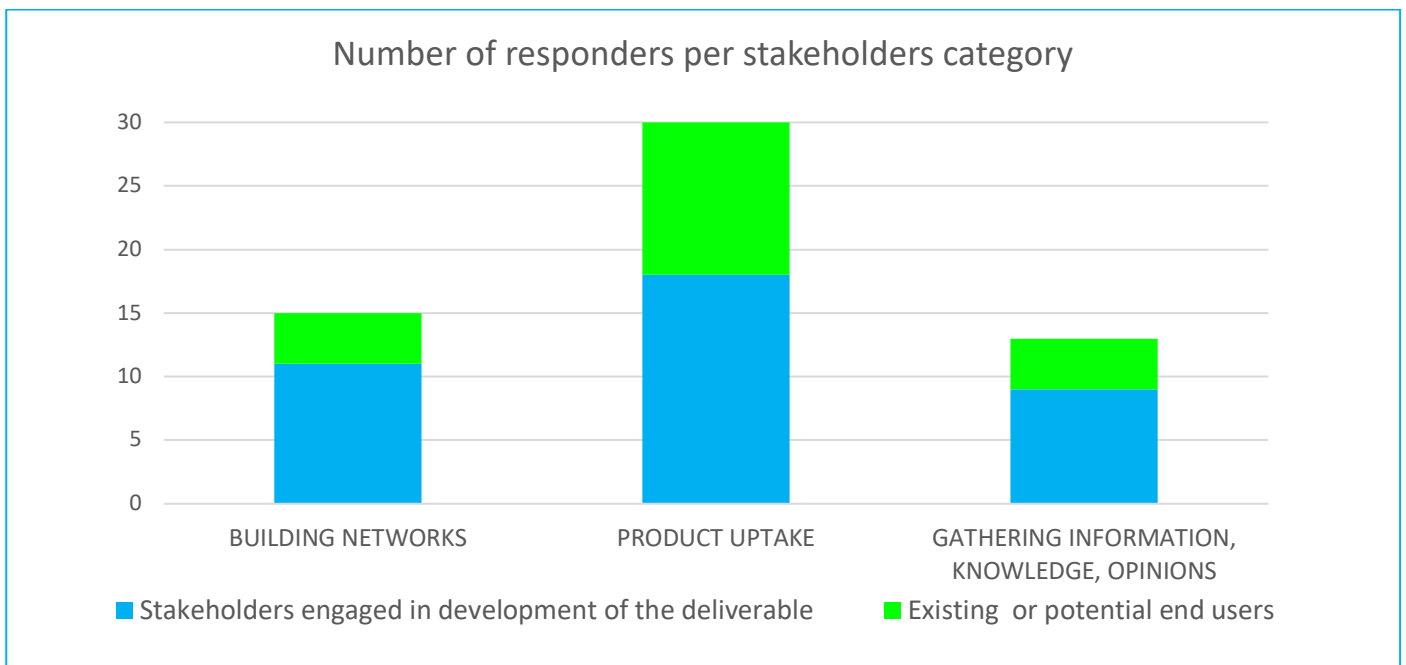


Figure 1. Number of interviews per category

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BUILDING NETWORKS

The following networks have been analysed: **SUBMARINER Network, Baltic Blue Biotechnology Alliance, Mussels Working Group**. All analysed networks have their roots in Interreg projects, meaning that they have quite significant similarities: they are by nature transnational, they originate from a specific challenge addressed by these projects, and the people who have established these networks have known each other since they started working together at least three years ago. The exception to this rule is the SUBMARINER Mussels Working Group. Even though its creation originated from the Baltic Blue Growth Project, where it was decided at the final conference, that it would be good to create such kind of ongoing network after the end of the project. However – as this project did not represent the critical mass of mussel actors within the Baltic Sea Region – the SUBMARINER secretariat as the coordinator of this network – immediately set out to connect also to other projects / initiatives active within this field throughout the Baltic Sea Region as to truly merge all relevant actors. Therefore this network could not benefit from the experience of active engagement with each other within a three year long funded process. It was actually the opposite approach – to connect the actors from across different projects / initiatives as to compare and update results. Nevertheless, all interviewed members (creators of networks or new-comers) entered the network for the same reason: to be in contact and have working relations with relevant actors and contribute, share and co-create knowledge.

Analysing the respondents' answers, one can notice differences between the 'maturity' of individual networks: while the goals and target groups of SUBMARINER and Alliance networks are clearly defined (each of the respondents defined them almost the same), the respondents of the Mussels Working Group defined the target group and group goals differently. This provides evidence about the duration of how individuals get affiliated in their thinking through joint project work.

The difference between the 'project extension' networks (SUBMARINER / ALLIANCE) and the Mussel network (as a network created to develop the links between different projects) are also indirectly visible in the answers to the question about satisfaction regarding cooperation among network members: For the SUBMARINER and Alliance networks all interviewed members rated this above 7 in a scale from 0-10, in the Mussels Working group this ranged between 2 and 10, with 10 being the maximum.

The majority indicate that policy makers are the core target group for the joint opinions created by each network. But other categories are mentioned as well: citizens, food producers, members of the Group etc. Many have a strong belief in what the network could achieve: *'It is my personal belief that Science, farmers and technology, together with policy makers and citizen awareness (consumers) will give mussel farming a push'* (Vorian Maryssaël, SmartFarm).

Almost all responders identified the following most important activities of the network: identification of funding opportunities to be picked up by members, joint funded project development, joint funded project coordination, publication of policy papers/fact sheets, representation of network throughout external events (e.g. EU conferences, EMD, Biomarine, etc.), science – business – policy interface. All responders agreed that for an efficient and consolidated operation of the network it is crucial to have a secretariat (and an executive board). The professional, ongoing secretariat is expected to ensure that networks live, products are taken up and processes are repeated. Most of the responders have clear expectations toward the tasks of the secretariat and to the executive board/steering committee. Some of these expectations are related to the most common identified limitation of the networks: time constraints. They understand that members should be active and constructive, but they expect that

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practical work is done by the secretariat and a selected group of members (the executive board/steering committee): *'I don't think this challenge should be addressed. We don't want a network of professional networkers. I think a big gain with this network is that it includes the practitioners and not only theorists. Let's accept that people are limited in time and let the secretariat pull us forward.'* (Susanna Minnhagen, The Kalmar Sound Commission)).

The further development and expansion of the networks is crucial for all responders, though they define quite a wide range of possibilities. Almost all of them see the need to broaden the networks through involvement of companies/industry. However, they also notice that only a mix of members representing different fields of expertise and 'power/influence' can strengthen the network and its development: *'Very different stakeholder groups are targets. One needs a critical mass in each of them'*. All of them indicate a funding problem: *'Without any funding in more than 5 years it is very hard to persist'* (anonymous respondent). There is a variety of approaches to the membership fee: some of the responders are of the opinion that paying a fee indicates the actual interest of the member (for those who see the advantage of being a member it is not a problem to pay a fee relative to 'revenues'), many indicate that it should be affordable and related to the size/type of the member (SME, state agencies etc.), some propose 'to activate' sponsors (e.g. NCM).

PRODUCT UPTAKE

Following products have been analysed: **MUSES Action plan, Smart Blue Regions Blue Growth cooperation opportunities, BBG study on compensation schemes, Towards a Baltic Offshore Grid: Connecting electricity markets through offshore wind farm (PreFeasibility Case Studies), InnoAquaTech NMFRI financing guide, InnoAquaTech whiteleg shrimps website, BBG ODSS, Pitching events of the Alliance project.** Analysis is based on 30 interviewees. The aim was to assess which aspects of a product or its development process contribute to the product reaching and subsequently being taken up by its target audiences.

According to the interviews with developers and end-users involved in development of the products, there was overall satisfaction with the resulting products (Figure 2). When it comes to the purpose of the product, the result is clear for all types of stakeholders interviewed for 7 products. Only for the 'ODSS Plan Your Farm' product can one notice slight discrepancies in the assessments of involved and non-involved end users. In fact, it has to be stated – that despite the fact that the interviewed non-involved end-users – had been selected from core target groups – many of them were not familiar with the products per se, but only learnt about the product due to interview. This in turn leads to the conclusion that either the dissemination has failed, or that the product lacks a 'market' (i.e. people not searching for such a product in the 'web') or the product is not self-explanatory enough to be used without instruction. Such a conclusion is justified in the light of one of the 'ODSS Plan Your Farm' product developers comment: *'no introduction for the new users on how to navigate in the application'* (Joanna Pardus, Maritime Institute of the Gdynia Maritime University).

It shows, how difficult it is to design a 'product' for users outside the scientific world, where the durability and uptake of results is ensured through the well-developed ecosystem of 'peer-reviewed scientific articles' and web-based search functions such as ResearchGate. However for 'grey literature' products –even though they are released within much shorter time-frames and thus being more up to date and often closer to the 'real' world – such dissemination pathways are not developed in a structured way.

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This shows - in turn - the importance for networks and their ongoing dissemination channels as to ensure long term access to these products.

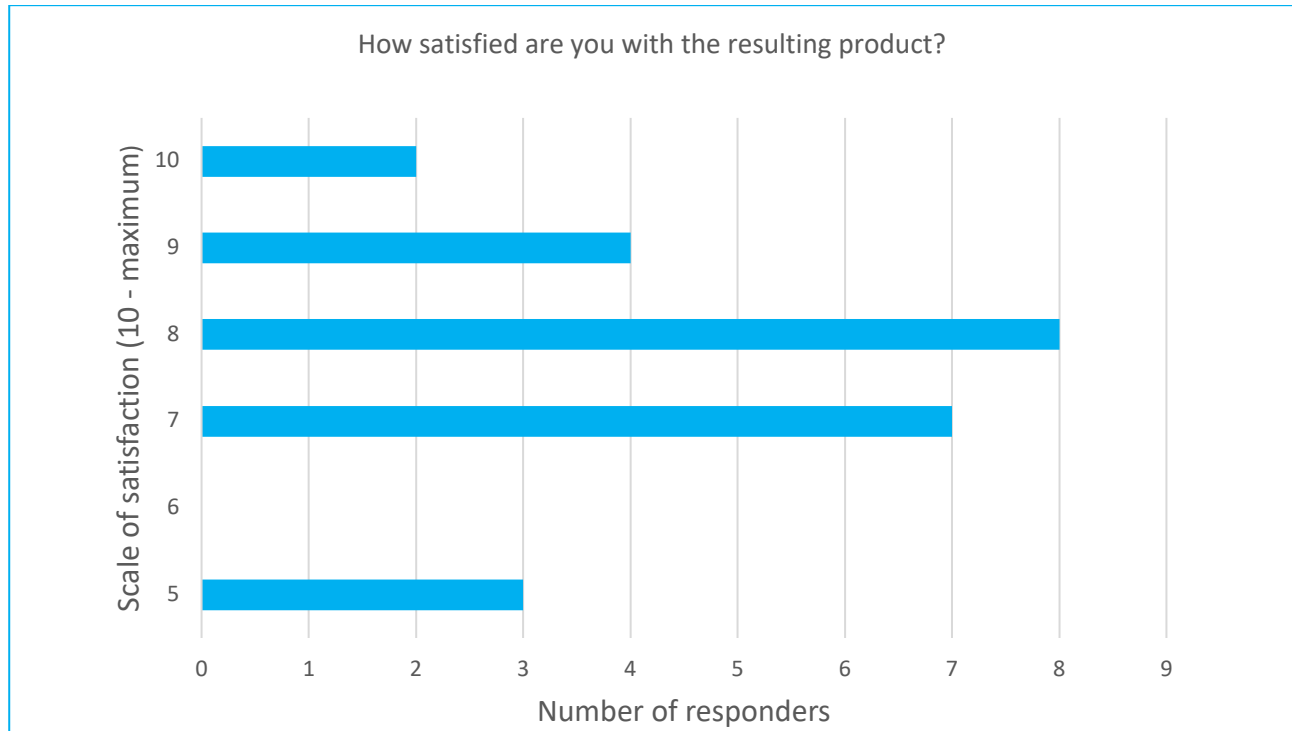


Figure 2. Satisfaction with the product

Concerning development of the products an important conclusion may be drawn: to be used in practice by the end user the product shall be created with its active participation. Equally important is the actual demand: during the development the user who has a need for the product will make sure that it meets her/his expectations. This is clearly seen in the assessment of 'study type' of the products such as SBR study or MUSES Action Plan, where both the involvement of users in creating the product and the effectiveness of reaching end users was highly rated (Figures 3 and 4). Of course, some of the products are different by nature – as for instance BIG feasibility study on the meshed grid – they are visionary and as such meant to inspire end users rather than make a direct use out of them. Judging from responses on this particular product it has been successful as developers got the feedback that the study was read and considered.

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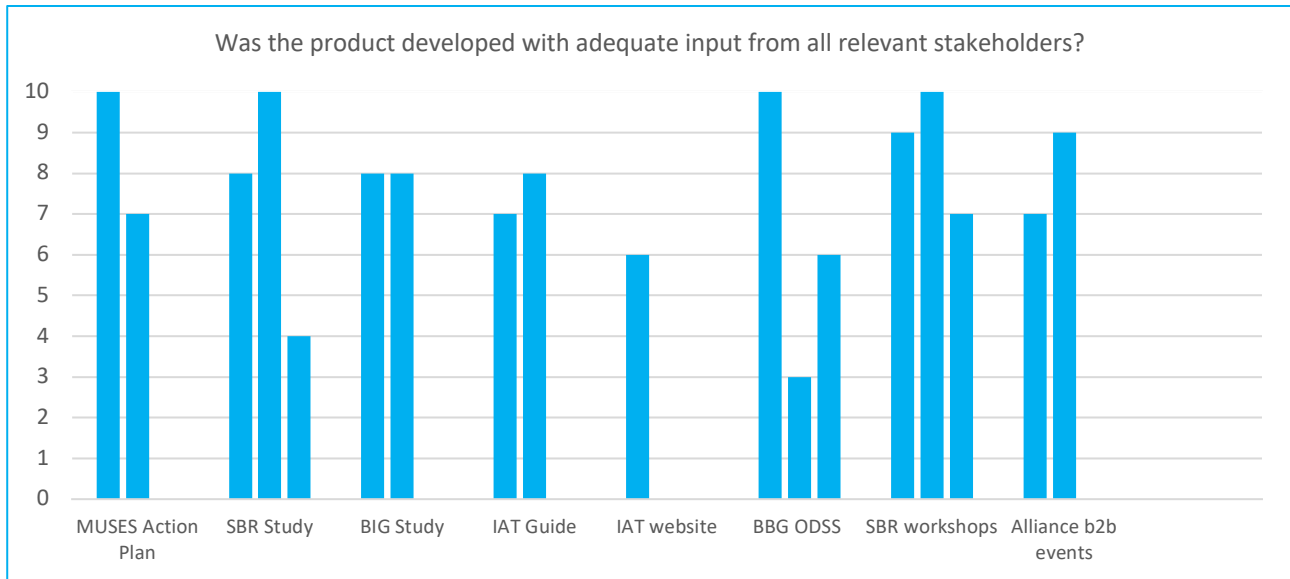


Figure 3. Involvement of stakeholders in the development of the product (each bar represents one respondent)

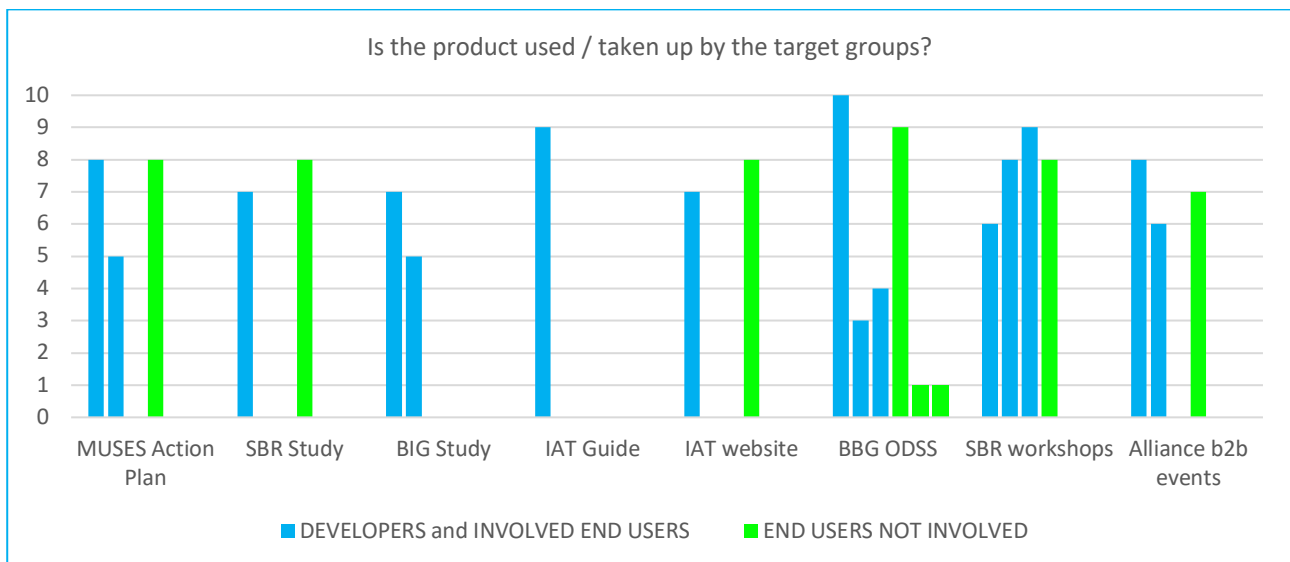


Figure 4. Reaching out to the target groups

Based on the fact that so little response has been received from the end users not involved in development of the product, it is actually difficult to assess if the product is used or not. It is obvious that there is no point in co-creating the product with all potential users. Given that end users involved in the development were satisfied with the product (level of satisfaction was from 7 up to 10 for more than 75% responders), one may conclude that for the successful use of 'study type' of products, active involvement of the end user that has a demand is enough. The already underlined role of networks in ensuring long term access to these products is of unquestionable importance for effective dissemination and expected durability and transferability of the products. The already underlined role of networks in ensuring long term access to these products is of unquestionable importance for effective dissemination and expected durability and transferability of the products. Actually, active and effective promotion of information about the product and its benefits is an issue for all examined products, and it is more crucial for 'service type' of products which by nature are to be used after the project ends (ODSS or the website). As often indicated by developers, effective dissemination

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takes enormous efforts to reach the target groups (e.g. to make sure that they actually READ the study or VISIT a website etc.). Analyses of respondents' answers indicate that it is not enough just to inform users about the product: it is worth making sure that when the product is available, users become familiar with it. It seems that developers rely on their perception rather than on actual knowledge. For instance, the developers of SBR Study highly assessed their dissemination efforts while end users were not familiar with the product; actually while developers seem to overestimate the effectiveness of their dissemination, end users involved in development are rather critical.

At the same time, it should be remembered that a product is created at a certain moment (and corresponds to the need of a given moment) and most often this is the only time in which it can be effectively used. The experience of the analysed products shows that there is not a long enough time span to make sure that users have familiarized themselves with the product; the products are created at the end of the projects and, unfortunately, no one then follows what happens to them: *'No evaluations were carried out to assess the scale of dissemination', 'difficult to say, requires surveying the target group' (Anonymous respondent)*. Especially studying type of products by their nature requires updating (and this has been confirmed by responders expectations), and such action requires yet another project or new financing as to enable the given network (created to ensure such updates) to undertake this work.

GATHERING INFORMATION, KNOWLEDGE, OPINIONS

For this category, 4 processes of gathering information were researched among a total of 13 interviewees: **InnoAquaTech summer schools, Process of development of the Plan4Blue Scenarios, Process of development of the MUSES Baltic case studies, Process of development of the BBG MSP recommendations**. Analysed processes covered the following two types: a) gathering for sharing knowledge (IAT summer schools, MUSES case studies), and b) development and consultations on the product (Plan4Blue Scenarios, BBG MSP recommendations).

The purpose of the questions was to assess effectiveness of the analysed processes of gathering information, knowledge and opinions, specifically to analyse how they created and perform relations with stakeholders, what was the level of engagement and what were/could be the expected benefits from sharing the information/ knowledge (e.g. new knowledge, better understanding, tailored products). All analysed processes seem to have been well structured, prepared and organised: developers and end users highly assessed their satisfaction from being engaged in the process. Developers were quite satisfied with how they managed to reach the relevant stakeholders, they have managed to engage end-users in the preparatory phase, they also thought that end-users (i.e. beneficiaries/clients) not engaged in preparation were satisfied with the processes. Yet, the most often mentioned limitation of the process was a difficulty to reach stakeholders, especially business stakeholders. Once they have reached and included end users in the process, it was extremely important to inform end users why they are involved: knowing the goal is easier for them to share knowledge and information, they may define their own benefits from the process and thus improve the outputs. Engaged stakeholders may create a so-called snowball effect, and thanks to them one may reach people with even more knowledge or with other (more relevant) competencies.

However, searching for and engaging the real end users is an extremely time-consuming activity - sometimes the project did not provide enough time, or the extended search process limited the time to prepare outputs:

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'Timeline of the project was the only limitation. This was a quite short time for a truly comprehensive study to take place.' (Ivana Lukic, Secretariat of the SUMBARINER Network for Blue Growth). Experienced shared by interviews shows, that in processes like the once analysed, enormous benefits can be derived from integrating 'projects' into 'non-project' (official) processes: e.g. Plan4Bothnia workshops being organised as part of 'official' MSP processes or local events organised independently by others used to approach 'the right people' (case of MUSES case studies). This indicates that it is highly important to allow 'projects' to work outside their 'project box'. Rather than following the own – probably justified – project plan and processes; it is crucial for their success to allow projects enough flexibility; if this adds benefits for the process goals. Even though 'projects' have an important power to bring up new ideas – in view of their durability – it is important to eventually align and translate their results into real world processes. The strengths of the processes pointed out by interviewees varied (again depending on the nature of the process) but some were similar: interaction, a room for sharing opinion/visions, contacts to the local experts, contacts for future cooperation.

Depending on the nature of the analysed processes, some of the responders indicated their need to repeat the process and even defined the time frames for such repetition (MUSES case studies – 10 years, IAT summer schools – annual or biannual, Plan4Blue – 10 years, but end users do not see the need for repetition, BBG MSP recommendations – only mentioned update of the output, not the process as such). Given the fact that all analysed processes are related to topics/challenges of the analysed networks one may recommend that these processes may be up taken by the networks. However, the networks must be 'equipped' with the amount of funding necessary to carry such resource-consuming actions.

Blue Platform Project Recommendations

Based on the most common responses to the questions, over the three categories and considering responses both from developers and those involved in the development of the products/ networks/ processes, a number of overarching recommendations can be made.

A network is not a solution to a challenge though an effective network may enhance effective solutions

There are challenges that need the cooperation of different types of stakeholders that don't traditionally work together (scientists, politicians and business), for these a network cooperation may be beneficial, as it offers new communication channels and inspiration. Although we are living in a changing world, some things remain the same: in order to build an efficient and long-lasting network you need a clear goal (vision/roadmap that needs to be adapted to the changing world) and a clarity on your *modus operandi* (structures, financing and an action plan: who does what). A professional and competent secretariat is crucial to ensure that networks live, the products are taken up and the processes are repeated. A 'living' network has to be open to new opportunities (new members, ideas, means of functioning, technologies etc.), though it should remain focused on the challenge for which it has been created. An effective network secures continuity of project processes and thus increase trust among stakeholders.

It is acceptable if the product is used once, in one location & by a target group for which it was developed

Do not promise that you will develop a product that everyone/everywhere will use – this is an unrealistic expectation. It is totally alright if the only stakeholder who used your product was your organization if it was used intentionally and for a reason that was considered important by the funding programme when you applied for your project. Don't be disappointed that those you think would love to use your perfect product do not use it: it is almost impossible to convince anyone to use 'an action plan' if they were not involved in its development or even worse, were not aware of its existence.

Plan less but carefully – you will gain more

Remember: it takes time to develop a product, especially if you want to do it in a participatory process (including gathering information and consultation). Before you promise many outputs in the application think over which of them are really needed to you and with whom you need to consult them. Take your time to effectively inform the end users about the product (get feedback on the products), make sure it is 'self-explanatory' so the user can actually use it easily.

You can get more than just information

Gathering information, knowledge and opinions is not only about answering questions: it is built on understanding, engagement and trust: all of which need a lot of time to bear fruit. The earlier and better you define your target stakeholders - the sooner you can engage them – and the better results you will achieve (e.g. a more comprehensive product). Be open for opportunities: integrate your project activities with other actions in your region/country, make use of parallel action at local level; simply give yourself a bit of flexibility when implementing what you have planned, as project outputs may benefit a lot from unexpected and unplanned activities in addition to your project application (relevant both for project partners as well as funding programmes).

Evaluation matters

Given the fact that projects and their deliverables differ a lot, it is very difficult to perform such analysis as we did for the Blue Platform project. Therefore our last recommendation is dedicated to the funding programmes: make on regular basis surveys among the target groups on the actual uptake of the products.

Annex 1: Questionnaires templates

Interview template

Output 2.3 'Recommendations for effective Blue Bioeconomy interventions in the Baltic Sea Region'

Topic:
Category: BUILDING NETWORKS
Interviewer:
Interviewee name:
Interviewee institution:
Interviewee country:
Type of interviewee: (please mark in bold) developer; member (the ones who joined after the network was created); non-members or the ones which left the network
Date of interview: DD/MM/YYYY

Questions for developers and members

	Question
1	Do you agree that this interview will be audio-recorded solely for the purpose of supporting the notetaking by the interviewer?
2	Do you agree that your responses will be used to inform the development of a published manual?
3	Do you agree that we may include quotes with your name or institution, or would you prefer that your input be anonymised?
4	Do you agree that we may contact you again after this interview for possible clarifications and to get your final OK for publication?
5	Why did you start/join this network?
6	How would you describe the network in two sentences?
7	A) How did you start the network? B) Why do you think that this was this a good or bad approach?
8	Are you happy with the format(s) of the network and if so why or why not? e.g., online or physical meetings; how often; formal or informal; etc.
9	What do you consider to be the main target group(s) of the network? e.g., members (internal) or external people e.g., policymakers
10	Do you think the network is reaching these target groups? Why or why not?
11	If applicable, do you think that some important stakeholders are missing in the network? e.g. more companies? more ministries? more regions?
12	Do you think that the network should expand outside the Baltic Sea Region? Or should it remain focused on Baltic Sea region?
13	Should the network take an 'exclusive' approach (only allowing a few new members into it) or an 'open' approach (allowing almost everybody interested)?
14	What do you think sets this network apart from others (which)?
15	On a scale from 1-10 (low to high) – how would you score the quality of the working relationships between the members of the network?
16	On a scale from 1-10 (low to high) how would you rate the quality of your working relationship as member with the networks' secretariat?
17	a) Are you in touch with members outside specific funded projects?

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	<p>b) Are you in touch with members without involvement of the secretariat? If not, would like to? What would be the requirement for you to do so?</p>
18	<p>What would be your top 5 of important activities of the network among the examples given? Do you agree with these/would you suggest others? Multiple choice? Scaled between 1-6</p> <ul style="list-style-type: none"> • identification of funding opportunities to be picked up by members • identification of relevant policy papers & articles to be picked up by members • Joint funded project development • Joint funded project coordination • Continuous identification of new relevant topics (update of roadmap) and actors • Ongoing maintenance of SUBMARINER / Blue Platform website (or Mussel website) • Publication and dissemination of external newsletter • Continuous project partner / WG members meetings (Tel Conf / real) • Maintenance of stakeholder database (by secretariat) // information on possible partners / actors throughout BSR and/or Europe • Organisation of external workshops / conferences • Annual members' assembly • Publication of promotional brochures • Social Media dissemination • Publication of policy papers /fact sheets • Representation of network throughout external events (e.g. EU conferences, EMD, Biomarine, etc) • Representation of members' competences and interests to bodies outside network (within BSR / EU) • Knowledge- and experience sharing among members • Science – business – policy interface: <ul style="list-style-type: none"> ○ Science – business ○ Science – policy ○ Business - policy • Technology development and transfer (matchmaking activities) • Expert advice and coaching among members; <p>Other:</p>
19	<p>On a scale of 1-10 (low to high) how would you rate the importance of the network having a secretariat? Do you think that it is an advantage or disadvantage, that the secretariat is centralised in one place, e. g. Berlin? Would you think that the secretariat should 'rotate' every e.g. 5 years (as is the case in some other networks)? What is in your view the role of the networks' secretariat?</p>
21	<p>On a scale from 1-10 (low to high) how strong would you rank the role of members in defining the current/future work of the network? How would you define the role of the networks' members?</p>

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	How do you see the role of the executive board (steering group)?
21	On a scale from 1-10 (low to high) how much would you say it is necessary for some members to take a more active role in the network? Would <u>you</u> like to take a more active role?
22	What do you consider the strengths of the network?
23	What do you consider as the driving forces of the network?
24	What do you consider the challenges/limitations of the network?
25	On a scale of 1-10 (low to high), how would you rank the quality of how the network is addressing these challenges/limitations? How do you think they should be addressed?
26	Do you think this network will continue (also in light of possible funding or project gaps)? Single choice: a) less than five years; b) between 5 and ten years; c) longer than 10 years. Why do you think so?
27	What developments do you predict for the network?
28	What factors would 'allow' you to join/stay in this network? What could make you leave the network? (<i>sufficient funding through projects etc.</i>)
29	What do you think triggers newcomers to join this network? Who do you think should join the network?
30	To what extent do you think is it a benefit or disadvantage to the network if members would have to pay a fee? Would you think the network would operate more easily, if the 'secretariat' would be sponsored? If yes, by whom should it be sponsored? <i>Question only for the Mussels Working Group: Would you still consider your participation in the Working Group if a fee became required, through associate membership (of €1.000 or €2.000 per annum) of the SUBMARINER Network (the Working Group's 'Secretariat')?</i>
31	What would you ideally like to achieve with and through this network (concrete answers)? Do you think this is possible? e.g. grow the number of members; realize new projects; increase the scale, launch new activities, etc.)
32	On a scale of 1-10 (low to high), how would you rank your satisfaction with the network? If you indicate a rank between 1 and 5: what would need to improve in order for your ranking to increase?
33	On a scale of 1-10 (low to high), how would you rate this network in comparison to other networks that you are familiar with?
34	On a scale of 1-10 (low to high), how would you rate your satisfaction with your own involvement in the network?
35	Would you say there are a) no, b) a few, or c) many other members of your institution benefiting from membership in the network?
36	Is membership of the network more beneficial for a) your personal, b) institutional interest, or c) both?

Questions for non-members or the ones who left the network

	Question
1	Do you agree that this interview will be audio-recorded solely for the purpose of supporting the notetaking by the interviewer?
2	Do you agree that your responses will be used to inform the development of a published manual?
3	Do you agree that we may include quotes with your name or institution, or would you prefer that your input be anonymised?
4	Do you agree that we may contact you again after this interview for possible clarifications and to get your final OK for publication?
5	Are you aware of this network? How did you hear about it?
6	How would you describe the network in two sentences?

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7	Would you consider joining this network and if so, why?
8	Why did you leave the network? What factors would 'allow' you to stay in this network?
9	What do you think triggers newcomers to join this network?
10	What external or internal factors do you think are of influence on the success of the network? e.g. what could be potential barriers
11	What would be your top 5 of important activities of the network among the examples given? <i>(same examples as above in questions no 18)</i> Do you agree with these/would you suggest others?
12	Should the network take an 'exclusive' approach (only allowing a few new members into it) or an 'open' approach (allowing almost everybody interested)?
13	Are you a member of other networks in the BSR? Which? What is the main reason for you to be a member in these networks?
14	What do you think sets this network apart from the once in which you are a member? e.g. formalization vs voluntary approach, rotated leadership, coverage (outside BSR), defined and executed responsibilities of the members, driving forces, strengths, limitations/challenges, sponsoring or members' fee, etc.

Interview template

Output 2.3 'Recommendations for effective Blue Bioeconomy interventions in the Baltic Sea Region'

Topic:

Category: PRODUCTS UPTAKE

Interviewer:

Interviewee name:

Interviewee institution:

Interviewee country:

Type of interviewee: (please mark in bold) developer; end user involved in development; end user not involved in development

Date of interview: DD/MM/YYYY

Questions for developers and for end users involved in development

	Question
1.	Do you agree that this interview will be audio-recorded solely for the purpose of supporting the notetaking by the interviewer?
2.	Do you agree that your responses will be used to inform the development of a published manual?
3.	Do you agree that we may include quotes with your name or institution, or would you prefer that your input be anonymised?
4.	Do you agree that we may contact you again after this interview for possible clarifications and to get your final OK for publication?
5.	Why did you develop this product?
6.	How would you describe the product in two sentences?
7.	How did you develop the product? Why do you think that this was a good or bad approach?
8.	a) On a scale between 1-10 (low to high) how satisfied are you with the resulting product? b) If in range between 1-5, why are you not so satisfied? If in range between 6-10, what do you like most about the product?

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9.	a) On a scale between 1-10 (low to high) how clear do you think is the purpose(s) of the product are clear? b) If in range between 1-5, why do you think is the purpose rather unclear? If in range between 6-10, what makes the purpose so clear?
10.	a) What is the format of the product? b) On a scale between 1-10 (low to high) express your satisfaction with this format. If in range between 1-5, why do you not like the format? /If in range between 6-10, what do you like (most) about this format? Why is it so particularly appropriate?
11.	What is the target group(s) of the product? Do you agree with these?
12.	What have you done in order to promote, disseminate the product among this target group? Please describe your activities in view of dissemination.
13.	a) On a scale between 1-10 (low to high) estimate whether you think that the product is or has reached the target group(s)? b) If you had one, was the dissemination strategy therefore successful? Why or why not?
14.	a) On a scale between 1-10 (low to high) estimate whether the product is used / taken up by the target groups? b) If in range between 1-5, what do you think are the reasons, why it is not used / taken up by the target group? If in range between 6-10, why do you think, is the product used/taken up by the target group? What makes it so successful?
15.	a) On a scale between 1-10 (low to high) to what extend are you satisfied with your level of involvement in the development of the product? b) If in range between 1-5, why are you unhappy about your involvement in the development of the product? If in range between 6-10, what makes you so happy about your involvement? – what was your particular input? What made your input so important / valuable?
16.	a) On a scale between 1-10 (low to high) estimate to what the extend the product was developed with adequate input from all relevant stakeholders? b) If in range between 1-5, why was it not well enough co-developed with stakeholders? If in range between 6-10, how was it co-developed with stakeholders?
17.	a) Are you aware / familiar with similar products? b) What do you think sets this product apart from similar products (which)? c) Do you continue to use all these products (for a particular purpose) or have you chosen to use only one product? If only one product – is this the product in question?
18.	What do you consider the strengths of the product?
19.	What do you consider the limitations of the product? Why were these not overcome?
20.	What would you consider the timeline of relevance of this product?
21.	Do you think that the product should be updated? Why or why not, and when and by whom?
22.	What developments do you predict for the uptake of the product?
23.	What would you ideally have liked to achieve with this product (concrete answers)? Do you think this is possible?
24.	Would you recommend the product? If not, why not? If so, to whom?

Questions for end users not involved in development

	Question
1.	Do you agree that this interview will be audio-recorded solely for the purpose of supporting the notetaking by the interviewer?

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2.	Do you agree that your responses will be used to inform the development of a published manual?
3.	Do you agree that we may include quotes with your name or institution, or would you prefer that your input be anonymised?
4.	Do you agree that we may contact you again after this interview for possible clarifications and to get your final OK for publication?
5.	Are you aware of this product? How did you hear about it?
6.	Have you read or used the product? If not, why not?
7.	Would you have liked to be involved in the development of the product? Why do you think you were not involved?
8.	How do you use the product? Is it helpful in your work? Why or why not?
9.	How would you describe the product in two sentences?
10.	a) On a scale between 1-10 (low to high) how clear do you think is the purpose(s) of the product are clear? b) If in range between 1-5, why do you think is the purpose rather unclear? If in range between 6-10, what makes the purpose so clear?
11.	a) What is the format of the product? b) On a scale between 1-10 (low to high) express your satisfaction with this format. c) If in range between 1-5, why do you not like the format? If in range between 6-10, what do you like (most) about this format? Why is it so particularly appropriate
12.	What is the target group(s) of the product? Do you agree with these?
13.	On a scale between 1-10 (low to high) estimate whether you think that the product is or has reached the target group(s)?
14.	a) On a scale between 1-10 (low to high) estimate whether the product is used / taken up by the target groups? b) If in range between 1-5, what do you think are the reasons, why it is not used / taken up by the target group? If in range between 6-10, why do you think, is the product used/taken up by the target group? What makes it so successful?
15.	a) Are you aware / familiar with similar products? b) What do you think sets this product apart from similar products (which)? a) Do you continue to use all these products (for a particular purpose) or have you chosen to use only one product? If only one product – is this (our) the product in question?
16.	What do you consider the strengths of the product?
17.	What do you consider the limitations of the product? Why do you think these were not overcome?
18.	What would you consider the timeline of relevance of this product?
19.	Do you think that the product should be updated? Why or why not, and when and by whom?
20.	What developments do you predict for the uptake of the product?
23.	Would you recommend the product? If not, why not? If so, to whom?

Interview template

Output 2.3 'Recommendations for effective Blue Bioeconomy interventions in the Baltic Sea Region'

Topic:

Category: GATHERING INFORMATION, KNOWLEDGE, OPINIONS

Interviewer:

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Interviewee name:

Interviewee institution:

Interviewee country:

Type of interviewee: (please mark in bold) Developer or end user involved in organization of the event or the process/ End user not involved in organization but involved in the event or the process

Date of interview: DD/MM/YYYY

Questions for developer or end user involved in organization of the event or the process

	Question
1.	Do you agree that this interview will be audio-recorded solely for the purpose of supporting the notetaking by the interviewer?
2.	Do you agree that your responses will be used to inform the development of a published manual?
3.	Do you agree that we may include quotes with your name or institution, or would you prefer that your input be anonymised?
4.	Do you agree that we may contact you again after this interview for possible clarifications and to get your final OK for publication?
5.	Why did you organise this process?
6.	a) How did you organise this process? b) On a scale between 1-10 (low to high) how good did you think was the approach? c) If between 1-5, what did you not like about the approach? If between 6-10 what did you like about the approach?
7.	a) What was the purpose of the process and its outputs (for you and/or the project)? b) On a scale between 1-10 (low to high) how clear do you think was the purpose(s) / output(s) of the process to you? c) If between 1-5, why was the purpose(s) / output(s) not so clear to you? If between 6-10 what made the purpose(s) /output(s) so clear?
8.	a) What is/was the target group(s) of the process or its outputs? b) Do you agree with these?
9.	a) On a scale between 1-10 (low to high) how satisfied are you with your level of contribution to the development of the process and its outputs? b) If between 1-5, why are you not satisfied? If between 6-10 what made you (particularly) happy/satisfied and what was your specific contribution?
10.	a) On a scale between 1-10 (low to high) estimate how well you have reached the relevant stakeholders? b) If between 1-5, why were you not able to reach the relevant stakeholders? If between 6-10 what enabled you to reach the relevant stakeholders?
11.	a) On a scale between 1-10 (low to high) estimate how adequate you found that the process involved the relevant stakeholders and provide room for them to give input? b) If between 1-5, why do you think that the process did not involve stakeholders adequately? If between 6-10 in what way could stakeholders provide input?
12.	What do you consider the strengths of the process or its outputs?
13.	What do you consider the limitations of the process or its outputs? Why do you think were these not overcome?

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14.	What would you consider the timeline of relevance of this process and its outputs?
15.	Do you think that the process or its outputs should be updated/repeated? Why or why not, and when and by/with whom?
16.	What would you ideally have liked to achieve with this process or its outputs (concrete answers)?
17.	a) On a scale between 1-10 (low to high) please rate, how satisfied you are with the process or its outputs? b) If between 1-5, why are you not happy? If between 5-10, why are you satisfied? c) In general, what would you do differently, if you could do it again?
18.	a) On a scale between 1-10 (low to high) please rate, how satisfied you think the stakeholders are with the process or its outputs? b) If between 1-5, why were they not happy? If between 6-10, why were they satisfied? What did they gain from the process?
19.	a) If different from you or the stakeholders, on a scale between 1-10 (low to high) please rate, how satisfied you think are the beneficiaries / clients with the process or its outputs? b) If between 1-5, why were they not happy? If between 6-10, why were they satisfied? What did they gain from the process?
20.	a) In general, would you like to repeat such process in a similar format? b) And do you think that stakeholders would like to repeat such a process? If yes, what do you think would them make to participate again?

Questions for end user not involved in organization but involved in the event or the process

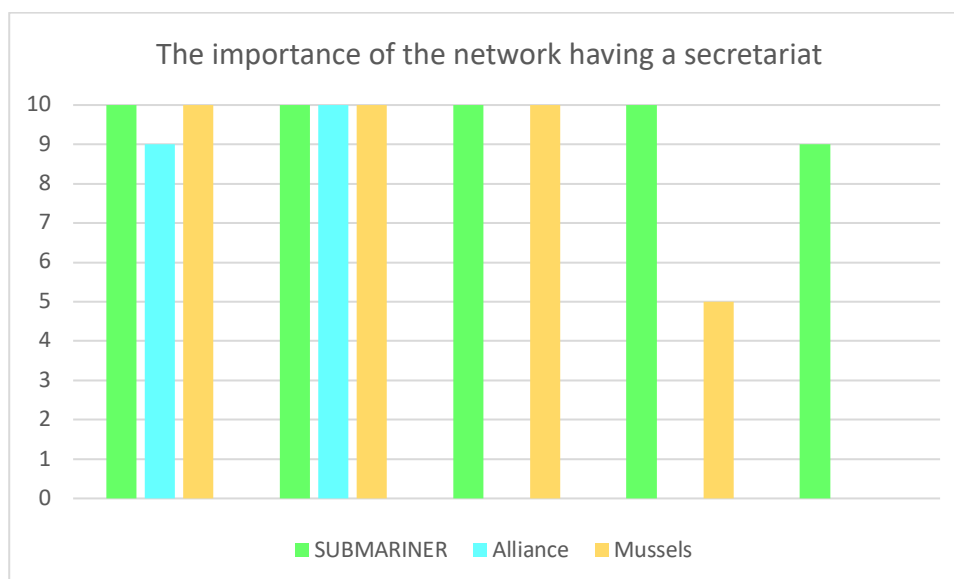
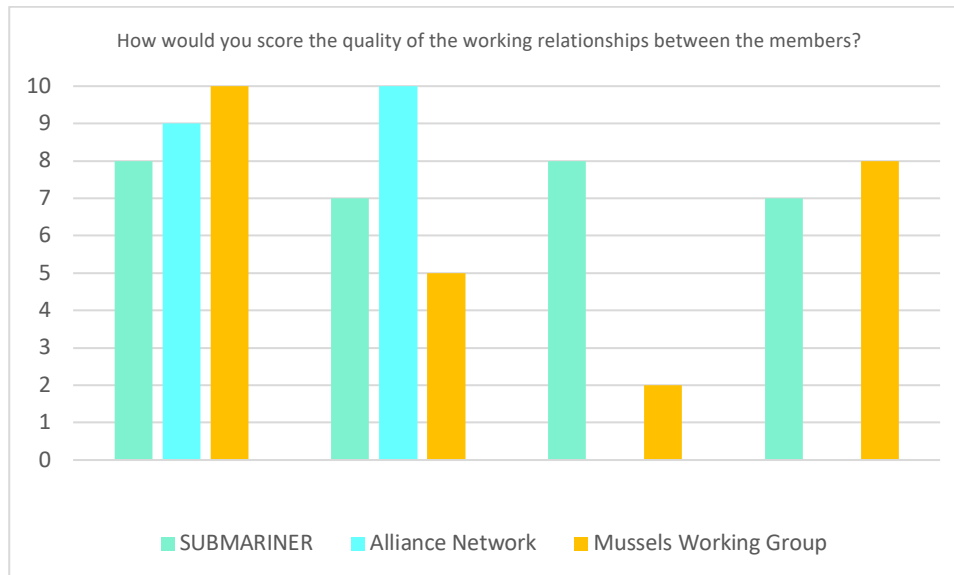
	Question
1.	Do you agree that this interview will be audio-recorded solely for the purpose of supporting the notetaking by the interviewer?
2.	Do you agree that your responses will be used to inform the development of a published manual?
3.	Do you agree that we may include quotes with your name or institution, or would you prefer that your input be anonymised?
4.	Do you agree that we may contact you again after this interview for possible clarifications and to get your final OK for publication?
5.	Are you aware of this process and its outputs? How did you hear about it?
6.	Have you read or used the product resulting from the process? If not, why not?
7.	Would you have liked to be involved in the development of the process and its outputs? Why do you think you were not involved?
8.	Are the outputs of the process helpful in your work? Why or why not?
9.	a) What was the purpose of the process and its outputs (for you and/or the project)? b) On a scale between 1-10 (low to high) how clear do you think was the purpose(s) / output(s) of the process to you? c) If between 1-5, why was the purpose(s) / output(s) not so clear to you? If between 5-10 what made the purpose(s) /output(s) so clear?
10.	a) What is/was the target group(s) of the process or its outputs? b) Do you agree with these?

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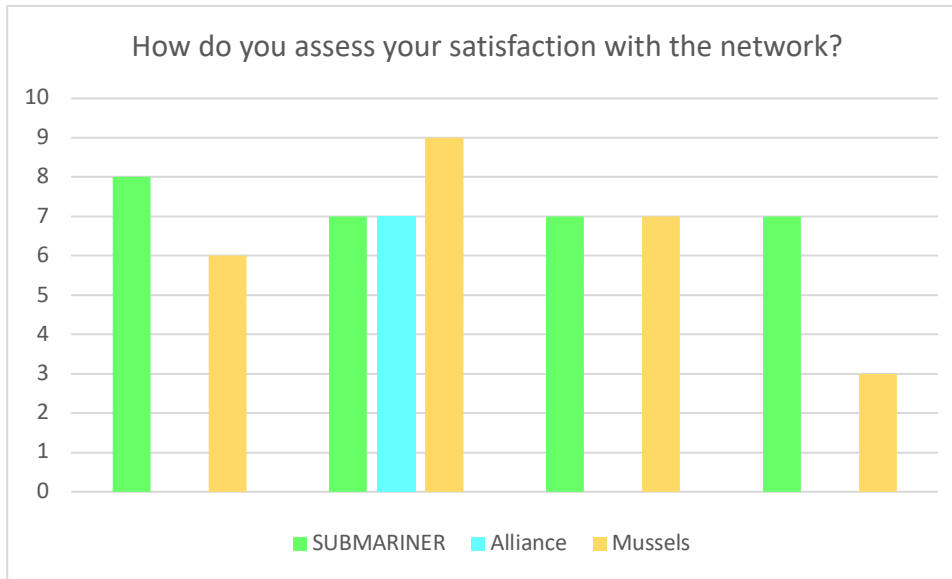
	a) On a scale between 1-10 (low to high) estimate how adequate you found that the process involved the relevant stakeholders and provide room for them to give input?
11.	b) If between 1-5, why do you think that the process did not involve stakeholders adequately? If between 6-10 in what way could stakeholders provide input?
12.	What do you consider the strengths of the process or its outputs?
13.	What do you consider the limitations of the process or its outputs? Why do you think these were these not overcome?
14.	What would you consider the timeline of relevance of this process or its outputs?
15.	Do you think that the process or its outputs should be updated/repeated? Why or why not, and when and by/with whom?
16.	a) On a scale between 1-10 (low to high) please rate, how satisfied you are with the process or its outputs? b) If between 1-5, why are you not happy? If between 6-10, why are you satisfied?
17.	a) In general, would you like to repeat such process in a similar format? b) And do you think that stakeholders would like to repeat such a process? If yes, what do you think would them make to participate again?
18.	Would you recommend the outputs from the process? Why or why not, and to whom?

Annex 2: Graphs

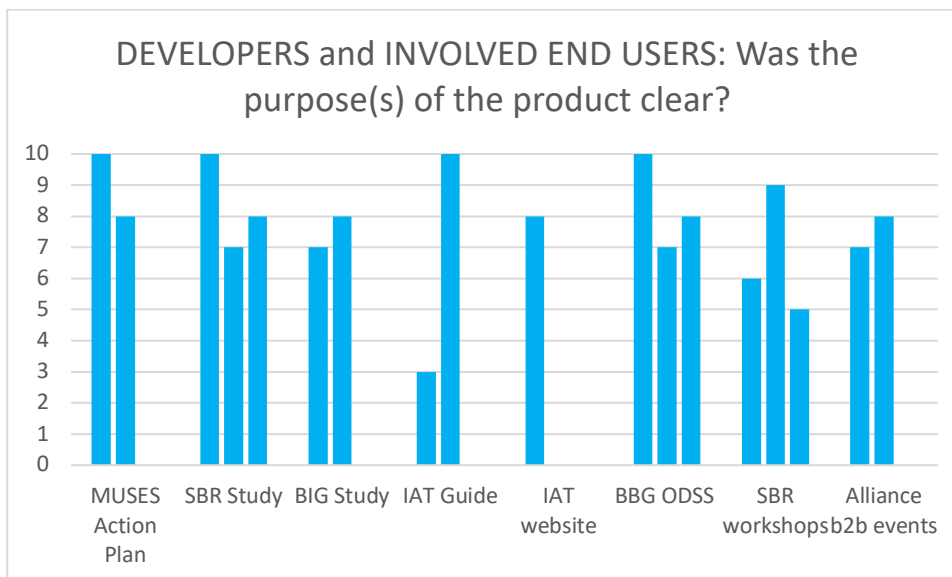
BUILDING NETWORKS



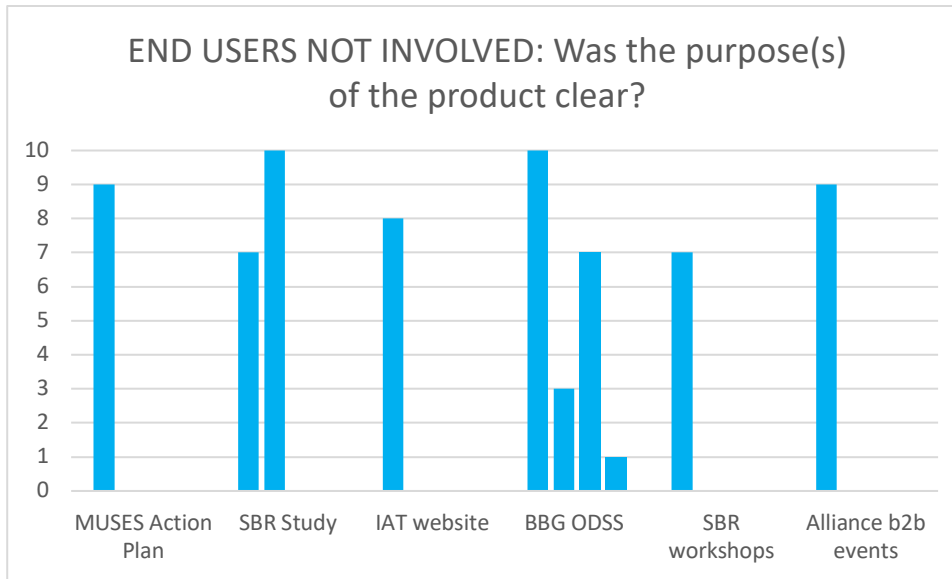
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PRODUCT UPTAKE

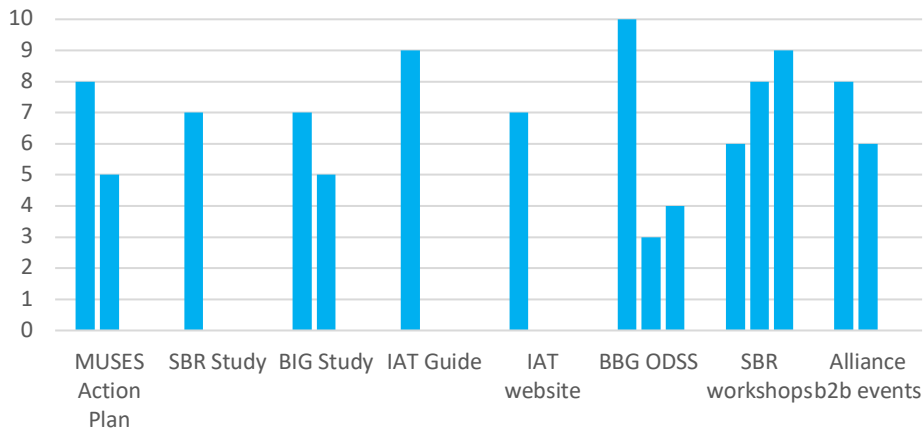


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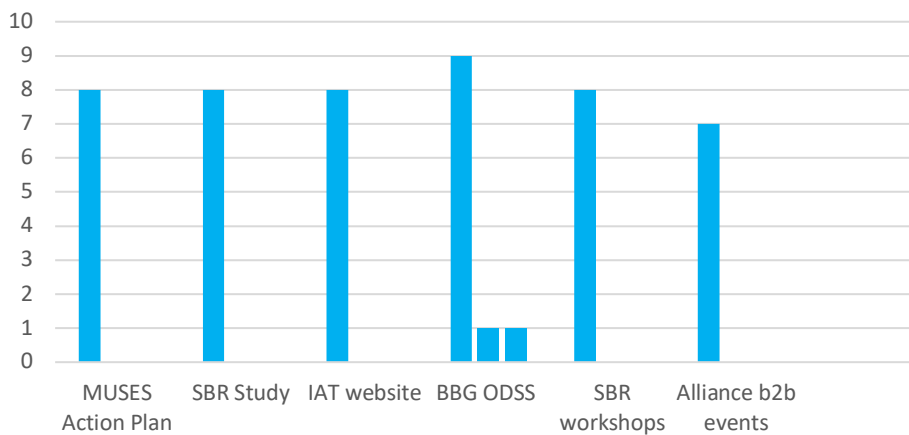


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DEVELOPERS and INVOLVED END USERS: Is the product used / taken up by the target groups?

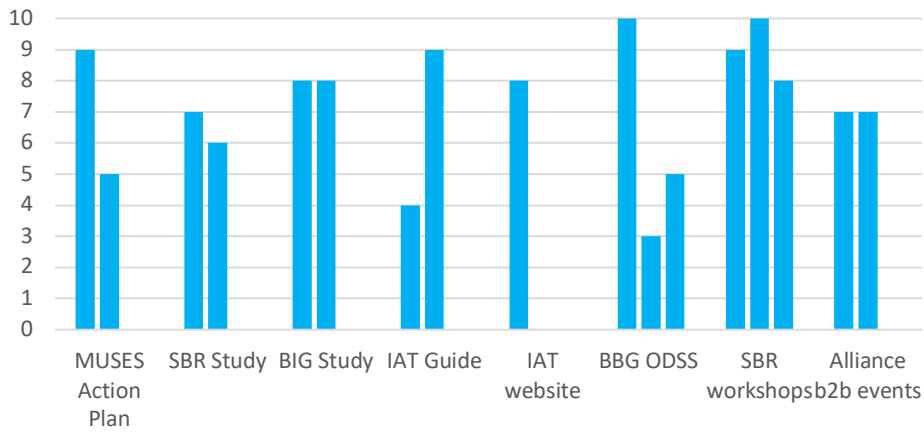


END USERS NOT INVOLVED: Is the product used / taken up by the target groups?

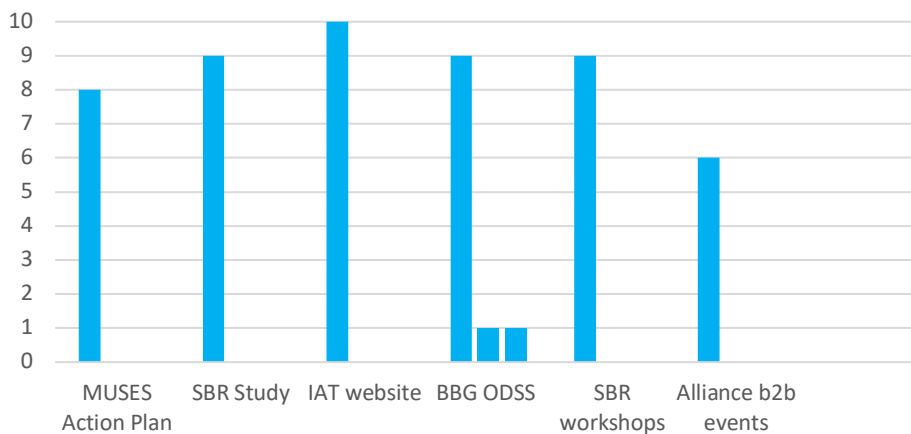


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DEVELOPERS and INVOLVED END USERS: Has the product reached the target group(s)?

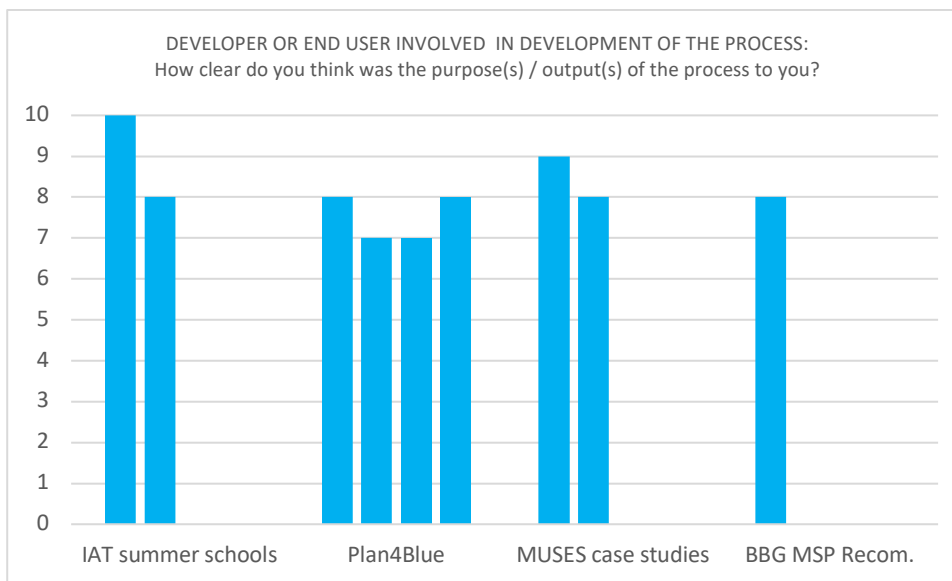
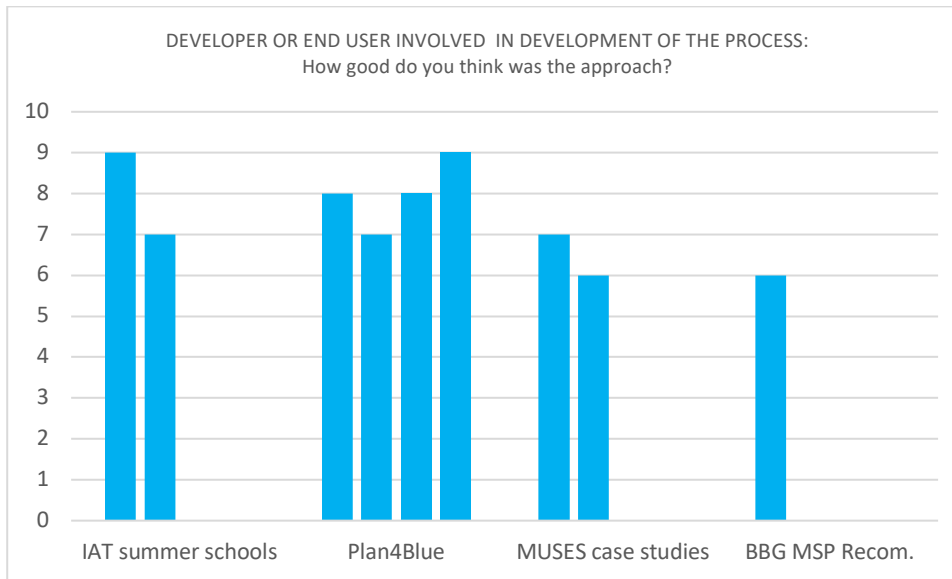


END USERS NOT INVOLVED: Has the product reached the target group(s)?

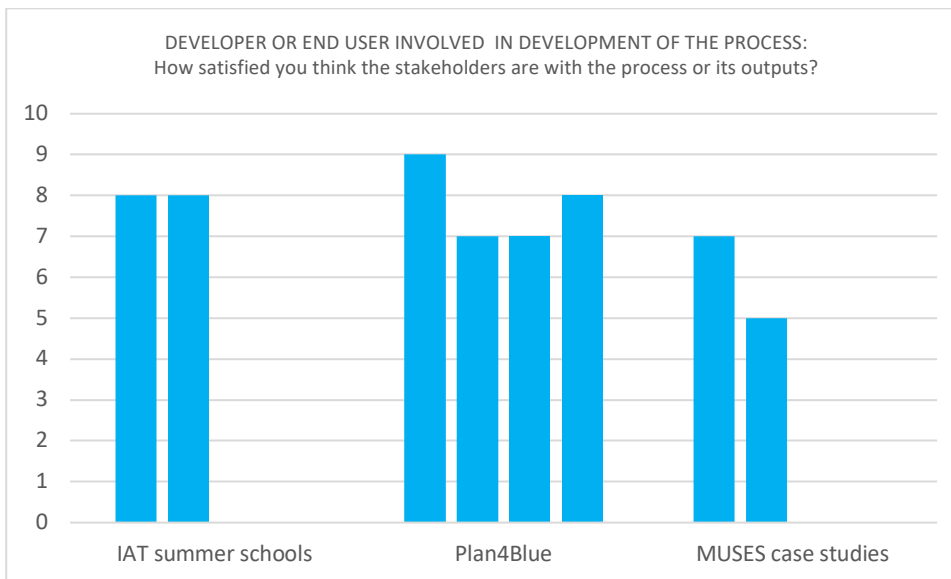
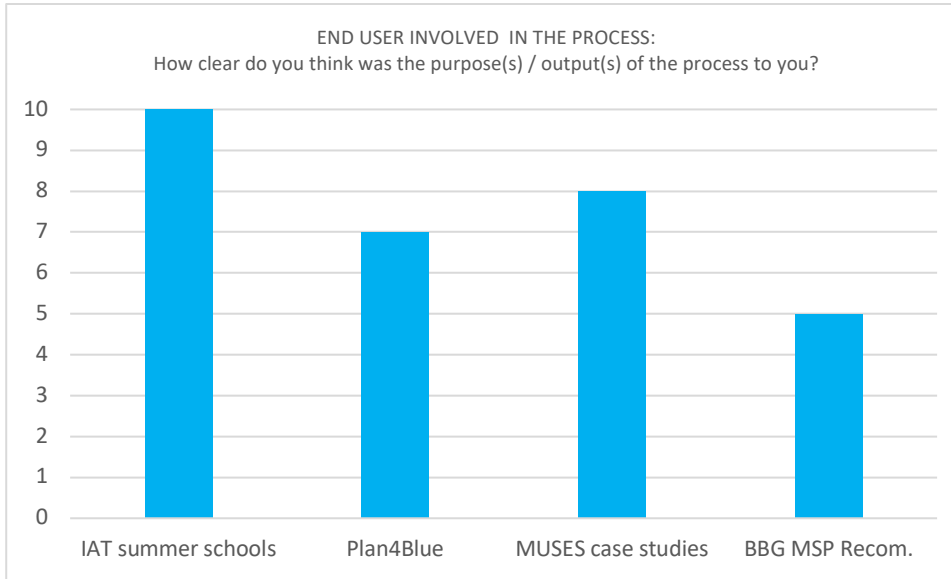


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GATHERING INFORMATION



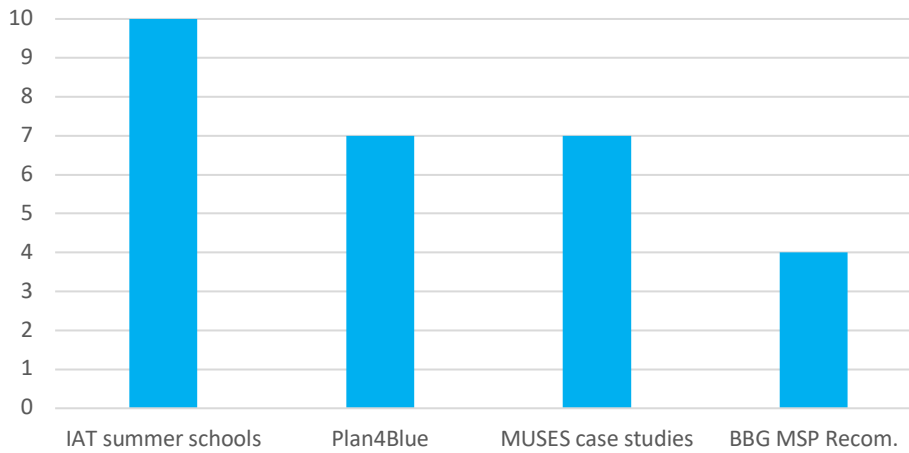
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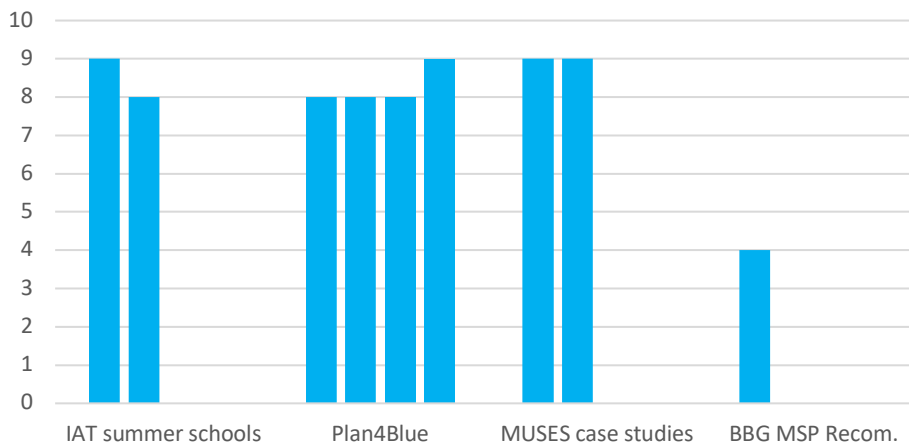
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END USER INVOLVED IN THE PROCESS:

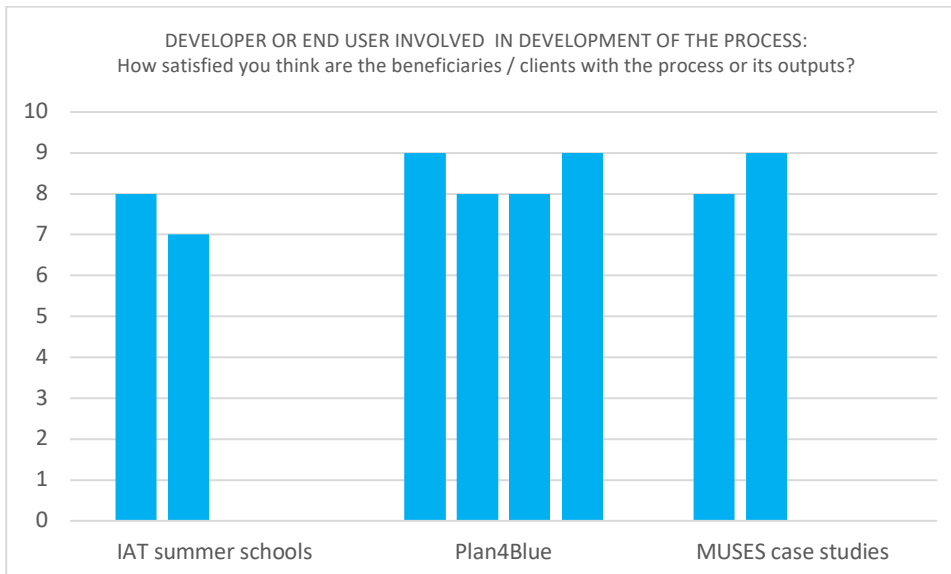
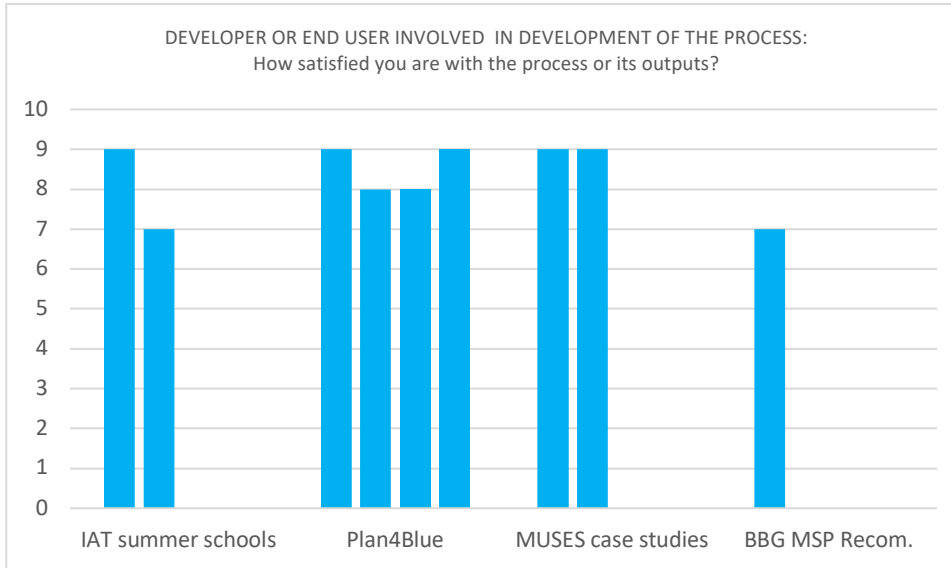
How satisfied you are with the process or its outputs?



DEVELOPER OR END USER INVOLVED IN DEVELOPMENT OF THE PROCESS: How satisfied are you with your level of contribution to the development of the process and its outputs?

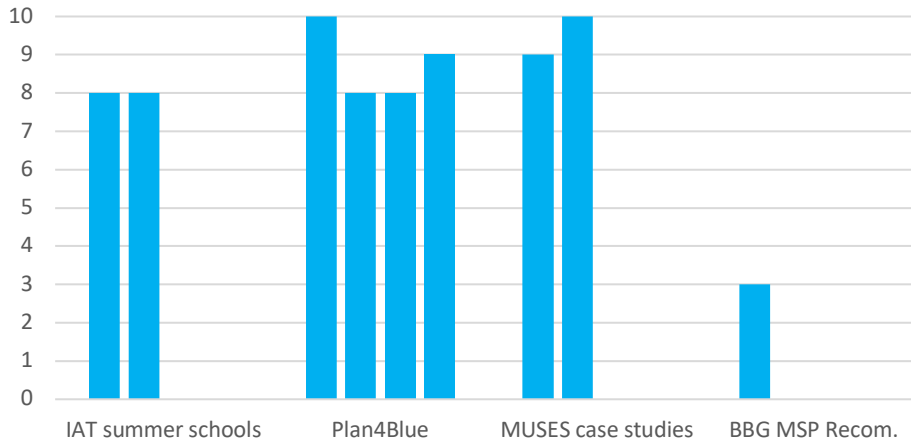


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DEVELOPER OR END USER INVOLVED IN DEVELOPMENT OF THE PROCESS:
Has the process involved the relevant stakeholders and provide room for them to give input?



END USER INVOLVED IN THE PROCESS: Has the process involved the relevant stakeholders and provide room for them to give input?

