CODE OF OPERATIONS OF BULGARIA MULTI-STAKEHOLDER GROUP

HoCare project
Delivery of Innovative solutions for Home Care by strengthening quadruplehelix
cooperation in regional
innovation chains

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BUSINESS AGENCY ASSOCIATION
BULGARIA

1. Project information

Project summary

European population is getting older which means that the number of people over 65 is increasing. Ageing trend presents numerous social changes and challenges, for which adequate solutions need to be found. At the same time it also means opportunity for growth and jobs as there is great potential to deliver innovative solution for home care. 8 partners representing Cyprus, Slovenia, Bulgaria, Romania, Lithuania, Hungary, Portugal and Czech Republic have launched the *HoCare project* – *"Delivery of Innovative solutions for Home Care by strengthening quadruple-helix cooperation in regional innovation chains".* The partnership is led by the Nicosia Development Agency (ANEL) from Cyprus.

The 4 year project (April 2016 - March 2020) was approved within the Interreg Europe programme financed by the European Regional Development Fund. Interreg Europe programme helps regional and local governments across Europe to develop and deliver better policy. The HoCare project deals with the issues of ageing population. It aims to improve the implementation of regional development policies and programmes that support the delivery of innovation by actors in regional innovation chains.

Project objectives

The HoCare project aims to positively influence efficiency and impact of Structural Funds. It has additionally three thematic sub-objectives related to the natural generation of innovation for Home Care in regional innovation chains.

- The first sub-objective is to focus on generation of innovation through addressing unmet needs identified by stakeholder groups in quadruple-helix model means by formal carers (i.e. hospitals, social houses, elderly houses) and informal carers (i.e. family members).
- The second sub-objective is to focus on generation of innovation through public driven innovation processes.
- The third sub-objective is to bring innovative Home Care solutions quicker to the market by using, again, quadruple-helix approach.

Project outputs

The results will be achieved mainly thanks to 4 dimensional international policy learning processes. Initial content for it will be created by partners during Regional analysis, further investigated during 3 International Thematic Workshops.

It will formulate 30 transferable Good practices and enable formulation of high-level outputs: 3 HoCare Policy Thematic reports and 3 HoCare Policy Transfer Reports.

Collected knowledge will enable project to contribute to EU external policy learning by organizing 2 international and 8 National High-Level Policy Learning events. Local partners will be working closely with local Structural Funds policy to multiple stakeholders of different types of organizations.

Project duration

Phase 1 Duration: 24 Months Start date: 01/04/2016 End date: 31/03/2018
Phase 2 Duration: 24 Months Start date: 01/04/2018 End date: 31/03/2020

Project Total Budget

€ 1.247.673,00

Project partner 3 Budget

€ 124.399.00, of which national co-financing €18.659,85

Project website

http://www.interregeurope.eu/hocare/

2. **Logic and aims of multi-stakeholder groups (RMG) including quadruple-helix distribution and roles of inclusion**

Each region sets up its own 'Multi-Stakeholder Group'. The Multi-Stakeholder Group ensures that learning does not only take place at individual level, but also at organizational and stakeholder levels. The project partners will actively involve relevant stakeholders in the activities of the project. Some of the stakeholders may also implement measures of the action plan later on.

"Quadruple helix", as an innovation model, is built on the concept of cooperative inclusion of all 4 relevant groups (helixes) to the innovation process: citizens/users, businesses, research and public. The cornerstone of quadruple helix approach is the facilitation of communication and cooperation across actors represented each helix. This approach is reflected in HoCare project through the formation of Multi-stakeholder group in each region constituted by 20 institutional members.

Quadruple helix model
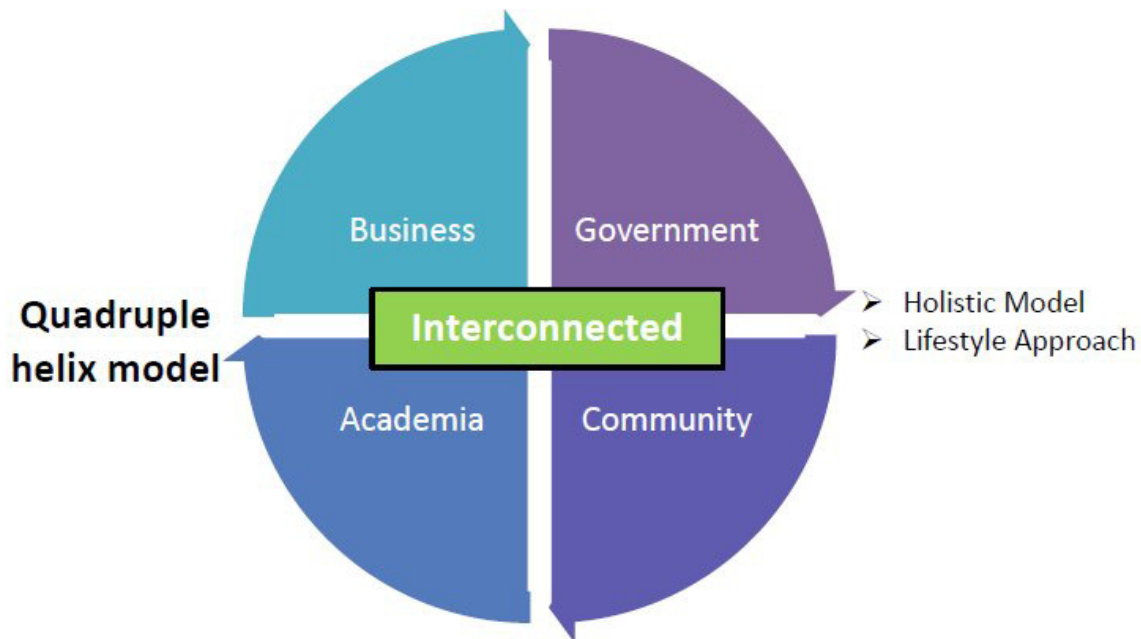
A vehicle to promote excellence and knowledge exchange across 4 key sectors

Stakeholders are groups of carefully selected target groups, who have an interest in the project and can have influence on its ability to achieve its goals:

1, Representatives of demand side and community:
- Formal providers of health care – hospitals, social houses, senior houses, doctors and other health care professionals;
- Informal providers of health care – mostly family members of elderly care recipients (preferably their associations or any other formal body);
- Health care recipients (preferably their associations).

2, Industrial actors or Business sector:
- Industrial actors /Home care industry – SMEs, LMEs;
- Business support actors – associations, innovation or regional development centres related to Home Care.

3, Academia and research actors:
- Universities
- Research centres with research activities in Home Care sectors.

4, Public actors/government:
- Senior public servants & policy decision makers in field of R&I, health care, social care, funding at regional and national level;
- Senior public servants & policy decision makers in field of funding programmes at regional and national level – with a special regard to the Managing Authority of the Operational Programme (OP) concerned, such as policy and strategy makers for the OP and bodies responsible for and contributors to the implementation of the OP;

- Senior analysts, senior managers from Health Insurance companies, authorities and Regulators;
- EU level policy decision makers – public servants responsible for Digital Single Market, PcP, PPI regulation, standardization, including MEPs from relevant parliamentary groups.

More specifically, the Bulgarian MSG activities include:

a) analyzing selected local policy, seeking improvements and ultimately developing a Local Action Plan to achieve the policy improvement.

b) embedding the learning from the transnational exchange (practical knowledge, good practices etc. from other regions in the project and beyond) into the local policy-making process

c) contributing to the transnational exchange and learning process taking place at project's international level

d) communicating the results at local level and disseminating lessons learned to the wider local community

e) taking part HoCare thematic workshops organized at international level (depending on the scope of every specific event selected members of the Multi-stakeholder group will be invited to participate in project events such as interregional thematic workshops and high-level policy events)

3. Benefits for the OP and for the stakeholder

- Raising awareness about using of Quadruple Helix approach for delivery of innovative Home Care solutions.
- Changing of mindset to boost public driven innovation.
- Policy learning are transformed into actions.
- Integrated approach
- Solutions closer to the needs of the stakeholders
- Eased implementation and stronger support of defined "changes" because they have been developed by the stakeholders
- Coordinated public, academic, private and societal actions aiming at a common goal
- Tapping further resources for the implementation of the objective (man power, human resource, knowledge, existing experience etc)
- Transferable best practices from the partner regions and proposals (by the MSG) for aid programmes/calls for proposals to find and fund innovation projects based on real needs in the field of home care.

4. **Specifics of meetings – how many, format, content to discuss, where, reports, communication after meetings, impact, etc.**

4 stakeholder group meetings are planned during the implementation of the project. All the meetings will be held in Varna. To produce meaningful discussions and get useful feedback the stakeholder group meetings will be organized in workshop format.

- **1st** stakeholder group meeting will take place in end **November or December 2016** with aims to present the project and thematic workshop methodologies, to present a draft of Regional analysis and get additional inputs.
- **2nd** stakeholder group meeting will take place in **September 2017** with aims to share knowledge and experience from international events (as part of organizational and stakeholder learning process) and initiate process of Action plan preparation and to get additional inputs.
- **3th** stakeholder group meeting will take place in **January 2018** with aims to present a draft of the Action plan and get comments and proposal for improvements.
- **4th** stakeholder group meeting will take place in **March 2018** with aims to present final Action Plan and Kick-off implementation process.

5. **List of specific members of RMG**

Public actors/government:

1. European Funds for Competitiveness Directorate General, Managing Authority of Operational Programme "Innovations and Competitiveness" 2014-2020
2. Ministry of Labour & Social Policy/Directorate "European Funds, International Programmes & Projects"
3. Varna municipality,
4. Dobrichka Municipality
5. Representative from Bulgarian Parliament (responsible for policies related to health and social work)
6. Varna Regional Administration

Academia and research actors:

1. Varna University of Medicine
2. Varna Technical University, Center Applied technology in health
3. Sofia Technical University
4. Software University
5. Varna University of Management

, Industrial actors or Business sector:
1. Chamber of commerce of Bulgaria
2. VCCI chamber
3. Sofia ICT cluster
4. Varna ICT cluster

5. BeLean Ltd
6. Triada Ltd
demand side and community
1. NGO Vision
2. Vladislavovo Foundation
3. NASO
4. NSFRI
5. UBBSLA
6. Mejdunaroden kolej OOD

6. Coordinating of multi-stakeholder groups meetings

The Multi-Stakeholder Group coordinator is a key player in the operations of the group. She/he will be responsible for running the group at local level. Coordinator of the multi-stakeholder group will be the representative of BAA. A person will be designated in charge of running the NMSG. This person will be either the BAA HoCare project manager or one of the members will take the responsibility to perform this task. The decision will be made by the members of the NMSG. The NMSG Coordinator will be the "reference person" for the group, at local level and at project's level. Each MSG Coordinator will have a correspondent/peer in the other partners' regions. The Group Coordinator will be responsible for running the group at local level, managing the on-going process, ensuring the two-way bridge between the local and project level's activities and delivering the concrete output in the form of the Action Plan. Important factors for success of the NMSG are leadership, trust, the provision of clear information, an agreed roadmap, regular communication, and well-managed meetings.

7. Roles of each stakeholder

Significant element is the feeling of equality of each member, independently of the organization he/she represents. The participants should receive a role that they do not "play" in their professional field – effect of "motivation through job rotation" - possibility for acquiring new knowledge for the stakeholders. Identification and demonstration of the importance of the participation of each member in the project for the promotion of HoCare is of great significance.

8. Basic rules of multi-stakeholder groups meetings participation

- Identification and demonstration of the importance of the participation of each member in the project for the promotion of HoCare is of great significance.
- Proactively, responsibility and communication are some of the roles of the groups.

9. Tips for Organization of meetings

- The duration of a RMG meeting is 4 to 5 hours.

- The meeting organizer is responsible for booking the location and the catering.

- The meeting organizer invites the representatives/experts and provides information on date, hour and location of the meeting.

- The meeting organizer plans the meetings well ahead. He formally invites the stakeholders in due time. All invited guests are requested to promptly reply to the meeting invitation confirming if they will be able to attend the RSG meeting.

- The meeting organizer prepares a detailed agenda for the meeting and briefly describes the topics that will be addressed. Preparatory documents should be sent in advance to all participants.

- At the beginning of the meetings participants sign an attendance register.

- The moderator introduces the agenda and coordinates the meeting.

- Each RMG meeting should have **a specific focus**. Based upon this focus the leader of the RMG meeting will prepare a **discussion guide** with a list of questions and statements to discuss during the meeting.

- The organizing project partner has to share the ideas, best practices, other results and conclusions of the Multi-Stakeholder Group meeting with all other project partners.

- Sufficient time should be secured so that every member will be able to express its opinion.

- The meetings should be short and efficient.

- A road map should be prepared for the operation of the NMSG

- Workshops where participants are engaged in a conversation, or involved in a hands-on activity, rather than overwhelmed by experts' presentations, are more likely to generate ideas and ownership of the outcome

- Keep the lines of communication open with the NMSG members between the meetings

- Disseminate the outcomes of each meeting to the media and advertise the role of each stakeholder in the Group