



Entrepreneurship **Competence**
Agrifood industry

EntreComp
Food



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of the European Union

Deliverable:

D2.1 - Common co-designed local workshop methodology and structure

Leading partner: **UL- BF**

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Be curious and open Be determined Team up Develop ideas Use
resources responsibly Accept diversity Be innovative Be resilient
Imagine Listen actively Think strategically Make the most of your time
Guide action Learn by doing Behave ethically Learn from mistakes
Don't give up Think sustainably Reflect Assess impact Get support



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1. EXECUTIVE SUMMARY

The deliverable on “Workshop methodology” describes the steps and methodologies leading to organization and reporting of online interactive workshops to be held as part of the EntreCompFood project in all 3 participatory counties: France, Spain and Slovenia. The methodology is based on previous EntreComp workshop suggestions and prepared by experts from Biotechnical Faculty (University of Ljubljana) in collaboration with partners on the project. The deliverable is a part of WP2.

Based on the objectives of the workshop, the project adopts innovative interactive methodologies. The deliverable describes the specific methodology that has been chosen, and related preparatory briefing activities, logistics and use of online tools, communication to involve and inform participants, workshop processes and facilitation techniques, planning and reporting.

2. OBJECTIVES

Workshops organised at local and regional level will gather actors directly involved on the ground to foster **local synergies** and partnerships in the field of the **CoCo to advocate the EntreComp frame**. Thus, the format of these events is thought to facilitate fertile debates among practitioners in order **to build and share a common local vision of the challenges, strengths, constraints and opportunities to implement EntreComp at local level**.

The Workshop methodology deliverable addresses the following objective:

Design, organization and facilitation of interactive, strategic and operational workshops using different methodologies to stimulate the interaction among 20 to 40 local participants in each country.

The aim of an online workshop is to:

Build a local vision on how to implement EntreComp into formal and informal learning environment for agri-food sector through the debate with members of local CoCos.

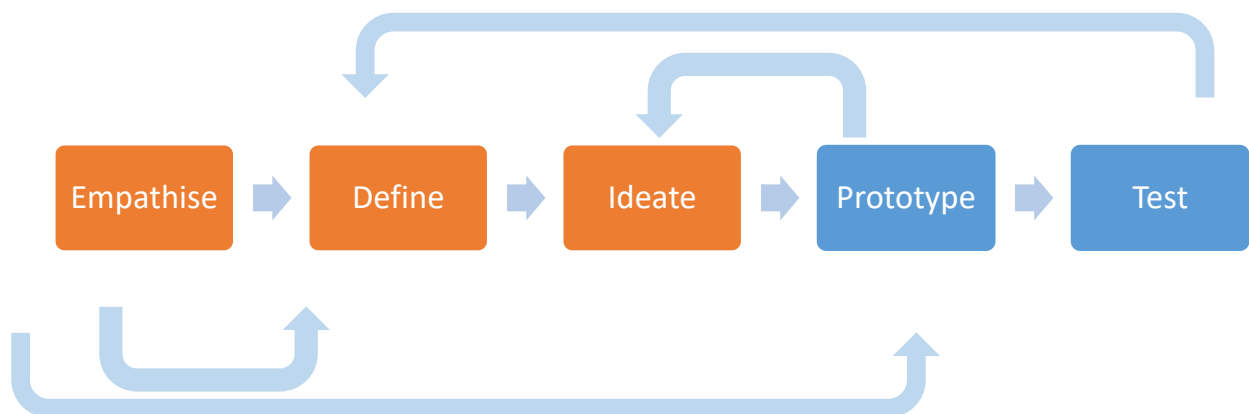
Aim will be achieved with following activities:

- Networking, clustering and team building among participants.
- Identification of existing state, needs and future requirements.
- Intensive ideation through interaction and creativity techniques.
- Sharing good practices of supporting entrepreneurship competences development.
- Building a strategic vision for future developments to allow an appropriate usage of frame for the sector.
- Building a SWOT analysis (strengths, weaknesses, opportunities and threats) to implement EntreComp at local level.
- Conceptualization of strategies for shaping new learning opportunities.
- Mapping of concrete practices and policies that support the development of EntreComp in food sector.

- Drawing conclusions on how to improve support systems (public policies, curriculum).

3. METHODS

We propose that **the whole process of implementing EntreComp into formal and informal learning environment for agri-food sector should follow stages of the Design Thinking Process.**



Aim of the workshop is to work on first three stages of the process: Empathise, Define and Ideate. Prototype and testing stages are predicted in the following activities on the project.

Stage 1: Empathize—Research Your Users' Needs

Stage 2: Define—State Your Users' Needs and Problems

Stage 3: Ideate—Challenge Assumptions and Create Ideas

Stage 4: Prototype—Start to Create Solutions

Stage 5: Test—Try Your Solutions Out

4. WORKSHOP TITLE

Promoting entrepreneurship in agri-food: the needs of young people in Slovenia and the opportunities of including soft skills in education?

5. CONTENT

With the online workshop we want to establish a dialogue between key stakeholders and create a common vision of challenges and opportunities for the introduction of the EntreComp competence framework in agri-food at the national level. We will identify the key challenges faced by various members of the agri-food chain (from students and educational institutions to start-up companies and larger food establishments, as well as political decision-makers) in the field of soft skills or entrepreneurial competences. Within the EntreComp competence

framework, we have already identified key competences: creativity, vision, ethical and sustainable thinking, motivation and perseverance, mobilising resources, working with others, where we will further define concrete strengths and weaknesses and develop ideas for change and new learning opportunities to promote entrepreneurial thinking, both in education for young people and in lifelong learning content.

6. PROPOSED WORKSHOP AGENDA

Check the connections	15 min	9:15 – 9:30	IT support
Welcome	15 min	9:30 – 9:45	Project leader
Presentation of the EntreCompFood project and presentation of the workshop	15 min	10:45 – 10:00	Project leader
Workshop 1: 7 selected EntreCompFood competences	45 min	10:00 – 10:45	Facilitators
<i>Break 1</i>	15 min	10:45 – 11:00	
Workshop 2: SWOT Analysis – Introducing EntreComp Competence Framework into Existing Systems	30 min	11:00 – 11:30	Facilitators
Workshop 3: Ideas for the future – creating new learning opportunities	30 min	11:30 – 12:00	Facilitators
<i>Break 2</i>	15 min	12:00 – 12:15	
Summary of the Workshop and Final Discussion	45 min	12:15 – 13:00	Facilitators, Project leader
Other	30 min	13:00 – 13:30	

This section describes the interactive activities that will take place before, during and after each workshop in participatory countries.

7. PREPARATORY INTERACTION AND COMMUNICATION

7.1 Invitations

Invitations to an online workshop should be sent at least 4 weeks before the event, to pre-chosen members of the national CoCo that could contribute to the fertile debate with their knowledge and experience. Local organizer will use appropriate tools to facilitate direct registration. Attendance is required for at least 20 to maximum 40 participants.

- In Slovenia (Ljubljana): one co-designed workshop organised by UL-BF in november 2020.
- In France (Paris): one co-designed workshop organised by AgroParisTech in november 2020.
- In Spain (Sevilla): one co-designed workshop organised by AE in november 2020.

7.2 Registration

Registration trough an online form with following information needed: Name, Surname, Organization, Type of the organisation (aligned with target audience), My experience with entrepreneurship in 2 sentences, Familiar with EntreComp framework? (Yes/No)

7.3 Materials

After registration, **following information should be sent to participants by email**, so they get familiarized with the project.

All bellow materials are also published on the project website:

<https://www.gzs.si/entrecompfood/vsebina/Entrepreneurship/On-line-courses>

<https://www.gzs.si/entrecompfood/vsebina/About-the-project/Publications>

EntreComp framework quick presentation:

<https://www.youtube.com/watch?v=UwZPcJky0Ko&feature=youtu.be>

EntreComp framework

Slovenia: <https://www.zrss.si/pdf/entrecomp.pdf>,

Spain: <http://culturaemprededora.extremaduraempresarial.es/wp-content/uploads/2015/11/Dossier-entrecomp.pdf>

France: [EntreComp FR - Europa EU](#)

English:

<https://publications.jrc.ec.europa.eu/repository/bitstream/JRC101581/lfna27939enn.pdf>)

Link to EntreCompFood project webpage: <https://www.gzs.si/entrecompfood/>

Introduction of competences:

Video Series: <https://www.youtube.com/playlist?list=PLGI5zHT2w7jAPsfSjWfatN4tlxJhvbj7->

1. Ideas and opportunities:

Creativity: <https://youtu.be/NRc9h1V4vSo>

Vision: <https://youtu.be/-STTWzcvx4g>

Ethical and sustainable thinking: https://youtu.be/Hg_tEWqB--s

2. Resources:

Motivation and perseverance: <https://youtu.be/gK3m6hmZoSM>

Mobilizing Resources: <https://youtu.be/IHa4MzggFN8>

3. Into action:

Working with Others: https://youtu.be/ODA_rlq9GWY

Learning Trough Experience: <https://youtu.be/Q0uGwvBVCus>

7.4 Consent

Organizers should get a **written consent of all participants for their involvement in the workshop**. Consent should include the following information:

- Why this workshop is organized
- Who is leading the workshop
- That workshop is a part of EntreCompFood project
- Their participation is voluntary
- The workshop will be recorded

8. WORKSHOP PREPARATION

8.1 Who should participate?

The workshop is an event where EntreCompFood Collaborative Community of practices meets for the first time. Those CoCos will gather representative stakeholders and target audience at national, regional and local levels (players in the field of education and training (professors & students), employment and labour market actors (industry, start-ups, nutritionists), public authorities (ministry of education, of health, of agriculture,...), other appropriate actors such as coming from the third sector (NGOs, non-profit organisations), etc.) with an interest in the development and assessment of the entrepreneurship competences.

8.2 Divide participants in to groups

Before the start of the workshop, divide participants into 5 groups (4-8 people), based on information provided in their application for the workshop. In the same group include people from different backgrounds (industry, students, start-ups, policy makers, professors, actors coming from the third sector). The groups will stay the same trough all 3 sessions.

8.3 Choose facilitators

Each group should have a facilitator asking questions and presenting, and should define a transcriptionist from the participants for writing minutes. The transcriptionist should write as detailed minutes on as possible, preferably as word or ppt document. Facilitators should be trained by project partners on an online meeting before the workshop. Each country should have their own “training meeting” in their national language. Experts on soft skills from the project partners (if available) should be involved.

Following the project application, there should be minimum 20 participants for each local workshop, divided in to 5 groups. To run 5 online sessions at once, at least 5 facilitators are needed. For the technical support, 2-3 IT experts should follow the workshop.

People needed:

- Project leader: introduction to the topic of the workshop and final sum up
- 5 facilitators: lead sessions (ask questions, work with mentimeter,...)
- 5 transcriptionist (choose from the participants): write minutes
- IT support (2-3 people): making sure connection works, take care of the recording of the meeting,...

8.4 Create a questionnaire in Mentimeter

Question 1 (word cloud):

Identify your mood today as a food
bread, chilli, lemon, chocolate, mojito

Question 2 (ranking):

Rang entrepreneurial competences by their importance
Creativity, Vision, Motivation and perseverance, Mobilizing resources, Working with others, Learning Trough Experience, Sustainable thinking

Question 3 (open ended):

Write three EntreComp competences and give an example why they are in your opinion the most important to agri-food sector

Question 4 (Mentimeter SWOT template):

What are the:

- threats,
- strengths,
- weaknesses and
- opportunities

for implementing EntreComp competences in the agri-food sector?

Question 5:

How can we develop the entrepreneurial spirit of the youngest? Vote for the best idea.

9. ONLINE WORKSHOP PROGRAM

9.1 Welcome

Project leader should greet each participant individually by saying their name and organization (a list of participants should be prepared beforehand).

9.2 Presentation of the EntreCompFood project and presentation of the workshop

Frontal presentation (ppt):

- In a few words describe EntreCompFood project framework,
- Introducing the different competences within EntreComp framework ,
- In a few words present EntreCompFood project and partners,
- Presentation of problems of national agro-food industry: Focus on problems that we want to solve,
- Present activities of the following workshop: what is our aim,
- Present workshop's agenda,
- Quick introduction to Mentimeter.
- Present "house rules":
 - Feel free to comment on any aspect of content shown.
 - As experts, be creative and feel free to give argumentative subjective opinions.
 - You will receive the conclusion of the local-codesigned workshop that will take place in Slovenia, Spain and France.
- Confidentiality
 - The event is recorded only for the purpose of analyzing the responses, the recordings will not be published or exposed anywhere.
 - No information regarding the workshop will be attributed to any particular person or organization.

Divide participants into 5 groups.

9.3 Workshop 1: 7 selected EntreCompFood competences

Rapid Presentation Round (1min/person):

Name and affiliation, professional field, experience with youth and entrepreneurs, why did they join the workshop and what are their expectations.

Brief presentation of facilitator. Facilitator gives Mentimeter code for this group to participants. Each facilitator has its own Mentimeter presentation and code.

Warm up (testing Mentimeter)

Question 1: *Identify your mood today as a food
bread, chilli, lemon, chocolate, mojito*

What are your experiences with youth employment in agri-food sector, identify existing problems and missing competences

Facilitator briefly presents (with examples) entrepreneurial competences to be discussed:

- Creativity
- Vision
- Motivation and perseverance
- Mobilizing resources
- Working with others
- Learning Trough Experience
- Sustainable thinking

The content should be taken from the document: Cards competences ECF.pdf, prepared by the project partners, and translated in to national language. The power point presentation should not last for more than 10 minutes.

To start the conversation the following question should be presented in Mentimeter:

Question 2:

Rang entrepreneurial competences by their importance (Mentimeter)

Creativity, Vision, Motivation and perseverance, Mobilizing resources, Working with others, Learning Trough Experience, Sustainable thinking

The facilitator invites the workshop participants to talk about the above competences and their experience with youth in agri-food sector. The facilitator should encourage participants to speak about their own experiences, their own opinions... and should ask sub-questions if necessary.

The conversation may start with:

- Why and where are these competences needed
- Do young people have these competences when they enter “the world of work” ?
- Where and how can young people develop these competences?
- In your experience, which competences are in agri-food business missing?
- Can you give some examples, personal experiences?

Where appropriate also include sub-questions like: How did you feel when this happened to you? Who do you think was responsible?

After the discussion the following question should be presented in Mentimeter:

Question 3:

Write three EntreComp competences and give an example why they are in your opinion the most important to agri-food sector (Mentimeter)

Comment on the results.

The transcripter prepares a brief summary of what the group have agreed, with the help of other participants.

9.4 Workshop 2: SWOT Analysis – Introducing EntreComp Competence Framework into existing systems

Present the SWOT analysis. Next to every part of the analysis the facilitator should encourage participants with sub-questions, ideas ... The following question should be presented in Mentimeter. Use Mentimeter SWOT analysis template.

Question 4:

What are the:

- *strengths,*
- *weaknesses*
- *opportunities*
- *threats*

for implementing EntreComp competences in the agri-food sector?

Discuss the results.

- How are we facing the identified threats, strengths, weaknesses and opportunities?
- Who is responsible, where should the progress be made (education, industry, policy,...)?
- How can we turn threats in to strengths and weaknesses to opportunities?

The transcripter prepares a brief summary of what the group have agreed, with the help of other participants. If asked, the transcripter may be changed in between sessions.

9.5 Workshop 3: Ideas for the future – creating new learning opportunities

Facilitator introduces quick examples to explain “support systems – practices and policies supporting entrepreneurial competences” in their own country (university entrepreneurship center, internship possibilities, Ecotrophelia competition ...).

Discuss:

- Now that the issues regarding entrepreneurship have been identified, what can we do, as a Collaborative Community, to mitigate them and to increase the entrepreneurial competences?
- How can we develop the entrepreneurial spirit of the youngest?
- What type of actions do you imagine to promote entrepreneurship? What would be the first steps?
- What do you expect of this collaborative community?
- What could be the benefits of our community?

After the discussion present the following question in Mentimeter. Ideas should be collected by facilitator during the discussion and formed in to question for voting.

Question 5:

How can we develop the entrepreneurial spirit of the youngest? Vote for the best idea.

Discuss the results. To create the Roadmap, we need the participants to define precise objectives for 3 the most voted ideas:

- who do we want to target,
- how many actions,
- which actions, at which moment of the program
- what are the expected results & deliverables,

Facilitators should give special focus on ideas to be implemented in to university curricula, what can the educational system do?

9.6 Summary of the session and final discussion

After the sessions are completed, the whole group should meet together. Facilitators present outcomes and give short conclusions on sessions (5 minutes per group + discussion). Project leader invites participants to further collaboration via email, social media,....

10.AFTER THE WORKSHOP

10.1 Reporting

The outcomes of each interactive workshop will be organized into a short executive report that will include the outcomes of the notes taken by each station manager as well as a general description of the workshop process, methods used and adaptations.

10.2 Communication with participants

In a week after the workshop organizers should thank the participants for their active involvement and invite them to actively follow our LinkedIn and Twitter account and to send us any new ideas and recommendations on next steps.

Roadmap should be designed at least 2 weeks after the workshop and sent together with brief summary of the workshop to all participants, to continue the debate. Some new ideas may be shared and added.

11.LOGISTICS AND ONLINE TOOLS

Due to COVID-19 crisis in Europe the project partners have decided to move workshops online. As a communication tool we suggest to use MSTeams platform, or any other platform that allows to divide participants in to smaller groups, for example ZOOM.

As an interactive tool beside **MSTeams** a platform such as **Mentimeter** should be used.

Project title:

**Applying EntreComp to attract young people to the 1st European manufacturing sector:
the agri-food industry**

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