

ELARD

WORKSHOP PREPARATION AND HOSTING

EXPECTATIONS AND SET-UP

CUSTOMER: Elard (European Leader Association for Rural Development)

SERVICE PROVIDER: New Seven OÜ; Mae Hansen

TIME AND PLACE: 21 – 23 November, 2016; Estonian National Museum

EVENT PARTICIPANTS:

Local action groups and cooperation partners across Europe, the European Commission, representatives of ENRD, National Rural Networks and Managing Authorities in Member States. Altogether about 150 participants are expected to participate in the conference.

BACKGROUND:

Elard is hosting annual conference in Estonia in course of which organization wants to address five pre-defined pain points and come up with declaration to EU Commission and Managing Authorities regarding these pain points. The pain points have been identified as:

- 1) CLLD and multi-fund implementation: How to improve its' implementation?
- 2) Coordination between Leader actors and authorities: How to develop transparent and holistic coordination on national level?
- 3) Local development strategies: How to assure innovative and flexible implementation?
- 4) Transnational and inter-territorial co-operation in EU and with third countries: How to simplify and harmonize co-operation?
- 5) 25 years old LEADER method: How to renew it for 2020+?

CUSTOMER'S EXPECTED OUTCOME:

Within the two-day conference workshops, participants have discussed and agreed on the proposals to be presented in the declaration (may comprise of two parts, whereby one is addressed to EU Commission and the other to national levels). Proposal include each topic's vision, top 2 complications and top 2 resolutions for each complication (number of complications and resolutions may change according to need).

SERVICES RENDERED AS PER CUSTOMER'S EXPECTATIONS:

- Building a structure for the workshops to be hosted in course of the 2-day conference on November 22-23rd
- Briefing and preparing the workshop moderators. Moderators are Elard's people and there will be two moderators for each of the five workshops (total of 10 moderators). Initial briefing is hosted in electronic format, whereby Mae Hansen prepares detailed workshop content guidelines, which shall be shipped to all moderators. On November 21st 1.5h face-to-face briefing meeting is hosted in Tartu to go over the guidelines and materials with all the workshop moderators
- Preparing all workshop materials (cost of these materials will be covered by Conference organizers)

STRUCTURE OF THE WORKSHOPS:

Each of the five pain points will be dissected in three workshops as per below structure.

Final workshop timings will be integrated into the conference program in collaboration with Elard.

November 22 nd Conference day 1			
WHAT	HOW	DURATION; MINUTES	WHO ¹
VISION 2027 Objective: Agreeing on a vision statement of this pain point			
Situation Overview	Presenting briefly the overview of the current situation in the pain point (presentation prepared by Elard)	10	WS Moderator
Visions Formulation	Dividing audience up to groups of maximum 5 people and having each group compile SINGLE vision statement through discussions	30	WS Moderator
Visions Presentation	Presenting the outcome of each working group one-by-one while hanging the outcomes to the wall next to each other	15	WS Moderator
Visions Comparison	Comparing all the visions; grouping similar ones; eliminating doubles	10	WS Moderator
Vision Voting	Selecting the final vision by giving each participant one colour sticker to hang next to the vision that (s)he is voting for	10	WS Moderator
TOTAL		75	

COMPLICATION(S) Objective: Discuss and prioritize two complications of this pain point			
Complications Formulation	Dividing audience up to groups of maximum 5 people and having each group compile two complications	30	WS Moderator
Complications Presentation	Presenting the outcome of each working group one-by-one while hanging the outcomes to the wall next to each other	20	WS Moderator
Complications Comparison	Comparing all the complications; grouping similar ones; eliminating doubles	10	WS Moderator
Complications Voting	Selecting the final complications priority list by giving each participant two stickers to hang next to the complications that (s)he is voting for	10	WS Moderator
TOTAL		70	

November 23 rd Conference day 2			
WHAT	HOW	DURATION; MINUTES	WHO ¹
RESOLUTIONS Objective: Discuss and agreeing on best resolution(s) to address this pain point			
Good Practices Sharing	Presenting good practice case in this pain point area	10	Elard appointed person
Good Practices Sharing	Presenting good practice case in this pain point area	10	Elard appointed person
Resolutions Formulation	Dividing audience up to groups of maximum 5 people and having each group discuss and agree on two resolutions for each complication	30	WS Moderator
Resolutions Presentation	Presenting the outcome of each working group one-by-one while hanging the outcomes to the wall next to each other	15	WS Moderator
Resolutions Comparison	Comparing all the resolutions; grouping similar ones; eliminating doubles	10	WS Moderator
Resolutions Voting	Selecting the final resolutions by giving each participant two colour sticker per each complication to hang next to the resolutions that (s)he is voting for	10	WS Moderator
TOTAL		85	

¹ Indicates the person who oversees or moderates the execution

MODERATOR'S CHARACTERISTICS:

Workshop moderator should possess the following competencies:

- **Swift information digesting**, assuring that (s)he can recognize patterns and summarize information on the spot,
- **Structured thinking**, assuring that (s)he can organize repetitive topics in a structured manner on the spot,
- **Clear communication skills**, assuring that instructions to working teams are conveyed in understandable manner,
- **Punctuality**, assuring that workshop sticks to the given timeframe.

GOOD PRACTICE SHARING PRESENTATION GUIDELINES:

In each of the five pain point areas, two good practice sharing presentations are prepared. Presentations are maximum 8 minutes with maximum 3 slides:

- **Slide 1:** Situation description and complications – brief description of the situation and the main complications that the country/organization was facing in this pain point area.
- **Slide 2:** Solution – brief description or visualization of the solution that was used to solve the complication.
- **Slide 3:** Learning points – which were the biggest learning points while implementing this solution (dos and don'ts).

Slides are prepared the latest by November 1st, after which Elard organizers will review them and will provide feedback according to the need.

SELECTION OF THE PAIN POINTS:

Each conference participant can select two pain points, whereby one for the vision and complications workshop and another for the resolution workshop. As such, same people will address the vision and the complications, while resolutions are likely to be discussed by different audience.

SERVICE PROVIDER'S BACKGROUND:

Mae Hansen

Mae is an innovative and energetic entrepreneur, consultant and executive, with 15+ years professional and educational experiences from three continents and seven distinct markets - USA, Denmark, Estonia, Austria, China, India, Russia.

She has sharpened her professional skills while practicing sales at Merrill Lynch Inc (New York), conducting equity research at Byrne Investment Research (New Jersey), building multi-country strategies at Danske Bank Group (Estonia, Denmark) and building a public-private partnership Finance Estonia (Estonia). She is a member of WU Alumni Supervisory Board; Chairman of Supervisory Board of Estonian Co-Operative Bank and partner in NU7 consultancy (Estonia).

Mae mastered the strategy skills in Denmark while working on international strategy with direct out of McKinsey hires. Besides strategy her sharpest business competencies encompass international business strategy, leadership and business analysis.

Mae holds multiple degrees from three continents (US, EU, Asia). Her latest degree, global Executive MBA, was acquired from Vienna University Executive Academy (Austria) and Carlson School of Management (USA) in 2013.

AGREED NEXT STEPS:

TASK	RESPONSIBLE	DEADLINE
Send to Mae Hansen event's final agenda for November 22 nd and 23 rd	Kristiina	October 24 th , 2016
Send to Mae Hansen 21 st of November moderator briefing meeting time and location (meeting is to last for 1h)	Kristiina	October 24 th , 2016
Complete moderator briefing documents and ship to Kristiina	Mae	October 31 st , 2016
Arrange for meeting with Mae and Elard conference lead group to discuss/adjust the moderator briefing document (meeting hosted if the need arises)	Mae	November 5 th , 2016
Ship moderator briefing document to all moderators	Kristiina	November 7 th , 2016
Carry out moderators' briefing (location and exact time TBA by Kristiina)	Mae	November 21 st , 2016