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# GUIDELINES FOR MEETING PLACES

Guideline for how to arrange event in Ecolabnet with the purpose of ex-  
tending the knowledge of Eco-innovations

ECOLABNET



## **ECOLABNET**

### **Network of service providers for eco-innovations in manufacturing SMEs**

Project number #R077

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# ABSTRACT

## 1. Purpose

*Ecolabnet has taken the challenge to support production SMEs in the Baltic Sea Region in implementing eco-innovation based on sustainable production. In order to support the outcome of this purpose, this paper "Guidelines for meeting Places" gives insights to considerations needed to be taken in the process of planning, executing, evaluating and follow-up on meetings between the participating SMEs, IOs and RDIs organized in Ecolabnet. The general consideration on meetings is generic in character and may benefit also other parties engaged in the process of planning, executing, evaluating and following-up on meetings.*

## 2. Intro / Background

*The background is originally a survey and several semi-structured interviews researching the needs and preferences of production SMEs in the Baltic Sea Region. The findings are published May 26<sup>th</sup>. 2020 in the report **"MANUFACTURING COMPANIES AND ECO-INNOVATION - The main conclusions about the needs of manufacturing SMEs (small and medium sized enterprises) in relation to eco-innovation"** made by Ecolabnet members Trine M. Nielsen, Pia W. Pedersen, Hanne Bilstoft, Stine Holm. The survey included 296 respondents out of which 152 out of 189 concluded responses were from manufacturing SMEs. The semi-structured interviews included 29 respondents that agreed to participate in interview and was conducted either face-to face or by phone.*

*The result of the survey and interviews is that among participating SMEs the general felt challenges are: lack of knowledge with regard to new sustainable materials and production methods – especially 3D printing, economics, legislation and branding. The motives of participation are to satisfy customer needs, to use resources efficiently, to strengthen corporate brand image and to comply with legislation. The barriers for SMEs overcoming the barriers is lack of financial resources, lack of alternative materials, lack of eco-certificates which are costly and lack of certainty on return of eco-investments. SMEs considerations with respect to needed services are consultancy focused on support in technology development, networking with fellow entrepreneurs and universities, applying financial support from EU/local government, training sessions, and access to latest research as well as support in commercialization.*

## 3. Problem/Challenge

*The challenge taken by this document is to arrange a series of meetings where SMEs, IOs and RDIs can share knowledge and experiences within the subject eco-innovation with specific focus on sustainable products and production, eco-branding, eco-funding and return on eco-investments as well as legislations with respect to eco-innovation and sustainability. A central challenge taken by the authors is to involve the participating SMEs in a dialog by giving these a voice with respect to their felt challenges.*

#### **4. Methodology**

*The authors started by reading in-debt the work package 4.5 and interviewing the transnational project manager about the expectations to the guideline for meetings in order to overcome specific uncertainties about content.*

*The authors are experienced lecturers at a University College specializing in education students for specific positions in private sector companies. The authors are experienced in problem-based learning, outlined as project based. The authors have based the document on own experienced developed over several years in educational sector as well as own experiences from other work positions outside the sector. The authors have co-worked by contributing with individual parts of the document combined with continues meetings during the writing process in order to improve and create a holistic approach to execute the meetings.*

#### **5. Results**

*The guideline to meeting places expect to support solving the needs of the above mentioned.*

*Meetings can be short after-work sessions, half a day sessions or full day sessions. We consider after-work sessions as appetizer to participate in half a day session, which are considered as appetizers to participate in full day sessions.*

*The document suggests a minimum of 2 – 3 after-work meetings concluding in a full day meeting within the same year, this in order to keep pace of interest among participants. For an after-work meeting of 1 ½ hour we suggest only one speaker doing an inspirational post. We suggest for half-day-meetings a maximum of 2 to 3 speakers elaborating different aspects within a major theme followed by a discussion among the participants. We suggest for full-day meetings a maximum of 4 to 5 speakers elaborating different aspects within a major theme followed by a discussion among the participants. Posts should take a maximum of 45 minutes in order to allow for the important discussions among participants.*

*Meeting places can be physical meetings, online meetings or as hybrid meetings a combination of the two. Online and hybrid meetings are considered in order to attract participants from long distance and in order to address challenges of Covid-19.*

*Before the meeting, we suggest appointing a meeting host and a host-assistant, and give guidelines for allocation of responsibility between the two.*

*The considerations with respect to preparing, executing and evaluation the meetings depend on the outline of the meetings – whether meetings are physical -, online – or hybrid and whether they are after work, half a day or full day meetings. Guidelines are given to the different types of settings with respect to formulating and sending invitations and general marketing of the meetings, pre-meeting check-up on physical meeting places, parking space, check-up on technology, formulation of agendas, preparing speakers, preparing catering, preparing for breaks during the meetings, preparing dialogs with participants, evaluation of meetings and follow-up in order to create progress. Finally, considerations in relation to coherence with GDPR is included in the document. The document provides suggested checklists for arranging physical meetings, online meetings and hybrid meetings as well as evaluation form for meetings and action plan for progress in the project, which are included in the document.*

## **6. Implications**

*It is the expectations of the authors that “Guidelines for Meeting Places” will serve as a work tool/check list for efficient and effective meetings between SMEs, IOs and RDIs order to create a space for knowledge sharing between the participants. SMEs should be heard and the ambition of giving a voice to these in dialog with expert speakers are seen as the main criteria for success and progress on sustainability in the Baltic Sea Region among production SMEs.*

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# 1. INTRODUCTION

## 1.1 Purpose of this document

The purpose of this document is to give inspiration to the partners who are to arrange meetings or series of meetings in relation to spreading the good thinking about Ecolabnet

Within this document you can find a template for the agenda, if you are to arrange meeting places, regardless of the size of the meeting place – if it is a two hours meeting, half a day - meeting or a full day meeting. You can also find inspiration of what to take into consideration, if you are going to arrange a physical meeting, an online meeting or perhaps a combination of an online and a physical meeting – named a hybrid meeting.

## 1.2 Meeting places in general

Creating meeting places – meetings where SME's, IO's and RDI's meet and share knowledge, work together, develop ideas – is an important part of creating an eco-environment around the Ecolabnet.

In that context it can be necessary to work with a series of meeting places over time, of different length: Sequence meetings of two hours can work as inspiration for companies, and can lead to half a day meetings, that can be used for more involvement of the participants, which then again can lead to full day meetings where also workshops can be arranged, and where the purpose of the single meeting is not only to give inspiration but also to work together in a more committed way.

Thus, meeting places might need to be a continual effort, where a group of companies, IO's and RDI's meet over time for developing each other through eco-innovations-ideas.

Meetings can be held nationally as well as transnationally.

### 1.2.1 Frequency of meetings

In general, a minimum of 2-3 after-work meetings concluding in a full-day meeting within the same year, this in order to keep pace of interest among participants.

Furthermore, we suggest partners to increase meeting frequency of half-day meetings and full-day meetings to support progress in eco-development projects.

Increasing the frequency of meetings will enhance the synergy and benefits of the Ecolabnet co-operation.

## 2 BEFORE ARRANGING MEETING PLACES

### 2.1 Efficient meeting content

It is recommended formulating an overall theme for the meetings. An overall theme, that should guide which experts will speak about which themes for how long time in order to support participants involvement in discussions during the meetings. Participant perspectives on opportunities, challenges and experiences are essential aspects of discussion in order to develop innovative progression among the participants.

For an after-work meeting of 1 ½ hour we suggest only one speaker doing an inspirational post.

For a half-day-meeting of 3 to 4 hours, we suggest 2 to 3 speakers elaborating different aspects within a major theme followed by discussions among the participants.

For a full-day meeting, we suggest 4 to 5 speakers elaborating different aspects within a major theme followed by discussions among the participants.

Posts should take a maximum of about 45 minutes in order to allow 45 minutes for the important discussion among participants about their perceived shared opportunities, challenges and experiences.

### 2.2 The invitation

#### 2.2.1 Alignment of guest speakers

It is of utmost importance in proper time before the event to ensure *alignment* with guest speakers about

- specifics for topic area – where should the focus be, how does the content fit into the main theme of the event etc.
- timeframe for posts (and stressing the importance of actually keeping the post within the specified /agreed time)
- optionally: you can with the guest speaker agree on a sign during the post to indicate to the speaker that there are e.g. 3 minutes left

When talking to the speakers it is important to ask them to create a small text about themselves and what they will be talking about during the event. This will work as an appetizer in the invitation – see also the chapter “Creating the invitation”.

Ask the speakers to send you the following texts:

- A picture of the speaker
- Short text about the speaker: name, profession, relation to the chosen theme.
- Short text about the subject area, that the speaker will be talking about



### 2.2.2 Creating the invitation

When creating the invitation, it is of course important to create an invitation, that will motivate the potential guest to join the event. This can be done through making sure that the invitation contains as much inspiring information as possible.

The content of the invitation runs as follows:

- Short description of Ecolabnet and purpose of the network
- Short description of the theme of the event and the relevance of the theme
- Picture of each of the speakers, combined with:
- Short text about the speaker, name, profession, relation to the chosen theme
- Short text about the subject area of the speaker
- Agenda for the event
- Remember to write that the link for the online meeting will follow separately – a few days before the event
- Remember to place Logo of Ecolabnet, Interreg and EU :



Be aware of the time schedule: remember to plan sufficient breaks between the posts and other activities. Remember to plan sufficient time for sum up after discussions.

### 2.2.3 Sending out the invitation

When sending invitations, it is important to consider the following:

- *Timeframe for sending first invitation* – may depend on the character of the event, i.e. how many participants, who are the participants (internal/external), etc.
- We recommend to send the first invitation as a *minimum* 4 weeks before the event
- *Send a reminder of the first invitation*–time for doing so may depend on the chosen timeframe for the first invitation.
- We recommend that you send the reminder *maximum* 2 weeks before the event takes place
- Both in the first invitation and in the reminder remember to write *deadline for registration* to the event
- *Deadline for cancellation* of the event (e.g. in case too low number of participants).
- Also consider if you need in the invitation to place a *disclaimer* in case of cancellation due to unexpected circumstances

#### **2.2.4 Preparing a physical event**

##### **Hosting**

It is important to have chosen a host for the event, who are to take care of saying welcome, presenting the speakers, facilitating the workshops - if that is part of the event, and also making sure that the event runs as planned.

##### **Preparing polls and questions**

See chapter above about preparing polls and questions to online events.

Because of the physical event, the easiest way to make polls is using the Mentimeter program, where the audience can log into your prepared poll with their cell phone and participate.

#### **2.2.5 Preparing an online event**

##### **Efficient meeting hosting**

The host of a meeting is responsible for sending a meeting link (zoom) to participants a few days before or in the morning of the day of the meeting. This in order for the participants to have the meeting in top of mind and still be able to plan their near future. Furthermore, this requirement because the host has the rights to the link and needs to administer the link during the meeting.

Before the meeting takes place, we furthermore suggest the host to appoint a host-assistant. The host is responsible for the introduction of the meeting agenda and the speakers and are securing that the meeting fulfills the agenda. The host-assistant is responsible for catching up on questions and comments from the participants during the meeting.

##### **Preparing Polls and questions**

During the execution of the event, it can be a good idea to have prepared a poll if the event is 2 hours, 2-3 polls if the event is longer. The polls can be used as an indicator of the audience's field of interest into the theme of the event, and can also work as inspiration for a small discussion between the posts during the event. The polls can activate the audience and tell the organizers an indication of having done the right match between audience and program.

Questions asked in polls should always be multiple choice questions, where the audience can choose between 3-4 different preprinted answers. It has to be as easy as possible to participate in the polls, otherwise people will not attend.

If it is an online event and ZOOM is chosen as program, it is possible to prepare the polls before the event directly in the ZOOM-program. Further instruction: See the ZOOM homepage.

Alternatively, the program Mentimeter is suitable for making polls. Here it is also possible to prepare the polls before the event. Further instruction: See the Mentimeter homepage.

If the plan is to have a workshop during the event, it is important to have prepared the questions, that are to be discussed during the workshop – make sure that the questions are easy to understand. Make sure that the time schedule is prepared for the workshop, 15 minutes for discussing a question is realistic, if you also want the participants to summarize what they have been talking about.

Make sure that the online service you use for performing the event have the possibility of break out rooms.

The host is responsible for facilitating the discussions and summing up conclusions.

## **2.3 How to market the event**

The following is a not exhaustive list of options in an unprioritized order for creating awareness of the event:

- LinkedIn (be sure to make the share option possible) and stress in the LinkedIn post that sharing will be appreciated. Also make sure to share internally in your organization
- Facebook and Instagram
- Twitter
- Your personal network
- Intermediary Organizations – try to get small blog texts on their webpage/newsfeed or let them do it
- Partners with whom your organization cooperates
- Newsletters and posts
- Blog texts on your webpage and on Ecolabnet.org
- “mouth to mouth”
- Press releases

# **3 GUIDELINE FOR MEETING PLACES**

## **3.1 Location**

When you are about to arrange a meeting places, it is important to consider the location of the meeting place. You can choose to arrange a physical meeting place, or you can choose to arrange an online event or a combination of both physical and online meeting – we call it a hybrid. Below you can read about the things to consider concerning location, you are arranging the meeting either physically or online.

### 3.1.1 Physical meetings

#### Why a physical meeting

The physical meeting provides the best opportunities for the participants to network and interact with each other.

The gathering often results in more trust between the participants, and ensures direct involvement, presence and less misunderstandings,

The physical meeting between the participants often make way for the informal dialog and through this knowledge sharing

#### Before the meeting:

When you book the location, do some thinking about your actual need:

- How many participants are you planning on inviting – is there room enough for everybody and what is your budget
- Do you want the meeting to take place at a hotel, at the university or perhaps in a relevant company, where there also might be a possibility to get a guided tour for the participants of the meeting as part of the program(?)
- Do you only need one meeting room for everybody to be in, or do you need extra rooms for making some breakout sessions during the meeting(?)
- Do you need a room big enough for both having the meeting and being able to having some of the participant presenting their products at a small “fair area / Showroom”(?) In case you choose this solution, remember to invite the participant well in advance of the meeting, this way the participants have the right time to set up their equipment. This also inspires to dialogue between the participants.

Consider:

- the dimensions of the meeting room – is it optimal considering the number of participants
- how the tables and chairs are to be placed in the meeting room – also taken into consideration if you want an exhibition area in the room
- that the room chosen has an optimal temperature – many people in the same room can create a lot of heat
- that A/V equipment is in the room, and that it is working – also check sound in the room: Consider microphone for the speakers
- that canvas, white-/black boards, flip overs are available in the room – perhaps the speakers will need to use this during the meeting

Check out if there are other big events or conferences in the city at the same time, as you are arranging your meeting. This way you avoid that all hotels are booked in the period, you want the meeting to take place

Consider how to make sure that people can get something to eat: at the hotel, probably no problem, but at the university or in a company make sure to consider how people can get something to eat. Refer to chapter 2. Catering.

Make sure to inform the participant about the precautions to avoid Covid-19. This way the participants can feel safe when they enter the meeting.

Finally, also consider:

- Parking facilities: Is it possible for the participants to park just outside the meeting place, or do they need a parking guide in order to find a legal parking place – could be a map showing where the nearest parking places can be found.
- Public transportation access in relation to the meeting place – is it possible to reach the place by public transportation access - you might prioritize this with regard to sustainability.

### **3.1.2 Online meeting**

#### **Why an online meeting**

An online meeting is a seminar arranged online on the internet. This means that nobody needs to move himself or herself physically for participating in the meeting.

Because of the Covid-19 pandemic, webinars have been the preferred way of meeting during the last year. Many people still have some challenges when arranging and participating in online meetings, as an example it can be a challenge to do networking with new people online, but it is not impossible. With preparation and planning, the online meeting can be a good experience for both host and guests.

Consider why you are arranging an online meeting instead of meeting physically - it can be because of Covid-19-travel and -meeting ban, it can be because of saving travel time, travel expenses, perhaps it is more convenient for the participant to sit at home, or in the office while participating.

#### **Before the online meeting:**

The platform:

Consider which digital platform could be the most optimal to use. Now many people are familiar with Skype, ZOOM and Teams, but consider also alternatives: whereby.com, meet.jit.si, pexip.com, bluejeans.com, all the platforms have some possibilities of engaging the participant during the online meeting, which also will make the meeting more “alive”.

The most important thing is to have is a stable internet connection, no matter which platform you use.

It can be a good idea to choose a platform, which also can work on the mobile phone; some participant might want to participate through the mobile phone.

Also make sure that the platform is able to play video if you are planning on showing video – could be videos of interesting solutions of challenges, solved within Ecolabnet cooperation.

If you are planning to arrange more online meetings, it might be a good idea to have a paid platform with good support.

Check sound and internet connection in good time before the arrangement. Avoid background noise. Run a rehearsal, where you check out sound, light, screen sharing, microphone, chat etc. if it is the first time, you arrange an online meeting.

Consider if you are planning to send the participants into breakout sessions during the meeting in order to get the participant to discuss some relevant questions. If this is the case, make sure that the digital platform you use, can handle break out rooms.

Brand the meeting through social media. As an example, use short video teasers with key notes to inspire potential participants.

Make it possible for the participants to meet each other digitally – as an example ask them to join an established LinkedIn-group for the participants, where they can learn more about Ecolabnet and also share knowledge. Consider #xxx

Consider to have a limited number of participants as we also normally have when we arrange physically events. Limitation of participants can help make the event more manageable, both for the participants and for you. If it is 20, 50 or even 100 participants are up to you and depends of the platform solution, you choose.

Consider how many persons you will need physically in order to arrange the online meeting: At least two persons – one is host of the meeting, and the other is taking care of the chat, questions and comments from the audience

Read more about the agenda for the meeting in details in the chapter 3. Meeting Agenda

### **3.1.3 Hybrid event – a combination of physical meeting and an online meeting/webinar:**

#### **Why a hybrid event:**

A hybrid event can be relevant if some participants does not have the opportunity to participate physically in a meeting because of covid-19-restrictions, could be locally or national.

#### **Before the hybrid-event:**

Lightning and sound are very important, also clothes, background, number of slides (not too many) and questions for the audience. The online audience normally have difficulty hearing questions from the physical audience. Make sure that the sound and the video transmission is good – this will make you seem professional.

You cannot lose your physical audience, but the online can disappear fast. Always speak to the online audience first. They are less included already; they will feel even less included if you forget to address them

You need two people onsite and two online. It may sound like a lot, but it is better to be over prepared. You need to make sure the online audience can get help with technical issues and ask questions about content. This is not ideal only to have one person for this, two is better. The same onsite.

You need a support person for the moderator on "stage" so he/she can be the link between the online world and the physical world.

#### **3.1.4 Physical or online or hybrid events – what to choose:**

Before you start planning your meeting, you should consider what kind of meeting you would like to arrange. Whether you ought to arrange an online meeting, a physical meeting, or a hybrid meeting, more things have an impact on your decision and therefore you are to consider:

- The Covid-19-pandemic situation: both when planning and when performing the meeting, and in relation to the participants and the contributors of the meeting nationally (local) and internationally.
- Are you planning to invite international contributors and are they allowed traveling, and do they want to travel for the time being?
- What the purpose of the meeting – and what output are you planning on having – both considering you as the host of the meeting, but also the participant (knowledge sharing, dialogue, networking, information)
- What resources do you have: It takes some person-hours to plan and perform a physical meeting, but the same goes for online meetings, where the rolls are different, but the needed work hours might be the same?
- What is your budget?

For documentation of the meeting places, see details in chapter about documentation.

## 3.2 Catering



### 3.2.1 General considerations for both physical and on-line meeting:

- Have the exact number of participants
- Length of event – corresponds to what you need: is it breakfast, lunch, afternoon snack, all of them or only parts?
- Budget
- Who is going to deliver? Be aware to order in proper time before the event and make sure you can make corrections as to number, date for event and that you have the option to cancel in case covid-19 or alike demands you to do so
- Make sure that your servings are covid-19 friendly, e.g. packed separately and NO buffet style
- Make sure to take into consideration if there are any special needs, i.e. vegans/vegetarians, allergies
- Consider when inviting to let the participants make choices, i.e. vegan sandwich, cheese, ham etc.
- We recommend that the quality of the food and drinks reflect the green Ecolabnet line (i.e. ecological /green food and drinks, paper wrapping instead of plastic etc.)

### 3.2.2 Physical meeting:

- Make sure you have all necessary equipment available – i.e. cups, glasses, plates, cutlery, napkins
- Coffee, tea, water and soft drinks must be made and ordered
- Do you need a table setting? – i.e. is it sufficient with small café tables for standing, or do you need chairs and tables for a more “formal” table setting?
- Do you have easy access to refrigerator for the food and drinks delivered?



- Do you need any staff to prepare for and make the servings?
- Make sure that someone is responsible for making coffee, tea, etc.

### 3.2.3 On-line meeting:

- Because the “we feeling” can be more difficult in an on-line meeting place event, you may consider to order a “goodie bag” to each participant. It can consist of snacks, soft drinks, sweets etc.
- For inspiration see this link (in Danish ☺):  
<https://www.facebook.com/102647121447753/videos/1376685505999508>
- The “goodie bags” can either be delivered to each participants address or each participant can collect his or hers goodie bag from e.g. a local store
- Remember to have all the addresses of the participants in case you decide to order direct delivery to each participant
- Announce the participants good time in advance that a goodie bag will arrive

### 3.2.4 Hybrid – some participate on a physical meeting set-up, others join on-line:

- Consider the idea that the physical participants and the on-line participants are having the same lunch/snacks/sweets to the extend this is possible. In case you decide so you can deliver goodie bags for the on-line participants and let the physical participants have the same and the physical meeting place



### 3.3 Meeting agenda

#### 3.3.1 Focus of the meeting:

Ecolabnet accommodates a forum that address the following most urgent challenges within SME's with regard to develop sustainable production. The most urgent challenges concluded by a survey and several interviews among SME production companies, which are as follows:

- New sustainable materials
- New sustainable manufacturing
- Branding with respect to sustainability
- Certificates with respect to sustainability
- 3-D printing with respect to sustainability
- Financial support aspects of sustainability
- Legal compliance with respect to sustainability
- Return of investment with respect to sustainability

Meetings may be arranged in an onsite (physical environment) as well as online.

The overall agenda is the same; the period depends on onsite or online dispositions.

#### 3.3.2 GDPR

Be aware of GDPR issues. Be aware that speakers may not allow recordings.

Be sure to comply with GDPR regulations.

Be aware that expert speakers may not allow recording of their posts because they are unable to influence who use the recordings how.

#### 3.3.3 Considerations about the meeting agenda

##### **Different types of meetings**

- A full day meeting, half a day meeting or a sequence of after work meetings. By combining the three types of meetings the after-work meetings could be seen as an appetizer to participate in a half day meeting and participating in half a day meeting could be seen as an appetizer to participate in a full day meeting.
- A sequence of after work meetings may only address the above challenges one by one while a sequence of meetings is adequate in order to address several challenges.

#### 3.3.4 Considerations – physical /online:

Multiple half a day session may give the participants the possibility of working before or after the meeting. May also introduce the participants to inspiration within different and changing aspects of sustainability with less time give less time for detailed discussions and networking.

An online meeting is challenging to arrange for a full day.

Half day sessions may contain all of the below suggested agenda and will limit time for detailed discussions. More than half a day session may be challenging for participants and give little time for discussions and networking.

A sequence of after-work sessions may give the participants the possibility of working full time parallel to the meetings and a period for reflections between the meetings. Furthermore, it may optimize the time consumption and preparation by experts if they before attending meetings are able to watch previous recorded meetings and adjust according to circumstances (permission required).

Hybrid-meetings - the combination of physical and online meetings is an option that needs cautious considerations because:

- speakers face a challenge dividing attention to online/onsite participants
- online participants face a challenge of listening to Q&A from audience
- interpretation of facial gesture and body language is challenging

Consideration for both online and hybrid meeting:

- The agenda have to accessible during the meeting
- Important to actively involve the participants during the meeting e.g. By:
  - Polls to get to the audience attention and sharing knowledge about the challenges expressed by the participants.
  - Breaks to reflect on the posts
  - Keeping the posts short – max 30 minutes per speaker + Q&A.
  - Taking breaks of 5-10 minutes between each speaker.

### 3.3.5 The practical outlay of a full day-, half a day- and a sequence agenda

#### **A full day agenda**

1. Check-in
2. Welcome and purpose of the meeting, the agenda and time frame
3. Presentation of the participants including expected outcome (optional)
4. Introduction to specific development themes
5. Discussion of potential development initiatives
6. Formation of 'pro-active' initiatives - who will do what - when

1. Check-in

The EcoLabnet partner performs a formal check-in based on a list of participants and hand out nametags with participant name and organization, professional occupation and special interest (optional). All participants are handed a full list of participants.

Timeframe considerations:

Step 1 check-in should be rather short – a max of 20 minutes during which coffee/the/water and a snack may be served before the meeting starts

## 2. Welcome and purpose of the meeting, the agenda and time frame

The administrative Ecolabnet partner welcomes the participants and introduces the purpose with the meeting as being:

- to establish a network of SME's, intermediary organizations and research and development institutions
- to share inspiration within development of sustainability
- to introduce the participants to the collaboration model in order to strengthen a strategy for future sustainability initiatives

Timeframe considerations:

Step 2 welcome should be short – a max of 5 – 10 minutes

## 3. Presentation of the participants including expected outcome (optional)

- All participants do a short presentation of themselves and their organization
- The SME participants present the topic they consider most urgent for them to solve and their potential previous experience
- The Intermediary and Research and development participants present themselves and introduce their focus area of contribution
- Everyone comments on degree of commitment and expected outcome

Timeframe considerations:

Step 3 Presentation of the participants including outcome should be a max of 1 hour (optional)

## 4. Introduction to specific development themes

The SME participants team-up with the intermediary participants, the research and development participants, and Experts based on specific interests.

The Experts give an elaboration of details within their field of expertise including examples of success and failure experiences.

Timeframe considerations:

Step 4 Introduction to specific development themes should be max 45 minutes per expert speaker, after each post a 10 minutes break for reflection and a potential small stretching exercise is preferable followed by a Q&A session of 15 minutes

#### 5. Discussion of potential development initiatives

The SME participants formulate which specific sustainability tasks they are motivated to initiate and what steps they want to take as well as with which experts they want to co-work.

Timeframe considerations:

Step 5 Discussion of potential development initiatives should be max of 2 hours including a 10 minutes break

#### 6. Formation of 'pro-active' initiatives - who will do what - when

The SME participants and experts plan what next steps to take.

After the meeting is over 'Pro-active' networks between SME's, intermediate organizations and research and development institutions can be formed.

The networks should optimally include all the personas - ECO-DEVELOPER, ECO-OPTIMIZER, ECO-CAUTIOUS, ECO-OPPORTUNIST, ECO-BOOSTER and ECO-LAGGARDS.

Timeframe considerations:

Step 6 Formation of 'pro-active' initiatives - who will do what, when should be a max of 2 hours including 10 minutes break

### **Half a day agenda**

When arranging a half a day meeting, it is important to keep focus on the introduction to specific development themes and the discussion of the development initiatives afterwards. This way the participants of the meeting will leave the meeting inspired and hopefully join future meetings within the Ecolabnet.

The agenda will therefore look like this:

- Check-in
- Welcome and purpose of the meeting, the agenda and time frame
- Introduction to specific development themes
- Discussion of potential development initiatives
- Formation of 'pro-active' network - who will do what - when

### **A sequence of after-work meeting's agenda**

When arranging a sequence of after-work meetings, it is important to keep focus on the introduction to specific development themes, this way the participants will get a sample of what they can experience, if they participate in a “half a day meeting”.

The agenda will therefore look like this:

- Introduction to specific development themes – appetizers with changing experts addressing divers' themes of challenges and solutions.

These sequence meetings can serve as inspiration to half a day meetings and full day meetings.

#### **3.3.6 Considerations – pre-meeting invitations**

Pre-meeting invitations should include participant name, organization and special interests. This will lead to setting up step 4 where the SME participants are allocated to minor groups with specific experts elaborating on specific focus areas.

Remember to invite the participant well in advance of the meeting, if they are to set up their equipment and exhibition stand.

### **3.4 Fee for participation**

Consider if a fee is needed.

If you want a fee, you will need to decide on size, means and terms of payment.

### **3.5 Documentation**

#### **3.5.1 GDPR consideration**

Be sure that you are in coherence with the GDPR rules of your country.

#### **3.5.2 Documentation from the meeting**

Documentation of the meeting places could be:

- Slides from posts – be sure to ask the speakers for acceptance
- Pictures/screenshots taken during the meeting - be sure to ask for acceptance
- Video recording of the meeting, both physical, online or hybrid – be sure to ask for acceptance from all participants
- All other teasers, announcements etc.

#### **3.5.3 Evaluation of the meeting**

It is important to get the participants to evaluate your meeting, in order to clarify if the expectations of the participants were fulfilled. Besides this it is also useful to evaluate the meetings to find out if the

theme of the meetings, the chosen speakers and especially their contribution to the meeting inspires the audience to participate in Ecolabnet. Through evaluation the hosts of the meeting can also get inspiration to new relevant themes to take into consideration when arranging meeting places in the future.

Just for inspiration an evaluation form is made, see the evaluation form below.

### Evaluation form

<b>Conference title</b>					
<b>Today's date</b>					
<b>Overall Seminar Content</b>		Strongly Agree	Agree	Disagree	Strongly Disagree
1	Did the theme of the conference match your needs?				
2	Did the conference meet your expectations?				
3	The conference provided inspiration that I can use in the future				
4	How long time before future conferences would you like to receive information/invitation – please mark with a X	2 weeks	3 weeks	One month	Two months or more
5	Do you have any recommendations for future seminars/topics?				
<b>Overall conference perception</b>		Strongly Agree	Agree	Disagree	Strongly Disagree
6	The audience involvement was satisfying				
7	The length of the conference was appropriate for the prospect of the theme				
8	The Conference seemed well-organized				
<b>Facilities</b>		Strongly Agree	Agree	Disagree	Strongly Disagree
9	The conference facilities were satisfying				
10	The broadcast of the conference worked out fine with sound				
11	If online: The broadcast of the conference worked out fine with picture/video				
<b>General</b>		<i>Please provide your comments below...</i>			
12	Would you be interested in participating in the Ecolabnet network?				
13	Would you recommend conferences in the Ecolabnet to others?				
<b>Any other comments</b>					
<b>Your Name and Company: (optional)</b>					



#### **3.5.4 Action plan**

When starting up a cooperation between IO's, SME's and RDI, it can be useful to work out an action plan together, where the involved parties discuss the goals of this cooperation – can be both qualitative and quantitative - and which actions are the parties going to take, in order to reach the goal. A very good question when starting this cooperation is to ask each other "what are the measures of project success, what do we plan to have in our hands, when we say, we have finished the project".

Below you find a template for action plan. The template can be copied into a word document, and used both as a starting document where the involved parties agree upon the goal, and afterwards as a working document, when it can be used as a follow up paper during the cooperation.

The template indicates 3 goals, but can of course be extended if needed.

See template for Action plan next page

# PROJECT ACTION PLAN

## GOAL 1

Write your goal statement here.

ACTION STEP DESCRIPTIONS	PARTY / DEPT RESPONSIBLE	DATE TO BEGIN	DATE DUE	RESOURCES REQUIRED ( staff, tech, etc. )	DESIRED OUTCOME	NOTES

## GOAL 2

Write your goal statement here.

ACTION STEP DESCRIPTIONS	PARTY / DEPT RESPONSIBLE	DATE TO BEGIN	DATE DUE	RESOURCES REQUIRED ( staff, tech, etc. )	DESIRED OUTCOME	NOTES

## GOAL 3

Write your goal statement here.

ACTION STEP DESCRIPTIONS	PARTY / DEPT RESPONSIBLE	DATE TO BEGIN	DATE DUE	RESOURCES REQUIRED ( staff, tech, etc. )	DESIRED OUTCOME	NOTES

## GOAL

Write your goal statement here.

## PROJECT ACTION PLAN

ACTION STEP DESCRIPTIONS	PARTY / DEPT RESPONSIBLE	DATE TO BEGIN	DATE DUE	RESOURCES REQUIRED ( staff, tech, etc. )	DESIRED OUTCOME	NOTES

### GOAL

Write your goal statement here.

ACTION STEP DESCRIPTIONS	PARTY / DEPT RESPONSIBLE	DATE TO BEGIN	DATE DUE	RESOURCES REQUIRED ( staff, tech, etc. )	DESIRED OUTCOME	NOTES

### 3.5.5 Checklist

Below you can see the checklist of a conference. This list is of course not complete, but it will give you inspiration for what to remember, when you are going to arrange a conference, whether it is a smaller event, half a-day or a full day event

To facilitate the planning of arranging meeting places, 2 checklists have been prepared. These 2 forms represent the most important things to remember, when you are to arrange a physical event or an online event.

This gives the organizer the opportunity to get a better overview, as well as the opportunity to delegate parts of the work.

The content is structured according to guideline: Meeting Places Ecolabnet / WP4, Activity 4.5

By using checklists, the organizer can maintain an overview of the event.

Checklist – Arranging Physical Meetings									
Theme of meeting:									
Date:	No of participants:			Responsible:					
Scheduled from _____ to _____									
Host:			Assistant:						
Location:									
Address:									
Contact person at location:				E-mail:					
Special requirements of meeting facility:				<b>Needed?</b>		<b>Ordered?</b>		<b>Checked?</b>	
				Yes	No	Yes	No	Yes	No
Dimensions of the meeting room m2:									
Tabel settings for the meeting room:									
Comments on rooms:									
No of meeting rooms:									
Need of Exhibition area:									
A/U Equipment:									
✓ Microphone									
✓ Canvas									
✓ White/Black boards									
✓ Flip overs									
✓ Writing tools									
✓ Light									
✓ Nameplates									
✓ Others a									
✓ Others b									
Miscellaneous info									
✓ Available hotel rooms in town									
✓ Parking facility									
✓ Public transportation									
✓ Guidelines to guest									
Catering									
Notes re table settings:									
Notes re catering:									
Budget:									
	Breakfast	Lunch	Afternoon snack	Dinner	Others				
No of meals – ordinary									
Vegetarian									

<b>Vegan</b>					
<b>Allergies a</b>					
<b>Allergies b</b>					
<b>Allergies c</b>					
	Coffee	Tea	Water	Soft drinks	Others
<b>Beverages</b>					
<b>Notes re beverages</b>					
<b>Cups</b>	<b>Plates</b>	<b>Cutlery</b>	<b>Napkins</b>		
<b>Who are supplying? Name and contact info:</b>					
<b>Is the catering ordered?</b>		<b>yes:</b>	<b>no:</b>		
<b>Is the catering confirmed?</b>		<b>yes:</b>	<b>no:</b>		
<b>Prepare the speakers:</b>					
<b>Speaker 1 – name:</b>					
<b>Picture of the speaker 1</b>		<b>yes:</b>	<b>no:</b>		
<b>Post focus areas:</b>					
<b>4 liner re speaker 1</b>		<b>yes:</b>	<b>no:</b>		
<b>4 liner re content</b>		<b>yes:</b>	<b>no:</b>		
<b>Agreed post limit – minutes:</b>					
<b>Speaker 2 – name:</b>					
<b>Picture of the speaker 2</b>		<b>yes:</b>	<b>no:</b>		
<b>Post focus areas:</b>					
<b>4 liner re speaker 2</b>		<b>yes:</b>	<b>no:</b>		
<b>4 liner re content</b>		<b>yes:</b>	<b>no:</b>		
<b>Agreed post limit – minutes:</b>					
<b>Speaker 3 – name:</b>					
<b>Picture of the speaker 3</b>		<b>yes:</b>	<b>no:</b>		
<b>Post focus areas:</b>					
<b>4 liner re speaker 3</b>		<b>yes:</b>	<b>no:</b>		
<b>4 liner re content</b>		<b>yes:</b>	<b>no:</b>		
<b>Agreed post limit – minutes:</b>					
<b>Agenda:</b>					
<b>Is the agenda prepared?</b>		<b>yes:</b>	<b>no:</b>		
<b>Is the agenda sent to participant?</b>		<b>yes:</b>	<b>no:</b>		
<b>Deadline for sending the Agenda – Date:</b>					
<b>Deadline for registration – Date:</b>					
<b>Deadline for cancellation – Date:</b>					
<b>Fee for participations?</b>		<b>Yes:</b>	<b>no:</b>		
<b>If yes – how much?</b>					
<b>Various comments:</b>					

<b>Marketing:</b>		
<b>The event has been advertised</b>	<b>Yes:</b>	<b>no:</b>
<b>Where?</b>		

Checklist – Arranging online Meetings		
Theme of meeting:		
Date:	No of participants:	Responsible:
Scheduled from _____ to _____		
Host:	Assistant:	
Digital platform – link to meeting:		
Link to the agenda:		
Rehearsal/check	Checked?	
	Yes	No
Internet connection:		
Sound:		
Light:		
Screen share:		
Microphone:		
Chat:		
Breakout rooms:		
Can show video:		
Others:		
Catering/goodie bags		
Need of goodie bags		
Budget		
Ordered:		
Responsible for ordering:		
Desires for content:		
Pick up by participant at (name/address)		
Delivered to the participants by (name/address)		
Who are supplying? Name and contact info:		
Prepare the speakers:		
Speaker 1 – name:		
Picture of the speaker 1	yes:	no:
Post focus areas:		
4 liner re speaker 1	yes:	no:
4 liner re content	yes:	no:
Agreed post limit – minutes:		
Speaker 2 – name:		
Picture of the speaker 2	yes:	no:
Post focus areas:		



4 liner re speaker 2	yes:	no:
4 liner re content	yes:	no:
Agreed post limit – minutes:		
Speaker 3 – name:		
Picture of the speaker 3	yes:	no:
Post focus areas:		
4 liner re speaker 3	yes:	no:
4 liner re content	yes:	no:
Agreed post limit – minutes:		
Agenda:		
Is the agenda prepared?	yes:	no:
Is the agenda sent to participant?	yes:	no:
Deadline for sending the Agenda – Date:		
Deadline for registration – Date:		
Deadline for cancellation – Date:		
Fee for participations?	Yes:	no:
If yes – how much?		
Various comments:		
Marketing:		
The event has been advertised	Yes:	no:
Where?		