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JERICO-S3 MILESTONE

Joint European Research Infrastructure network for Coastal Observatory
Science, Services, Sustainability

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→ Please specify the type of milestone:

- ☒ Report after a workshop or a meeting (TEMPLATE A)
- ☐ Report after a specific action (TEMPLATE B) (test, diagnostic, implementation,...)
- ☐ Document (TEMPLATE B) (guidelines,...)
- ☐ Other (TEMPLATE B) (to specify)

Diffusion list

<u>Consortium beneficiaries</u>	Third parties	Associated Partners	other
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A) TEMPLATE A - report after a workshop or a meeting

1. A – Attendees

Ingrid Puillat	Martin Pfannkuchen (IRB)	Juanga Fernandes (SOCIB)
Bastien Tagliana (Ifremer)	Jukka Seppala (SYKE)	Paul Gaughan (MI)
Inga Lips (EuroGOOS)	Constantin Frangoulis (HCMR)	Kieran Reilly (MI)
Dominique Durand (Cov.)	Joao Vittorino (IH)	Christine Loughlin (MI)

2.A - Statement of Decisions

The main aim of the JERICO Business Development Group is to develop the product and services provided by JERICO RI. The activity of the BDG will help to support the preparation of the business plan. The group consists of key contact points with the JERICO S3 consortium with links to the Integrated Regional Sites, Pilot Super Sites, JERICO User Committee, and communications, transnational access and virtual access task partners. Terms of Reference for the BDG were created in order to outline the role and responsibility of the group and the actions required to achieve the main objective. The Terms of Reference and the group members are outlined below.

Terms of Reference for the Business Development Group

Objective: The proposed Business Development Group shall provide input to the JERICO RI business plan through the development of specific products and services for users.

Key Output: produce sections for the JERICO RI business plan (D9.3, due M40, April 2023) on:

- JERICO RI products and services
- stakeholder engagement and collaboration

Targeted Actions to achieve this objective

- Develop and deliver the JERICO RI products and services to a broad range of stakeholders
- Work with the JERICO User Committee to identify the priority sectors and stakeholders for JERICO RI to engage with on the delivery of services
- Work with the JERICO User Committee to determine the needs and requirements of users to further refine the services that have already been identified
- Communicate the services provided by JERICO RI through relevant channels (LinkedIn, Twitter, etc)
- Explore options for centralised procurement of sensors and equipment to achieve discounts for JERICO RI partners
- Source relevant candidates for the external review of the JERICO RI business plan

Workload and meetings

- Team members will contribute their business expertise to achieving identified targeted actions as necessary and gathering relevant information for their nation from relevant source/personnel
- Development of JERICO RI services and delivery – input to all the points above through knowledge exchange
- Two meetings per year over the period 2021-2024
- First meeting in March
- Ideally one member from each nation (15)

Members

Name	Role	Nation
Paul Gaughan	Task 9.4 leader	Ireland
Kieran Reilly	Task 9.4	Ireland
Ingrid Puillat (Ifremer)	Co-ordinator/Link with JUC	France
Bastien Tagliana	Co-ordinator/Task partner	France
Dominique Durand (COVARTEC)	Task partner	Norway
Inga Lips (EuroGOOS)	Task partner	EU
Andrew King (NIVA)	WP3 co-leader (IRS)	Norway
Martin Pfannkuchen (IRB)	WP3 co-leader (IRS)	Croatia
Jukka Seppala (SYKE)	WP4 co-leader/ Gulf of Finland PSS	Finland
Constantin Frangoulis (HCMR)	WP4 co-leader /Cretan Sea PSS	Greece
Anna Rubio (AZTI)	WP1 leader/ Bay of Biscay IRS representative	Spain
Jaoa Vittorino	WP10 Communications	Portugal

Juanga Fernandez	WP11 Virtual Access	Spain
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3.A - Agenda A - Main report

The agenda for the first JERICO-RI Business Development Group meeting on March 11th is outlined below.

- Introduction and presentation (15mins):
 - the Terms of Reference and main objective of the group
 - JERICO RI products, services and users already identified
 - Examples of existing marine environmental ERICs services
 - Links to OECD Key Performance Indicators
- Group discussion (35mins):
 - Do the terms of reference and objectives of group need to be modified?
 - How to further define and expand on the JERICO RI products, services and users already identified?
 - How will the JERICO User Committee provide input to the development of services?
- Wrap up and next steps (10mins)
 - Decide on a chair for the group
 - Set up a business oriented JERICO RI LinkedIn page
 - Develop long list of JERICO RI services
 - Present list of services to JERICO User Committee
 - Refine services based on feedback from JUC
 - Suggest relevant candidates for review of JERICO business plan
 - Next meeting – May/June (before the second JUC workshop)

4.A - Conclusions

The first meeting of the JERICO Business Development Group took place on 11th March 2021. The minutes to the meeting are included in Annex A below. The main points and actions items were:

- It was decided that Paul Gaughan will be the chair of the BDG.
- It was recommended that a JERICO RI LinkedIn page be set up. Following the meeting the JERICO-RI Business Development & Funding group page was set up and is providing regular posts on relevant workshops, publications, activity – <https://www.linkedin.com/groups/12533195/>
- It was also recommended to set up a Business Model Canvas for JERICO RI to allow the BDG to contribute to the development of the business model. A Business Model Canvas is a key element of the JERICO business plan and describes the key interlinked elements of the JERICO business model. These include Key Partners, Key Activities, Key Resources, Value Proposition, Customer Relationships, Channels, Customer Segments, Cost Structure and Revenue Streams. An initial Business Model Canvas for JERICO RI has been set up and is outlined in Figure 1 below.

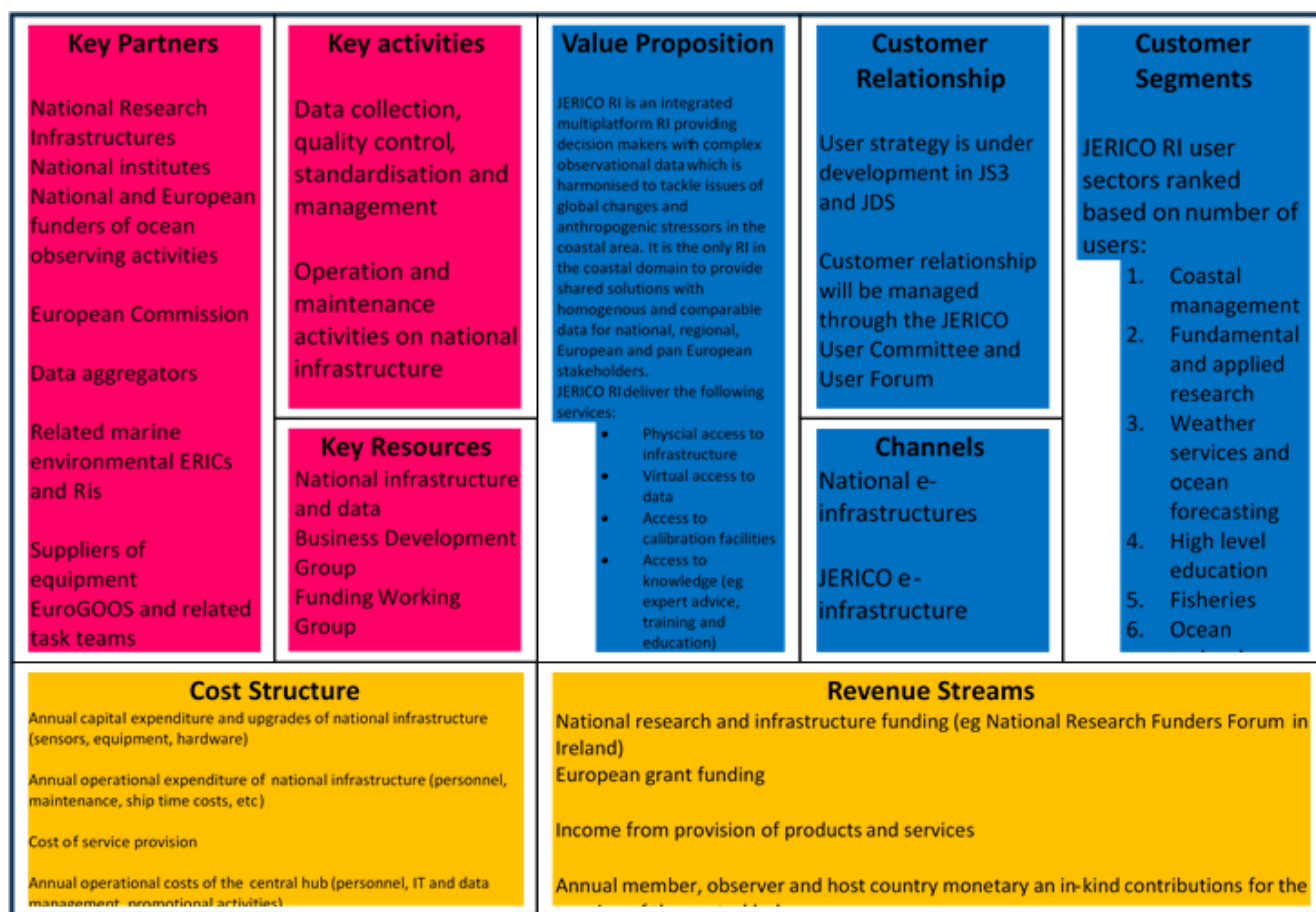


Figure 1 Business Model Canvas for JERICO RI

A - Annexes and references

FIRST BDG MEETING MINUTES AND NOTES

BDG objective: Develop specific products and services

I. Kieran presentation

- Review of work that's been done, users identified, services used
- Examples of other ERICs service categories
- OECD impact indicator chart

II. Discussion

- BDG does not only develop services to earn money but is also for other services provided?
 - § Focus for the group is on all services provided by RI not only commercial side of things
- How do we define the services we are providing here? External services included or only internal?
 - § Decide key priority over time but try to capture all services for now
 - § How will we prioritise services?
 - Link with Jerico user committee and feedback from users for determining this
 - § Where should we go based on where we stand now with users? What is the optimal user setup that will differ from what we have now? What is the target we aim for? Where to put our efforts. What is the ideal stakeholder/ user portfolio in future? What specific services are provided by Jerico and what would be provided externally?
 - Encompass all users
 - Jerico can provide info on where users can go for external needs
 - Group different stakeholders based on needs (business group, intermediary group, science group ...)
 - **Consider what services to promote, to compliment, and which to implement**
 - I.e. Promote existing services
 - § Business development vs business plan. Similar but different- how to define
- **Use a business model canvas** (<https://www.managementcentre.co.uk/management-consultancy/developing-business-model-canvas/>)

- Represent business element
 - Canvas: good place to start brain storming process
 - “how will the Jerico user committee provide to the development of services”
discussion point output: use business model canvas
 - Can we make BMC collaborative? What programs/ tools can we use for a collaborative effort for BMC
- Good to get feedback from other work package groups for where to go with services and what we should look for that is specific to Jerico

§ ??WP3 WP4 – not yet reached a decision - to be decided at Jerico All Regions Workshop in April. Outline of strategy: list of possible services and what the vision is. Need a common understanding of what services are provided in facilities for end users. ON GOING to mature thematic centres

§ eJerico services, physical access to facilities

III. next steps

- chair for group: if anyone has interest in chairing BDG. Esp if someone has experience with business users. Paul will chair group in short term
- communications: Jerico RI linkedin page since more business oriented

§ no activity on existing linkedin Jerico page

- can we use this one? What was it set up for?
 - take this on with more business side approach for Jerico
 - Joao- discuss with team on how to progress. Get back on how to make new editors
 - Ingrid to check if she has password??
 - Dominique à Paul and Kieran to join communication group meeting for setting up linkedin page
- Review business plan- farther down the road. Would be good to have external expertise- if anyone has any experience in this area contact us
 - Another meeting: May/June?

§ Better for meeting before or after JUC workshop?

§ Aim for **June**

- Continue to work on:

§ Developing services



§ Linkedin page activity

§ Set up BMC template - What is the most user friendly/ collaborative platform (Kieran to find what platform is best; send to group)