

Guideline for the ONLINE S3 toolbox

6.4. RIS3 beneficiaries and end users' satisfaction online survey application

ONLINE S3 – 710659 – Guidelines for the pilot experimentation phase



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HISTORY OF CHANGES

Version	Date	Contributing partner	Summary of changes
Version 0.1	2016-10-07	RIM	Structure of the document, elaboration of required information as a template for all tools

DISCLAIMER

The opinion stated in this report reflects the opinion of the ONLINE S3 consortium and not the opinion of the European Commission.

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BACKGROUND AND RATIONAL

This application enables the collection of views from RIS3 beneficiaries (end users) regarding the RIS3 and its implementation. It supports policy-makers to understand how well-suited the strategy and the related activities were to the needs of RIS3 beneficiaries (firms, research institutes, universities, public sector and civil society organisations).

RIS3 beneficiaries should represent diverse stakeholders (firms, research institutes, universities, public sector and civil society organisations), both large and small ones. Most importantly, it would be important to cover also those stakeholders that have not participated in the actual RIS3 development process. This is important to be able to evaluate the awareness of end users and the actual impact of RIS3 strategy in the region. Furthermore, the application allows for analyses of end-user satisfaction. It can be used for defining baseline values of satisfaction as well as target values. Finally, the application supports the collection of suggestions for improvement for end users.

It is important to conduct this type of end user survey periodically to ensure constant development of the policies. Ideally the application should be used 2-3 years after the RIS3 strategy development to guide the implementation efforts and to inform the future RIS3 update process. Potentially, it could be used also for benchmarking purposes across regions, as the template is the same for all.

So far few regions have utilized online surveys for monitoring and evaluation purposes. This application features a ready survey template that is to make it easy for policymakers time to utilize survey as a method to collect input from RIS3 beneficiaries. Figure 1 presents the rational behind the survey as a three-stage process model to measure, analyse and improve RIS3 process based on end user views.

Figure 1 Rational behind end user survey tool



DESCRIPTION OF THE APPLICATION

This application consists of an online survey template for RIS3 beneficiaries (end users). It includes a cover letter and a questionnaire. The cover letter introduces the survey to the respondent and provides background information about regional RIS3. The questionnaire itself consists of three parts: generic information about the respondent, the current status of RIS3 in terms of end user awareness, satisfaction and assessment of RIS3 impact and suggestions for RIS3 improvement. The key areas of questionnaire highlighted in Figure 2.

This online survey template can be transferred to any survey platform. This allows the user to choose a specific survey platform (options provided) and to easily modify the template. It is necessary to modify the template to be in line with region specific needs and characteristics. At least the template should be translated to a local language and the description of regional RIS3 strategy and priority areas added as background information for survey respondents.

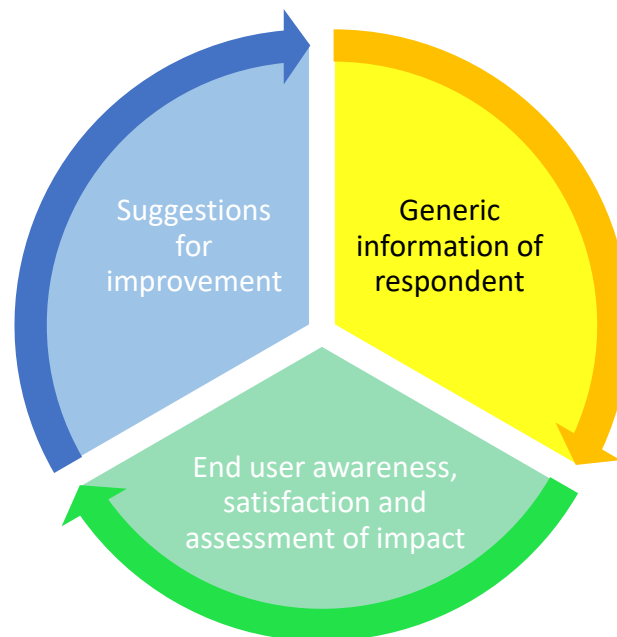


Figure 2 Contents of questionnaire

BENEFITS TO KEY ACTORS AND STAKEHOLDERS

The survey allows policymakers to understand the fit of RIS3 with end user needs. This supports policymakers to improve RIS3 process, contents and implementation activities. For instance, if the awareness of RIS3 is low, the policymaker needs to improve communication of RIS3 to key stakeholders.

The survey also includes direct suggestions for improvement from end users' regarding RIS3 contents, implementation activities and process in general. This supports policymaker to boost RIS3 implementation activities and to enhance future RIS3 update process.

The survey is also beneficial to end users as it includes information about RIS3 and the related priority areas, and thus it serves to inform key stakeholders about RIS3 and to encourage them to join RIS3 development efforts.

The survey can also be used also to identify the baseline measure for end user awareness, satisfaction and RIS3 impact, and to develop a target measure. Furthermore, it can used to benchmark EU regions with each other, as the baseline questionnaire is the same.

The key benefits of the survey are presented in Figure 3.

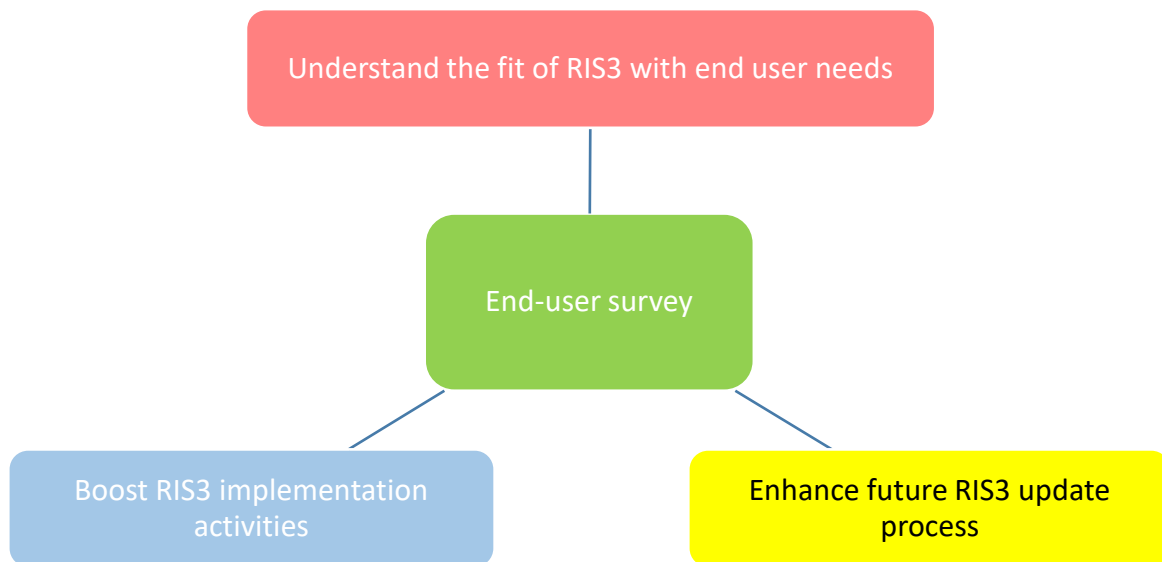


Figure 3 Benefits to stakeholders when using end-user survey

KEY ISSUES AND REQUIREMENTS

When using the end user survey, attention should be paid to following key issues necessary to achieve high quality outcomes:

- Selection of a survey platform that the user is already familiar with or which appeals to the user as most user-friendly to smoothen the process
- Modification of the cover letter and questionnaire template to suit specific regional needs and context
- Identification of key regional stakeholders – important to have diversity in the respondent groups (leaders as well as professionals in firms, universities, public sector and groups of citizens) and to attract also those that have not participated directly in RIS3 work
- Sending the link to the survey to the respondents. Advertise the survey and inform about expected time frame/ outcome when using this tool, send a reminder to answer to the survey close to the DL
- Analyses of the results (use the survey platform analyses tools) and incorporate into action (boost RISK3 implementation efforts and modify future development process).

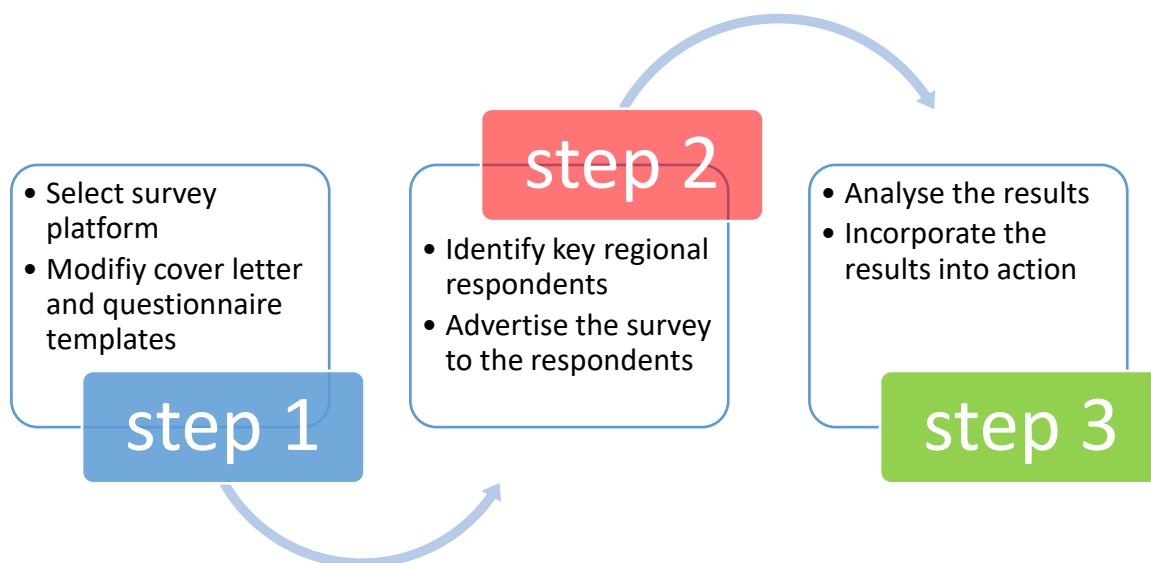


Figure 4 Key issues when using end-user survey

A STEP-BY-STEP GUIDE

Here is a step-by-step guide to use the application.

1. Download a survey template
2. Study it and modify it to include information about the regional RIS3 policies and translate to local language (if needed)
3. Host it on a survey platform (you may select one of the suggested platforms)
4. Send the link to the survey and advertise it to key regional RIS3 beneficiaries (end users)
5. Analyse the results carefully
6. Use the results to adjust RIS3 implementation activities
7. Use the results to inform future RIS3 update process
8. Repeat periodically to maintain a constant development

The survey template can be downloaded from Online S3 web site. The user should click to 'Access to application' and download the survey template by clicking the link 'survey template'.

Then, the user should study the template and modify it to suite the specific local needs and characteristics. At least, one should modify the language from English to local language and to add the missing information regarding the local RIS3 and its priority areas in cover letter and actual questionnaire.

Once the user has modified the template, he/she should incorporate it to a specific survey platform such as SurveyMonkey (several options presented and their direct links in the web page 'Access to application').

Then the user should identify key regional RIS3 beneficiaries (end users) such as firms, universities, research institutes, public sector and civil society organisations and their leaders and professionals as respondents for the survey. Then the user should advertise the survey and send it along with the cover letter to the key regional RIS3 beneficiaries.

Once the user has received the survey responses, he/she should analyse them carefully and use them to adjust RIS3 implementation activities and to inform future RIS3 update process.

The user should repeat the survey periodically to maintain constant development.



FURTHER INFORMATION

REFERENCES

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