



Methodology for Organization of the Roundtables

Deliverable D3.1 of BeSMART project

Responsible partner: Bulgarian Construction Chamber

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I. EXECUTIVE SUMMARY

BeSMART Methodology for Organization of the Roundtables (the Methodology) is intended to provide a coherent methodology and monitoring mechanisms to be applied at all BeSMART roundtables. These high end forums are specifically designed to overcome the challenges on the sustainable energy efficiency development in Bulgaria. This will be achieved by setting up a permanent discussion forum with the goal to directly contribute both to the policy making process and to the structuring of innovative financing schemes. BeSMART roundtables will channel the efforts of all relevant stakeholders towards the design of the new planned financial instruments boosting market development.

The proposed Methodology is the starting task of the second core project phase – WP3: Organization of roundtables, dedicated to the development of a coherent methodology for physical and virtual organization of the roundtables. The main objectives of the document is to develop coherent and comprehensive methodology for the conduction of the roundtables to ensure flawless organization and logistics of the roundtables, collection of participants' feedback and application of complex monitoring scheme. It also defines the monitoring mechanisms, which will be applied at all roundtables, aimed at continuous improvement of both the event management and the expected outputs. The Methodology will be the basis for the other two tasks of this project stage: a) development of a detailed strategy for the organization of each roundtable (Task 3.2) and b) develop detailed scheduling and contents for the roundtable events, and ensure high level participation (Task 3.3). The baseline document used to develop this document is the *Working paper under Task 2.3: Identification of key topics for the BeSMART roundtable, as of Aug 2021*.

The Methodology presents the conceptual design process for each BeSMART roundtable, described both as a single event and as belonging to a series strategically and logically interlinked specialized forums. It outlines the strategic management and the decision making process, suggests roles and responsibilities and sets requirements for the location and place of the roundtables. The paper presents criteria for equipment and facilities and highlights the importance to integrate online discussion platforms and tools. The Methodology dives into detail in other organizational aspects, such as supporting documents, data processing, roundtable proceedings, analytical reports, catering and logistics among other. The document encourages the usage of various personalized engagement techniques and real-time feedback tools. Special attention is paid to the promotion of the roundtables, media support and filming. The last chapter presents the comprehensive evaluation and monitoring scheme which will be followed.

II. ROUNDTABLES OVERVIEW

The sustainable energy investment forum, organized within 9 roundtables over the next 3 years, is designed to open up and support new business opportunities and to utilize potential investments derived from the increased financing for energy efficiency and renewable energy at EU level. These roundtables are planned to **boost market, political and legislative developments** to eventually position themselves as most important professional and **impactful forums on energy efficiency** matters in Bulgaria. BeSMART discussion platform is intended to provide professional and unbiased practical information and

instruments which are directly applicable in both the policy making and business development process.

The events will gather and upscale existing best practices from the national and European level, support the development of national and local-level strategies and action plans, propose improvements in the national policy framework and implementation programmes and follows their implementation. BeSMART roundtables mission is to support the development of the institutional and legal framework and increase the transparency in the policy-making process, leading to increased trust of the investors and better functioning of the market.

Each of the roundtable events will produce as a final outcome a communication brief with policy recommendations targeted to specific planning documents and implementation programmes. The products with high exploitation potential will be presented in a jointly coordinated communication platform. Roundtable proceedings and reporting will be collected, reviewed and analyzed after each event. The outcomes and the conclusions of the task-specific working groups will be employed to develop targeted guidelines, templates and models for project design, implementation and monitoring in areas identified by the discussion forum.

01. STRUCTURE AND FORMAT

The roundtables format will follow the model of the Sustainable Energy Investment Forums (SEI Forums) comprising three distinct sessions spread in one day. During the two hours long opening plenary keynote speakers present a wide range of issues related to recent EE policy developments, support programmes and sustainable energy investments among others, followed by a discussion. Afterwards smaller groups discuss specific issues, facilitated by renowned and experienced experts within up to 2 hours. The closing plenary presents working groups' conclusions and recommendations, followed by open debates targeted at presenting all stakeholders' views to establish common positions and express professional standpoints and recommendations on policy actions.

All roundtables will be conducted in a **hybrid form**, including physical meetings and online streaming via Facebook or You Tube. This ensures remote access to the debates from different locations, increasing the participation rate from any place. On the other hand, the hybrid form establishes virtual environment which will guarantee that there is a contingency strategy in place for a smooth transition to fully online events, providing full functionality and unchanged scope and objective, in case of pandemic waves throughout the course of the project.

All physical roundtables will be developed and meticulously implemented, taking all precautionary measures to **limit health risks to the maximum possible extent**. The current national health and safety strategies and instructions will be strictly followed. If the conditions do not allow conduction of physical meetings, partners will shift to full online events with webinars and breakout rooms, facilitated by virtual collaboration tools, if necessary. The online events will follow the established structure; however, they might be spread in two days as full time screen events are more tiring for participants, which is likely to affect the crucial debates during the closing session.

Whenever possible BeSMART project will seek for partnerships with external initiatives and events to maximize impact and visibility and increase the participation rate. Even though these synergies would have a positive effect on the overall performance of the forums, they could influence the planned structure of the roundtables. In such cases partners might

change the duration of the forum and the sequence of the sessions, i.e. plenary, parallel discussions and closing debates. However, these three distinct sessions will not be removed, as they have proved to be efficient and provoking impactful debates. Also, there will be no change in the scope and the objective of the events.

02. CONTENT

(a) Roundtables conceptual design

The overall strategy of the roundtables, as well as the concept, scenario and content for each roundtable is entrusted to the management body of BeSMART project - the **Steering Committee (SC)**, comprising representatives from all partner organizations. The SC is responsible for the **strategic planning, monitoring, and quality assurance** during the organization of the roundtables. Decision-making is based on qualified majority vote (3 out of 4). The SC is to meet by conference calls/physical meetings two months prior to each roundtable to review and analyze the supporting documentation, the proceedings and the evaluation of the prior roundtables. The first BeSMART roundtable builds on the conclusions and the recommendations of the 1st SMAFIN round table, conducted in May 2021.

At the beginning the SC approves the **long-term roundtables' strategy** aimed to establish permanent discussion forum on sustainable energy investment in Bulgaria over a long-term period, spreading beyond BeSMART project end. The roundtables' strategy is to be updated regularly with recent political, legislation, economical and social developments, affecting the financing for energy efficiency and renewable energy nationally, and these changes will be incorporated into the next roundtable design.

The SC will also establish **technical working groups (TWG)**, structured according to specific issues of interest during the discussions where expert input is required. The aim of these groups is to provide expert standpoints on specific sustainable energy investment issues, including strategic documents, programmes, policies, financing scheme, market behavior, etc. The outputs and the conclusions of the TWG will be used during the next discussion forums. BeSMART Grant Agreement defines that the working groups will be established on the following themes: the development of the ESCO market, integration of financial support instruments, and financing programmes and mechanisms under the National Long-term Renovation Strategy. These might be a subject to change in case major changes on political, legislative and economical developments.

Figure 1 presents the roundtables' conceptual design process.

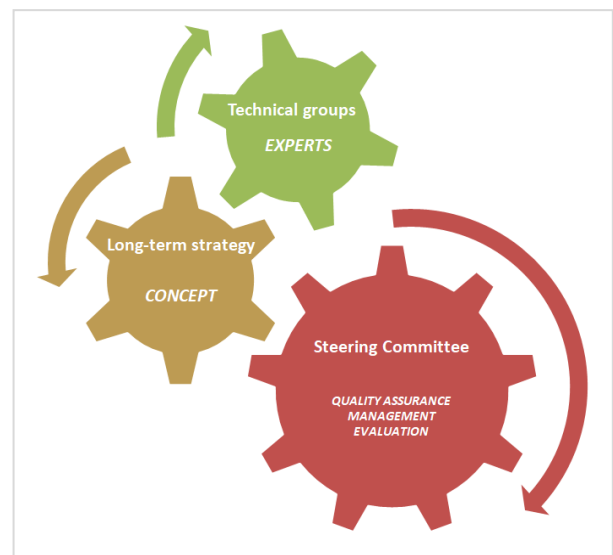


Figure 1: Roundtables conceptual design process

(b) Content design process

The content design of each roundtable follows three-phased procedure to reflect on major political and economical changes, integrate conclusions and recommendations from previous events and incorporate stakeholders' and participants' feedback. .

• Phase 1

At project start the topical areas affecting the energy efficiency policies and the sustainable energy investment market in Bulgaria, pre-defined at proposal stages, were carefully reviewed and analyzed to confirm that the initially approved themes are still relevant, up-to-date and requiring debates. This strategic overview of the background information was summarized to define the long-term objectives of the sustainable energy efficiency investment forums, one of them being to **position the roundtables as trustworthy podium to express unbiased and professional opinion** on critical sustainable energy investment matters. Latest policy developments, the stage of elaboration of the major strategic documents and support programmes, including the proposed National Recovery and Resilience Plan, were carefully considered.

This strategic document presenting the preliminary roundtables' key topics was finalized and approved by the SC in August 2021. The document also gives detailed description on the expected synergies and impact on specific policy process, taking into account regional aspects. It outlines the initiation of specific working groups and the expected outputs of their work. The forums are planned to be organized around **five main verticals**, encompassing to a large extent the major national systems that should be adapted for the needs of successful sustainable transition. These are:

- Building a transition enabling Bulgarian financial infrastructure
- Bulgarian industry in transition – new challenges and opportunities
- Healthy comfortable and affordable homes for the Bulgarian citizens
- Municipalities as leaders of local communities - transition towards sustainable and Healthy Environment
- Next generation central governance for the needs of the 21st century

Most of the topics will spread over more than one roundtable aimed at covering and elaborating on the whole spectrum of subtopics of interest for the stakeholders.

• Phase 2

The second phase of the content design refers to the **review and update of the provisional themes for each roundtable** one to two months before the event. The pre-defined content of each roundtable will be offered for discussion to partners during project meetings (virtual or online) to make sure that the planned themes are aligned with BeSMART strategic direction. Recent developments in policies, the energy investment market developments and the existing support programmes and strategies will be followed and analyzed to be included in the debates.

The different topics of the parallel sessions will be carefully designed to cover the immediate needs for expert input and recommendations on pressing issues in the beginning of the next planning period. These should be relevant themes as the outcomes of the debates will be presented to all participants during the closing plenary to provoke further discussion and test the conclusions of the groups. In previous SEIFs this approach has proved successful to gather feedback and design appealing, impactful and meaningful content of the roundtables.

Phase 2 marks the beginning of the actual organization of the roundtables. Once the concept, topics and programme are approved the responsible leading partner will start the active logistics and organizational activities. The preliminary distribution and the timing of the roundtables over a period of three years was finalized and approved by the SC in August 2021.

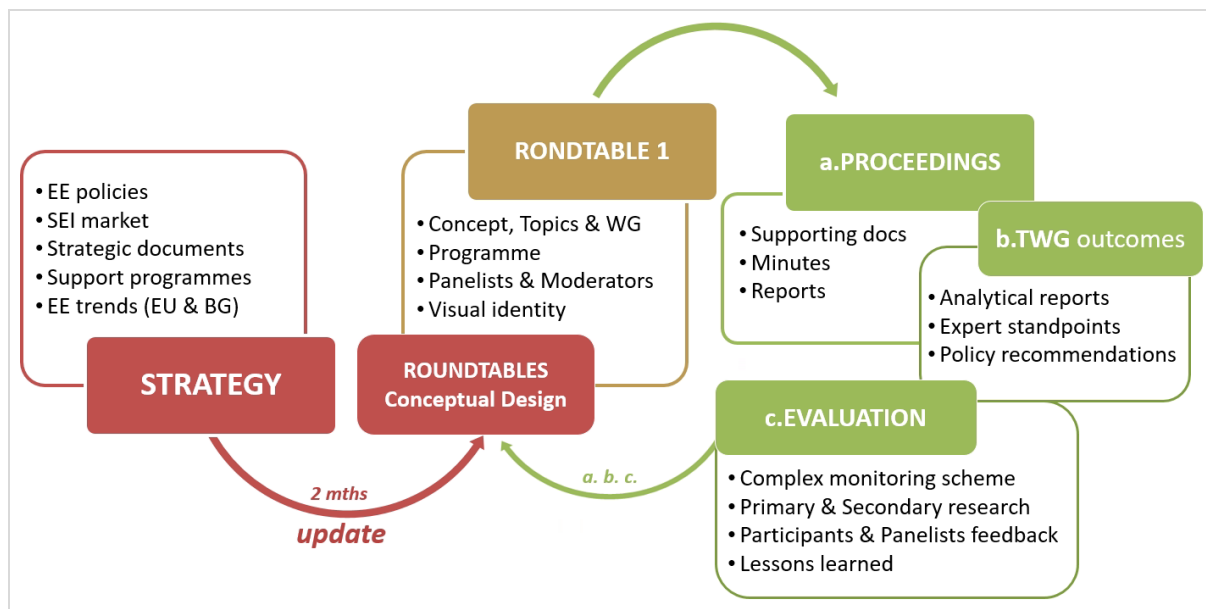
The upcoming BeSMART roundtables are planned for the beginning of October and the end of November. The kick off roundtable is in Sofia, whereas the second one is planned regionally in Velingrad, Southern Bulgaria.

• *Phase 3*

At this stage partners incorporate the **conclusions, TWG outcomes and evaluation** of the previous roundtable. In this way the design of the next programme builds on analytical work, expert standpoints, participants' and lecturers' impressions and lessons learned. The last phase of the content design is aimed to improve overall performance and the participants' experience during the forums.

Figure 2 below illustrates the phases of the content design of BeSMART roundtables.

Figure 2: Roundtables content design phases



Note: The themes, lecturers and schedule, presented in this Methodology are still provisional. They might undergo changes to incorporate political, legislative and economical changes. Some themes – controversy or requiring a lot of discussion, might be repeated at the events. This will be decided upon review of the evaluation forms and feedback from each roundtable, the discussions during the SC meetings and the technical working groups.

(c) Supporting documents:

Upon approval of the themes and the programme starts the actual organization of the roundtable, i.e. scheduling and contents, drafting of a comprehensive event program, ensuring the participation of the best suited speakers and other organizational tasks (selection of place, sending invitations to all participants and media, information on all communication channels, etc.).

The roundtable programme comprises two sections: political and economic overview and provisional agenda. The first section provides brief background information, outlines the vision and the objectives of the forums and presents the keynote speakers. The second section gives detailed timing of the event.

The roundtables invitation package will be designed to fit the needs of each target groups according to the guidelines of the communication strategy. The invitation content will be designed in an appealing way, personalized for various offline and offline communication channels. The specific approach for each target group and suitable communication means and messages are outlined in BeSMART Communication Strategy (D5.1, as of June 2021)

(d) Best suited speakers

For each roundtable partners will ensure the participation of keynote speakers, panelists and lecturers according to the stakeholders' analysis along the topical areas. Expert availability will be utilizing synergies with external initiatives and events. The distribution of experts representing different stakeholders' groups will be balanced.

Based on the stakeholders' analysis organizers will strive to invite prominent opinion leaders as speakers and the events. Balance will be maintained between public institutions, financing organizations, private sector and professionals, based on level of interest and/or influence by the selected topic.

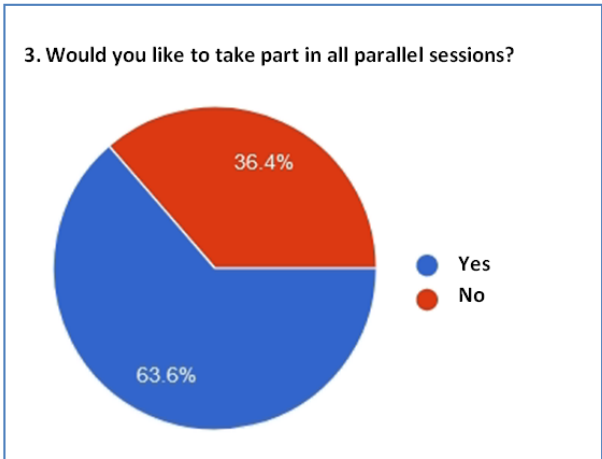
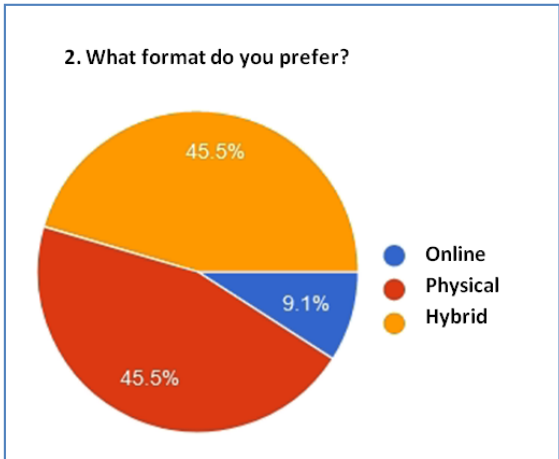
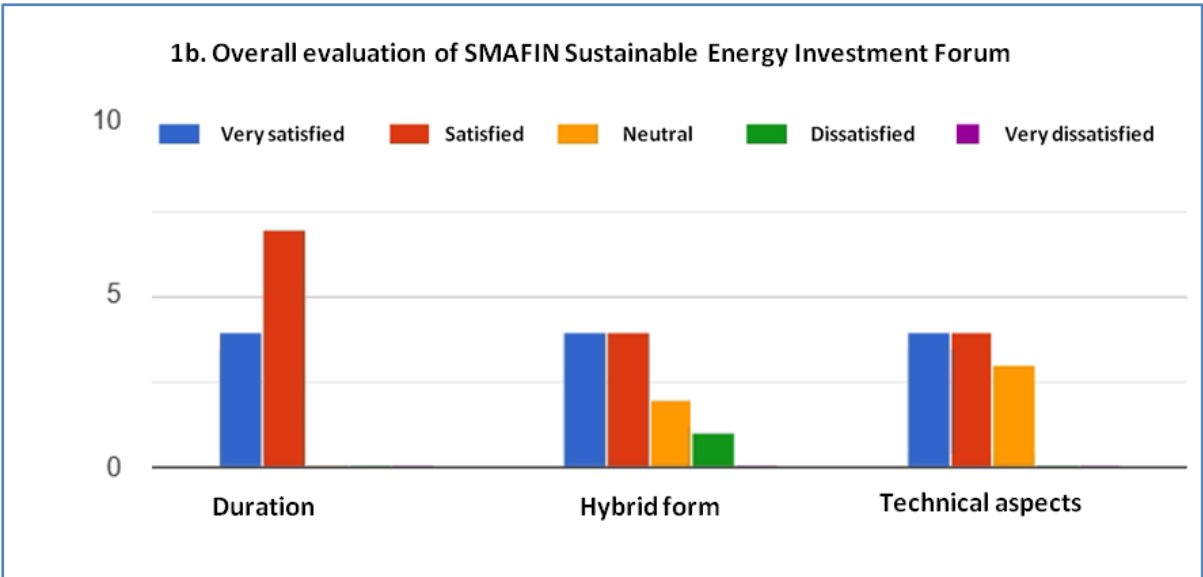
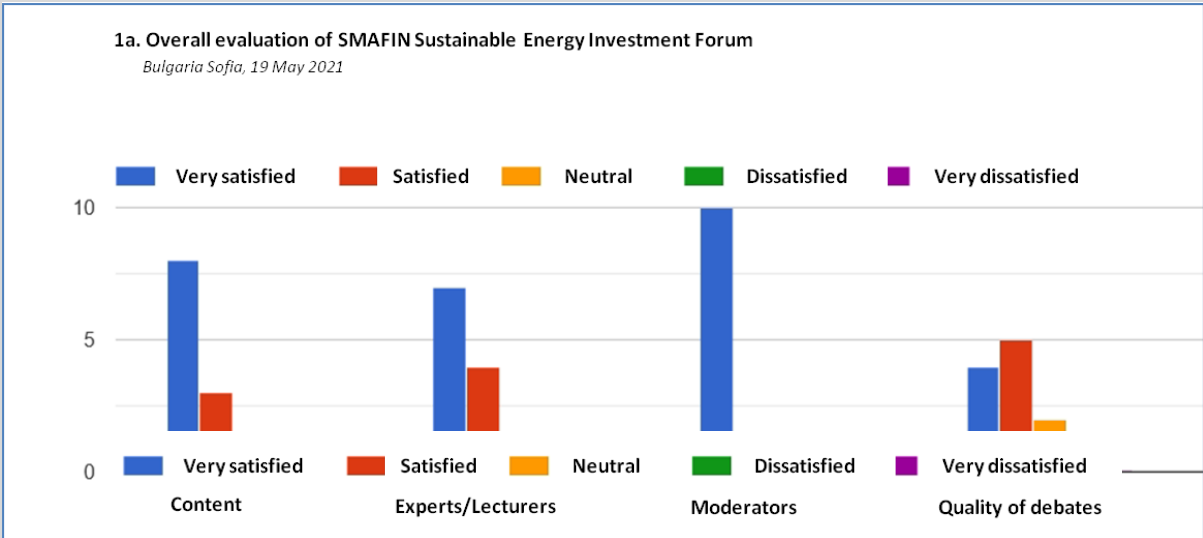
03. OVERALL FEEDBACK FROM THE FIRST SMAFIN ROUNDTABLE

Exploiting synergy effects the first roundtable, attended by project partners and all stakeholders, was the first SMAFIN forum, conducted at project start on the 19th of May. The project, which started on 1 September 2020, utilizes the benefits of the international cooperation and transferring good practices from the region to the composition of the new national financing schemes and especially the national Decarbonisation Fund.

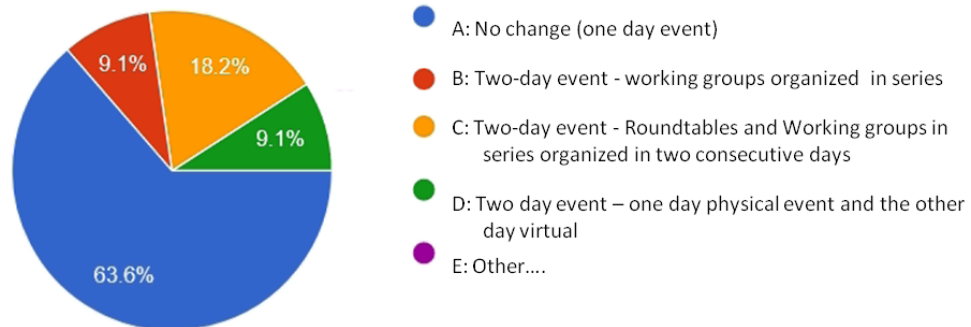
The SMAFIN hybrid roundtable, which followed the SEI Forums format, gathered together more than 150 delegates and online representatives from central and local authorities, financing institutions, branch chambers, professional associations and unions, providers of professional services in the construction sector, universities, and NGOs. The discussion topics covered key aspects from national strategic documents with relation to energy efficiency, with an overview of the national priorities, and the national 2030 and 2050 targets. Special attention was payed to Programme "Regional Development", the Recovery and Resilience Plan and the opportunities and challenges for the financial institutions to take an active and successful role in the building renovation process.

The survey right after SMAFIN roundtable in May 2021 was designed to evaluate whether the structure and the format are still appealing to stakeholders, what improvements need to be made and gather feedback about the overall performance of the event. The survey was conducted among 10 percent of the roundtable participants and proved that the SEI Forum is a recognizable podium for sustainable energy investment debates in Bulgaria. Participants believe that the structure and the format of the event is suitable and leads to comprehensive talks and expert debates.

The **overview of the survey results in figures** is presented below.



4. The first forum was conducted over one day with the following sessions: A) Roundtable (2h.), B) Three parallel sessions and presentation of the outcomes (2h.) and C) Closing panel discussion (1.5h.) Would you prefer a different structure of the forums in the future?



The **key conclusions from the open-ended questions** are presented below:

(a) **Areas for improvement**

- Respect the timing of the presentations
- Avoid repetitive topics in the presentations
- Motivate online participants to be more active during the discussions
- Use polling platforms (such as sli.do) to engage participants during the event
- Reduce technical issues to the minimum
- Use engagement techniques

(b) **Most important themes for the next roundtables:**

- Rules, norms and regulations applicable to energy efficiency projects. Analyze and update.
- Proposals to update and improve legislation frameworks. Reduce legislative barriers
- Step-by-step renovation approaches. Best practices focusing on financial mechanisms
- Alternative funding schemes: ESCO, PPP, Green Public Procurement, alternative contract forms
- Barriers to sustainable energy investment market development
- The Role of the municipalities on the EE market

(c) **Media and advertisement**

- Create a short advertisement video
- Create paid social media campaign
- Ensure media participation at each event
- Use attractive media content and appealing press releases before, during and after the roundtables
- Use synergies with other projects and partnership network to spear information about the roundtables and the respective outcomes.
- Strive to engage participants and use their dissemination channels as well
- Attract keynote speakers and attractive panelists

III. ROUNDTABLES ORGANIZATION AND LOGISTICS

01. LOCATION

The roundtables will have a regional outreach. The distribution of the locations of the roundtables is carefully selected to leverage existing local partnerships and to enable participation from neighboring municipalities in the different regions of the country. Most of the meeting will take place in Sofia, due to the proximity of for the main and most influential stakeholders, and most notably, the public institutions at national level. Another of the locations is Gabrovo, the EU Green Leaf winner for 2021, widely known for its progressive energy efficiency policies. The other city is Burgas – smart and energy efficient city, implementing the most up-to-date energy approaches and measures and one of the most active participants in the National Energy Efficiency Programme, with 200 renovated multifamily buildings. The local events will be actively supported by the local branches of project partners, and synergies with other initiatives and major events will be utilized, which could also result in selecting different cities for individual roundtables events.

02. PLACE

All roundtables are planned in a hybrid form - both online and with physical participation, fully respecting the COVID-19 safety guidelines. This sets the following requirements for the place, which will accommodate the roundtables:

- The place should be centrally located within an easy access and close proximity to the key national and local administration buildings.
- The main hall should be large enough to accommodate at least 50 participants while adhering strictly to the current national health and safety instructions, taking all precautionary measures to limit health risks.
- The place should offer at least one large hall and two smaller rooms (up to 10 people within required distance) to facilitate the execution of the parallel sessions. The place should have sufficient space for PR and media representatives.
- In terms of equipment, the place should offer multifunctional modern communication and audiovisual equipment to support the virtual streaming of the event. Each room should be equipped with multimedia, cameras, screen (appropriate dimensions, based on the size of the room), microphones, high speed internet, excellent sound, flipchart and other small conference equipment to facilitate the work in groups. The place should also offer technical support service.
- The place should also provide catering facilities for two coffee breaks and lunch.

03. ORGANIZATIONAL SUPPORT

The actual organization of the 9 roundtables in Bulgaria is entrusted to EcoEnergy, Municipality Gabrovo and Municipality Sofia. Each of them will take turns to lead the organization of 3 roundtables. They will be supported by all BeSMART project partners, who are responsible to share the invitations about the roundtables through their dissemination channels and contact networks. Based on their expertise and competitive advantage partners will also help with other organizational activities upon request by the lead roundtable organizer, including logistics, communication activities, stakeholders' engagement, gathering feedback and expert support among others.

The provisional checklist with all organizational activities, the respective roles and responsibilities, will be provided. This auxiliary excel document, intended to guide the lead organizer, provides the breakdown of all organizational tasks before, during and after the roundtables. This will help the organizers to plan and coordinate better, assign roles and responsibilities, fix deadlines for each activity, monitor quality and make sure that all organizational activities are implemented.

04. INTEGRATION OF ONLINE DISCUSSION PLATFORMS AND TOOLS

The roundtables will be conducted in a hybrid format – both online and physically, therefore it is of outmost importance to secure integration of online conferencing platforms and collaboration tools. The most popular tool for virtual meetings in Bulgaria is ZOOM. In addition, the platform has developed to offer various solutions to facilitate online meetings, such as interpretation, polls, streaming, work in groups, etc. Therefore ZOOM platform is the main virtual communication and collaboration platform that will be used during the roundtables. Each event will use the ZOOM direct streaming function, supported by Facebook and You Tube. The polling feature will also be utilized to the most to collect direct feedback from participants.

The alternative option for online conference platform, offering live streaming as well, is TEAMS. It will be used in case of ZOOM defaults or other unforeseen circumstances.

Additional collaboration tools which could come up handy at online conferences are:

- sli.do, which features attractive means to reflect on participants' impressions from the roundtables (word heat map)
- miro.com or mural.co to facilitate the work in groups

The selection of appropriate collaboration and online support tools for each roundtable will take into account participants' feedback. This will ensure that the work in groups is equipped with virtual board to aid the summary of the key discussion points.

05. REGISTRATION OF THE PARTICIPANTS

Participation in the roundtable and the parallel sessions will require registration opened four weeks before the event. The online tool supporting the registration will be Google Forms. The preliminary registration forms are considered a powerful instrument to evaluate current levels of participation rate and take corrective measures. Based on preliminary participation list partners can follow up with the invitations to a particular stakeholder group that stays underrepresented. The registration forms will be reviewed at least once a week and in case of unsatisfactory levels email invitations and social media posts will be re-send and shared. If a particular stakeholders' group shows extremely low participation rate all partners will mobilize their contact networks and partnerships to attract them.

Roundtables' organizers will strive to finalize the draft agenda and the corresponding invitations (social media events/post/pictures, email invitation package, etc.) one month before each roundtable. At the actual roundtables physical participants will fill in and sign registration lists upon arrival at the event. The participation lists include name, organization, email and signature.

Data about online participants will be followed through ZOOM attendance report.

IV. MEDIA AND PROMOTION OF THE ROUNDTABLES

The media and promotion aspects of BeSMART roundtables are outlined in BeSMART Communication strategy (D 5.1, as of June 2021). The document is intended to support and enable the functioning of a permanent discussion forum dedicated to sustainable energy financing, with the ambition to pave the way for the intended reforms in a transparent and collaborative way, actively involving and providing space for the perspectives of all relevant stakeholders, strongly focusing on the role of the financing institutions. The main objectives of the Communication strategy are to: a) ensure the wide representation of the stakeholders' groups in the roundtables, b) disseminate the outcomes of the debates and TWG, focusing on the policy recommendations, and c) increase the public and media interest towards the benefits of energy efficiency and its potential impact both on the economy, environment and society and on the individual well-being and quality of life.

BeSMART Communication strategy describes the identified **12 major target groups** as well as the specific communication approach and key messages for each group. The document gives an exhaustive list of existing and potential dissemination channels, stakeholders, partners, experts, media contacts, etc. It also outlines communication specifics for each group, suggests different engagement techniques and provides guidelines for content suitable for different dissemination channels (web, email, and social media). The Communication strategy will be used by all partners to understand the target groups, their specific needs and preferences, design appealing communication materials and content and select appropriate communication channels.

For the purposes BeSMART Methodology for the Organization of the Roundtables the following **media and promotion aspects** related to the events are worth to be noted:

- The active involvement of the media is probably one of the most important activities within the organization of the roundtables. All partners will strive to create stable partnerships with suitable media representatives.
- PR departments of BeSMART partners will strive to work together in efficient way to streamline the communication efforts and maximize publicity effect.
- The forums intend to attract policymakers and experts from various backgrounds: financial sector, central and regional governments, professional organizations, project developers, ESCOs, etc. They should all have balanced representation.
- Mailing list with all stakeholders by industry categories should be created to facilitate the organization of the roundtables.
- High quality media content should support the roundtables organization process. Before, during and after the events, media publications pass the key messages of the debates to the general audience and could therefore attract collaborators for the future roundtables. Most importantly, the core objective is to influence policies and create a healthy investment environment which would be harder if there is insufficient media coverage.
- Professionals will be engaged to film during the roundtables to produce quality media materials. Partners will strive to make good pictures with their cameras to post directly from the event through the social networks

Press releases are substantial for the success of the roundtables. They have a huge potential to attract participants outside partners' contact networks. The following press release structure is planned:

- **Before each roundtable** partners will send press releases to predefined media mailing list. The first press release, containing information about the forthcoming roundtable (goal, place, agenda, lecturers), will be sent a week before the event to attract participants, as well as one to two days before the roundtable to attract media representatives.
- **During the roundtables**, partners will draft press release presenting key quotes of opinion leaders and main conclusions from the debates. The objective is to send the information during the roundtable or shortly after its end, so as to be published in a due time. A pre-defined template could be used to speed up the drafting of the press release.
- **After each roundtable** BCC will present the key roundtable messages in a bigger article to be published in newspaper “Stroitel”.

V. ROUNDTABLES EVALUATION

BeSMART project partners are committed to meet the following success indicators:

Indicator	Target
<i>9 Roundtables & Final Conference</i>	10
<i>Visitors/Online participants at roundtables</i>	550
<i>Media reports / articles</i>	250
<i>Web statistics: number of platform users</i>	1 000
<i>Expressions of attitude in the social media</i>	1 500
<i>Engagements in social media</i>	15 000
<i>Citations in the professional and national media</i>	20
<i>Feedback and direct suggestions for involvement of topics and tools</i>	20*
<i>Tracking of distribution of printed materials (flyers / synthesis report)</i>	3 000**
<i>Visitors at roundtable days</i>	550
<i>Media reports / articles</i>	250
<i>* documented expressions of interest</i>	
<i>** copies distributed at events targeted to primary target groups</i>	

Quality assurance and evaluation of roundtables’ performance will follow elaborated monitoring scheme combining primary and secondary research techniques, supported by various online tool whenever applicable. The roundtables evaluation process comprises the following six elements:

1) **Quality assurance** by the **Steering Committee** who will meet two months before each roundtable. The SC plays a governance role, ensuring that the roundtables are conducted within the strategic framework, aligned with the current political, legislation, economical and technological developments. The SC is also responsible for the overall quality assurance. The outcomes of each task supporting the roundtables organization process will be reviewed in a due time to address potential issues and challenges to the quality organization of the events. The SC will meet at least once every two months to review the status of the

organization and upon request to address current deviations from the strategic and operational plan of the roundtables organization.

2) Regular **checks of the supporting documentation** - registration forms, participation lists, photo evidence and media clipping.

The supporting documentation of each roundtable will be reviewed, structured and analyzed in detail in order to provide direct qualitative and quantitative data on roundtables' participants. The regular checks on the registration activity prior to the event will help organizers to follow the participation rate as a whole, by stakeholders groups and by topics. In this way they can take corrective measures in a due time.

Registration forms prior to the event will be then compared to the actual participants' list to compare registered to unregistered visitors. This will serve as a base for comparison for future roundtables.

Organizers will strive to take appealing pictures during the events to be posted on social media. Whenever possible the pictures taken professional photographers will be used.

3) **Interviews with lecturers** on the quality of the roundtables will be conducted during the roundtables. They will be asked various questions to understand their immediate impressions on the audience's interest in the topic, the quality of the discussions and areas of improvement.

4) **Interviews with randomly selected participants** are also considered strong means to understand participants' perceptions about the event. They will provide in-depth overview on the themes and the lecturers, whether they have met their expectations and if there is something else they would like to talk about.

5) **Online-surveys** on satisfaction levels of participants will be sent to all participants during/after the event. The multiply choice questions will assess the overall performance of each roundtable.

6) Assessment by external **guests and key speakers** through informal talks during coffee breaks and after the events will be a good practice to follow. The informal talks ensure straightforward feedback which adds on to the other qualitative data gained.

7) **Social media feedback** is important parameter. Number of reactions, reaches, shares, comments will be used to evaluate the performance of the roundtables. These parameters will be reviewed from the first post, related to the roundtable until a week after the event.

8) Sli.do and similar applications will collect **real-time online feedback** from participants during the sessions to understand the key words and main take-away from each roundtable. This is an impactful engagement technique which not only reflects on the core impressions of the event, but also are a useful way to channel discussions into a particular direction.

Templates to track roundtables success will be provided to all partners.

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VI. CONCLUSION

BeSMART Methodology for the Organization of the Roundtables is aimed at ensuring that the roundtables objectives are met and the end results meet the quality expectation. The document will guide partners throughout the course of the roundtables organization. and will

help them plan and organize easier the events. The Methodology might be a subject to updating upon crucial findings and conclusions as well as is case of abrupt changes in the epidemiological situation. Whenever possible BeSMART partners will seek for integration of the roundtables within bigger and recognizable events, without any compromise on the quality of the end results.

