

## **AlpEnMAT Case study on event 5<sup>th</sup> Jam Bite “Innovation in mobility: energy, vehicles and net- works for tomorrow”**

Brescia – Novotel, Via P.Nenni 22, 25.06.2014



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## 1 Event structure and agenda

The 5<sup>th</sup> JAM BITE event took place on 25 June 2014 from 8.45 am to 4.00 pm in Brescia (Italy). The general subject of the event was “Innovation in mobility: energy, vehicles and networks for tomorrow”. As mentioned before, the event took place in Brescia at Novotel, Via P.Nenni 22. 58 participants attended the event. In the following, you can find the agenda for the JAM BITE event in Brescia.

**Table 1 Agenda for the JAM BITE event Brescia**

Timetable	Action	Content
h. 08.45	<ul style="list-style-type: none"> <li>Registration</li> </ul>	Local registration for the JAM BITE event
h. 09.30	<ul style="list-style-type: none"> <li>Welcome greetings</li> <li>Short introduction</li> </ul>	Topics of today
h. 10.00	<ul style="list-style-type: none"> <li>Keynote Speech</li> </ul>	Gabriele Grea, Università Bocconi “Mobility in the sharing area”
h. 10.15	<ul style="list-style-type: none"> <li>JAM99</li> </ul>	Companies introduce themselves
h. 11.15	<ul style="list-style-type: none"> <li>JAM Session</li> </ul>	Introduction by the moderators <ul style="list-style-type: none"> <li>Alessandro Finicelli Academy – The vehicles of the future</li> <li>Enzo Argante IISole24Ore Smart mobility: sustainable, seamless, shared</li> </ul>
h. 11.45/12.45	<ul style="list-style-type: none"> <li>JAM 1:1</li> <li>JAM Café</li> <li>JAM Market place / exhibition</li> </ul>	Meetings among companies
h. 12.15	<ul style="list-style-type: none"> <li>Lunch</li> </ul>	An open press conference will be held during the lunch
h. 13.30	<ul style="list-style-type: none"> <li>JAM Session</li> </ul>	Two round tables as introduced during the morning
h. 15.00/15.30	<ul style="list-style-type: none"> <li>Wrap-up and end of the day</li> </ul>	Summary of the event

## 2 Event story (eBook) concept

Table 2 provides a compressed overview of the event story concept. Within, you can find the essentials of the JAM BITE event concept, for example the JAM 99 (each company has 99 seconds to introduce themselves) or the JAM 1:1 (face-to-face meetings). Attached you can find the e-book for more detailed information.

**Table 2 Event story concept**

N°	Action
1	JAM BITE: “The AlpEnMAT project: the JAM BITE platform”
2	Introduction: “The AlpStore project: Pilot “Energy in Motion”
3	Today’s special: “Mobility at the time of sharing area”
4	JAM 99
5	JAM 1:1
6	JAM Session: “The vehicles of the future” and “ Mobility and networks: smart, sustainable, integrated, shared”
7	Live tweeting

### 2.1 Conference Session

The Conference Session started with keynote speech from Gabriele Grea with the topic “Mobility at the time of sharing era”. This was also the “today’s special”, which you can see in Table 2. In the following, you can find the keynote speech from Gabriele Grea.

*“Nowadays citizens move in the interwoven and complex growing mobility networks complexity where the capillary action of local accessibility is connected to the global network. Mobility is an element of experience and freedom for individuals, attractiveness for the territory, and competitiveness for the economy. Then, what are the items that allow us to measure Intelligent Mobility?”*

*The first data, confirmed by local trends and Community strategies, is that we will move more and more. The evolution of urban fabric and infrastructure mesh, but especially the needs and habits of citizens have created a new mobility model that denotes a great complexity (in time and space); more business hours that are flexible, more composite paths, new values of time characterize the habits of today and tomorrow men and women. We will move with means and ways never seen before, but perhaps not so far in terms of technological maturity. How will we react to this change?*

*A new approach also from the behavioural perspective will be necessary. We will be more attentive to sustainability and efficiency energy, we will travel safely along a chain of integrated mobility, being connected to global networks (information, mobility), sharing space, vehicles, information, knowledge, and travel experiences. In particular, sharing is the key to use resources more efficiently, develop intelligent solutions through collaborative approaches, draw together citizens, innovators, service pro-*

viders, policy makers for a sustainable mobility in the near future. However, it is difficult to identify and exploit the advantages resulting from the mix age of sustainability and innovation. The technological component will be crucial to make our travel fluid, access a large database to optimize routes, get information, link networks and territories. Will it be real, what we are looking for? The experience of the journey is not a secondary aspect: giving added value and meaning to our time will remain a crucial factor.”

## 2.2 JAM 99

During the JAM 99, following companies introduces themselves to each other (see Table 3).

**Table 3 Attended companies to JAM 99**

N°	Companies	N°	Companies
1	ABB	10	MOTORINI ZANINI
2	Bicilogistica	11	Muovosviluppo
3	BOSCH	12	NANORIDE
4	DueMilaMiglia	13	Oil & Sun
5	Electric Motor News	14	Ruotal Libera
6	Evbility	15	SIEMENS
7	FCS Group	16	SOLARNET
8	ICOOR	17	Techno-Lario
9	KEKLOS		

## 2.3 JAM Session

The moderators of the JAM Session started their introduction of the JAM Session with following statement from Bill Ford jr. (2013): *“If we don’t start imagining this future, and then start trying to help shape this future, we’re going to be left behind, because this future is going to happen with or without us”*. Furthermore, the moderators used the following paragraph as opening words.

*“Citizens travelling and itineraries interlacing to create increasingly complex mobility networks, in which capillary systems of local accessibility are welded to the weave of the global network. Mobility as an element of experience and freedom for individuals, attractiveness to the territory, competitiveness. The need and opportunity to review the traditional paradigms, starting from space and time, in order to more efficiently and sustainably exploit scarce resources; a revolution in attitudes and behaviours based on the sharing of information, goods and services to build mobility models which become more responsive to our needs.*

*Which vehicles, technologies, services and rules will take us to new heights of intelligent mobility? How to redesign the city and the mobility and transport systems starting from citizens/pedestrians and not from vehicles/car-drivers?"*

### 2.3.1 JAM Session 1

The topic of the JAM Session 1 was about vehicles of the future. The emergence of a new automobile DNA (...) promises a renaissance in vehicles design. It will open up for exploration spaces of design possibilities that have never before seriously considered. (Mitchell W. J. et. al, Reinventing the automobile, MIT Press 2010). How will the vehicles of the future be? It's not only about engines and power supplies, but also about other issues such as design and materials, new functionalities, technology for safety, communication, autonomous driving. The new challenges of mobility will go through a rethinking of the vehicle, and its relationship with the surrounding environment. The evolution process raises important questions about the future of production systems, the role of the big players as well as local innovative technological chains, in a new management of the supply chain and the "custodian managing".

### 2.3.2 JAM Session 2

The topic of the JAM Session 2 was about smart mobility and networks: sustainable, seamless, shared. Technological innovation and the availability of the "big data" concerning mobility, open up new perspectives for the development of networks and services, which will be able to meet new and more complex mobility needs of citizens. However, technology and infrastructure alone are not sufficient conditions in order to create smart mobility. How to stimulate the growth of supply patterns, which are capable of optimizing technological options, integrate services between the long and the short range, trigger a change in choices and behaviours of citizens? Which roles for policymakers, operators, citizens? Which tools to plan a new city, a new mobility's offer, new transport services, starting from the persons, and not from the vehicles? New ways of thinking and managing mobility, rules, knowledge and shared benefits for citizens according to efficiency and sustainability-based approaches.

Which energy sources will feed the vehicles of the future, and what networks will be able to support new mobility patterns? The contribution of innovation (technological, but also economic and behavioural) is crucial to identify more efficient development paths and solutions able to improve the quality of the environment. Building on EU and national policy objectives as well as on strategies and rules at the local level, the session will provide the opportunity to discuss the evolution of the relationship between sustainable mobility and renewable energies, vehicles, sources, smart grids and charging networks. Infrastructure and services, regulations, new business models. The regulatory development as an opportunity/support to the development of the electric mobility and not as a limit/barrier.

## 2.4 Networking

Twelve tables have been available for the JAM BITE 1:1 networking session. Certainly, table 10, 11, and 12 have been reserved for spontaneous JAM 1:1 sessions. Table 4 provides an overview of each networking session. The grey fields in Table 4 feature some free space respectively that the participant (column “Company”) is also available for a spontaneous JAM 1:1 session.

**Table 4 Overview networking session**

Company	Table	11.45-12.00	Table	12.00-12.15	Table	12.15-12.30	Table	12.30-12.45
ABB S.p.A.	1	Energymobility	1	Muovosvilup.			1	Solarenet S.r.l
BICIOLOGISTICA	9	Muovosvilup.			7	KEKLOS	7	Motorini Zanini
Bosch S.p.A.	4	RuotaLibera	4	Energymobility	4	Oil&Sun	4	Tecno-Lario
Electric-motornews	3	Iveco S.p.A.	8	Motorini Zanini				
Energy Car	6	Evbility S.r.l.	6	Solarenet S.r.l	6	2000 Miglia	6	FCS MOBILITY
Energymobilityinnovation	1	ABB S.p.A.	4	Bosch S.p.A.	5	Siemens S.p.A.	9	2000 Miglia
Evbility S.r.l.	6	Energy Car	3	Iveco S.p.A.	8	ICOOR	8	Muovosvilup.
FCS MOBILITY							6	Energy Car
KEKLOS di Join Trade S.r.l.	7	Volterrani G.	7	RuotaLibera	7	BICIOLOGISTICA		
ICOOR					8	Evbility S.r.l.		
Iveco S.p.A.	3	Electricmotor	3	Evbility S.r.l.	3	RuotaLibera	3	Oil&Sun
Motorini Zanini S.r.l.	8	2000 Miglia	8	Electricmotor	9	Volterrani G.	7	BICIOLOGISTICA
Muovosviluppo scrI	9	BICIOLOGISTICA	1	ABB S.p.A.	2	Tecno-Lario	8	Evbility S.r.l.
Oil&Sun	2	Tecno-Lario	5	Siemens S.p.A.	4	Bosch S.p.A.	3	Iveco S.p.A.
Progetto 2000miglia	8	Motorini Zanini	9	Volterrani G.	6	Energy Car	9	Energymobility



RuotaLibera di Agrip80	4	Bosch S.p.A.	7	KEKLOS	3	Iveco S.p.A.		
Siemens S.p.A.	5	Solarenet S.r.l	5	Oil&Sun	5	Energymobility	5	Volterrani G.
Solarnet S.r.l Energia Alternativa	5	Siemens S.p.A.	6	Energy Car			1	ABB S.p.A.
Tecno-Lario S.p.A.	2	Oil&Sun			2	Muovosvilup.	4	Bosch S.p.A.
Volterrani Giovanni	7	KEKLOS	9	2000 Miglia	9	Motorini Zanini	5	Siemens S.p.A.

## 2.5 Market place

In Figure 1 you can see the market place at the JAM BITE event. The pictures show roll-ups, brochures, flyers, posters, for example from the project AlpStore (left picture), which is also part of the Alpine Space Programme of the European Commission. As you can see, at the market place, the participants could find enough information about projects or companies at that day.



Figure 1 Market place close to the registration desk and the plenary room

## 2.6 Grand final

At the end of the day, after the Jam Session, the participants were involved into the “Wrap-up”. During this session, the two moderators of the JAM Session have analysed the outputs and results of the session. After that, the moderator has explained the next JAM BITE events to the participants.

### 3 Event evaluation

Within chapter 3, the 5<sup>th</sup> JAM BITE event about “Innovation in mobility: energy, vehicles and networks for tomorrow” has been evaluated. The following subchapters providing the results of the evaluation in form of prior set evaluation table. By reference to these tables, every part of the 5<sup>th</sup> JAM BITE event has been evaluated.

#### 3.1 Participant’s registration

**Table 5 Evaluation Participant’s registration**

	<b>JAM BITE concept draft</b>	<b>Event (followed/modified/applicable)</b>	<b>Deviations (if modified or not applicable)</b>
Description	At the beginning of each event participants should receive an instruction on how to complete their badge with the information on their company; participants receive the badge, the stickers and the agenda of the day	Followed	
Timing	Max. 30 to 45 minutes		
Tools	<ul style="list-style-type: none"> <li>Badges (booklets)</li> <li>Stickers</li> <li>Pens</li> </ul>	<ul style="list-style-type: none"> <li>Followed</li> <li>Followed</li> <li>Not applicable</li> </ul>	<ul style="list-style-type: none"> <li>/</li> <li>/</li> <li>Not necessary</li> </ul>
Human resources	2 to 3 persons	2 persons	
Materials	<ul style="list-style-type: none"> <li>Participants list</li> <li>Agenda</li> </ul>	<ul style="list-style-type: none"> <li>Not followed</li> <li>Followed</li> </ul>	<ul style="list-style-type: none"> <li>Not decided yet</li> <li>/</li> </ul>
Notes	Materials: we also gave to the participants an info sheet about AlpEnMAT, and stickers for the badge and the related instructions.		

## 3.2 Introduction

Table 6 Evaluation introduction

	JAM BITE concept draft	Event (followed/modified/applicable)	Deviations (if modified or not applicable)
Description	<ul style="list-style-type: none"> <li>Emotional Video describing AlpEnMAT and JAM BITE</li> <li>Short welcome and explanation of the agenda, the AlpEnMAT and the Jam Bite concept. (Presentation provided by UC) )</li> </ul>	<ul style="list-style-type: none"> <li>Not followed</li> <li>Followed</li> </ul>	
Timing	Max. 10 minutes	Followed	
Tools	<ul style="list-style-type: none"> <li>Video</li> <li>Presentation template (provided by UC)</li> </ul>	<ul style="list-style-type: none"> <li>Not followed</li> <li>Followed</li> </ul>	
Human resources	Presenter from the partner who hosts the event	followed	
Materials	<ul style="list-style-type: none"> <li>Beamer</li> <li>Microphone</li> </ul>	<ul style="list-style-type: none"> <li>Followed</li> <li>Followed</li> </ul>	
Notes			

### 3.3 Today's special

**Table 7 Evaluation today's special**

	<b>JAM BITE concept draft</b>	<b>Event (followed/modified/applicable)</b>	<b>Deviations (if modified or not applicable)</b>
Description	Brilliant keynote speaker, a sort of Guru rather than technical/academic experts, bringing a "vision", with good communication skills	Followed	
Timing	20 minutes	Followed	
Tools	If necessary, PowerPoint Presentation with few slides with very little text, motivational	Followed	
Human resources	Presenter from the partner who hosts the event	Followed – Gabriele Grea, CERTeT Università Bocconi	
Materials	<ul style="list-style-type: none"> <li>• Beamer</li> <li>• Microphone</li> </ul>	<ul style="list-style-type: none"> <li>• Followed</li> <li>• Followed</li> </ul>	
Other	Briefing	Followed – during the days before the event, with the Keynote Speaker and with the moderators of the sessions	
Notes			

## 3.4 Elevator Pitch

Table 8 Evaluation elevator pitch

	JAM BITE concept draft	Event (followed/modified/applicable)	Deviations (if modified or not applicable)
Description	Elevator pitches of few selected SMEs or key stakeholders (what we do, what we're looking for here, what we expect from JAM BITE)	Followed	
Timing	<ul style="list-style-type: none"> <li>5 minutes each</li> <li>Max. 10 pitches</li> </ul>	<ul style="list-style-type: none"> <li>Not followed</li> <li>Not followed</li> </ul>	<ul style="list-style-type: none"> <li>2 minutes</li> <li>17 pitches</li> </ul>
Tools	<ul style="list-style-type: none"> <li>PowerPoint template provided by UC</li> <li>Tutorial for contents and images</li> </ul>	<ul style="list-style-type: none"> <li>Followed</li> <li>Followed</li> </ul>	
Human resources	One participant for each pitch	Followed	
Materials	<ul style="list-style-type: none"> <li>Beamer</li> <li>Microphone</li> </ul>	<ul style="list-style-type: none"> <li>Followed</li> <li>Followed</li> </ul>	
Notes			

### 3.5 JAM 1:1

**Table 9 Evaluation JAM 1:1**

	<b>JAM BITE concept draft</b>	<b>Event (followed/modified/applicable)</b>	<b>Deviations (if modified or not applicable)</b>
Description	<ul style="list-style-type: none"> <li>Bilateral meetings organised by advanced subscription during the registration to the event</li> <li>Additional subscription during the event</li> </ul>	<ul style="list-style-type: none"> <li>Followed</li> <li>Followed – for spontaneous JAM 1:1</li> </ul>	
Timing	<ul style="list-style-type: none"> <li>Max. 90 minutes total</li> <li>15 minutes for each meeting</li> <li>5 minutes to change tables</li> </ul>	<ul style="list-style-type: none"> <li>Followed – but some participants followed also during the lunch</li> <li>Followed – inclusive the change of tables</li> <li>Modified</li> </ul>	
Tools	Bell to announce the end of each meeting round	Modified	ALOT staff has marked the time
Human resources	One person checking the time	Followed	
Materials	Small desks/tables	Followed – 12 desks/tables	
Notes			

## 3.6 JAM Session

Table 10 Evaluation JAM Session

	JAM BITE concept draft	Event (followed/modified/applicable)	Deviations (if modified or not applicable)
Description	<ul style="list-style-type: none"> <li>Round tables - According to the main theme and list of participants 3 to 4 sub-themes</li> <li>Max. 12 to 15 participants per group</li> </ul>	<ul style="list-style-type: none"> <li>Followed</li> <li>Followed</li> </ul>	
Timing	45 to 90 minutes	Followed – 90 minutes	
Tools	Live twitting, taking notes, pin board, flipchart, papers, pencils	Followed	
Human resources	<ul style="list-style-type: none"> <li>1 facilitator, communication skills rather than technical knowledge; fostering participation, motivating the group; facilitating rather than leading the discussion</li> <li>1 live twitting person, from the staff</li> </ul>	<ul style="list-style-type: none"> <li>Followed – staff ALOT</li> <li>Followed – staff UC</li> </ul>	
Materials	<ul style="list-style-type: none"> <li>Template for the story of the discussion</li> <li>Round tables or circles with chairs, a smartphone or tablet or pc</li> </ul>	<ul style="list-style-type: none"> <li>Followed</li> <li>Followed</li> </ul>	
Others	Briefing of the facilitator	Followed	Some days before the event to decide the strategy and during the event with the secretary just before the conclusions
Notes			

### 3.7 JAM Café

Table 11 Evaluation JAM Café

	JAM BITE concept draft	Event (followed/modified/applicable)	Deviations (if modified or not applicable)
Description	The JAM Cafe where people who are not involved in the activities can meet and talk	Followed	
Timing	All day	Followed	
Tools	Coffee, tea and other beverages, snacks	Followed	
Human resources	1-2 catering people	Modified	Self-service
Materials	Small desks/tables	Followed	
Notes	A corner café was also prepared in the JAM 1:1 room		



### 3.8 JAM Market place

Table 12 Evaluation JAM Market place

	JAM BITE concept draft	Event (followed/modified/applicable)	Deviations (if modified or not applicable)
Description	<ul style="list-style-type: none"> <li>A place where participants can provide and find information (on products and services of etc.)</li> <li>Exhibition and demonstration of products</li> <li>Posters session (template provided by UC)</li> </ul>	<ul style="list-style-type: none"> <li>Followed</li> <li>Followed – close to the event sessions</li> <li>Followed</li> </ul>	
Timing	All day	Followed	
Tools	<ul style="list-style-type: none"> <li>Information for the possibility of distribution of promotion materials</li> <li>Template for posters</li> </ul>	<ul style="list-style-type: none"> <li>Followed – before and at the beginning of the event during the registration</li> <li>Followed</li> </ul>	
Human resources	One person showing the platform and helping people who want to subscribe	Modified	Instructions to how register themselves on Jam Bite platform during the introduction of the event
Materials	<ul style="list-style-type: none"> <li>One pc to show the JAM BITE platform</li> <li>Tables for participants flyers</li> <li>Wall of posters</li> </ul>	<ul style="list-style-type: none"> <li>Modified</li> <li>Followed</li> <li>Followed</li> </ul>	<ul style="list-style-type: none"> <li>Instructions to how register themselves on Jam Bite platform during the introduction of the event</li> <li>/</li> <li>/</li> </ul>
Notes			

### 3.9 Grand final

Table 13 Evaluation grand final

	JAM BITE concept draft	Event (followed/modified/applicable)	Deviations (if modified or not applicable)
Description	<ul style="list-style-type: none"> <li>• Short wrap up of the day</li> <li>• Summary of the JAM Session: one person per discussion round</li> <li>• Outlook and feedback round [what's new, chances of collaboration, hints for follow ups and further Jam Bite events?]</li> <li>• WHAT'S NEXT (just one slide with next events)</li> </ul>	Followed	
Timing	Max. 30 min	Followed – 30 minutes	
Tools			
Human resources	Presenter from the partner who hosts the event	Followed	
Materials	<ul style="list-style-type: none"> <li>• Microphone</li> <li>• Beamer</li> </ul>	Followed	
Notes			

## 4 General impression and conclusions

Within chapter 4, different impressions and conclusions from the JAM BITE event in Brescia will be explained in more detail. In the following, there are some impressions about what worked well at the JAM BITE event, what not and what should be improved.

### What worked well?

- Plenary session and the organisation of JAM 99 second with a short PPT support. It was more effective, but in this case you have to schedule the speech and no spontaneous JAM99 are possible. Therefore, we propose to guarantee 15 minutes free after the scheduled ones, for last minute “pitches”.
- JAM 1:1, it works well, but it needs a lot of organization before the live event (we hope that with the Matchmaking Tool it will be easier). The SMEs said that four meeting are not enough, we can implement the Jam 1:1 session with more time and meetings.
- Presentations of the JAM Session (speeches of the moderators during the plenary) should be shorter.
- Compliance with the timing.
- Possibility to send out the SMEs contacts that have already confirmed the authorization to privacy. Many SMEs have requested contacts of other SMEs met during the event. It can works with the platform.
- Follow-ups are fundamental.
- Badges “Blocknote” worked well.
- Seated buffet lunch: participants have the occasion to meet each other and to discuss about business.
- Market place and a place reserved for exhibition materials (e.g. electric vehicles, charging stations, etc...) is a very attractive tool.
- JAM Café throughout the event.
- Event Location: have different JAM Sessions located on the same level. Every session have to be close to the consequent session.

### What needs to be improved?

- JAM Session: some participants said that it was a little dispersive, the chairman have to be very rigorous and tied to the theme.
- More participation and involvement of local authorities is necessary.
- JAM 1:1: meetings need to be more marked temporally because participants have a tendency to delay the process.

- Final wrap-up: more information (also logistic) and inputs about next JAM BITE events.

### What did not?

- We spent a lot of time to involve participants by phone and mails.
- The »save the date« have to be equal for all partners and send it out a lot of time during the organisation of the event.
- It is very hard to invite SMEs and stakeholders from abroad to join a transnational event; it is necessary more cooperation from the consortium.
- Possibility to receive a newsletter from the JAM BITE platform.
- Need more marketing materials for participants (e.g. flyers with next event calendar, how to use the platform, brochures, etc...).
- Not so easy to explain to SMES how to fill their profile on the JAM BITE platform because they do not notice right away that the registration is two phases: first log in and then the completion of company profile.

## 5 Evaluation of the questionnaire

At the JAM BITE event in Brescia, the participants have the opportunity to fill in a questionnaire about the event. Unfortunately, only five participants filled in the evaluation questionnaire. The results of the analysed questionnaires are shown in the following.

### In which event did you take part?

Table 14 JAM BITE events

JAM BITE event	Absolute	Percent
Bad Reichenhall, Germania: "Intelligent Technologies for Sustainable Energy"	0	0 %
Legnano, Italia: "Smart Cities and Smart Factories"	0	0 %
Vaduz, Liechtenstein: "Business of Today: GreenTech & Investment in the Alpine Space"	0	0 %
Bled, Slovenia: "Power Generation"	0	0 %
Brescia, Italia: "Innovation in mobility: energy, vehicles and networks for tomorrow"	5	100 %
Kempten, Germania: "Smart Energy and Mobility"	0	0 %
Vienna, Austria: "Sustainable Buildings"	0	0 %
Lugano, Svizzera: "Energy Grids"	0	0 %
Rovereto, Italia: "Smart Homes"	0	0 %
Strasbourg, Francia: "Sustainable Mobility"	0	0 %

### For what type of organisation did you join the JAM BITE?

**Table 15 Organisation forms**

Categories	Absolute	Percent
SME	4	80 %
Investor	0	0 %
Public authority	0	0 %
Others	1	20 %

### Knowledge exchange on the topics – Why did you join the JAM BITE

**Table 16 Knowledge exchange**

Categories	Absolute	Percent
Very important	1	20 %
Important	4	80 %
Less important	0	0 %
Not important	0	0 %

### Promotion of products and services – Why did you join the JAM BITE

**Table 17 Promotion of products and services**

Categories	Absolute	Percent
Very important	3	60 %
Important	1	20 %
Less important	1	20 %
Not important	0	0 %

### Networking activities with the following focus group – Why did you join the JAM BITE

**Table 18 Networking activities**

Categories	Absolute	Percent
<b>SME</b>		
Very important	3	60 %
Important	1	20 %
Less important	1	20 %
Not important	0	0 %
<b>Investor</b>		
Very important	1	20 %
Important	1	20 %
Less important	3	60 %
Not important	0	0 %

<b>Public authority</b>		
Very important	2	40 %
Important	3	60 %
Less important	0	0 %
Not important	0	0 %
<b>Others</b>		
Very important	0	0 %
Important	2	67 %
Less important	1	33 %
Not important	0	0 %

### Plenary session – Did the different sessions meet your expectations according to what the concept promises

Table 19 Plenary session

Categories	Absolute	Percent
Fully satisfying	3	60 %
Mostly satisfying	2	40 %
Little satisfying	0	0 %
Not satisfying	0	0 %

### Round tables – Did the different sessions meet your expectations according to what the concept promises

Table 20 Round tables

Categories	Absolute	Percent
Fully satisfying	0	0 %
Mostly satisfying	4	80 %
Little satisfying	1	20 %
Not satisfying	0	0 %

## Networking activities – Did the different sessions meet your expectations according to what the concept promises

Table 21 Networking activities

Categories	Absolute	Percent
Fully satisfying	2	40 %
Mostly satisfying	3	60 %
Little satisfying	0	0 %
Not satisfying	0	0 %

## Collaboration in joint projects – How likely cooperation will follow with a business partner you met at the event

Table 22 Collaboration in joint projects

Categories	Absolute	Percent
Most likely	1	20 %
Possibly	3	60 %
Less likely	1	20 %
No further cooperation	0	0 %

## Closing supply contracts – How likely cooperation will follow with a business partner you met at the event

Table 23 Closing supply contracts

Categories	Absolute	Percent
Most likely	1	20 %
Possibly	2	40 %
Less likely	2	40 %
No further cooperation	0	0 %

## Closing deals with investors – How likely cooperation will follow with a business partner you met at the event

Table 24 Closing deals with investors

Categories	Absolute	Percent
Most likely	1	20 %
Possibly	0	0 %
Less likely	4	80 %
No further cooperation	0	0 %

## Developing business ideas contracts – How likely cooperation will follow with a business partner you met at the event

Table 25 Developing business ideas contracts

Categories	Absolute	Percent
Most likely	1	20 %
Possibly	2	40 %
Less likely	2	40 %
No further cooperation	0	0 %

## How would you describe the concept?

Table 26 Describing the concept

Categories	Absolute	Percent
Innovative	3	30 %
Informative	0	0 %
Connecting	2	20 %
Pleasant	2	20 %
Efficient	1	10 %
Effective	2	20 %
Other	0	0 %

## Would you like to join another JAM BITE event?

Table 27 Joining another JAM BITE event

Categories	Absolute	Percent
Yes	3	60 %
Most likely	2	40 %
No	0	0 %

## Will you join the JAM BITE networking platform – [www.jam-bite.eu](http://www.jam-bite.eu)

Table 28 JAM BITE networking platform

Categories	Absolute	Percent
Yes	3	75 %
Most likely	1	25 %
No	0	0 %



### Do you have any comments or suggestions for improvement of the concept?

- An organisation of a meeting with the region of Lombardy would be very effective in order to have a feedback from the public authorities about the event topics.
- About JAM Session, it is important that the chairman strongly sensitize the participants above all, because the timing is very strictly and there is a risk for digressing.

## 6 Participants list

Table 29 List of participants

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