



TRANSDAIRY OUTPUT 5.4

FINAL EVALUATION REPORT



Collected KPIs: Evaluation of the results.

Evaluation through the questionnaires and surveys of output 5.1; 5.2; 5.3

The questionnaires and surveys were intended to collect information about the participants to the LLs activities, as well as to collect the participants and user's feedback.

So far they are not directly suitable as KPI related to the project's statutory outputs.

Nevertheless, the evaluation of the questionnaires provides insight in the project capacity to meet the needs of the target users of the Living Labs.

The assessment presented below highlights the outcomes of the activities undertaken by each Living Lab partner, organized in the following breakdown:

Output 5.1

- Pre-Seminar general questions
- Pre-Seminar topical knowledge
- Post-Training survey

Output 5.2

- User's demographic;
- Questions;
- Rating of the services of the Living Lab

Output 5.3

- General purpose questionnaire
- Data collected by the Living labs
- Biotech Living Lab

DATA COLLECTED BY LIVING LABS

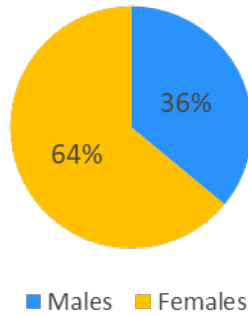
OUTPUT 5.1 - RESULTS

The questionnaire 5.1 have been administrated to assess the participants' knowledge before and after completing the technology transfer training.

●PRE-SEMINAR GENERAL QUESTIONS

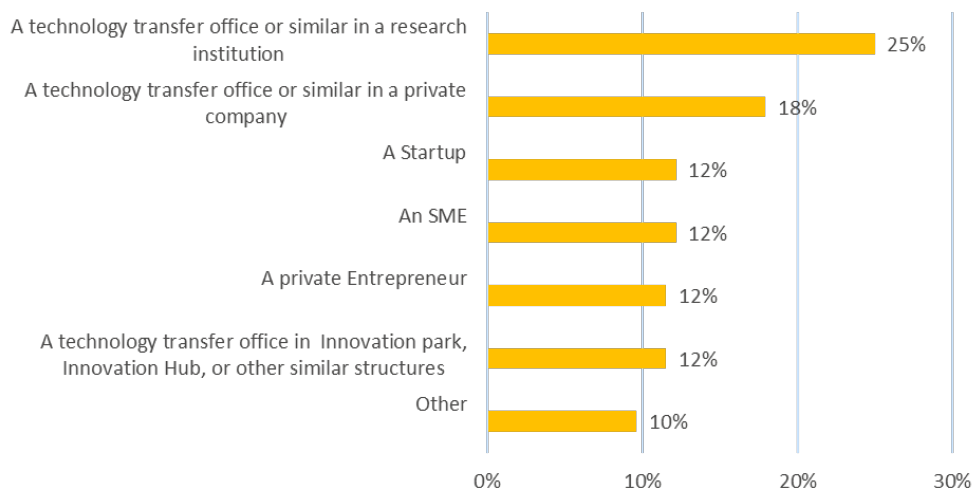
Participants (36% males and 64% females) completed the survey among the Living Labs users that participated at TRANSDAIRY activities. The 42% of Respondents were below 35years.



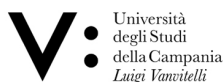


Regarding the Respondents occupation, they were divided into different categories: 25% of the Respondents belong to a technology transfer office or similar in a research institution, 18% belong to a technology transfer office in Innovation Park, Innovation Hub, or other similar structures, while 12% worked for a technology transfer office or similar in a private company, SME, Startup and private Entrepreneur.

Which of the below best describe you:

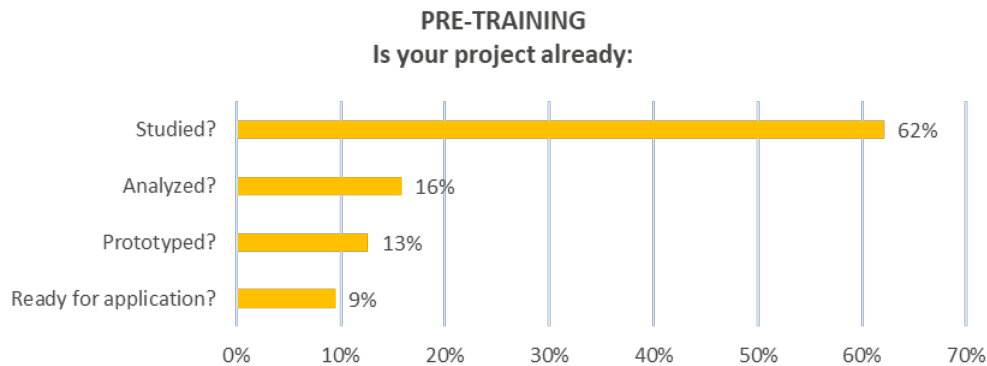


Regarding the Participants' expectations from the training, 60% expected to learn about new business skills, 26% expected to learn about innovation, while 7% expected to develop their business or project and to connect with a like-minded community.





Among the 95 who answered the pre-training survey regarding the Participants' project state, 62% had a project already studied, 16% had a project already analyzed, 13% had a prototyped project and 9% had a project ready for application.



● PRE-SEMINAR TOPICAL KNOWLEDGE

Innovation plays a pivotal role in transforming and improving the dairy value chain. It contributes to increased productivity, product quality, sustainability, and competitiveness throughout the various stages of the value chain.

Innovation theme was tackled in the survey related to the LLs activities, whereby a set of five questions are to be rated on a scale from 1 to 5, 1= very bad and 5=excellent.

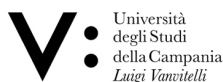
The Respondents feedback on the understanding of what the Training is about were rated on a scale from 1 to 5, very bad to excellent.

The knowledge of the participants related to innovation, Business models, Project financing, Pitching and to Innovation and intellectual property was good.

● POST-TRAINING SURVEY

After the training, the Respondents general satisfaction with the activity was very good.

For the overall **training evaluation on Contents and methodology and Trainers**, Respondents feedback was rated on a scale from 1 to 5, one being the equivalent of "It has not met my expectations" and five being "Excellent".



Respondents generally felt that the contents of the event were reasonably well adapted to their need, hence the rating of 3.4 indicates that there is more room to customize the events' contents to individual needs and preferences. The Respondents also perceived that the technical language (3.5/5) was understandable, presented in a clear and concise manner. The depth of contents (3.5/5) was found sufficient to maintain interest and comprehension among the respondents, and the examples (3.6/5) were found effective in clarifying the contents. In addition, the Respondents found that the used methodology (3.6/5) was effective and enhanced their learning experience and understanding the content.

The Respondents generally recognized the trainer's expertise and knowledge in the subject matter; hence an average rating of 4.1/5 may suggest that there was a potential that the trainer may enhance the command of the contents. As well, the Respondents found that the trainer's explanation (4.2/5) was exceptionally clear and perceived the trainer as motivating and inspiring with an average rating of 4.1/5. A high rating of 4.1/5, suggests that, on average, Respondents found the trainer to be highly responsive and effective in answering the questions.

The best of the activity

Describe in a few words which aspects have been most interesting and/or satisfactory to you.

Aspects that have been most interesting and/or Satisfactory to Respondents

- ✓ The Respondents expressed a highly level of satisfaction in participating in all TRANSDAIRY Living
- ✓ The trials done with IRI to have the culture for cheese and laban is the most important
- ✓ All activities
- ✓ The workshops were very interesting, topics very well explained
- ✓ All in all, it was a well-prepared and organized day in terms of content, speakers, welcome, hospitality, the interaction between speakers and participants, cheese tasting at the end of the day, presentation of each company
- ✓ Lessons on biosensors and pitching
- ✓ Lessons on business plan models
- ✓ Lessons on innovations
- ✓ Concepts on Technology transfer
- ✓ All issues

What would you improve? Describe in a few words the aspects that you consider could be improved.

- ✓ More Living Lab activities, such as trainings, formative sessions, workshops, ecc, were requested, to include more detailed information and examples allowing the increase of knowledge of the Participants, especially in topics related to business models, financing and pitching.
- ✓ A better selection of trainees was asked for, in the context of organizing sessions for experts giving opportunities for experiences Participants to share knowledge and practices among themselves.
- ✓ The session related to business model, financing and pitching should be more detailed, to give more examples and trainer to apply all information given by applying exercises
- ✓ More detailed info to have a deep knowledge
- ✓ Better selection of trainees, and further follow-up until change has been achieved



- ✓ Speech of the speakers to be in Arabic especially that there are participants who do not know much English
- ✓ To do more workshops
- ✓ PowerPoint template to be sent before a week of the presentation date to be comfortable preparing it
- ✓ Assess the knowledge of the participants
- ✓ More interactive lessons
- ✓ Having more companies involved in this sector
- ✓ More time for lessons

Identification of other needs

Describe in a few words which aspects have been most interesting and/or satisfactory to you.

Indicate other topics of interest to you, in the field of innovation, for which you would be interested in receiving training.

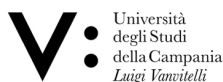
- ✓ The respondents identified several needs to be taken into consideration, stressing, among others, on new technologies, marketing and sales strategies, branding and packaging, food safety and packaging, innovation and R&D, and food safety and transparency.
- ✓ New technologies related to the production of cheese
- ✓ New Projects done by any start-up
- ✓ The training sessions are more valuable onsite than online
- ✓ Marketing and sales strategy deep info
- ✓ Branding and packaging
- ✓ Everything related to innovation, R&D on industry level is interesting such as Strategies, organization, development method, skills, etc.
- ✓ Dairy safe packaging and preservation - Food safety and transparency - Digital food management - Personalized nutrition - Food waste reduction -eCommerce - 3D Food printers
- ✓ Technology transfer
- ✓ More active lessons

Observations and suggestions

Describe in a few words which aspects have been most interesting and/or satisfactory to you.

Briefly express other observations and/or suggestions for future actions.

- ✓ Respondents suggested to have two training sessions per year introducing new topics in the dairy sector. As well, an observation was made on sending the presentations and links stated during sessions to the participants.
- ✓ To have a training session 2 times per year and to present new topics related to TRANSDAIRY
- ✓ Afternoon Trainings
- ✓ Advertisement via social media would be more active and effective
- ✓ See more participants in this type of training



- ✓ Do not take time to do survey, as details maybe forgotten overtime
- ✓ Send presentations and links given during the day to participants
- ✓ Incorporation of real-world examples and case studies
- ✓ More practical lessons
- ✓ More videos
- ✓ More network among Researchers and Companies
- ✓ More time for discussion section after the lessons

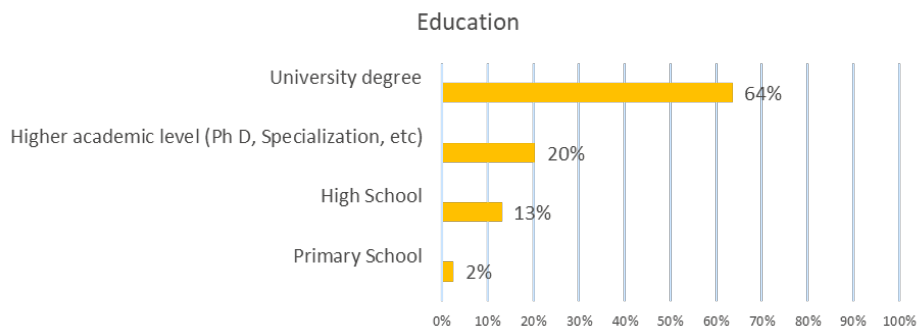
Degree of general satisfaction with the living labs activities

The evaluation of the Living Labs activities from 1 to 5 (with one being the equivalent of "It has not met my expectations" and five being "Excellent") was 4.3 on average.

OUTPUT 5.2 - RESULTS

●USER'S DEMOGRAPHIC

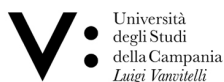
Among Respondents, the largest group represented had university degree, making up 64%, whereas 20% was a higher academic level (PhD, Specialization, etc).

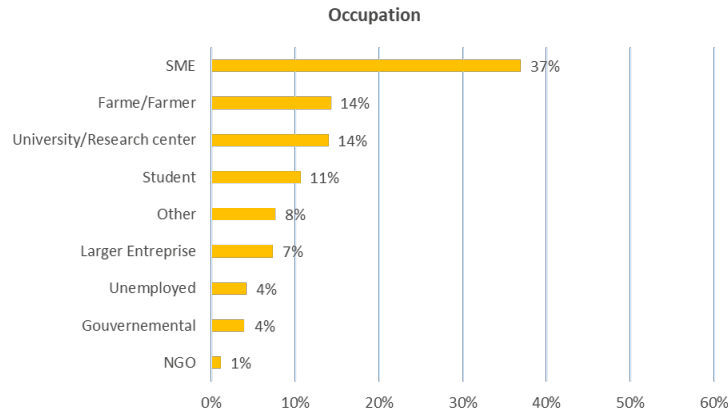


●QUESTIONS

Occupation

Regarding the occupation, 37% were involved in the dairy production (Small Medium Enterprise, SME), 14% of the Respondents were Farmers or worked at University/Research centre, 11% were students, 8% other, 7% worked in larger enterprises, 4% were unemployed or worked in government sector, and 1% worked in non-governmental organization (NGO).

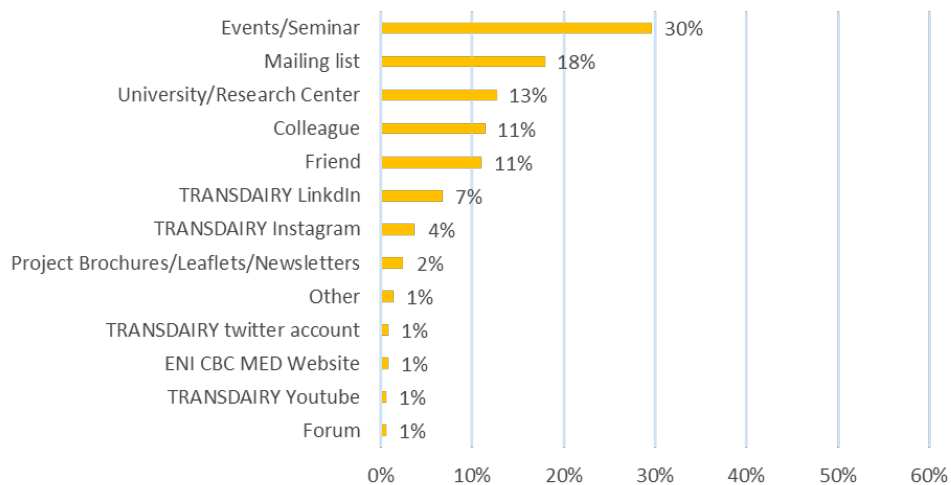




Knowing about TRANSDAIRY project Living Labs

The most of Respondents heard about TRANSDAIRY project Living Labs through events and seminars (30%), mailing lists (18%), Universities or Research centers (13%) and colleagues and friends (11%).

How did you hear about TRANSDAIRY project Living Labs?

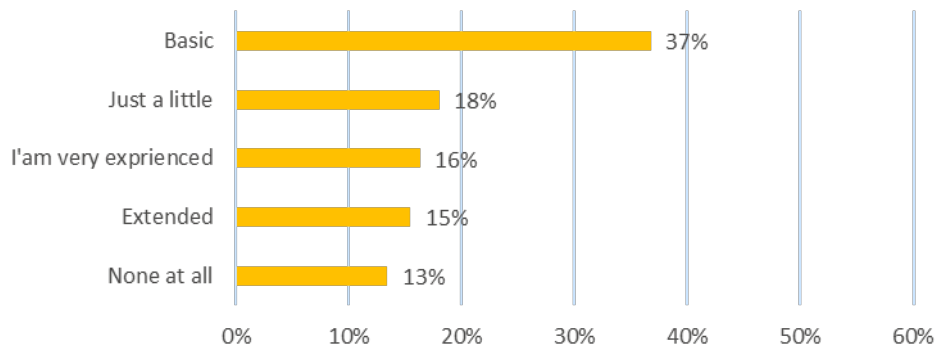


Level of experience in technology transfer

Technology transfer in the DVC is the process of disseminating and applying knowledge, expertise, and innovation technologies across different stages of the dairy process, from farming and milk production to processing and distribution.

In figure 5 we report the Respondents' perspective and understanding of the technology transfer within the DVC, considering the attended activities. The surveys revealed that 37% of Respondents replied to have a basic knowledge in the technology transfer, 18% of Respondents had a "just a little" knowledge, 16% of them had a very knowledgeable understanding in technology transfer, 15% of Respondents had an extended knowledge, and 13% had no experience in technology transfer.

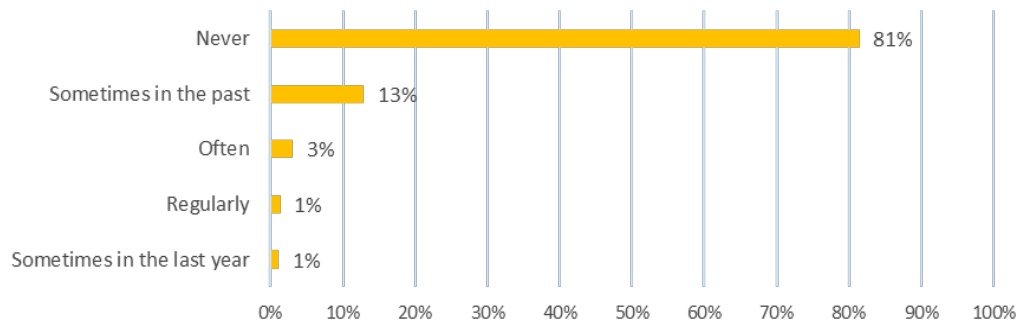
What level of experience do you have in Technology transfer?



Experience with Living Lab services before the TRANSDAIRY project

The most of Respondents (81%) had never used services by Living Labs before the TRANSDAIRY project, 13% used them sometimes, 3% used them often, and 1% reported using such services regularly or sometimes in the last year.

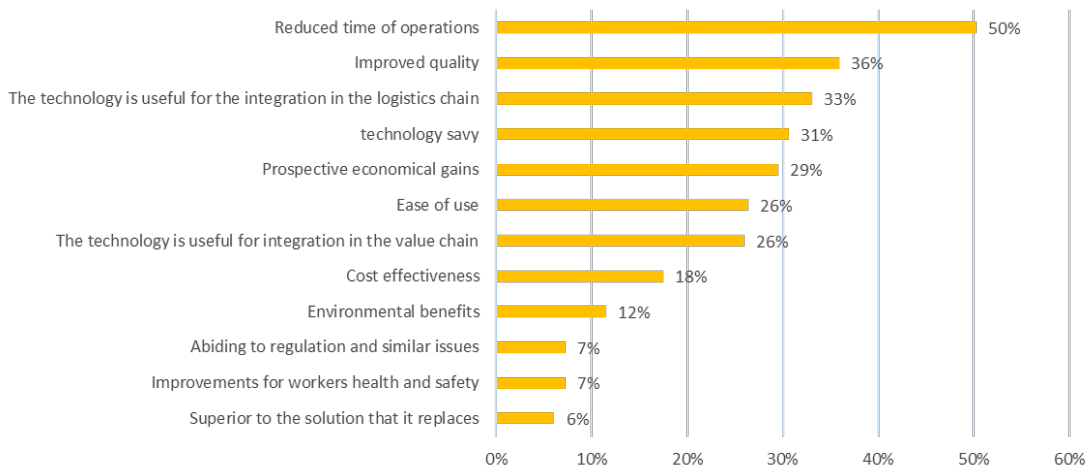
Did you ever use services by Living Labs before the TRANSDAIRY project?



Factor influencing your use of new technologies.

Reduced time of operations (50%), improved quality (36%), technology for the integration in the logistics chain (33%) and technology savvy (31%) were the factors mostly indicated by the Respondents as influencing their use of new technologies of Living Labs on DVC, while regulatory compliance, improvements of health and safety workers were relatively for lesser concern for the Respondents.

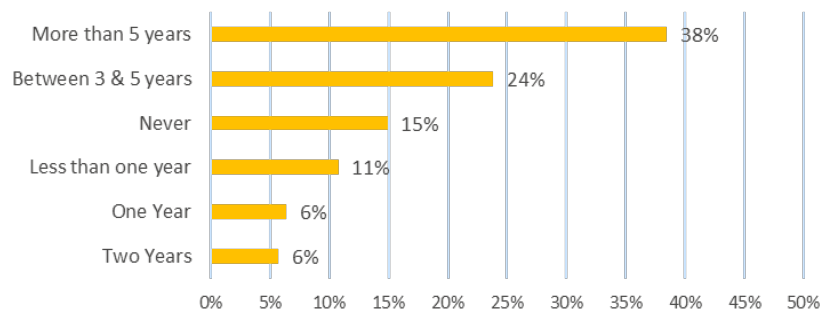
Which factor influences your use of new technologies?



Level of experience in Dairy Value Chain sector

The survey results showed a degree of involvement in the DVC that was more than 5 years and between 3-5years for 36% and 24% of Respondents, respectively, 20% of the Respondents had never been involved in the DVC, whereas 8% were involved 2 or 1 year, and 5% less than 1 year (Figure 4).

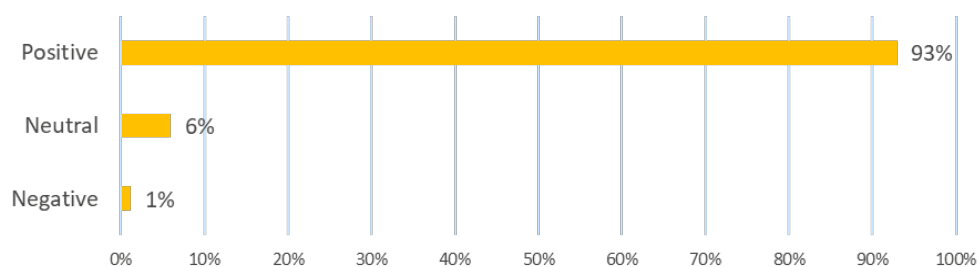
How long have you been involved in the Dairy Value Chain?



Respondents Feedback and level of Satisfaction

The Respondents expressed a highly level of satisfaction in participating in all Living Labs activities. The overall experience and satisfaction for TRANSDAIRY project was positive for 93% of the Respondents, with 6% providing neutral stance.

Describe your overall TRANSDAIRY project experience and satisfaction:



● RATING OF THE SERVICES OF THE LIVING LAB

Overall expectations with TRANSDAIRY Living Labs

Among all the services of the TRANSDAIRY Living Labs, when Respondents rated on a scale from 1 to 5, very bad to excellent, the average score ranged from 3.3 to 4.6. The higher satisfaction was granted for the workshops (scored 4.6). A good score of satisfaction was rated also for: specialized intermediaries training classes (scored 4.5), entrepreneurship training classes and focus groups (both scored 4.4), and Brokerage events (scored 4.2), open days (scored 4.1).

Please rate the following services of the TRANSDAIRY Living Lab with which you interacted	Average rating/5
Focus groups	4,4
Open days	4,1
Training classes for specialized intermediaries	4,5
Training classes for entrepreneurship	4,4
Vouchers for Spin-offs	3,7
Open collaborative platform	3,6
Technical support for co-development	3,3
Crossborder databases on KETs (Key Enabling Technologies) offer and demand	3,7
Front desk services	3,7
Brokerage events	4,2



OUTPUT 5.3 - RESULTS**●GENERAL PURPOSE QUESTIONNAIRE****Overall expectations with TRANSDAIRY Living Labs**

Relative to their initial expectations, respondents rated from 1 to 10 (very bad to excellent) the following topics of the Living Labs activities as reported in the table below.

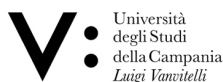
Relative to your initial expectations, how did the event perform on the following topics?	Average rating/10
Supporting a good business environment	7,5
Learning how to be promote your business	6,9
Finding Technology partners	6,7
Finding investors	6,5
Connecting with potential customers	6,7
How conclusive was the event in allowing business matchmaking?	6,9
Did the event provide you satisfactory access to potential new customers /distributors?	7,0
How confident are you in the further development of your project after attending the event?	7,7

The overall satisfaction of the Living Lab Event was good. The event allow participants to make any promising business deals as follows: 54% yes, 46% no. The participants are quite confident in the further development of your project after attending the event.

Rating Living Lab Facility

Respondents were asked to fill out a rating from 1 to 10 on facility physical environment from 1 to 10 (very bad to excellent). The results as reported:

	Average rating/10
How conducive was the physical environment?	7,7



Would you attend or recommend other project holders to attend similar events?	7,5
Please rate the organization of the event.	8,2

● **DATA COLLECTED BY THE LIVING LABS**

Respondents were asked to fill out a rating from 1 to 5 (low, bad to high, very good) and provide their opinions on different statements and project considerations.

The average answer was generally positive, ranging between 3.9 to 4.3, in response to statements such as the people-to-people approach, the participation of women and men separately, and their related active engagement in active discussions and provision of inputs. The rating was 3.7 for the other genders' participation and active discussions. Answers ranging between 3.9 and 4.3 were provided when asked about the participation of farmers and youngers under 30 years old, and for the participation and engagement of the unemployed. In addition, it is essential to note that participants showed positive responses when asked about their satisfaction with remote (4.0) or physical presence activities (4.1) of the living lab, which confirms that both modalities were effective to the participants.

DATA COLLECTED BY THE OVERALL LIVING LABS ACTIVITIES	Average rating/5
How do you rate the effectiveness of the people to people approach?	4,0
How do you rate the participation of women?	4,2
Were women actively participating asking questions, discussing, providing input?	4,2
How do you rate the participation of men?	3,8
Were men actively participating asking questions, discussing, providing input?	4,1
How do you rate the participation of other genders?	3,7
Were other genders actively participating asking questions, discussing, providing input?	3,7
How do you rate the participation of farmers?	3,9
Were farmers actively participating, asking questions, discussing, providing input?	3,9
How do you rate the participation of youngers (under 30 years of age)?	4,3
Were youngers (under 30 years of age) actively participating, asking questions, discussing, providing input?	4,1
How do you rate the participation of unemployed?	3,9



Were unemployed actively participating, asking questions, discussing, providing input?	3,7
Rate face to face, in physical presence activities of the LLs	4,1
Rate remote and telecon activities of the LLs	4,0

Technological areas of interest

When asked about Respondents interest in different fields, the majority of respondents expressed their agreement. 55% of Respondents showed an interest in ICT, 35% in nanotechnologies, and 10% in biotechnologies.

Overall satisfaction with TRANSDAIRY Living Labs

The overall Respondents feedback and satisfaction levels were rated on a scale from 1 to 5 (very bad to excellent). The average rate results are reported in the Table 7.

Thinking about your experience with TRANSDAIRY Living Lab: to what extent do you disagree or agree with the following statements?	Average rating/5
The TRANSDAIRY Living Lab was a good source of information	4,3
I am satisfied with regards to the Living Lab activities	4,4
I like learning more about new technologies	4,3
The Living Lab services have met my expectations	4,3

Finally, when asked about their preferences for future planning, most participants (53%) preferred attending virtual professional events. 58% of Respondents voted for a half-day duration, 35% of them preferred a duration of 2 hours only, while only 7% suggested a one-day duration.

All the Respondents (100%) preferred professional events on the weekend days rather than weekdays, and during morning (76%) rather than afternoon time (24%). Furthermore, during the weekdays, the most of them preferred to participate at professional events on Friday (49%) and Tuesday (35%).

CONCLUSIONS

Satisfactory aspects

The Respondents expressed a highly level of satisfaction in participating in all TRANSDAIRY Living Lab activities.

Improvements



More Living Lab activities, such as trainings, formative sessions, workshops, ecc, were requested, to include more detailed information and examples allowing the increase of knowledge of the Participants, especially in topics related to business models, financing, and pitching.

A better selection of trainees was asked for, in the context of organizing sessions for experts giving opportunities for experiences Participants to share knowledge and practices among themselves.

Other needs

The respondents identified several needs to be taken into consideration, stressing, among others, on new technologies, marketing and sales strategies, branding and packaging, food safety and packaging, innovation and R&D, and food safety and transparency.

Observation and Suggestions

Respondents suggested to have two training sessions per year introducing new topics in the dairy sector. As well, an observation was made on sending the presentations and links stated during sessions to the participants.

Continuous Monitoring and Adaptation

Implement a robust monitoring and evaluation system to assess LL activities, user satisfaction, and project impacts. Continuously adapt LL activities based on feedback and changing market demands.

Funding and Financial Viability

Explore various funding sources such as public funding, crowdfunding, venture capital, and partnerships with large companies or industrial consortiums. Regularly review and adapt the LL's financial model to ensure sustainability and growth.

Interdisciplinary Collaboration and Innovation

Encourage interdisciplinary collaboration among participants and stakeholders to foster innovative ideas and solutions. Emphasize the importance of active user involvement, real-life testing, and co-creation in LL activities.

