

The new role of facilitators

Introduction (I)

- ❑ The first TPWind General Assembly after the selection of new WG members was held on 3 March 2011
- ❑ The event saw the participation of approximately 150 EU wind energy experts and proved to be successful: new Working Groups were established and TPWind members began working on the EWI 2013 – 2015 Implementation Plan as foreseen
- ❑ However, the increased dimensions of Working Groups created unforeseen challenges in the management of meetings
- ❑ Working Groups' Chairs and Secretaries had to invest considerable resources in ensuring the proper participation and involvement of all TPWind members (now 30 per WG) and were therefore forced to focus also on the facilitation of meetings rather than on contributing to internal discussions and brainstorming exercises

Introduction (II)

- ❑ In order to address this issue, not foreseen when TOP Wind was drafted in the beginning of 2010 and therefore not addressed by the project, the TPWind ExCo gave the Secretariat the mandate to hire professional facilitators (one per Working Group) to smooth the management of WG meetings
- ❑ Facilitators are professionals with dedicated people-management skills that can help a group of people to understand and achieve their goals: facilitators enable groups to work more effectively and develop synergies without taking a particular position in the discussion
- ❑ Hiring facilitators would free WGs Chairs and Secretaries from people-management duties and would allow them to fully participate in meetings' discussions, in order to provide TPWind with their unique experience and insight

Introduction (III)

- ❑ The TPWind Secretariat plans to involve facilitators in the preparation of WGs meetings, in order for them to understand their goals and context. Facilitators will then join WGs meetings to ensure the achievement of meetings' objectives
- ❑ For this reason, facilitators are not going to replace the Secretariat or WG Chairs and Secretaries in planning Platform meetings or in managing strategic TPWind activities: they will just act as a supporting tool for Chairs and Secretaries to increase the overall effectiveness of WGs meetings
- ❑ Since the recruitment of facilitators was not foreseen in the TOP Wind project, the TPWind Secretariat will identify sponsors to cover the extra costs
- ❑ The EC officially approved this strategy on 13 September (an ad-hoc proposal was submitted by the Secretariat on 1 August)

Selection of facilitators

- ❑ The identification of potential suppliers began in June 2011. The TPWind Secretariat got in touch with three people-management firms:
 - MCI-Group, based in Brussels, Belgium
 - BusinessLab, based in Bristol, UK
 - Clarity Space, based in London, UK
- ❑ MCI was eventually selected at the ExCo meeting held on 26 August as the ideal TPWind supplier, given the high quality of its proposal, its competitive budget and its location in Brussels
- ❑ Preliminary meetings were therefore held with MCI to prepare the TPWind event on 4/10 and sign the contract (EWEA is representing the Platform in this context since TPWind is not a legal entity)
- ❑ MCI facilitators will meet WG Chairs after this SC meeting, at 6.15 pm (before the SC dinner)

Role of facilitators

- ❑ The following is a tentative, non-exhaustive list of facilitators' tasks, which will be defined also together with WG Chairs:
 - Supporting Chairs and Secretaries in preparing Working Groups' meetings, on the basis of their objectives
 - Setting up processes ensuring an effective management of meetings
 - Implementing and managing the identified processes during meetings
 - Keeping Working Groups members engaged, active and aligned towards their objectives
 - Freeing Chairs and Secretaries from people-management duties
 - Helping Chairs and Secretaries to follow-up on meetings by recapping the main conclusions and providing debriefing reports

Identification of sponsors (I)

- ❑ Every organization involved in TPWind will be entitled to become a sponsor
- ❑ In order to raise the necessary resources, the Secretariat will continue to advertise the possibility to sponsor the Platform within TPWind and will sell sponsorship contracts according to the following options:
 - Platinum contract (€ 20,000). Benefits for the sponsor:
 - Publication of sponsor's logo and hyperlink on the TPWind website and newsletters
 - Possibility of displaying promotional material (publications and banners / flags) at TPWind General Assemblies and Energy Events
 - Possibility of delivering a 10 minutes speech at TPWind networking cocktails (held at the end of General Assemblies and Energy Events)
 - Gold contract (€ 15,000). Benefits for the sponsor:
 - Publication of sponsor's logo and hyperlink on the TPWind website and newsletters
 - Possibility of displaying promotional material (publications only) at TPWind General Assemblies and Energy Events
 - Silver contract (€ 10,000). Benefits for the sponsor:
 - Publication of sponsor's logo and hyperlink on the TPWind website and newsletters

Identification of sponsors (II)

- ☐ Sponsorship contracts will be signed with EWEA, since TPWind is not a legal entity
- ☐ Sponsorship contracts will be effective from the day of the signature until the end of the TOP Wind project, i.e. 31 January 2014
- ☐ The Secretariat will try to identify sponsors as soon as possible, in order to ensure them with extra visibility through TPWind for as long as possible
- ☐ Sponsors will be used solely and uniquely to cover the costs of facilitators, not to generate profits. The selection of sponsors will be therefore stopped once the budget to cover facilitators' costs will be reached
- ☐ The EC will monitor the identification and management of sponsors to make sure that the TOP Wind project will not be used to generate profits

Conclusions and next steps

- ❑ The meeting on 4 October will represent a test: if WGs and their Chairs will approve the facilitators provided by MCI and their role in the Platform, they will be provided also to WG meetings in 2012 and 2013
- ❑ Thanks this approach, TPWind will significantly improve the effectiveness of Working Group meetings and therefore its overall performance
- ❑ This will be achieved by:
 - ❑ Freeing Working Group Chairs and Secretaries from people-management duties, in order to allow them to join the discussions held during TPWind meetings
 - ❑ Ensuring a better and more structured participation of TPWind members to meetings
 - ❑ Keeping TPWind members focused and aligned towards their objectives during meetings
 - ❑ Maximizing the potential of every TPWind member in all Working Groups

Thank you for your attention!



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