



# Categorization of potential users based on the taxonomy

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## Introduction

The objective of the 'Categorization of potential users based on the taxonomy' is to tailor the knowledge generated by the GreenEcoNet platform to different target groups consistently with the taxonomy developed with the aim to allow the semantic tagging function.

Towards to this direction, the report initially categorizes and describes the potential users of the GreenEcoNet platform according to their function. Each stakeholder group has a specific interest in utilizing the platform, which is related to the stakeholder's key area of expertise, business scope, etc. Specific participant interests could be 'translated' into a set of queries to the platform.

As such, the verification process for the assessment of taxonomy's ability to serve the users' queries functionality of the platform is conducted on the basis of producing a set of potential user questions, so as to check the ability of the proposed taxonomy to provide answers and enable the functionality that the GreenEcoNet platform must provide.

# Chapter 1 – Assessment of the taxonomy's adequacy to address the information needs of potential users

## 1.1. Categorization of the potential users

In Table 1, the potential users of the GreenEcoNet platform are categorised and described in good relevance to the GreenEcoNet Stakeholder Engagement Plan D3.1. Each identified category includes the users that are expected to utilise the platform's searching capabilities to address a homogeneous set of questions.

**Table 1 - Potential users of the GreenEcoNet platform**

Category	Examples
<b>Business</b>	Small and medium enterprises; Umbrella organizations at EU, global, national and regional level representing SMEs operating in various fields and sectors
<b>Policy Makers</b>	Local and regional governments; Networks of local authorities; Government agencies; Representatives of EU institutions
<b>Academia &amp; Research</b>	Universities; Business schools; Research centers; Research projects in the green economy field
<b>Overarching Platforms &amp; International Institutions</b>	International institutions; Knowledge platforms
<b>Communicators</b>	NGOs; Industry associations; Media
<b>Consumers</b>	European and national consumer organisations

## 1.2. User inquiries

The main benchmark for assessing the taxonomy's adequacy is related to the following question:

*How well does the taxonomy serve the user-queries functionality of the platform?*

Behind each potential user of the platform lies a set of search scenarios and the taxonomy should make these scenarios feasible. In order to assess this, for each user category a set of possible questions was devised and the adequacy of the taxonomy is evaluated on the basis of its usefulness in guiding towards the answers to these questions.

## Business

Examples of questions that a business could wonder when using the GreenEcoNet web-platform are:

- What **kind of barriers** did other SMEs in my sector face in adopting a green solution?
- What solutions have been successfully implemented by other SMEs in my **sector or business activity**?
- What solutions have been successfully implemented towards the attainment of **specific green goals** (environmental protection, resource efficiency, etc.)?
- Which **technologies or services** have been used for the attainment of specific green goals and who provided them?
- Which companies could **give advice on the implementation** of a green solution based on their own experience or through service provision?
- What are the **quantified costs and benefits** of a green solution, as well as the **prerequisites** for its implementation?
- **Why should I invest** in green economy practices? (i.e. what are the specific benefits for the business, in addition to more general benefits for the environment or society?)
- Which are the **available financing support options**? (i.e. how have other businesses financed the implementation of green solutions, and are these financing options also available for me / in my country?)
- Which are the **state-of-the-art options** (technologies, practices, etc.)?

## Policy Makers

Questions that a policy maker could raise while using the GreenEcoNet web-platform could be:

- What are the **current trends** in the green economy domain, in relation to countries, services and technologies?
- Which **policy instruments** promote significantly the progress towards green economy?
- Which are the **barriers** in the implementation of different green solutions?
- Which support schemes used in other countries or regions would be also viable in my area?

## Academia & Research

Questions that a researcher could raise while using the GreenEcoNet web-platform could be:

- What are the **current trends** in the green economy domain, in relation to countries, services and technologies?
- What knowledge is needed by SMEs or by policy-makers to facilitate the uptake of green solutions by SMEs?
- Which countries in particular need advice?
- On which green business practices, research should place emphasis from a sectoral perspective? (i.e. by estimating the benefits, barriers, financial elements, etc.)?

### **Overarching Platforms & International Institutions**

Questions that members of overarching platforms and international institutions could raise while using the GreenEcoNet web-platform could be:

- What **kind of barriers** did SMEs in different sectors face in adopting a green solution?
- What solutions have been successfully implemented by SMEs in different **sector or business activity**?
- What solutions have been successfully implemented towards the attainment of **specific green goals** (environmental protection, resource efficiency, etc.)?
- What are the **current trends** in the green economy domain, in relation to countries, services and technologies?

### **Communicators**

Questions that communicators could raise while using the GreenEcoNet web-platform could be:

- What are the **current trends** in the green economy domain, in relation to countries, services and technologies?
- Which are the **most innovative** new technologies used?

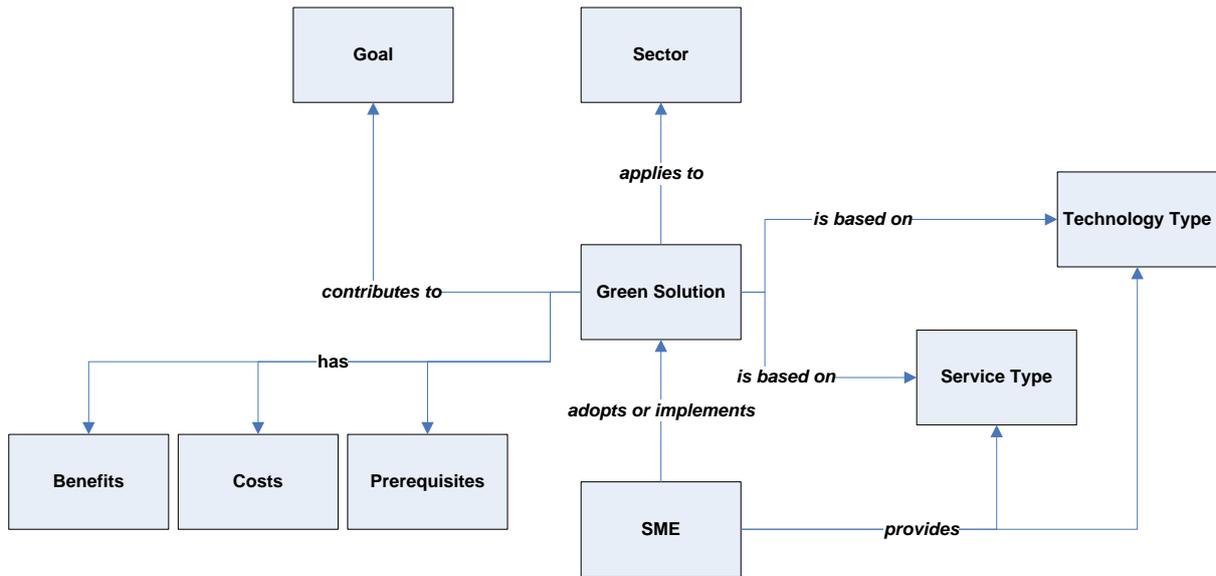
### **Consumers**

Questions that consumers could raise while using the GreenEcoNet web-platform could be:

- Which SMEs have a genuine green profile?

### **1.3. Taxonomy assessment**

The questions in section 1.2 can be supported by the categorisation scheme (taxonomy) of the GreenEcoNet platform. This can be validated by the fact that the categorisation scheme supports the data model of Figure 1, while this graph can be traversed in a way that reveals the associations needed to answer these questions.



**Figure 1 - The Categorisation scheme supporting the businesses' inquiries**

Furthermore, the questions above highlight the fact that the GreenEcoNet platform aspires to utilise crowdsourcing towards the provision of actionable information to its users. In particular, the data on benefits that the SMEs gained by implementing green solutions, as well as the data on the financing options the SMEs used, can be aggregated, for example per SME sector or business activity, and per country, so as to provide additional information to the platform's users.

Many questions can be addressed through data aggregation on countries, services, technologies, financing options and prerequisites. At the same time, it should be noted that the taxonomy can support the queries of the GreenEcoNet web-platform's users utilizing both the availability of data and the lack of them. In particular, technologies or themes which are absent from the platform's database, may present interesting case studies for policy makers and researchers alike.

## Chapter 2 – Future steps

### 2.1. Requirements for a comprehensive validation of the GreenEcoNet taxonomy

Since the GreenEcoNet taxonomy was developed for the support of the case study functionality for the platform, a comprehensive validation is not fully achievable at this stage. In particular, the current analysis needs to be complemented with an additional component. Firstly, we need to take the questions reported in the previous chapter and translate them into queries for the platform's database. Secondly, we need to assess whether the results are in line with what we intended to discover in the first place, or not. In the latter case, a review of the taxonomy is necessary.

This process requires the platform is fully implemented, with a very large amount of case studies collected. The GreenEcoNet web-platform is not launched yet, and the number of case studies available is, therefore, not sufficient to carry out a comprehensive assessment. We, therefore, decided to briefly present, at this stage, the methodology for a comprehensive validation, and then to present the results of the validation in the upcoming Procedure Manual for the Maintenance and Extension of the Taxonomy (deliverable D1.2) available from April 2015 on the GreenEcoNet web-platform [www.greeneconet.eu](http://www.greeneconet.eu).

### 2.2. Methodology for a comprehensive validation of the GreenEcoNet taxonomy

A comprehensive validation of the GreenEcoNet taxonomy developed so far is possible by applying a methodology based on two techniques: the tree tests, and finding content.

The former presents the user with a stripped-down version of the navigation so there are no visual cues or context to aide searching – it is just the pure taxonomy. Tree tests help show how well the current structure matches users' mental models and identify which items are harder to find.

In the latter, queries will be made directly to the platform's database so as to check if different attributes can be effectively combined, and if aggregation can provide crowdsourcing information.

Deliverable D1.2 will include both an analysis of the implications behind the practical application of these two techniques, as well as the results of the application and a consideration on what will be the future steps to undertake towards the full validation of the taxonomy.