

DELIVERABLE D.T2.2.1

CONCEPT FOR AWARENESS RAISING
ACTIVITIES FOR CCI

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CONCEPT FOR AWARENESS RAISING ACTIVITIES FOR CCI / Deliverable D.T2.2.1

This deliverable focuses on the development of a concept to **raise awareness among CCI** for business opportunities within AVM, with focus on technology, future trends & mindset in AVM; low-threshold activities, best practice examples, online & offline offers

Aim is to raise the awareness of cross-sectorial cooperation, raise the awareness of its benefits - outcomes and of possible innovations.

To do so, the key step is to bridge the sectors by:

- engaging the attention of the CCI sector and raise the awareness about cross-sectorial cooperation
- understanding the culture, trends, values and processes (both sides)
- understanding the technology, future trends and mindset of the AVM sector (out of the box thinking)
- learning how to communicate with each other
- engaging both sides in stimulating conversations that prompt inspiring and innovative outcomes
- putting aside boundaries

Why there is a gap between the sectors according to CCIs (information from „Empathy interview results“ by hdm)

- Lack of business knowledge, lack of specialized knowledge
- Strong competition and pressure
- Lack of willingness to cooperate within CCI
- Administration, governmental regulations, laws and taxes
- Digitalisation and internationalization and their side effects
- Stereotypes about the Creative Industries
- Lack of networking opportunities with other industries
- Imprecise definition of the sector of creative industries makes identity difficult
- Getting access to support, funds, etc., little help from the public sector
- Expanding the market beyond local/regional sales is difficult
- The CCI sector is fragmented and unstable

In the COCO4CCI project each of the 5 awareness raising tools includes:

- **Description** of the tool: type of the tool (event, seminar, workshop, site visit), short description
- **For whom** the tool is intended: target group(s) , CCI / AVM sector or both



- The **results**: tangible outcomes which will be further developed by the project partner's groups

1. The Best practices

TOOL: using the Best practices (BP), the success stories to raise the awareness among the CCI and AVM about the cross-sectorial cooperation.

USER: both CCI and AVM sector

Type of BP can be:

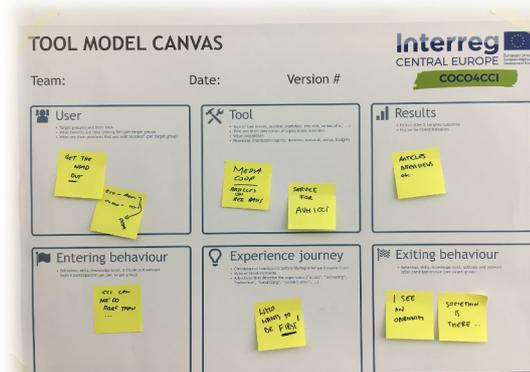
- Product best practices
- Service best practices
- Change of the culture best practices

BP does not have to be only the product output (which can mean also the big financial demand),

but also output-oriented to the service (design-thinking in the companies as a part of their process)

e.g. Moreover, the BP examples shall have different levels (from local level to the top companies)

This way, the local BP can be the „the mirror“ to our target groups, to our local companies/creatives and show them if the the cross-sectorial cooperation is possible for this local company, it is also possible for them. On the other hand, by showing medium and top best practices, we can inspire them on a longer term – by doing small steps, this can be the future.



THE RESULT: CCI / AVM will see the clear benefits/outcomes from the cooperations, (service/products that are familiar to our target group), see the successful cross-sectorial cooperations between the creatives and the AVM sector. BP can be used also both online and offline. The further developing of the tools shall focus on the specific best practices and choosing the ones that can be the most clear to our target group.

Further developing of the tool: CIKE, SBA

2. The Checklist

TOOL: this tool serves to indetificate CCI and their readiness level that serves to cooperate with AVM. The checklist focus on the three dimensions – technology, future trends and minset of people working in the AVM sector. Moreover, this checklist is closely connected later on with the company visits, and the readiness level of the CCI.

USER: CCI sector



Questions regarding technology:

- How would you describe your knowledge of the technology in AVM sector? (Yes / No, Why + describe)
- What kind of the materials are nowadays used in the AVM sector? (Yes / No, Why + describe)
- Are there any technology/processes in the AVM sector that you find interesting? (Yes / No, Why + describe)
- Would you be open for the training that will help you to get more familiar with the technology used in the AVM sector? (Yes / No, Why + describe)

Questions regarding future trends

- Are you aware of the up-to-date trends in the AVM sector? (if yes, mention examples) (Yes / No, Why + describe)
- How do you see the future of the AVM sector? (Yes / No, Why + describe)
- What kind of the innovation is the most appealing for you? (Yes / No, Why + describe)
- Would you like to be part of the specific innovation process / collaboration with AVM? (Yes / No, Why + describe)

Questions regarding mindset of AVM:

- How would you describe the mindset of professionals working in the AVM sector? (Yes / No, Why + describe)
- Is the „language“ of the AVM sector clear for you? (Yes / No, Why + describe)
- Where do you see the biggest gap between the mindset of AVM and CCIs? (Yes / No, Why + describe)
- Do you think you/ your company will be willing to cooperate with the AVM sector if there will be the special training that will help you to understand the mindset of AVM? (Yes / No, Why + describe)
- What kind of cooperation could you imagine (e.g. workshops, brainstorming, study visits, a project together, etc.)? (Yes / No, Why + describe)

THE RESULT: After the evaluation of the responses, project partners will have the „idea“ of the readiness level of CCI needed for the future cooperation. Also, there will be the obvious parts/themes, where CCIs have the lack of the information, so the further capacity building for CCI will be specifically targeted to those sections. Checklist can be used offline (on-site visits), but can be distributed also online and collect the responses of the possible interested participants. For further



developing of the tool there is need to work on the details and also how to proceed with the next steps, when there will be clear needs as the outcome from the checklist.

Further developing of the tool: CCIS, hdm, bwcon

3. Info day

TOOL: the important awareness raising tool is also the Info day, for both target groups: CCI and for AVM.

It will launch of three dimensions: technology, future trends, the mindset in AVM in separate events between the partners.

The content for the CCI sector will be the basic information on all 3 dimensions (technology, future trends, mindset in AVM), also some information on planned trainings, company visits in the future, planned workshops etc. Both groups will talk about their needs, their possible ways of cooperation and have a discussion with the project partners.

USER: CCI and AVM

THE RESULT: there will be event between the partners where will be involved the professionals from CCI and AVM sector to understand the three dimensions and to make the first steps towards their cooperation.

The info day can be joined with another event planned, the main aim is to pass the information and that both parties can meet and discuss the possible ways of cooperation, to work on the bridging two sectors.

Part of the info day can be also the materials already produced in the project - offline informations like leaflets, checklists, printed versions of the brochure where the participants can find the inspiration for the future collaboration etc.

Further developing of the tool: UNIVE, CPK, CCIS

4. Brochure



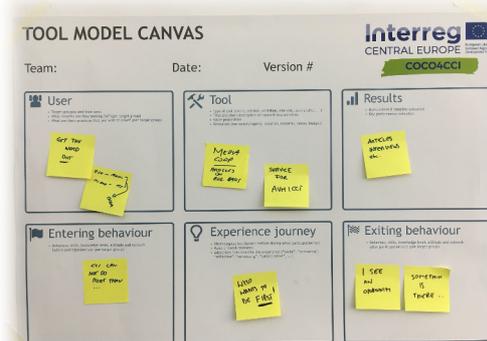
TOOL: The brochure will be used to disseminate the best (& bad) practices of the cross-sectorial cooperation (CCI+ AVM). It will explain shortly both sectors, their strengths and highlight the innovative ideas/products/services, that can come out from the fruitful cooperations.

This tool will explain and encourage the cooperation of CCI and AVM by presenting the examples and focus on the facts on why to do the cross-sectorial collaboration, for example:

- Because following the needs and challenges of companies or organizations by using the creativity and skills of professionals will achieve the innovative results.
- Because using the cross-sectorial cooperation to face a challenge or dilemma will achieve more creative and rooted results than by using classical methodologies.
- Because creative goods and services are resilient products as they rely on ideas, knowledge, skills and the ability to see new opportunities.

USER: CCI and AVM – as the examples in the brochure will be chosen for those two target groups

THE RESULT: COCO4CCI's aim is to create the platform for the innovation, where companies and organizations (AVM) can co-create with the creatives and work together on the new solutions, products, services. This brochure shall persuade the target groups to cooperate by explaining the best (& bad) practices and use them as the motivation.



It will clearly and shortly summarize the success stories, encourage the cooperation that leads mention the specific best practices. The brochure can be published on the website of the project as well as to be printed and used during the info day or company visits.

Further developing of the tool: NCC, SIAV, RRA

5. Media Cooperation

TOOL: Outreach on a regular basis to an external print magazine, daily, online magazine, blog etc., podcast with a commitment, spreading the word about the cross-sectorial cooperation, project.

It is assumed that each partner is well connected in his/her area with journalists, multipliers etc. and tries to get a commitment from at least one medium/magazine to get COCO4CCI content published that actually is interesting for their readers/listeners.



USER: CCI and AVM

This should happen on a regular basis and the medium is not an own project partner's magazin etc., to make sure with this activity COCO4CCI reach out to new target groups (step out of the box). It can be guest articles, interviews, case studies, articles, event-recaps (with "deeper" content). Besides this helps to reach our project's goals (digital activities report, getting our message out etc).

THE RESULT: Articles, Interviews, Guest-Articels, Listicles (for example „3 ways how to...“) published in the external magazines, visible content which is part of the online offers.

Further developing of the tool: CREATE, Biz-up